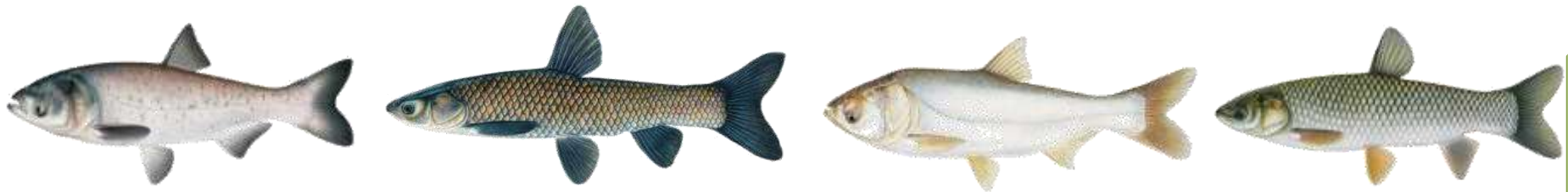




Asian Carps:

Prevention & Early Warning for the Canadian Great Lakes



Alison Kirkpatrick
Ontario Federation of Anglers and Hunters



The VOICE of Anglers & Hunters since 1928

www.invadingspecies.com • Invading Species Hotline 1-800-563-7711



Invading Species Awareness Program



- Education/awareness partnership between OFAH and MNRF since 1992
- Focus on aquatic *and* terrestrial invasive invertebrates, fish and plants
 - Focus on key pathways for invasive species introductions
- Monitor and track the spread of invaders in Ontario
- Contribute towards surveillance, control, and rapid response to invasive species



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OFAH/DFO: AC Campaign



• Goal 1: Prevention

- Help prevent the introduction of AC into the Canadian Great Lakes
- Education and outreach (increase awareness)

• Goal 2: Early Warning & Surveillance

- Help facilitate early warning of AC in the Canadian Great Lakes
- Invading Species Hotline/EDDMapS Ontario

