



NATIONAL INVASIVE SPECIES OUTREACH & EDUCATION

2017 - 2018 Bi-Annual Report

**1.9 BILLION CONTACTS
SINCE 2006**

Protecting America's Fish and Wildlife Heritage

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Special thank you to our partners!



Anoka County • Bay Mills Indian Community • Benton County AIS Task Force • Benzie Conservation District • Brown SWCD • Burntside Lake Association • Canosia Township • Center Lakes Association • Chester Woods Park • Chisago County • Cook County • Copper River Watershed District • Cottonwood County • Douglas County • Goodhue County • Grant County • Great Lakes Panel on Aquatic Nuisance Species • Houghton Lake Lake Association • Isanti County • Kanabec SWCD • Kandiyohi County • Koochiching SWCD • Lake County (CA) • Lake County SWCD (MN) • Le Sueur County • Livingston County • Long Lake Area Association • Long Lake Property Owners Association • Mahnommen SWCD • Marshall SWCD • Martin SWCD • Marquette County Conservation District • Mericopa Trail • Minnesota Invasive Species Advisory Council • Minnesota Yacht Club • Murray County • Nicollet County • New York Sea Grant • North St. Louis County SWCD • Olmsted County • Otter Tail County • Pine County • Pope County • Red Lake SWCD • Root River SWCD • Roseau SWCD • Rice County • Stearns County • Steele County • Tennessee Division of Wildlife • U.S. Coast Guard Auxiliary • U.S. Fish and Wildlife Service • Vermillion Lake Association • Waseca County • Watonwan County • Wild Rivers Invasive Species Coalition • Winona SWCD

Executive Summary

Have invasive species found your favorite fishing and hunting spot?

Chances are you're impacted by them whether you know it or not. They've invaded public waters, wilderness areas, national parks, refuges and backyards. Invasive plants, animals and pathogens are changing the landscape, costing us billions and are reshaping our future.

Prevention is recognized as the best defense to protect our resources. Knowing what to do to halt the spread must become part of every outdoor activity. From fishing to hunting to hiking and biking, a few smart steps including widespread basic awareness can have lasting benefits.

Since 2006, **Clean Drain Dry**, the national public awareness and education program, has reached over **1.9 Billion** contacts. That's roughly 5.8 impressions per person living in the USA. Each year, through consistent messaging and targeted outreach marketing, we're influencing people to take action at the boat ramp, on the trail, and in the field.

In this bi-annual report, we showcase how pooling funds, collaboration, and consistent prevention marketing can spawn innovation, reduce duplication, and provide leadership to address this national invasion. We work in partnership with resource managers and community stakeholders who share our vision and believe in the value of investing in education and public awareness.

Throughout the nation, Clean Drain Dry can be **SEEN** in storefront windows, bait shops, on highway billboards, and in magazines and local newspapers. On television and radio, at community meetings, and from watercraft inspectors, the message is **HEARD** loud and clear. At county fairs, local events, and at the boat ramp, volunteers and inspectors distribute educational products and handouts that could be **FELT**. These three elements—See, Hear, and Touch—are the foundation for changing public behavior. When we connect with people who have a passion for the outdoors, compliance with Aquatic Invasive Species (AIS) laws and other terrestrial guidelines increase, and the rate of spread slows.

Outreach and education work, but some remain skeptical:

"What you're doing is not making a difference" ... Shocking! We heard this from an uninformed official while testifying in support of AIS prevention protecting habitat. Is this the type of leadership we want and that fish and wildlife need?

As resource advocates and recreational users, we must do more to take action by working together and investing in education and outreach. Would we be negligent to not do all we can to protect the resource? **YES!**

I challenge all partners to communicate with your natural resource and elected officials that prevention of invasive species is the most cost-effective method to protect critical habitat and ensure sustainable healthy communities. We must work together, communicate effectively, and do more for the resource and our future generations. We look forward to working with you.

Yours in conservation,



Pat Conzemius
Executive Vice President



Outdoor & Indoor Media

Social science has proven the effectiveness of prompts in changing behavior. With effective placement and messaging, billboards serve as a perfect platform to deliver the Clean Drain Dry message to our target audience of boaters, hunters, and anglers. We are here to help design and post billboards in your area. Reach out for pricing and details.

**Billboards reached
over 76 million contacts**



Gas pump toppers and indoor posters deliver vibrant, full-color messaging at high demand locations. The message is seen in a distraction-free zone where consumers usually spend 1-2 minutes.

**Convenience Store & Indoor Advertising
reached over 17 million contacts**



"Iowa DNR values Wildlife Forever's leadership, coordination and expertise in delivering the Clean Drain Dry message to boaters and anglers."

- **Kim Bogenschutz**, Aquatic Invasive Species Program Coordinator, Iowa DNR

TV/Radio

Television Public Service Announcements (PSAs) continue to prove their effectiveness as they appeal to both sight and sound. Whether you want to reach cord cutters streaming on YouTube and Roku or the traditional cable networks, we can create and air a consistent and professional message in your local area.

