

Aquatic Nuisance Species

(A Catalyst)

&

“Stop Aquatic Hitchhikers!”

(A Model for Proactive & Collaborative Strategic Communications at the National Level)

Joe Starinchak

U.S. Fish & Wildlife Service/ANS Task Force



ANS Task
Force

Purpose of this Presentation

- To provide you an overview of how this issue has been addressed at a national level.
- To show you the benefits of becoming a partner in this national campaign.
- To show you how you can incorporate this campaign into your outreach activities

The Aquatic Nuisance (Invasive) Species Issue

- 1950s: Great Lakes sea lamprey proliferation shaped the current governmental response.
- 1980s: Great Lakes zebra mussel discovery, expansion and infrastructure impacts elevated the issue nationally and focused the resource profession on the issue's linkages to transportation pathways and ballast water.
- 1990: Congressional mandates helped to legitimize issue. NANPCA was passed. State and regional organizations took outreach lead to create materials to address their own needs.
- 1996: NANPCA reauthorized as NISA
- 2000s: Escalating complexity -- Multiple values, multiple authorities, multiple impacts, multiple pathways and scarce resources.

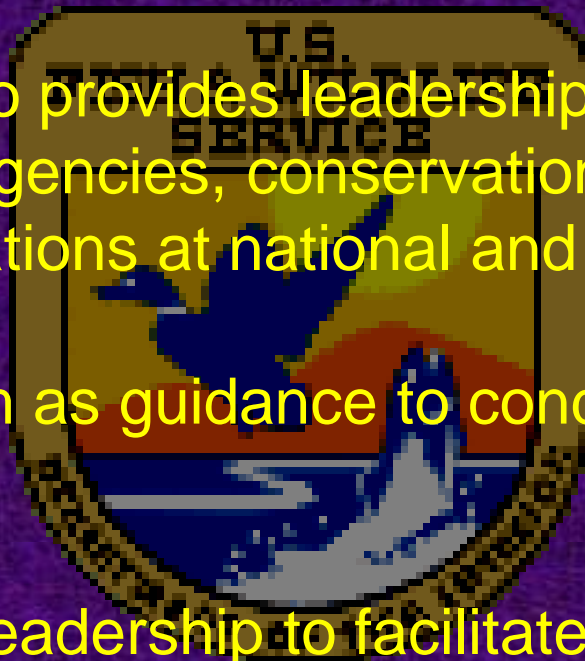
Role of the FWS

- Co-chairs the national ANS Task Force and provides staffing.

- Uses TF platform to provides leadership for coordination among the federal agencies, conservation organizations and industry associations at national and regional levels.

- Uses ANS Program as guidance to conduct on-the-ground projects.

- Provides national leadership to facilitate collaborative communications, education and outreach efforts.



ANS Program

- FOCUS AREAS: Prevention, Detection and Monitoring, Control, Research, Technical Assistance, Education
- Drives ANS Task Force and FWS activities
- Education & Outreach
 - Became a national priority when FWS hired outreach coordinator.
 - CEO Committee developed to take advantage of national platform that TF provides
 - Brings many diverse and experienced interests together
 - Provides leadership in helping to elevate this issue to one of national concern.

Education & Outreach

- Needed to build upon the past,
- Needed to expand ownership for this complex issue,
- Needed to work within the confines of a relatively small operational budget,
- Needed to coordinate amongst multiple state and regional entities who had been doing outreach for several years,
- Needed to target specific pathways and address the relevant communication needs.
- Needed to evaluate the effectiveness of outreach activities to demonstrate results and accountability.

The ANS Issue (from an outreach perspective)

- Complex and expanding
- Linked to global economy.
- Lack of public awareness & ownership adds to complexity.
- Multiple values politicize issue and provide leverage for strategic communications.
- Technical terms/acronyms confuse the public (e.g. ANS, NIS, etc...).
- Miscommunication about the issue adds to the public's confusion.
- Lack of consensus about “WHAT IS INVASIVE?” and “WHAT IS NOT INVASIVE?” adds to complexity.



What is “Stop Aquatic Hitchhikers!”?

- A multi-tiered, nationally branded public awareness and partnership campaign that targets recreational users.
 - 1st Tier: Visible, cause-related Marketing Vehicle “Stop Aquatic Hitchhikers!”
 - 2nd Tier: State-Level Policy Maker Strategies
 - 3rd Tier: Economic Impacts Strategies
- Focuses on recreational users, empowers them to own issue, take preventive action and advocate for support to address it.
- Implementation is a collaborative partnership effort.
- Provides conservation community with a marketing vehicle and an opportunity speak with a unified voice.
- Partner efforts are supported with Internet marketing strategies and customizable cooperative marketing materials.
- Allows us to link with other high-leverage opportunities.

FOR MORE INFO...

www.protectyourwaters.net



What are the High Leverage Opportunities?

Short-Term Opportunities

- IAFWA Multi-State Grant Process
- Sea Grant National Funding Competition

Long-Term Opportunities

- Ecological Impacts
- Human Health Impacts
- Economic Impacts

Short-Term Opportunities

- **IAFWA's Multi-State Grant Program**

- Provides ~ \$400K over the next two years

- Helping States to develop public awareness strategies (i.e. By Stepping Down “Stop Aquatic Hitchhikers!” campaign to the state level)
- Helping States to Develop Strategies to Elevate Issue in State Policy Arena
- Holding Regional Law Enforcement Coordination Workshops

- **National Sea Grant Funding Competition**

- Occurs every two years.