1. Prevention

- Outreach
- Research
- Risk assessment

2. Early Warning

- Monitoring

3. Response

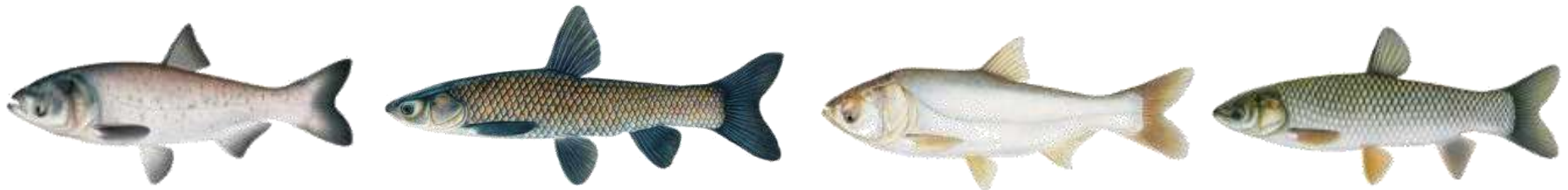
- Advice and analysis
- Action

4. Management

- Regulations
- Pathway management



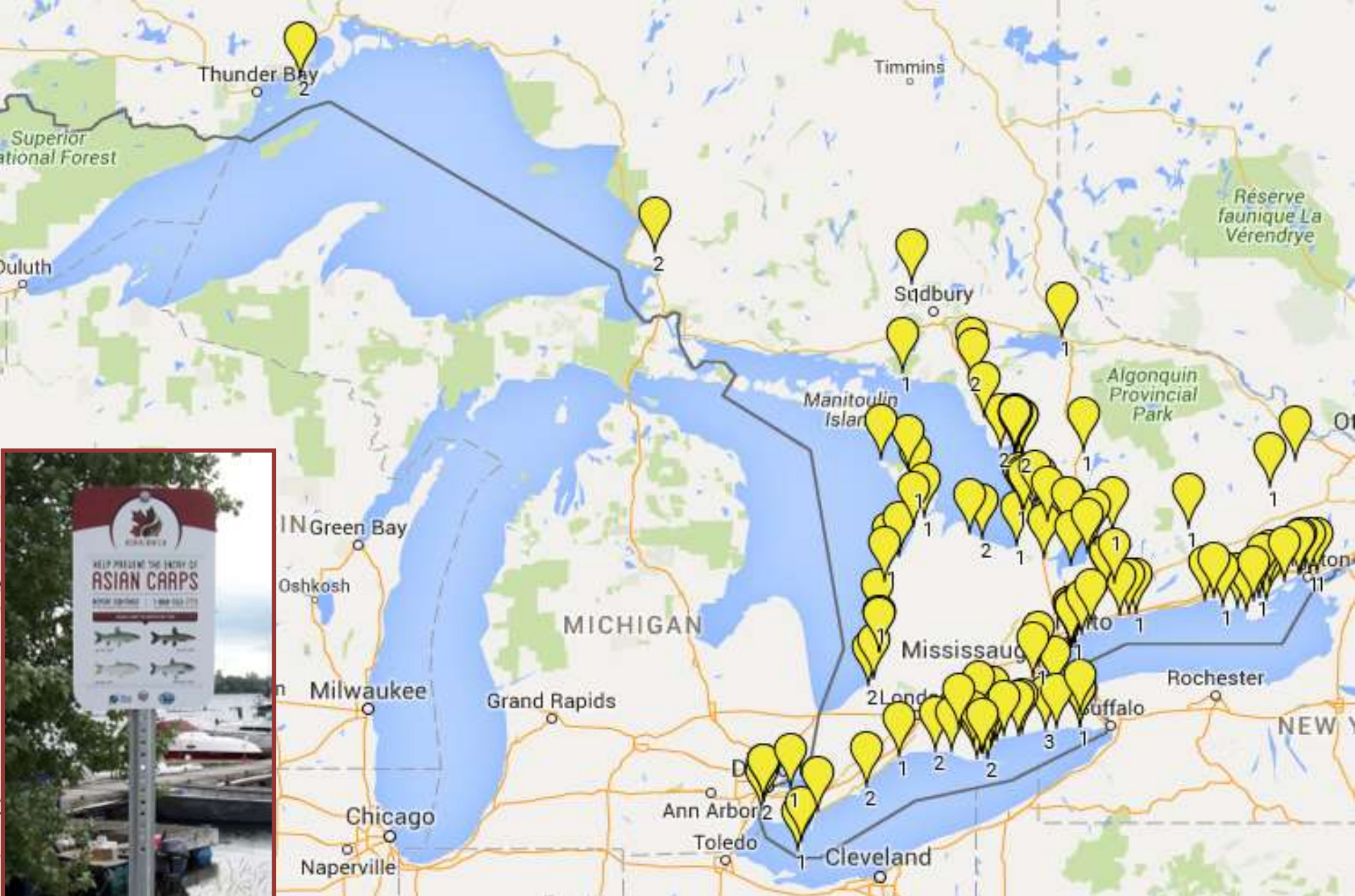
Goal 1:
Prevent the introduction of AC
to the Canadian Great Lakes



Billboard/Sign Campaign



- Billboards posted in the following areas:
 - Kingston
 - Toronto
 - St. Catharines
 - Windsor
 - Sault Ste. Marie
- Result = over 65 million impressions



- 245 AC signs have been posted at water access points in over 75 communities across Ontario

Trade Show Attendance



- Toronto Sportsmen's Show
- Ottawa Boat & Sportsmen's Show
- Spring Fishing Show
- Quinte Sportsmen's Show
- Spring Expo
- Valley Fishing & Outdoor Show
- Sudbury Sportsmen's Show
- Central Canada Outdoor & Recreation Show



