



Bait Shop “Toolkit” Opinion Leader Outreach and Case Study

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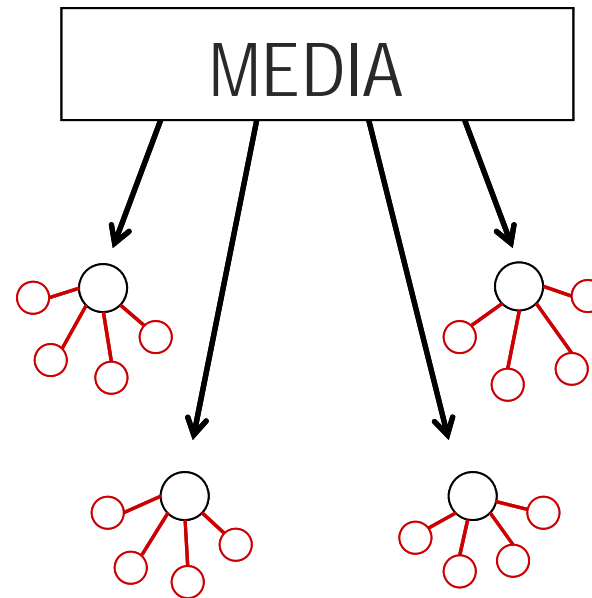
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Two-Step Flow of Influence: Opinion Leader Campaigns



- About how key people affect other people
- Discovered in classic voting study in 1940s
- Two-step flow
 - First: individuals (opinion leaders) who pay attention to media messages receive info
 - Second: opinion leaders pass on their own interpretations as well as actual media
- Bait store owners & employees are opinion leaders who pass on messages to fishing community (customers, friends, etc.)

Two Step Flow of Information



○ = Opinion leaders

○ = Individuals in contact with
opinion leaders

More on Opinion Leaders.....



- Opinion leadership changes from time to time, issue to issue
- Opinion leaders don't necessarily hold formal positions of power or prestige
- Opinion leaders most influential when interest is shared by group and source is most similar to target audience

Why Bait Shops? 2010 Survey



- Methodology
 - Data Collected May-July 2010
 - Mailed Survey Questionnaire
 - Census of 247 bait businesses
 - Response rate of 57.1%
 - 141 Returned questionnaires

Bait Shop Characteristics



- 71% agree or strongly agree they can play an important role in prevention of AIS and VHS
- 74% currently display educational materials about VHS or AIS

Case Study



- Qualitative research conducted
 - Semi-structured phone interviews
 - Participant observation
 - Unstructured conversations with customers
- 11 bait shops in 3 Wisconsin lake communities
 - Shawano, Spooner, Woodruff/Minocqua

Challenges



- Uncertainty about the Issue
- Lack of self-efficacy
- Time

Heard in Bait Shops



“Eurasian [water] milfoil is great for fishing. Our fishermen love it.”

“Customers would like to know how their donations are being spent” – regarding segregated fees.

“The lakes around here are already infected. I don’t think we can make much of a difference.”

Opportunities



- Bait shop owners are willing to help
- Point of sale is a prime opportunity to share information
- Customers appreciate giveaways

Heard in Bait Shops



- “[AIS] is a real problem. As sportsmen, we’ve got to stick together to save our lakes.”
- “Customers will ask for information when they’re getting their annual licenses. They want to know what the rules are.”

Social Marketing Defined



- Social marketing =
 - “a program planning process that promotes voluntary behavior of target audiences by offering benefits they want, reducing barriers they are concerned about and using persuasion to motivate their participation in program activity.”

Social Marketing Tools



- Norms
- Prompts
- Creating effective messages
 - Tailored, localized messages
- Encouraging commitment

Norms



- Human tendency to look toward others to help guide behavior
- Effectiveness depends on people internalizing norms – norm is how people 'should' behave
- Increase likelihood people discuss with others
- Examples: Lake association leaders, bait shop employees

Prompts



- Explicit instructions needed
 - Inspect, Remove, Drain, etc.
- Prompt should be placed as close in time or space as possible to target behavior
 - Bait bucket
 - Trailer hitch

Prompts



Bait Bucket Stickers



**Good fishing,
healthy waters**

It's up to you!

WISCONSIN LAW requires that you...

- **INSPECT** boats, trailers, and equipment
- **REMOVE** all attached aquatic plants and animals
- **DRAIN** all water from boats, vehicles, and equipment
- **NEVER MOVE** plants or live fish away from a waterbody
- **BUY** minnows from a licensed WI bait dealer. Use left over minnows only under certain conditions.

(Visit dnr.wi.gov and search for "bait laws")

 STOP AQUATIC HITCHHIKERS!

 USDA APHIS

 WI FH-249
WISCONSIN
JUST SA NATURAL BEHAVIORS

Prompts for AIS



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.

Prompts for AIS



Creating Effective Messages



- Captivating information
 - Concrete, localized
- Know audience – get feedback!
 - Individuals who heard about VHS from government *less* likely to participate in prevention activities
- Use threatening messages cautiously
 - Increased fear may result in belief that there is little they can do to prevent AIS

Localized messages: Press Release in Local News



Local bait shops help fight against aquatic invasive species in Spooner area.

SPOONER, Wis. -- Bait shop owners in the Spooner area are taking steps to address the problem of aquatic invasive species in Wisconsin lakes.

