

Invasive Species Public Awareness Campaign

Stopping the Spread of Giant Salvinia



Invasive Species Campaign

- 2009 Sunset Commission raised issue of exotic aquatic plants and directed the Department to:
“provide greater information to the public on the harm caused by releasing exotic species.”

Invasive Species Campaign

- Giant Salvinia (*Salvinia molesta*)
the first species to be addressed
- But we need your help

Invasive Species Campaign



Invasive Species Campaign



Giant Salvinia Campaign

- **Public Awareness Campaign**
 - **Primarily in East Texas**
 - **Focus at the following lakes:**
 - **Toledo Bend Reservoir**
 - **Caddo Lake**
 - **Lake Sam Rayburn**
 - **Lake Conroe**

Giant Salvinia Campaign

- **Strategy: Multi-media campaign**
 - On-the-Ground
 - Broadcast and Print
 - Online
 - TPWD Vehicles
 - Fishing Events
 - Media Events

On-The-Ground Signage



Buoys

On-The-Ground Signage



**HELLO
INVASIVE
SPECIES.
GOODBYE
TEXAS LAKES.**

Giant Salvinia chokes lakes, kills fish and can double in size in seven days. It can live out of water for up to two weeks, and you spread it when you enter other lakes.

**SO CLEAN YOUR
BOAT, TRAILER
AND GEAR!**


STOP AQUATIC
HITCHHIKERS!
www.texasinvasives.org



Metal boat ramp signs

On-The-Ground Media



Pump Toppers

On-The-Ground Media



Billboards

On-The-Ground Displays



Toyota Texas Bass Classic

On-The-Ground Banner



**"HELLO
GIANT SALVINIA.
GOODBYE
BASS FISHING."**

www.texasinvasives.org



Bill Dance, Expert Angler

Toyota Texas Bass Classic

Website

- **www.texasinvasives.org**
 - Partnership with Lady Bird Johnson Wildflower Center
- **New features**
 - Invasives 101
 - Eco-Alerts by region

Website

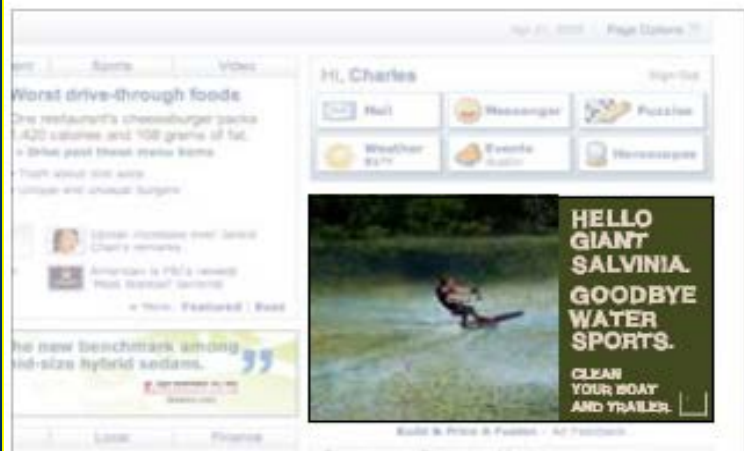
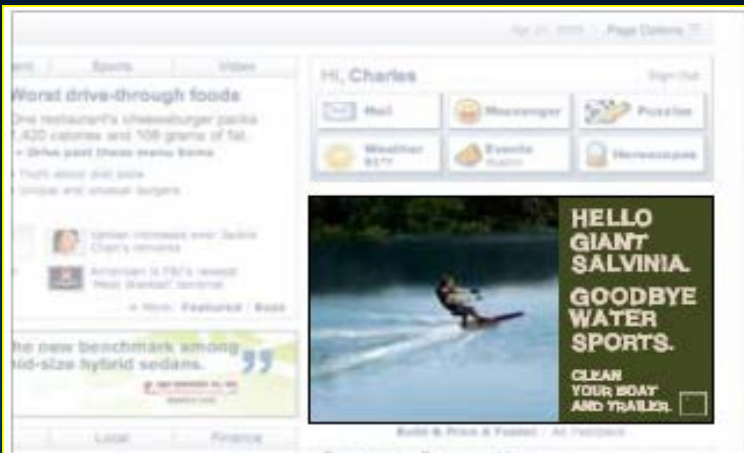
TEXAS
PARKS &
WILDLIFE



Home Page

Online Advertising

- **Animated Banner**
Ad shows rapid
growth of Giant
Salvinia



Print Ad



HELLO GIANT SALVINIA. GOODBYE FISHING HOLE.

Once Giant Salvinia invades, it chokes lakes and suffocates fish. And when introduced to Texas lakes, it can double in size every seven days and completely take over.

Giant Salvinia travels to different Texas lakes attached to boats and trailers. It can survive for days out of water, so clean even the smallest pieces off your boat and trailer, coming and going.