TV PSAs reached
over **9 million** contacts



[Click here for video](#)

A full-scale marketing campaign would not be complete without the use of radio ads. Radio PSAs deliver the Clean Drain Dry message in a distraction-free zone - one of the few remaining since the smart phone. We work with your local radio stations to air ready-made PSAs and pass cost-saving discounts on to you.

Radio PSAs reached
over **7 million** contacts



"Wildlife Forever uses proven science-based marketing to deliver Clean Drain Dry messages. Our partnership reaches millions of people each year helping Stop Aquatic Hitchhikers!"

- Doug Jensen, Aquatic Invasive Species Program Coordinator, Minnesota Sea Grant

Newspaper & Magazine Print Ads

Print advertising in state game and fish regulations, national outdoor magazines, local newspapers, and county shoppers, works to reinforce the Clean Drain Dry message. Print media complements and reinforces the Best Management Practice message, as seen on highway billboards, boat ramp signage, and in retail stores. Through repetition and increased awareness of the action-based prevention brand, the public learns to Clean Drain Dry.

Print Ads reached
over **11 million** contacts

LAKE TIME
MAGAZINE

ELY ECHO'S NORTH COUNTRY
ANGLER



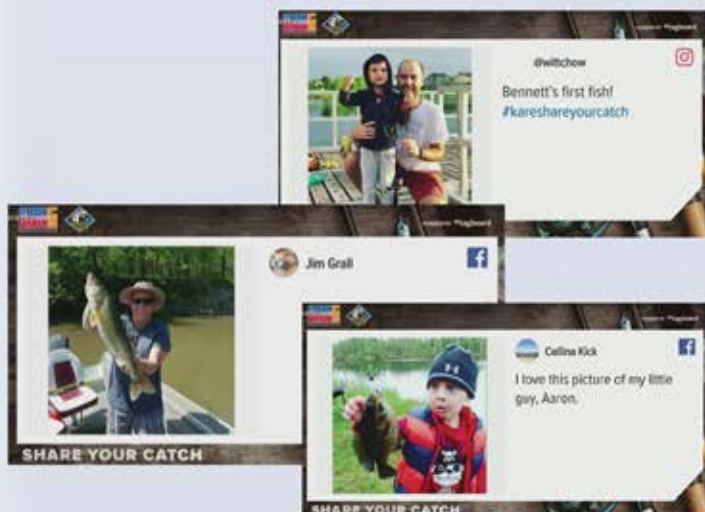
"As a professional fishing organization, AIS have a direct impact on our anglers. Prevention is essential, and it starts with knowing how to Clean, Drain and Dry."

- Dave Washburn, VP of Operations, Fishing League Worldwide

Social Media & Events

Smart phone apps, pop-up ads and Facebook are becoming the “new normal” for interacting and communicating in the digital age. *Clean Drain Dry Initiative™* partners have embraced the opportunity to expand invasive species outreach through cutting-edge techniques reaching new and younger user groups.

Facebook and Digital media reached over 1 million contacts



LIKE US ON FACEBOOK



Web Banner Ads

Boots-on-the ground outreach and education is by far the most effective method in changing behavior among boaters, anglers, and other recreational users. *Clean Drain Dry Initiative™* partners host countless events, from statewide summits, county fairs, town hall meetings, even Governor proclaimed “Clean Drain Dry Day!” Talking to the public about AIS is critical to help people understand the threats and how to take the simple steps to protect our lakes and streams.



“The outstanding support from the Clean Drain Dry Initiative helps us educate the public about the invasive species threat to the lakes and waterways of Ohio, ground zero of invasive carp.”

- John Navarro, Fisheries Program Administrator, Ohio DNR

Outreach Materials & Cleaning Stations

Custom signage and handouts provide our partners with physical prompts to help communicate Clean, Drain, and Dry. Check out our new catalog to find materials that can complement your prevention efforts and take advantage of the volume discounts obtained through The Clean Drain Dry Initiative™.



Empower recreational users to Clean, Drain, and Dry their own equipment with tools located directly at the boat access. By making it easy to follow the best management practices, actions become habit.



"AIS prevention must connect strategic outreach/education and physical tools to empower behavior change."

- Dr. Ed Rudberg, CEO, CD3 Cleaning Station

Wild Spotter™

Get Your Phone: Introducing Wild Spotter A new way to Map, Report & Prevent Invasive Species

In partnership with the U.S. Forest Service and the University of Georgia, Wildlife Forever has launched a new public awareness and volunteer initiative to map invasive species on America's public lands and wild places.

Currently in 12 pilot National Forests, Wild Spotter will ultimately grow to include all 174 National Forests and Grasslands.



