

# Aquatic Invasive Species Outreach

Successes from the past and  
priorities for the future

*Lakes Convention 2012*  
*Green Bay, WI*



**STOP AQUATIC  
HITCHHIKERS!™**

# AIS Outreach Goals for 2011

- Use research to set priorities
- Develop an outreach campaign using consistent messaging
- Provide partners tools/guidance to implement priorities
- Evaluate success



**STOP AQUATIC  
HITCHHIKERS!™**



# Research Results-AIS Messaging

- Protect WI Waters/It's the Law
- Focus on Broad AIS message rather than VHS specific message
- Use Stop Aquatic Hitchhikers logo
- Use consistent prevention steps.



# 2011-2012 AIS Outreach Priorities

1. AIS Media Campaign
2. AIS Boat Landing Signs
3. AIS Landing Blitz- (July 4<sup>th</sup> weekend)
4. AIS Enforcement Partnership



**STOP AQUATIC  
HITCHHIKERS!™**



# AIS Landing Sign Effort

- 850 of 2,500 public landings posted since 2010 (reported), majority in counties with active partners

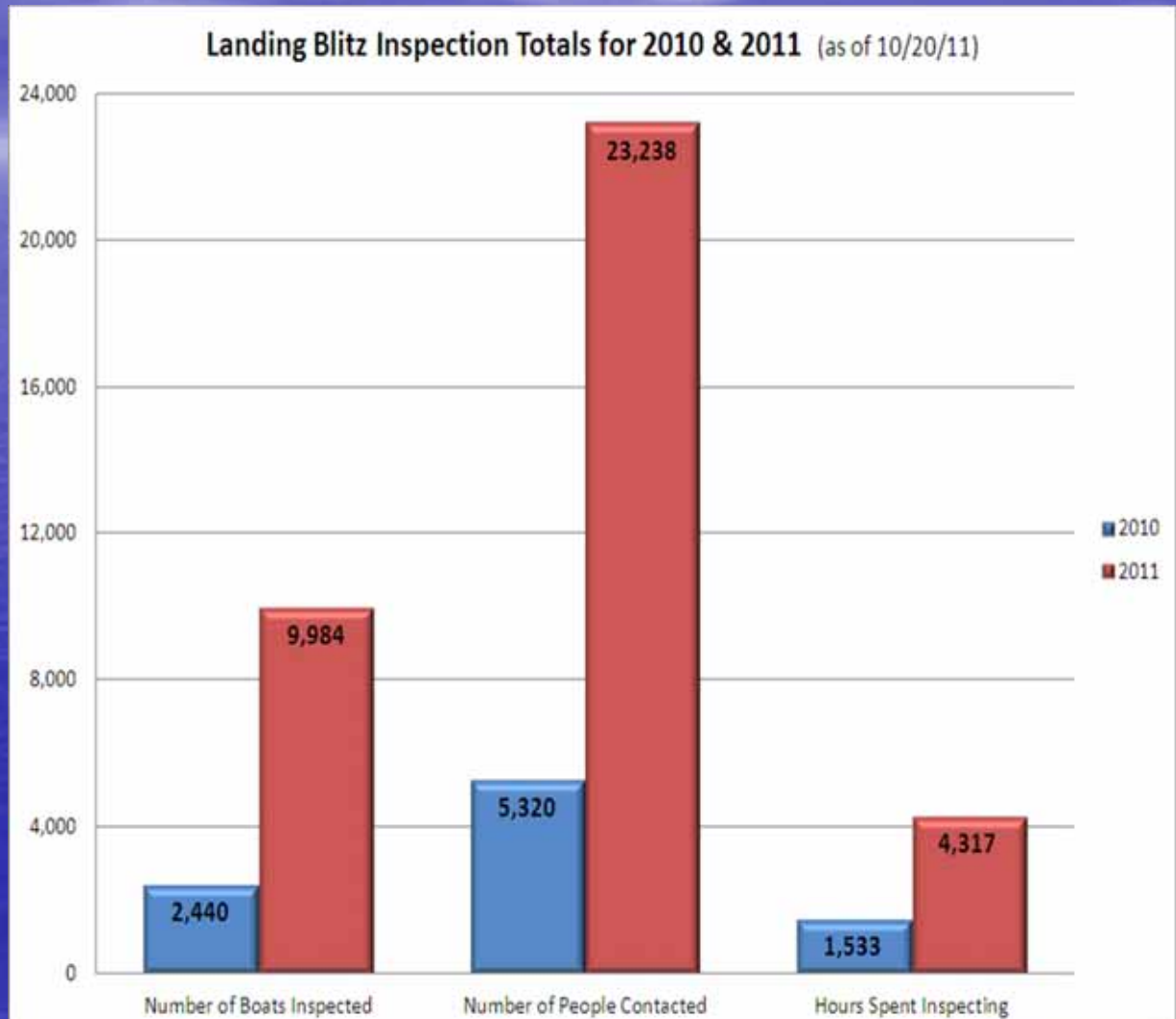
## Next steps:

- Added AIS sign posting to grant ranking criteria – Aug 2011
- Partnered with Invasives Team to include sign posting information in broader outreach efforts
- Made individual contact with all DNR properties with boat access.



# AIS Landing Blitz

- Media Campaign leading up to July 4<sup>th</sup> Landing Blitz
- Partners stationed at over 90 waterbodies
- Over 40 local and statewide news agencies and 9 TV networks covered Blitz



# 2012 AIS Outreach Priorities

1. AIS Media Campaign
2. AIS Boat Landing Signs
3. AIS Landing Blitz- (June 29<sup>th</sup>- July 4<sup>th</sup> or July 4<sup>th</sup>-July 8<sup>th</sup>)
4. Regional AIS Group Checks (5)-partnering with local DNR wardens/Water Guard on education and enforcement
  - Lake Winnebago -June 9<sup>th</sup>
  - Lower Wisconsin River -July 28<sup>th</sup>
  - Lake Michigan (SE WI)-TBD
  - Vilas/Oneida -TBD
  - NW WI -TBD
5. Bait Dealer Toolkit



**STOP AQUATIC  
HITCHHIKERS!™**



# 2012 AIS Media Campaign

- Focus on TV and Radio
- Timing: May- July 4<sup>th</sup>

Fishy Thank You (Radio)

<http://dnrmedia.wi.gov/main/Viewer/?peid=5a2d0eca834b40c28c8673765a601ace>

Talking AIS (TV)-