



Research and Implementation of **COMMUNITY-BASED SOCIAL MARKETING**

A Four Year Case Study on Aquatics

*Inspiring Change
Together*



- ✓ *Invasive Species Council of BC*
- ✓ *ISCBC Changing Behaviour Programs*
- ✓ *Canadian Council on Invasive Species*
- ✓ *Where to from here?*





Invasive Species Council of BC

- ISCBC is largest provincial invasive species charity in Canada
- Focus- **education**, outreach, training, cross-border **collaboration**-across Canada and internationally
- Founding member, co-chair of **Canadian Council on Invasive Species**

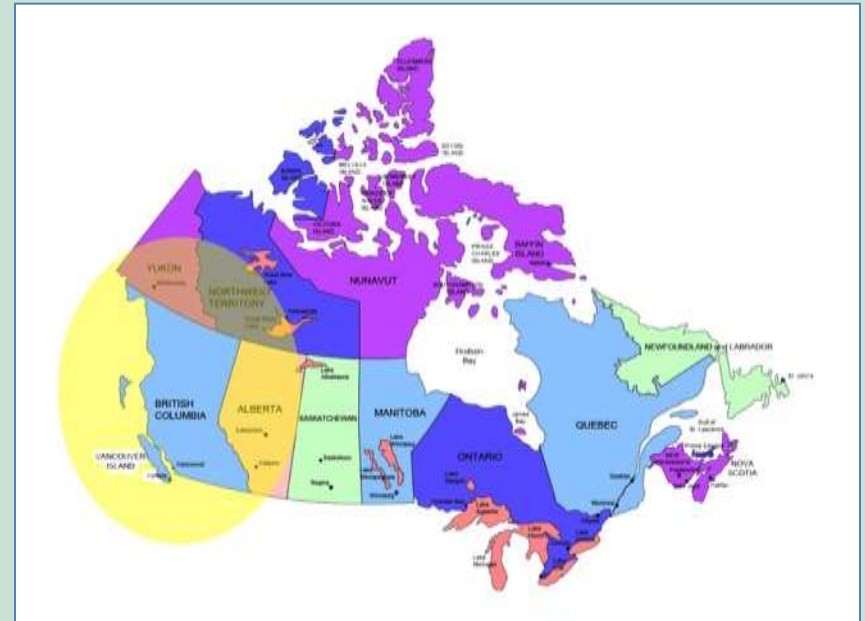


TOGETHER PREVENT RESTORE

TOGETHER with our partners we work to reduce the economic, environmental and social impacts of invasive species.

PREVENT the introduction and transport of invasive species to new areas.

RESTORE landscapes after invasive species treatment and removal.





Invasive Species Council of BC

Through province-wide cooperation and coordination, ISCBC works to:

- minimize negative ecological, social, and economic impacts
- reduce the introduction, establishment and spread of invasive species

Did you Know?

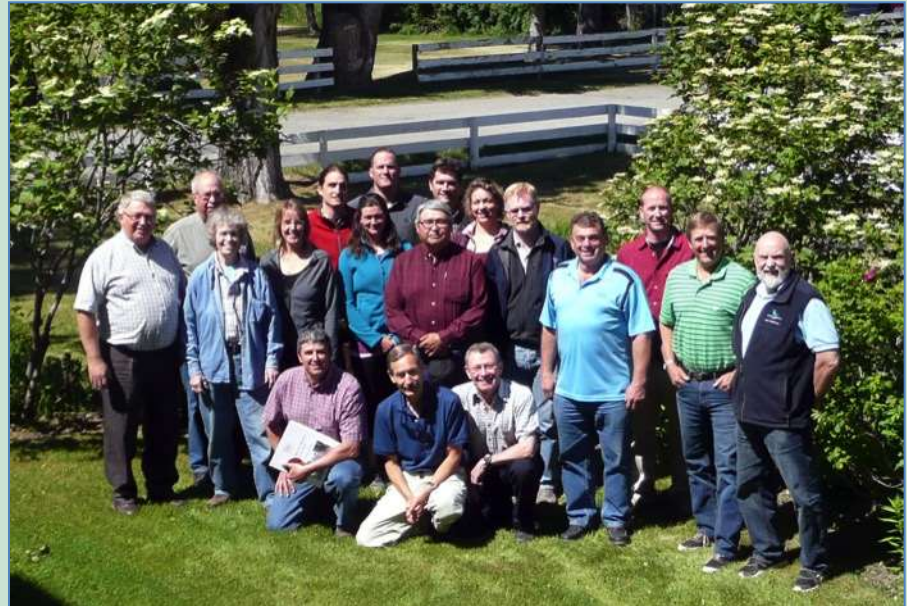
- *Over 1500 km (975 miles) from southern to northern BC*
- *Over 950,000 sq. km (367,000 sq. miles)*
- *British Columbia has a population of 4.6 million people (2014)*
- *British Columbia contains **25 percent of Canada's freshwater supply** and 5 percent of the world's supply*