Aquatic invasive species (AIS) are non-native plants and animals that threaten Wisconsin's lakes and river systems. AIS are a problem because they harm native species and decrease the

“Bait shops in the Spooner area recognize the importance of working together to keep invasive species under control and will be working to share that message with their customers.”

about invasive species because they interact with boaters and anglers who use area lakes on a daily basis. Moreover, many people often consider bait shop owners to be a trusted source of information especially when it comes to the lakes nearby.

Spooner area bait shops have recently teamed up with University of Wisconsin-Extension, University of Wisconsin Department of Life Sciences Communication and the Department of Natural Resources to share information with boaters and anglers about the dangers of invasive

Empowering Opinion Leaders



- Train as communication strategists initiating conversations with peers
- Offer research that informs successful messaging (FAQs, talking points)
- Regular follow ups used to reinforce training and maintain interest

Protect Your Business, Protect Wisconsin's Lakes

Aquatic Invasive Species (plants, animals or organisms that are not native to a body of water) are harmful to Wisconsin lakes and the surrounding communities. Because there are many different types of aquatic invasive species (AIS), information about prevention can be confusing.

HERE'S THE TRUTH: The damage caused to Wisconsin waters by invasive species can hurt the local economy and negatively affect your bait business. Here are a few of the ways AIS can affect you and your customers:

AQUATIC INVASIVE SPECIES can:

REDUCE GAME FISH POPULATIONS by

- Reducing oxygen levels in the water
- Overtake native species that provide food and habitats for fish
- Kill or harm fish directly

RUIN BOAT ENGINES AND JAM STEERING EQUIPMENT by

- Clogging water intakes on motors causing them to overheat
- Attaching themselves to the prop and all areas of the motor



MAKE LAKES UNUSABLE BY BOATERS AND SWIMMERS by

- Overtaking lakes and making them almost impossible to navigate

In short, Aquatic Invasive Species can impact local economies of lake communities, which can result in a significant decline in revenue from tourism and recreational activities. Additionally, it is very costly to manage and control invasive species in Wisconsin lakes and some of those costs may fall on Wisconsin consumers.

Bait shop owners and employees play a key role in efforts to prevent invasive species.

Ask your customers to:

- INSPECT** their boats, trailers, and equipment
- REMOVE** all attached plants and animals
- DRAIN** all water from boats, vehicles and equipment
- NEVER** move plants or live fish away from a water body.

FREQUENTLY ASKED CUSTOMER QUESTIONS:

Why are Aquatic Invasive Species so hard to control?

Aquatic invasive species often do not have the same predators and competitors that they do in their natural environments. Because of this, they are able to reproduce rapidly and overtake native species. Once established, invasive species can have a negative impact on the function and economic value of lakes.



Eurasian Water Milfoil

The lakes I usually use for fishing or boating are already infested with invasive species. Why should I follow the four steps?

Many infested lakes around Wisconsin are near lakes that are free of AIS. Following the four steps can prevent introducing invasive species into unaffected lakes. Additionally, even though a lake may be infested with one type of invasive species, it is possible to prevent the introduction of another type. For example, a lake infested with Eurasian water milfoil can still be protected from curly-leaf pondweed.

I've heard that some invasive species may actually be beneficial to the lakes. Why should I be concerned?

While it is true that some invasive species, like Eurasian water milfoil (EWM), can provide habitat for fish, the long-term effects of infestation are dangerous. EWM can overtake bodies of water and make it unusable by boaters and anglers. EWM can also replace native species, which upsets the natural diversity of lakes.

What is the DNR currently doing to control aquatic invasive species?

Millions of dollars are spent in Wisconsin each year trying to control invasive species once they become established. The DNR is currently researching new ways to manage and prevent the spread of invasive species most effectively. The DNR also works to control AIS through watercraft inspection, monitoring water bodies for invasive species, information and education, and biological control.

To find out more about Aquatic Invasive Species, please visit <http://dnr.wi.gov/invasives/aquatic>.



STOP AQUATIC HITCHHIKERS!™

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



DO YOUR PART TO PROTECT OUR LAKES

Aquatic Invasive Species can harm our lakes in several different ways:

- Reduce game fish populations
- Ruin boat engines and jam steering equipment
- Make lakes unusable by boaters and swimmers
- Impact local economies of lake communities



**STOP AQUATIC
HITCHHIKERS!**

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Extension
University of Wisconsin - Extension



REDUCING AQUATIC INVASIVE SPECIES IN WISCONSIN WATERS BEGINS WITH YOU

Follow these simple steps to avoid letting these harmful species hitch a ride with you

- ✓ **INSPECT** your boat, trailer and equipment
- ✓ **REMOVE** all attached plants and animals
- ✓ **DRAIN** all water from boats, vehicles and equipment
- ✓ **NEVER MOVE** plants or live fish away from a water body



It's the Law!



Wisconsin has several laws to prevent the spread of aquatic invasive species. Failure to follow these laws can result in fines up to or exceeding \$2000. Don't be caught unaware!



Encouraging Commitment



- Making commitment public or within group increases effectiveness
- Act of commitment alters how people see themselves
 - See themselves as type of person who acts a certain way and feel need to act consistently with self perception
- Written commitments more effective than verbal



University of Wisconsin

Recognizes

Kuhn's Bait and Tackle Palace

For Protecting Wisconsin's Lakes
From Aquatic Invasive Species

Awarded on July 1, 2011

Get Involved



Contact your AIS County Coordinator, or

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UWEX/DNR AIS Communications Specialist

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