National Forests participating in Wild Spotter include:

- Arkansas: Ozark-St. Francis
- Idaho: Nez Perce- Clearwater & Payette
- Illinois: Shawnee
- Kentucky: Daniel Boone
- New Mexico: Lincoln & Santa Fe
- Oregon: Wallowa-Whitman & Siuslaw
- West Virginia: Monongahela
- Wisconsin: Chequamegon-Nicollet
- Wyoming: Bridger-Teton

"It is impossible for agencies like the U.S. Forest Service to monitor all of their lands. Reaching the public, who are in these specific areas across the country, is a solution to help find new infestations before they spread."

- **Chuck Barger**, University of Georgia's Ecosystem Health Center

Youth Education

The State-Fish Art® Contest has taught aquatic conservation education for over 20 years! Through the arts, we integrate science to explore all things fish, and learn about threats like invasive species. The annual contest receives thousands of entries each year from across the world.

Title sponsor, Bass Pro Shops, along with the U.S. Forest Service, know the value of bringing youth into the outdoors and works to support regional strategies and state-hosted programs like the Missouri State-Fish Art® Contest.

Want to become an Invader Crusader? The winner of this category must incorporate invasive species into their entry. The **FREE** program awards all winners with recognition and national exposure at the FLW Forrest Wood Cup Championship of Bass Fishing.



Future Angler Foundation



Best of Show Award: Forrest Wood Cup



Recruiting New Anglers



2018 Best of Show
Ian O., Grade 10-12
California



2018 Invader Crusader
Mark A., Grade 7-9
West Virginia



2017 Best of Show
Annalisa L., Grade 7-9
Washington



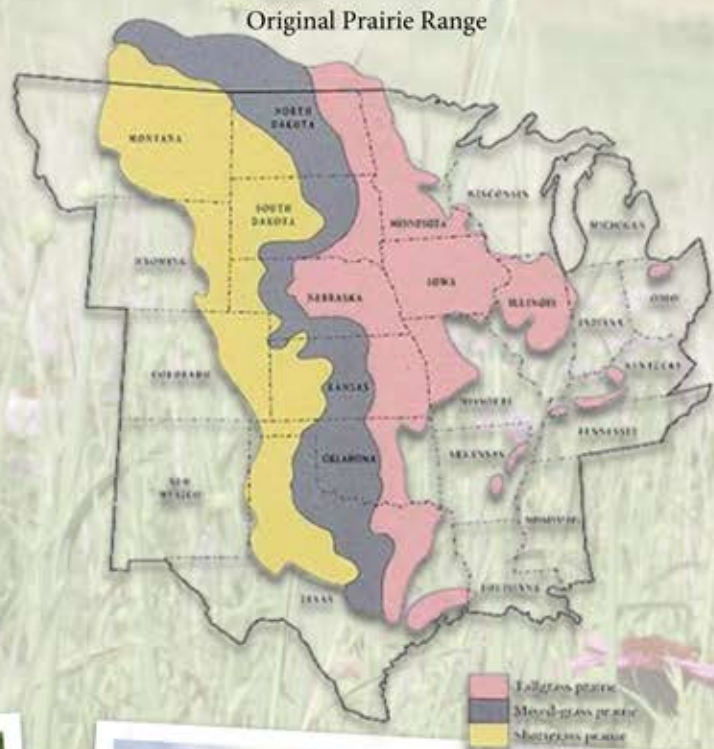
2017 Invader Crusader
Adele P., Grade 7-9
Virginia

Prairie to the People™

The mission of *Prairie to the People™* is to build stronger communities through integrated habitat, conservation best practices and civic leadership. Native prairie once dominated the landscape covering millions of acres stretching from Texas to Canada. Now less than 1% remains. *Prairie to the People™* aims to make prairie common again by restoring unused public green spaces with a diverse mix of native grasses and flowers offering countless benefits.

Benefits of Prairie

- Pollinator Habitat
- Improve Water Quality
- Prevent Soil Erosion
- Eliminate Invasive Species
- Aesthetically Pleasing
- Community Engagement & Education
- Lower Maintenance than Lawn Grass
- No Fertilizer Costs
- No Pesticide Costs



United Prairie
FOUNDATION

Partners In Action



Outreach to Sportsmen



MN DNR AIS Canine Inspectors



Boating and Fishing Industry Leaders Summit



Wild Spotter Partners: USFS



Educating Youth



Habitat Restoration



New Zebra Mussel Commercial



Removing Invasive Species



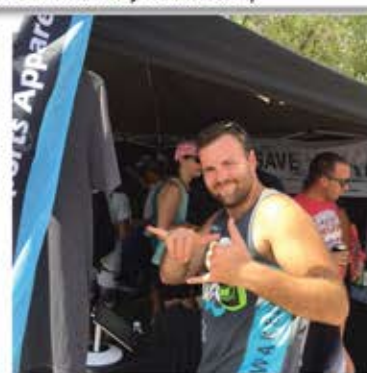
Custom Clean Drain Dry Vehicle Wrap



2018 State Fish Art® Contest Judges



CD3 Cleaning Stations



Clean Drain Dry Outreach to Wakeboarders



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