Invasive Species Council of BC

Guided by a diverse Board of Directors

- Provincial Government
- Federal Government
- Local/Regional governments
- First Nations
- Non-government
- Industry
- Recreation/tourism
- Regional committees
- Environmental groups



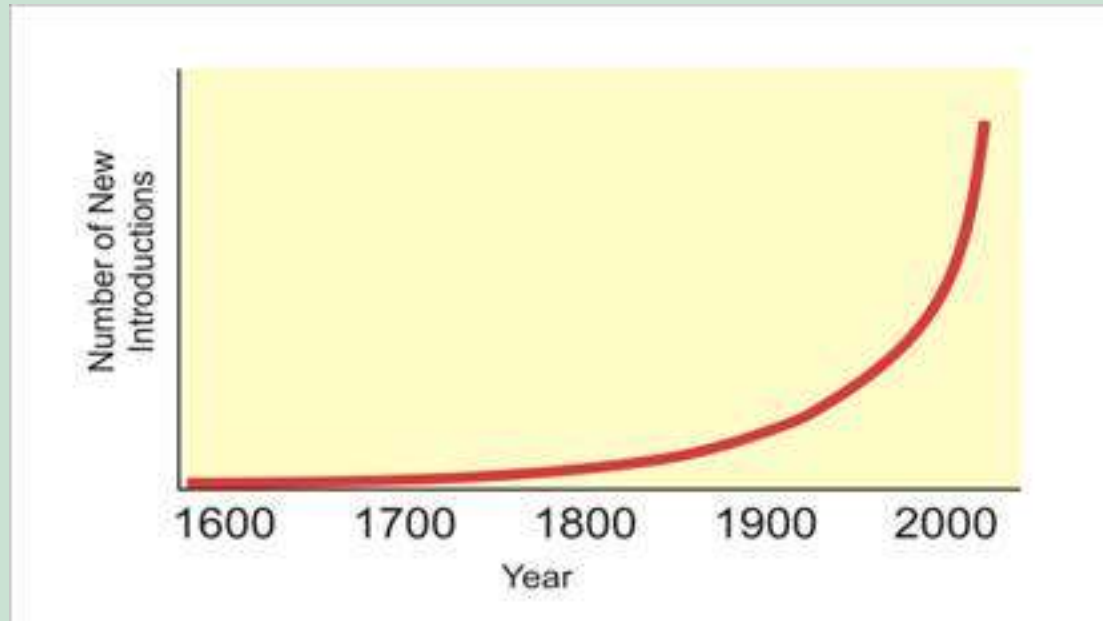
Aquatic Advisory Committee

- A diverse membership in collaboration: provincial/local government, Department of Fisheries and Oceans, biologists, academia, regional committees, non-government organizations, industry
- Provides guidance to Council toward aquatic invasive species and delivery of key aquatics programs



Awareness Not Enough

- Human activity is the primary means by which new species enter Canada
- Intentional and unintentional introductions
- Awareness of an issue **does not equal** change in actions





2010- Time of Change in BC

- ✓ **Worked in partnership with all key stakeholders**
- ✓ **Held Provincial workshop- led to joint agreement for new approach to ‘education’**
- ✓ **Consistent messaging and branding seen as vital to success**

Key Partners included

- *Local/Provincial/Federal Govts*
- *First Nations*
- *Local Organizations*
- *Stewardship Organizations*
- *Industry and others*



Take Action Team 2012

Moved to Changing Behaviour

- ✓ is more than awareness and understanding
- ✓ creates new behaviours by a key audience
- ✓ seeks a commitment by individuals
- ✓ measures the change

In 2011, ISCBC's education programs shifted to a CBSM model to start changing behaviours and making a difference.