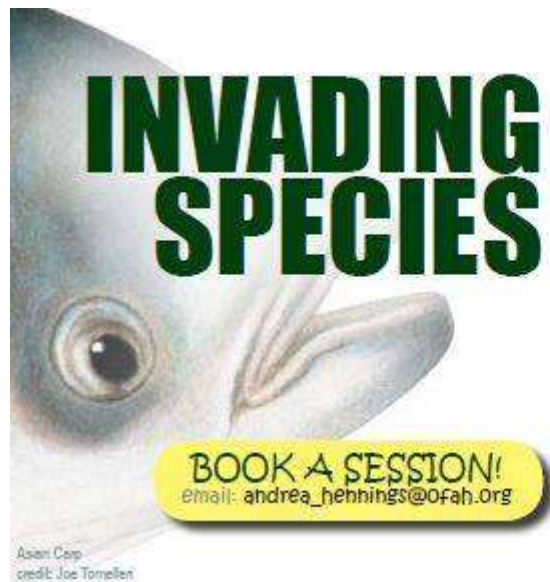
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In The Classroom



- 12 different school boards
- 133 classrooms, 1894 students
- 48 classrooms, 37 teachers added to a waitlist



*Coming to a Classroom
in your school!*

- **FREE** in-class instruction, resource material and activities
- Ontario-based Curriculum Connections
 - Grade 4: Healthy Habitats
 - Grade 6: Biodiversity
 - Grade 9: Invading Species(can accommodate to suit additional grades)
- available only until March 31, 2016



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Invading Species Hit Squad



➤ 100 events attended in 2015

Public Service Announcements



- TV PSA aired 14 times over the summer in 2015 on A&H television
 - Visit www.youtube.com/invspecies to view
- Radio PSA aired 812 times since April 2014
 - Reached communities across the province and on-line podcast listeners



www.invadingspecies.com



- Easy to access invasive species information
- Promote recent news articles, videos, programming, resources
- Resources available for download/order
 - over 26,000 in 2015/2016
- > 125,000 individual users/year




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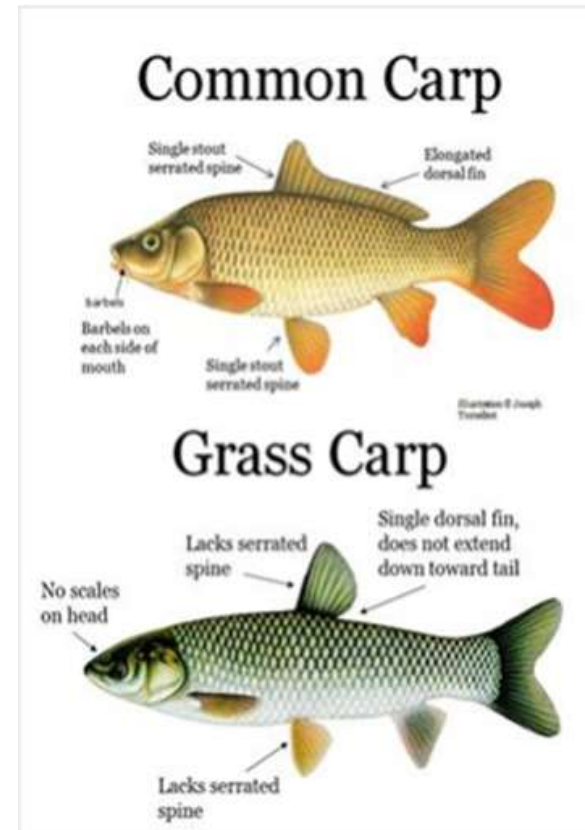
Social Media

- Over 15 Facebook posts related to AC
 - Total reach exceeds 50,420 people
- 44 Tweets to 1,936 followers
- AC videos have received 1,698 views on the ISAP YouTube channel