Because if Giant Salvinia is allowed to take over Texas lakes, it won't be our Texas anymore.



Learn to identify and report harmful invasive species.
www.tpwd.state.tx.us/invasives

- Ran in the 2009-10 *Outdoor Annual*
- To run in *Texas Parks & Wildlife Magazine* and *Texas Monthly* in April 2010

TV Ad





What is giant salvinia?

A native of Brazil, giant salvinia (*salvinia molesta*) is a floating, rootless aquatic fern that can double its size in less than a week. In the United States, giant salvinia began as a popular aquarium plant and was then introduced to the wild.

It was first found in Texas in 1998, and to date has been reported in over a dozen water bodies in Texas.



Have you seen this plant?

GIANT SALVINIA chokes lakes, kills fishing and can double in size in a week.

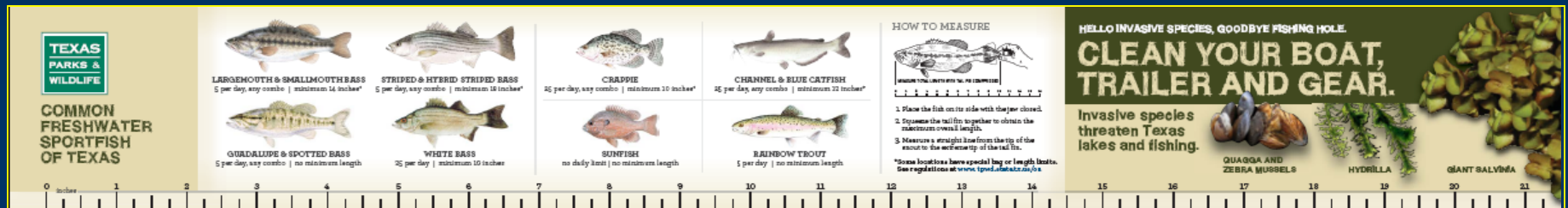


TEXAS
PARKS &
WILDLIFE



Brochure, with tear-off
pocket ID guide card

Event Materials



Promotional giveaway

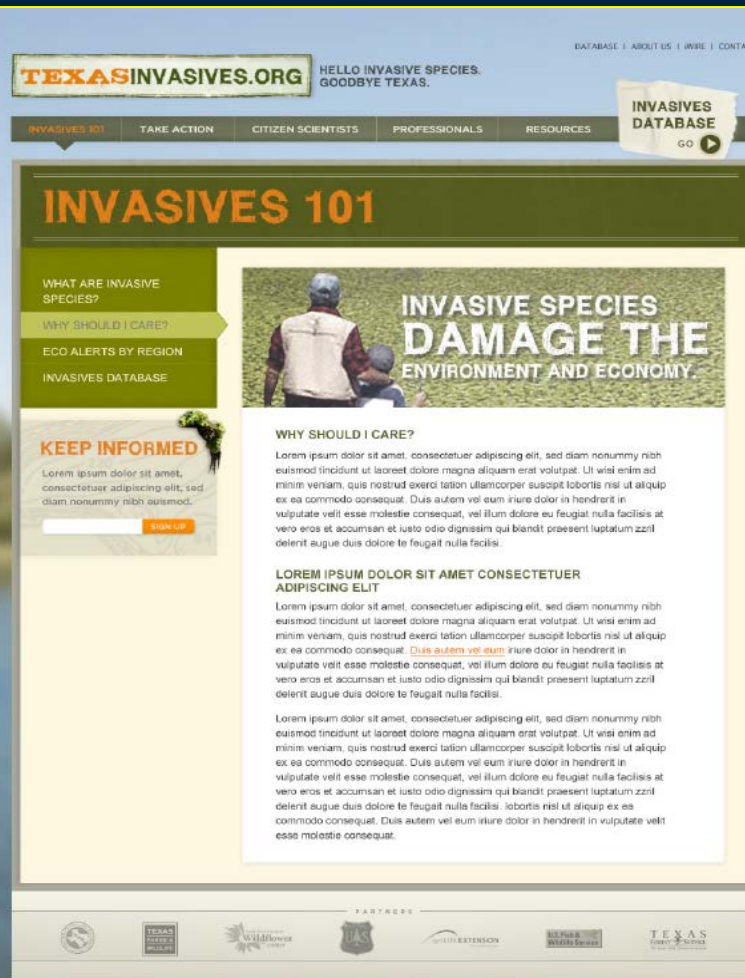
Media Events

- **KICKOFF NEWS CONFERENCE- April 1**
 - Carter Smith and TPW Commissioners to announce the launch of the Giant Salvinia Public Awareness Campaign at Lake Austin boat ramp
- **MEDIA TOURS/FIELD DAYS**
 - Sheldon Lake
 - Caddo Lake
 - North Toledo Bend

Thank You!

Questions?

Website



Primary Navigation Page

