

# Aquatic Invasive Species Public Information Plan and Evaluation

Eileen Ryce  
AIS Coordinator  
May 2011



**Montana Fish,  
Wildlife & Parks**

**INSPECT. CLEAN. DRY.**

# POAMT - method

- P – The Problem
- O – The Objective
- A – The Audience
- M – The Message
- T – The Tools

 The Public Information Plan (PIP)

**INSPECT. CLEAN. DRY.**

- THE PROBLEM
  - Little Awareness

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# Prevention is key



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- OBJECTIVE

- Raise Awareness

- Change Behavior

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- AUDIENCE

- Boaters

- Anglers

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- MESSAGE

**INSPECT. CLEAN. DRY.**



With just **three easy steps**, you can do your part to help stop the spread of aquatic invasive species like plants, mussels and whirling disease:

**INSPECT.**

**CLEAN.**

**DRY.**



- TOOLS

**INSPECT. CLEAN. DRY.**

# INSPECT. CLEAN. DRY.

A message brought to you in cooperation by Montana Fish, Wildlife & Parks and Montana Department of Agriculture



**STOP AQUATIC  
HITCHHIKERS!**

# INSPECT. CLEAN. DRY.

# Billboard Locations



**INSPECT. CLEAN. DRY.**



Keep your boat  
and gear clean  
and free of debris.

Remove all mud, water  
and plants. No need to  
use soap or chemicals

**INSPECT. CLEAN. DRY.**

Do your part to help stop the spread of aquatic invasive species



**STOP AQUATIC  
HITCHHIKERS!**



**INSPECT. CLEAN. DRY.**



**INSPECT. CLEAN. DRY.**





**INSPECT. CLEAN. DRY.**



With just **three easy steps**, you can do your part to help stop the spread of aquatic invasive species like plants, mussels and whirling disease:

# INSPECT. CLEAN. DRY.

## 1. INSPECT.

After leaving a lake or stream, inspect your boat, engine, trailer, anchor, waders, and other fishing and boating gear for mud, water, and vegetation that could carry aquatic invasive species.

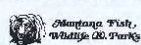
## 2. CLEAN.

Completely remove all mud, water, and vegetation you find. Boaters should use a pressurized power sprayer, found at most do-it-yourself car washes. The hot water helps kill organisms and the pressure removes mud and vegetation. No need to use soap or chemicals.

## 3. DRY.

Aquatic invaders can survive only in water and wet areas. By draining and drying your boat and fishing equipment thoroughly, you will kill most invasive species. The longer you keep your boat, trailer, waders, and other equipment outside in the hot sun between fishing trips, the better.

A message brought to you in partnership by  
Montana Fish, Wildlife & Parks and the Montana Department of Agriculture