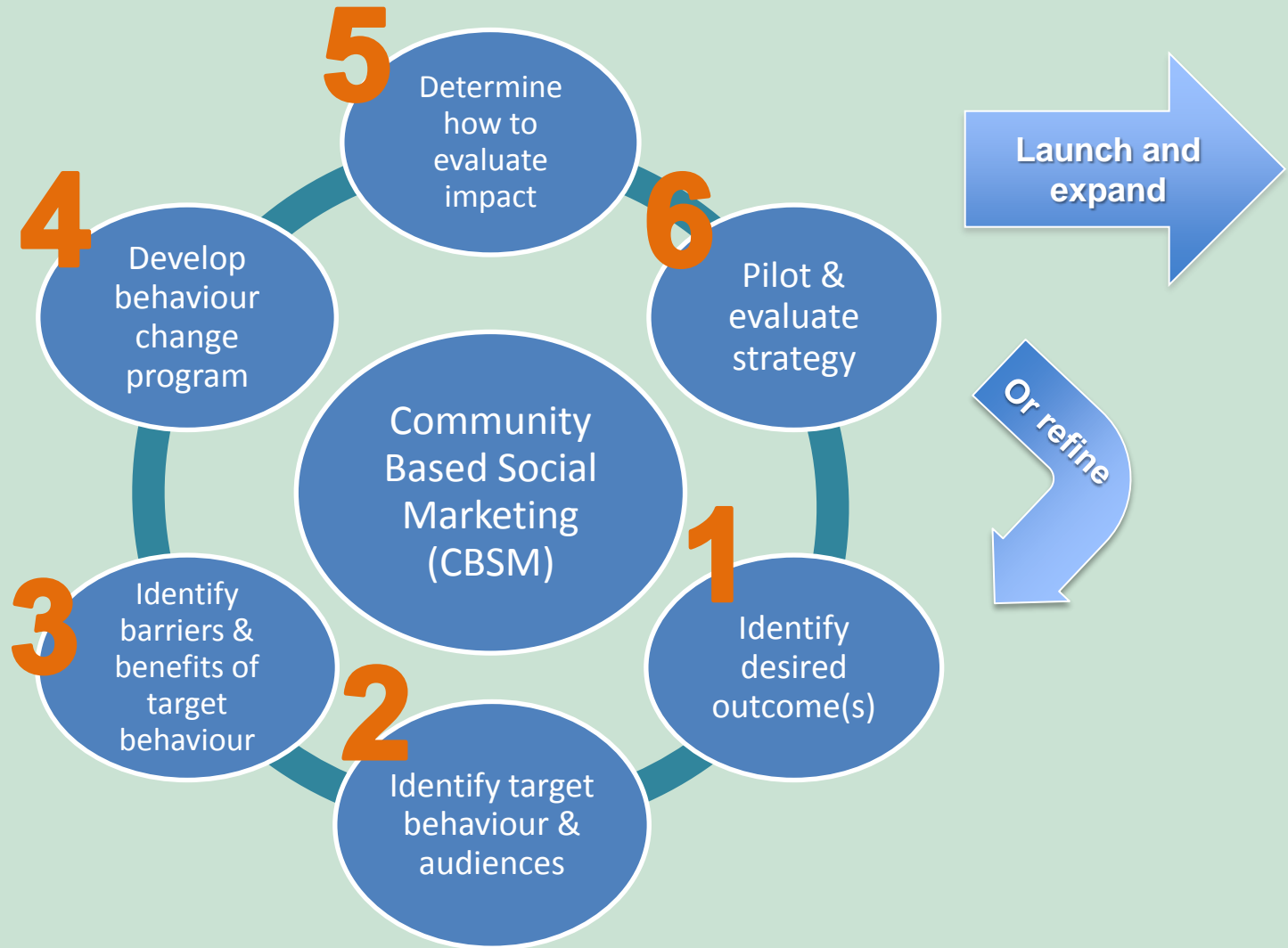
ISCBC's changing behaviour programs:

- ✓ Clean Drain Dry
- ✓ PlantWise
- ✓ Don't Let it Loose





Community-Based Social Marketing





Year One- Research

Research on Barriers and Benefits

1. **Researched** North America for current programs
2. Prioritized key **pathways** - aquatics
3. Identified '**desired**' behaviours (outcomes)
4. Researched **barriers (and benefits)** to determine likelihood of success
5. Selected **Clean Drain Dry**
 - as 'desired behavior' for boaters
 - before 'leaving or entering' waterbody

1. **Boaters** chosen as target group
2. **Clean Drain Dry** as desired behavior

Testing the Pilot Program

1. Designed in **12 different locations**
 - hired and trained 26 employees
2. Established **3 levels of sites** in each location
 - control, low interaction, high interaction
 - established **Baseline Data** before CBSM
3. Launched pilot
 - Tested messaging, prompts, etc,
4. Post Pilot Results Evaluated across sites



Largest CBSM
Research project
on invasive
species.