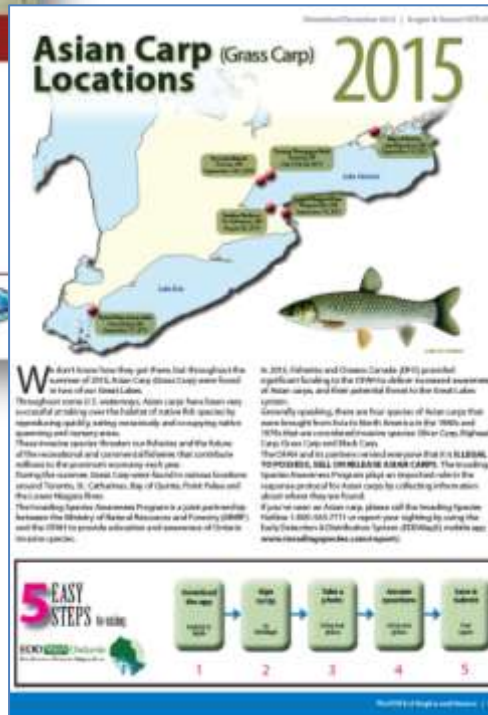
 **Invading Species Awareness Program**
Published by  Matt Smith (?) · July 31 at 11:17am · 

In the wake of the recent discovery of two Grass Carp near Tommy Thompson Park, we wanted to help highlight the differences between the Grass Carp (not currently established in Ontario), and the Common Carp (established in Ontario waters). If you think you have seen a Grass Carp, or any other Asian carp species, report it to the Invading Species Hotline at 1-800-563-7711 or at www.eddmaps.org/ontario



16,593 people reached

Spreading the word...



- AC featured:
 - 14 times in Ontario OUT OF DOORS
 - 4 times in the OFAH Angler & Hunter HOTLINE
- 100,000 readers



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Spreading the word...



- Newspaper ad (print & online) placed in 38 different newspapers across Ontario
- ISAP/OFAH in the media 54 times re: AC since April 1, 2013 (print & web)



➤ Total circulation = 16,322,343 homes

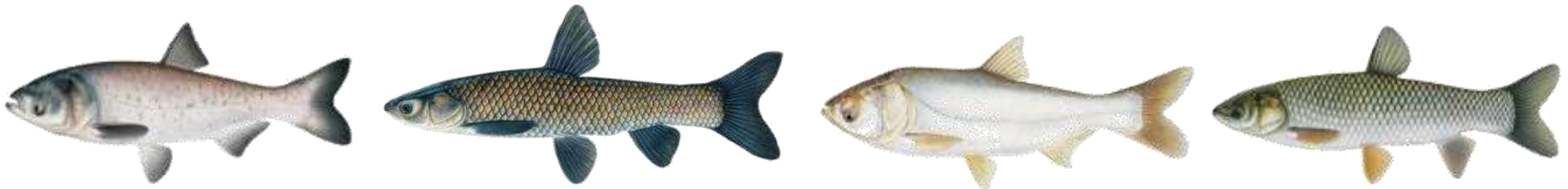
AC Campaign by the Numbers...



Total Impressions: 72,988,000



Goal 2: Early detection/warning of AC in the Canadian Great Lakes



Reporting Tools



Invading Species Hotline (67 reports)

- Make a report or request information
- 1-800-563-7711

www.invadingspecies.com (15 reports)

- Sightings can be reported via email through our website
- info@invadingspecies.com



EDDMapS Ontario (17 reports)