**MAKE THE CALL:** Report violations anonymously to **1-800-TIP-MONT**

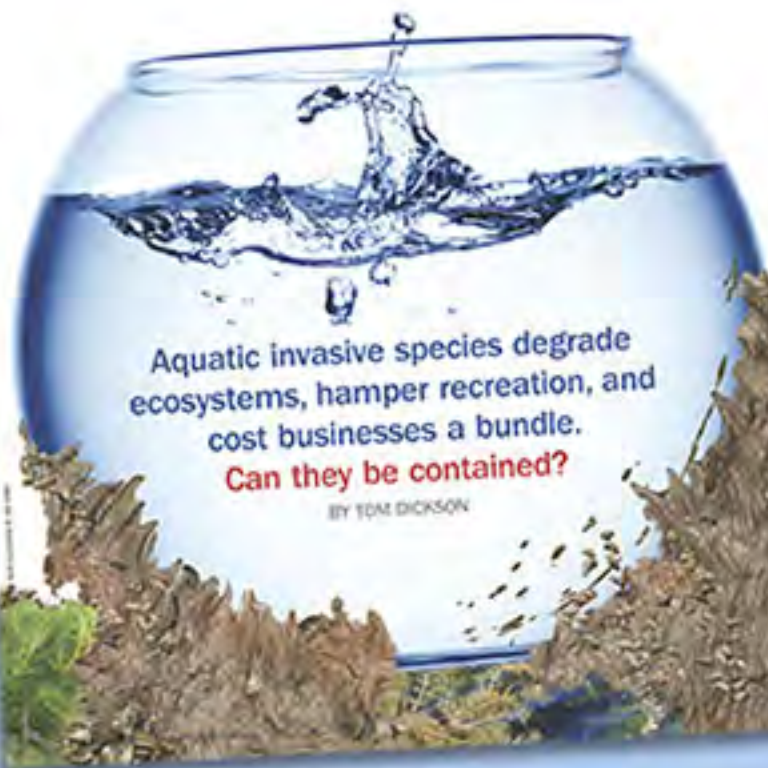


**STOP AQUATIC  
HITCHHIKERS!**

# INSPECT. CLEAN. DRY.

SPECIAL REPORT

# KEEPING THE INVADERS AT BAY



Aquatic invasive species degrade ecosystems, hamper recreation, and cost businesses a bundle.

**Can they be contained?**

BY TOM DICKSON

**I**T DIDN'T TAKE LONG. Kansas has almost lost control of its water. In 2013, the state's 20th largest lake, Lake Oahe, was invaded by a species of the Asian carp, a fish that has been found in 15 states. In addition to costing every inch of fishing gear in the reservoir, the foreign fish also threaten the local economy by eating local crops. The state has a steep decline in water levels, a sharp decline in water quality, and the state has lost a lot of money. The state has a lot of money. The state has a lot of money. The state has a lot of money.

## Montana Outdoors

### Prospecting Small Streams

Strike gold in Montana's hidden creeks

**INSPECT. CLEAN. DRY.**



# INSPECT. CLEAN. DRY.



Aquatic Hitchhikers (AHH)  
are brought into Montana from other  
states. They include plants, fish, and  
insects. They can harm the state's  
fish and wildlife.



## With just THREE EASY STEPS

you can help stop  
the spread of aquatic  
invasive species that  
choke municipal water  
and irrigation systems,  
damage our waters  
and ruin your  
fishing and fun.

### 1. INS ECT.

Look for signs of aquatic hitchhikers on your boat, trailer, or gear. They include plants, fish, and insects. They can harm the state's fish and wildlife.

### 2 C E A N.

Check for hitchhikers on your boat, trailer, or gear. They include plants, fish, and insects. They can harm the state's fish and wildlife.

### 3 D Y

A clean boat, trailer, or gear means no hitchhikers. They can harm the state's fish and wildlife.



**STOP AQUATIC  
HITCHHIKERS!**

# INSPECT. CLEAN. DRY.

Aquatic Invasive Species - Identification and Distribution :: Montana Fish, Wildlife & Parks

http://fwp.mt.gov/fishing/guide/ANS/default.html

Google

**mt.gov**  
Montana's Official State Website

Montana Fish, Wildlife & Parks

Search

Hunting Fishing State Parks Recreation Wild Things Habitat Education Enforcement Doing Business News

STOP AQUATIC HITCHHIKERS!

Home - Fishing - Montana Fishing Guide - Aquatic Nuisance Species

**Aquatic Invasive Species - Identification and Distribution**

**INSPECT. CLEAN. DRY.**

With just three easy steps, you can do your part to help **stop the spread** of aquatic invasive species, like plants, mussels and whirling disease.

INSPECT. CLEAN. DRY.

Keep your boat and gear clean and free of

Visit a Fishing Access Site

Licenses & Permits

Regulations

**INSPECT. CLEAN. DRY.**

# Northern Ag Network Web Banner



**INSPECT. CLEAN. DRY.**



# Billings Gazette

With just three easy steps, you can do your part to help **stop the spread** of aquatic invasive species like plants, mussels and whirling disease.