Year Two- Program Launch

1. Updated Messaging and Prompts
2. Based in 5 high risk locations across BC
3. Established partnerships with key partners
4. Measured level of change



2012 Boater Survey Snapshot

- 96.2% of survey participants thought **boater activities can contribute to spread of AIS**
- 67% used boats in **more than one body of water**
- 33% did not know that **cleaning boats** important (Note: no common understanding of “Clean”)
- 80% felt that knowing **negative impacts of not cleaning boats/equipment** would encourage CDD



Boaters willing to display decals on trailers and cars.



Year 3-CDD Ambassador Program

Ambassador responsibilities:

- Deliver CDD message and educating others on aquatic invasive species
- Seek commitments from boaters to CDD their boat
- Minimal reporting to support program evaluation

Ambassadors provided with:

- Clean Drain Dry Training & Resources
- Recognition through communications/promotions
- Additional Support as needed

Boater Other

Name: _____

ISC
Invasive Species Council
of British Columbia

Commitment To Stop The Introduction & Spread Of Aquatic Invasive Species

Clean Drain Dry Commitment Statement

I, the undersigned, will commit to Clean, Drain, Dry my boat and related equipment before entering another water body. By doing so, I am committing to help stop the spread of aquatic invasive species within BC and beyond our national and international borders.

Initial of last name: _____

(last)

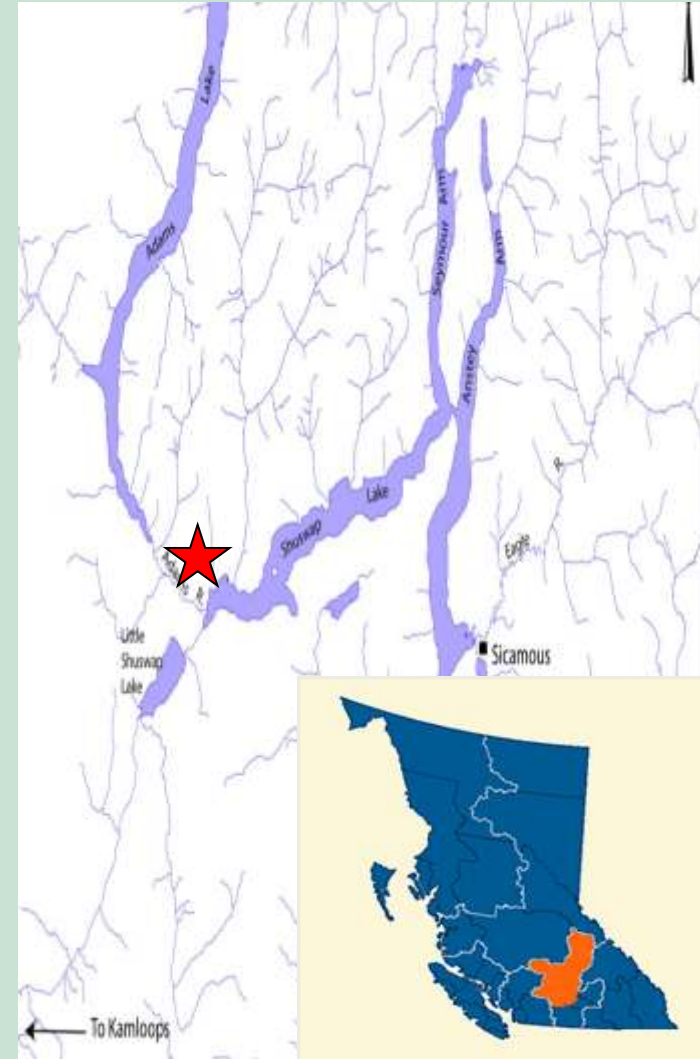




Year Two- CDD Success (near miss!)