- Website and mobile application
- www.eddmaps.org/Ontario

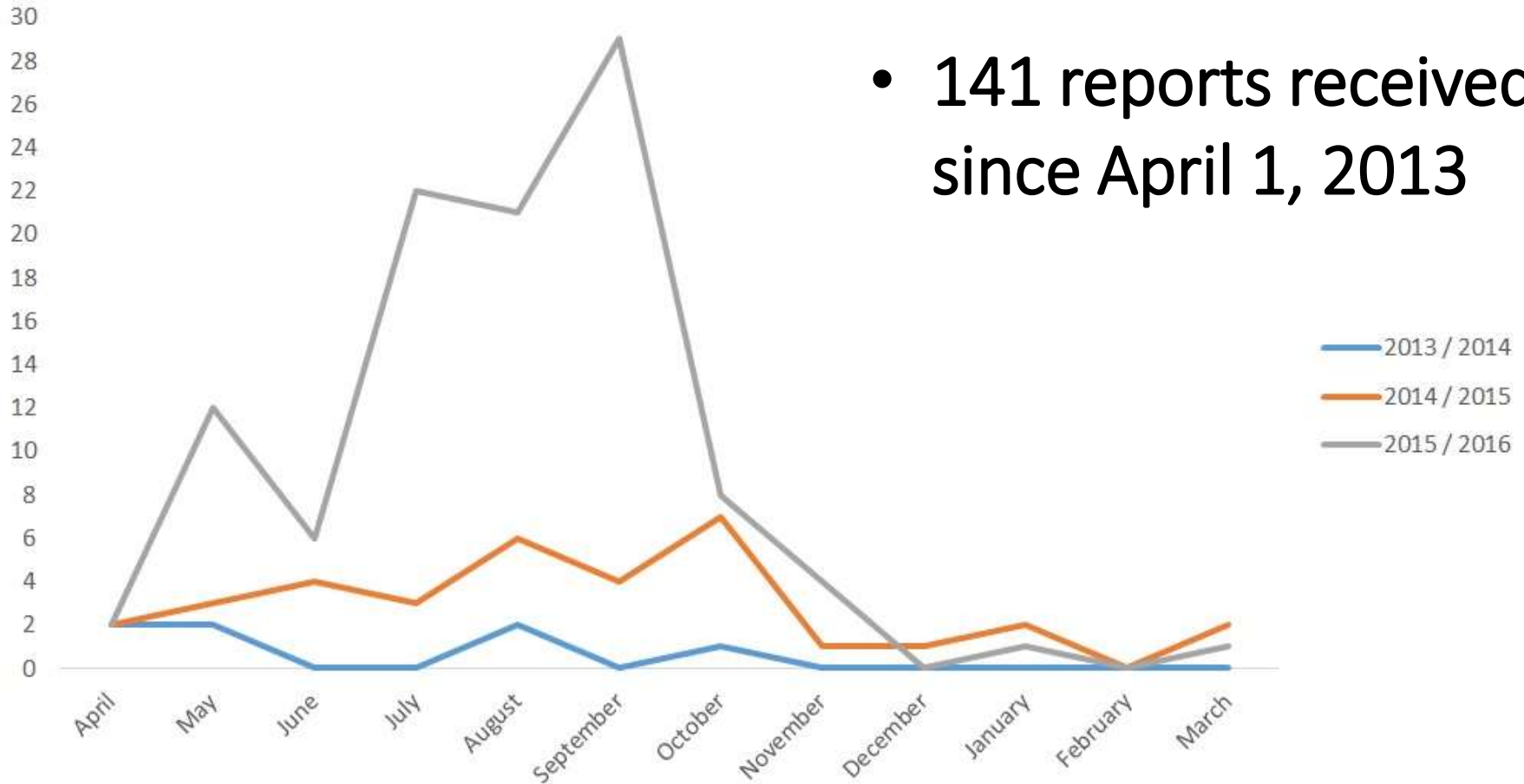
EDD MapS Ontario
Early Detection & Distribution Mapping System



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AC Reports for Ontario



Looking Ahead...



- Continue/build on existing initiatives...
- Develop/deliver new initiatives
 - Travelling outreach program (geared at kids)
 - Summer 2016
 - Targeted media engagement
 - Communications Liaison



Questions?



Facebook/invspecies



@invspecies

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