**INSPECT. CLEAN. DRY.**



**STOP AQUATIC  
HITCHHIKERS!**

***CLICK NOW FOR  
MORE INFORMATION***

**INSPECT. CLEAN. DRY.**



# Radio PSA



**INSPECT. CLEAN. DRY.**

**INSPECT.**

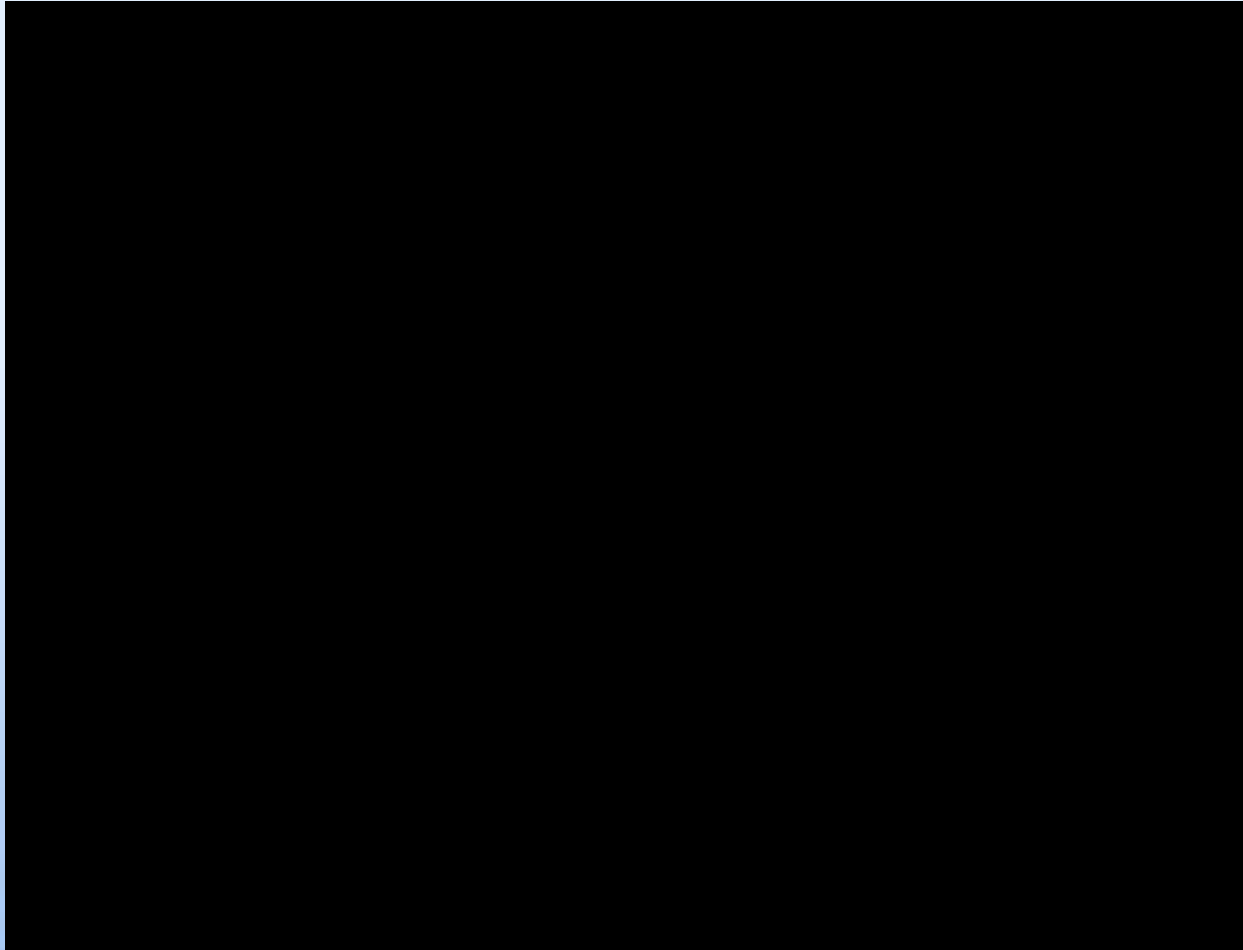
**INSPECT. CLEAN. DRY.**

# Aquatic Invasion Outdoor Report



**INSPECT. CLEAN. DRY.**

# Aquatic Invasive Species Outdoor Report



**INSPECT. CLEAN. DRY.**

# Postcard

With just three easy steps, you can do your part to help **stop the spread** of aquatic invasive species like plants, mussels and whirling disease:

## INSPECT. CLEAN. DRY.

### 1. INSPECT.

After leaving a lake or stream, inspect your boat, engine, trailer, anchor, waders, and other fishing and boating gear for mud, water, and vegetation that could carry aquatic invasive species.

### 2. CLEAN.

Completely remove all mud, water, and vegetation you find. Boaters should use a pressurized power sprayer, found at most do-it-yourself car washes. The hot water helps kill organisms and the pressure removes mud and vegetation. No need to use soap or chemicals.

### 3. DRY.

Aquatic invaders can survive only in water and wet areas. By draining and drying your boat and fishing equipment thoroughly, you will kill most invasives. The longer you keep your boat, trailer, waders, and other equipment outside in the hot sun between fishing trips, the better.

## INSPECT.

## CLEAN.

## DRY.

Do your part to help **stop the spread** of aquatic invasive species like plants, mussels and whirling disease.

This message brought to you in partnership by  
Montana Department of Agriculture and  
Montana Fish, Wildlife & Parks



Stop Aquatic Hitchhikers  
PO Box 200701  
Helena, MT 59620-0701

## INSPECT. CLEAN. DRY.





**INSPECT. CLEAN. DRY.**



# ALERT!

This water contains  
**Eurasian Watermilfoil**  
an aquatic invasive plant species  
**IT IS ILLEGAL TO POSSESS AND  
TRANSPORT THIS SPECIES ALIVE**

**Before leaving:**

- ▶ Drain all water from your boat, livewell, and bait bucket
- ▶ Inspect boat and trailer, and remove any visible mud, plant fragments and animals
- ▶ Wash and dry boat and equipment in between use
- ▶ Dispose of unwanted bait in the trash



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Do your part to **stop the spread** of aquatic invasive species.

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**STOP AQUATIC  
HITCHHIKERS!**

**INSPECT. CLEAN. DRY.**



**INSPECT. CLEAN. DRY.**

# INSPECT. CLEAN. DRY.

## Teaching Guide

An educational resource  
to explain to kids how  
they can help stop the  
spread of aquatic  
invasive species in  
Montana

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# Watercraft Inspections



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# Evaluation – Pre Survey

- Early Spring – pre boating/fishing season
- Randomly selected boaters (978, 42% response) and resident anglers (1429, 35% response)
- Obtain a base level of awareness, interest, and action
- 11 questions

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# Evaluation – Post Survey

- November – after boating/fishing season
- Randomly selected boaters (926, 39% response) and resident anglers (1437, 31% response)
- Was awareness increased?
- Did the Awareness Campaign change behavior?
- 11 questions (same as pre survey)

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# Evaluation Results

- Awareness was initially high (pre survey)
  - 80% of anglers and boaters agree or strongly agree that AIS are harmful
  - 60% of anglers and boaters frequently or very frequently Inspect, Clean, Dry
- Did not shift anglers
- Increased the awareness of boaters, did not change behavior

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# Most Noticed Tool

- Newspapers, magazines
- Television/radio
- Peer to Peer
- Fishing/boating regulations
- Inspection stations, direct contact
- Signs
- Direct mailings

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# Summary and Next Steps

- Increasing awareness is quicker than changing behavior
- Takes time to make change
- Duplicate the post survey in 2012
- 2011 – continue awareness plan
  - Targeted mailings to anglers
  - Print media, TV/Radio
  - Peer to Peer
  - Billboards

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# Happy Recreationists Enjoying a Newly Infested Area