- Is being utilized on two levels:

- Initially, the competition was used directly. By collaborating on proposals, the competition yielded additional funding for the “Stop Aquatic Hitchhikers!” campaign.
- With this current competition, ANS Outreach Coordinator sits on the proposal review panel to determine if the submitted proposals will provide quantifiable results and if the address any of the TF priorities.¹⁰

Long Term Opportunities

- **Ecological Impacts**

- Significant & Complex
- Only resonates with a small minority ~ it's a tough sell on Capital Hill
- Preaching to the choir

- **Human Health Impacts**

- Can be very persuasive
- Legitimate, but only limited examples exist

- **Economic Impacts**

- Is a language that everyone understands

The Most Significant High Leverage Opportunity

- ECONOMICS ~ More specifically, focusing on these two figures: *\$138 billion – 10 States in 12 years.*
- Connect these two figures. Address the disparity between them and translate negative impacts of aquatic invasive species into more realistic figures.
- Make impacts relevant! People respond to figures they understand (examples below).
 - “In the 1980's, Florida spent \$50 million to control hydrilla - ten times more than the State's annual fishing license revenues.”
 - “Just the cost of controlling sea lamprey in the Great lakes is equivalent to the annual fishing license revenues paid by Wisconsin anglers.”¹²

Where We're Going?

- **With Stop Aquatic Hitchhikers!**
 - Evaluation will be done @ the state level.
 - Partnerships will continue using Stop Aquatic Hitchhikers! as the primary vehicle



- **With new efforts**
 - Similar type of branded campaign initiated with PIJAC.
 - Will leverage \$1.4 million of funding.

Ways to Integrate Stop Aquatic Hitchhikers! into Your Organization!

- Assess how this campaign fits into your organizational outreach.
- Make a commitment to using what the campaign offers.
 - Present the campaign to your organizational leadership to show how your participation in national efforts add value to this issue.
 - Dedicate a small part of your budget to support the production of materials for your agency's needs
 - Create direct link from your organization's web site to the campaign web site: www.protectyourwaters.net
 - Formally declare your partnership by submitting your organization's name to the partnership database on the web site
 - Download/customize campaign materials by adding your organizational logo.
 - Promote campaign internally and externally and use the customizable campaign materials to advance a prevention message through your organizational networks.

Using the Campaign Provides Benefits for Your Organization

- Leveraging the collective power of a unified conservation community
- Promotion of a simple and effective prevention message
- Access to a professionally designed national marketing campaign.
 - that is being promoted via ESPN Outdoors, various conservation organizations, regional and local outdoor writers,
 - that is being promoted on Capital Hill
 - that is supported by an interactive web site that provides the latest information about the issue
- Maximizing of your organization's limited resources.
- An understanding and accountability for your outreach activities regarding ANS.

Examples of How Other Organizations are Using the Campaign



"I guess we should have done more to STOP AQUATIC HITCHHIKERS! Who would have thought that a few weeds would ruin our favorite spot?"

STOP AQUATIC HITCHHIKERS!™

Prevent the transport of nuisance species.
Clean **all** recreational equipment.



STOP AQUATIC HITCHHIKERS!™

Prevent the transport of nuisance species.
Clean all recreational equipment.
www.ProtectYourWaters.net

When you leave a body of water:

- Remove any visible mud, plants, fish or animals before transporting equipment.
- Eliminate water from equipment before transporting.
- Clean and dry anything that comes into contact with water (boats, trailers, equipment, clothing, dogs, etc.).
- Never release plants, fish or animals into a body of water unless they came out of that body of water.



As a Stop Aquatic Hitchhikers campaign partner, the Federation of Fly Fishers encourages all anglers to prevent the spread of aquatic nuisance species.

How to Identify Rusty Crayfish

Rusty Crayfish WATCH

General Characteristics
Claws larger and smoother than many other crayfish; usually without wart-like white bumps
Claws with oval gap when closed; no distinct thin slit or notch present
Adults generally 3-5 inches (7.5-12.5 cm) long (nose to tail)
Claws greyish-green to red-brown
Sides green and yellow
Prolegs of the Great Lakes
Prevent the transport of nuisance species
Clean all recreational equipment
www.ProtectYourWaters.net

STOP AQUATIC HITCHHIKERS!

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Project of the Great Lakes Sea Grant Network and U.S. Fish and Wildlife Service

How to Identify Rusty Crayfish
(Use the following illustration as a guide; some characteristics may be absent.)

- Tips with black bands
- Oval gap
- Carapace with pair of dark, rust-colored spots
- S-shaped, moveable claws
- Long, unbranched, dangling roots
- Smooth, leathery, heart-shaped leaves 1-2 in (2.5-5 cm) wide
- Leaves dark purplish-red underneath
- Flowers with three rounded petals
- Single white flower with yellow center
- Flower stalk 3-4 in (8-10 cm) long
- Leaf stem without mid-line groove, narrow, rounded, 1.5-2.5 in (4-6 cm) long
- Horizontal runners form new plantlets at their tips
- Cluster (rosette) of many leaves

General Characteristics
Usually free-floating, sometimes rooted, aquatic plant that resembles a small water lily
A native look-alike, American frogbit (*L. immodicum* spongia) has a mid-line groove on leaf stem
Interlocking plants can form impenetrable mats at the water surface

European Frogbit WATCH

Photo credit: Erich Haber