

# How you can help Stop Aquatic Hitchhikers!

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# Ways to be (pro)active

- Be the change
- Share the message
- Mobilize others
- Help do the science

# Be the change



**STOP AQUATIC  
HITCHHIKERS!**

Prevent the transport of nuisance species.  
Clean all recreational equipment.  
[www.ProtectYourWaters.net](http://www.ProtectYourWaters.net)

- INSPECT boats, trailers and equipment.
- REMOVE all attached aquatic plants and animals.
- DRAIN all water from boats, vehicles, and equipment, including livewells and buckets containing fish.
- NEVER MOVE plants or live fish away from a waterbody.
- DISPOSE of unwanted bait in the trash
- BUY minnows from a Wisconsin bait dealer. Use leftover minnows only on the same body of water or on other waters as long as no lake or river water or other fish have been added to their container.

# Share the message

- Become a Clean Boats, Clean Waters inspector
- Start a landing inspection program (DNR grant)
- Contact Erin McFarlane at [erin.mcfarlane@uwsp.edu](mailto:erin.mcfarlane@uwsp.edu) or visit <http://www.uwsp.edu/cnr-ap/UWEXLakes/Pages/programs/cbcw/default.aspx>



# Effectiveness of CBCW

- Power of interpersonal communication
  - “Gold standard” for behavior change
- Data show increased awareness among boaters
- Behaviors promoted are effective at removing AIS from watercraft
- Rothlisberger et al (2011)
  - Visual inspection and hand removal effective for removing aquatic plants (88%)
  - Hand removal effective for small aquatic animals (65%), but less so than high-pressure washing (91%)



# Mobilize others

- Boaters and anglers:
  - Drain Campaign
  - Landing Blitz
- Bait shop campaign
- Waterfowl hunter campaign



# Drain Campaign

- When: Friday, June 9 – Sunday, June 11 (or second weekend of June)
- Goal: Increase the number of anglers who consistently drain their livewells
- Tactics: Volunteers at boat landings, free ice packs as prompts, media outreach, work with bait shops to spread message
- Participate on social media: #JustDrainIt

# Landing Blitz

- When: Friday, June 30 – Tuesday, July 4
- Goal: Increase number of boaters who consistently follow AIS prevention steps
- Tactics: Volunteers at boat landings, towels as prompts, media outreach, build large statewide effort
- Social media blitz: #CleanBoatsCleanWaters



# Waterfowl hunters

- When: 2017 Season Openers (dates TBD)
- Goal: Increase number of hunters taking AIS prevention steps
- Tactics: Volunteers and staff at access points, brochure, media outreach, duck bands, boot brushes (forthcoming)



# Bait Shop Toolkit

- Goal: Empower bait shop owners and employees to be opinion leaders among anglers about AIS prevention; equip them to be strong messengers
- Tactics: Build relationships, provide materials (brochures, keychains)



# How to get involved in campaigns

- Contact your local AIS Coordinator
- Visit the DNR's Aquatic Invasive Species Efforts website: <http://dnr.wi.gov/lakes/invasives/> (Changes coming!)

# Help do the science

- Streams – Water Action Volunteers
  - Stream monitoring program
  - Water quality and AIS
  - Contact: Peggy Compton, [peggy.compton@ces.uwex.edu](mailto:peggy.compton@ces.uwex.edu)
- Rivers – River Alliance of Wisconsin
  - Project Riverine Early Detectors (RED) and Bridge Snapshot Day
  - AIS monitoring
  - Contact: Amanda Perdzock, [aperdzock@wisconsinrivers.org](mailto:aperdzock@wisconsinrivers.org)
- Lakes – Citizen Lake Monitoring Network
  - Lake monitoring program
  - Water quality and AIS
  - Contact: Paul Skawinski, [paul.skawinski@uwsp.edu](mailto:paul.skawinski@uwsp.edu)



Thank you!



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