- July 4- Public reporting of boat with mussels
 - **Quaggas confirmed** on boat in BC
- ISCBC, Provincial/Federal government **team up**
 - Pacific Northwest experts contribute
- ISCBC CDD Team takes samples
 - ISCBC provides team and equipment
 - Governments provide **leadership**
 - Boat owner and marina cooperate
- December 2012- New provincial regulation prohibiting transport of live or dead mussels!

Success involves partnerships!





Clean Drain Dry- Key Messaging

Defining Clean, Drain Dry = *Actions encouraged to make:*



CLEAN off all plants, animals and mud from your boat and equipment (e.g. boots, waders, fishing gear). Use available power washing stations.



DRAIN onto land all water from bait buckets, live-wells, pumps, motor, bilges, and remove drain plugs.



DRY all items completely before launching the watercraft into another body of water.

CHECK HIDING SPOTS FOR INVASIVE SPECIES:





Clean Drain Dry Resources

AIS Rack Card



AIS Wallet Card



Waterproof License Holder





CDD – Sample- Measuring Success





Clean Drain Dry – Summary

2012

- Delivered in partnership with 12 local partners
- Message shared with boaters at key boat launches across the province

2013

- Delivered in partnership with local partners at high risk locations
- Message shared with boaters at regional boat launches and education/outreach events

2014

- Delivered through the Clean Drain Dry Ambassador program
- Strategic partnerships with provincial and local stewardship groups
- Message shared with public at education and outreach events

2015

- Continued delivery through the Clean Drain Dry Ambassador program
- Strategic partnerships with provincial and local stewardship groups
- Message shared with public at education and outreach events



Don't Let it Loose!

TARGET AUDIENCE:

1. Pet & Aquarium Trade
2. Pet Owners

DESIRED BEHAVIOUR:

1. Stop selling or trading invasive species
2. Return invasive species to source

BARRIERS:

1. Disposing responsibly of unwanted invasive pets
2. Attitudes towards 'pets'
3. Ethnic and religious beliefs on release of 'spirits'





Where to from here?

Next steps for Aquatics, changing behaviour program includes working with new ambassadors for Clean, Drain Dry, such as:

- ✓ boat haulers
- ✓ fishing clubs
- ✓ training and certifying marinas
- ✓ lakeside stewardship groups

Don't Let it Loose partners

- ✓ pet/aquarium stores, distributors
- ✓ classrooms and teachers



Commitments, pledges, recognition!

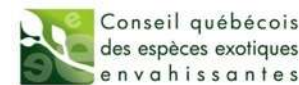


Canadian Council on Invasive Species

Taking Action from Coast to Coast to Coast!



- CCIS- national society representing the provinces/territories across Canada
- CCIS members and key partners work **collaboratively** across jurisdictions to:
 - reduce threat and impacts of invasive species across the country
 - **share resources** and messaging





Canadian Council on Invasive Species

Taking Action from Coast to Coast to Coast!



Initiatives include:

- National Spotters Network
 - Getting people involved
- National Horticulture Plan
 - Grow Me Instead
- CBSM (Changing Behaviour) Hub for Canada
 - **Clean Drain Dry**
 - PlantWise
 - PlayCleanGo



canadainvasives.ca



Thank you!

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ATTENTION BOATERS
Help to Protect B.C. Waters from AQUATIC INVASIVE SPECIES

CLEAN DRAIN DRY YOUR BOAT

CLEAN off all plants, animals and mud from your boat and equipment (e.g. boots, waders, fishing gear). Use available power washing stations.

DRAIN onto land all water from bail buckets, live-wells, pumps, motor bilges, and remove drain plugs.

DRY all items completely before launching the watercraft into another body of water.

CHECK BEING SPOT FOR INVASIVE SPECIES!

REPORT INVASIVE MUSSELS: 1-877-952-7277 (RAPP)
(B.C. CONSERVATION OFFICER SERVICES)

BC INVASIVE MUSSEL PROGRAM: www.gov.bc.ca/invasive-species
INVASIVE SPECIES COUNCIL OF BC: www.bcinvasives.ca



Help to Protect B.C. Waters from

ZEBRA & QUAGGA MUSSELS

THEY ARE SPREAD BY: BOATS & WATER EQUIPMENT

AND WILL IMPACT: ENVIRONMENT ECONOMY SOCIETY

We are inspecting for

AQUATIC INVASIVE SPECIES
such as:

Asian Clam Zebra & Quagga Mussels Eurasian Watermillipede Dye Fish

TOGETHER • PREVENT • RESTORE