

Eithne Davis

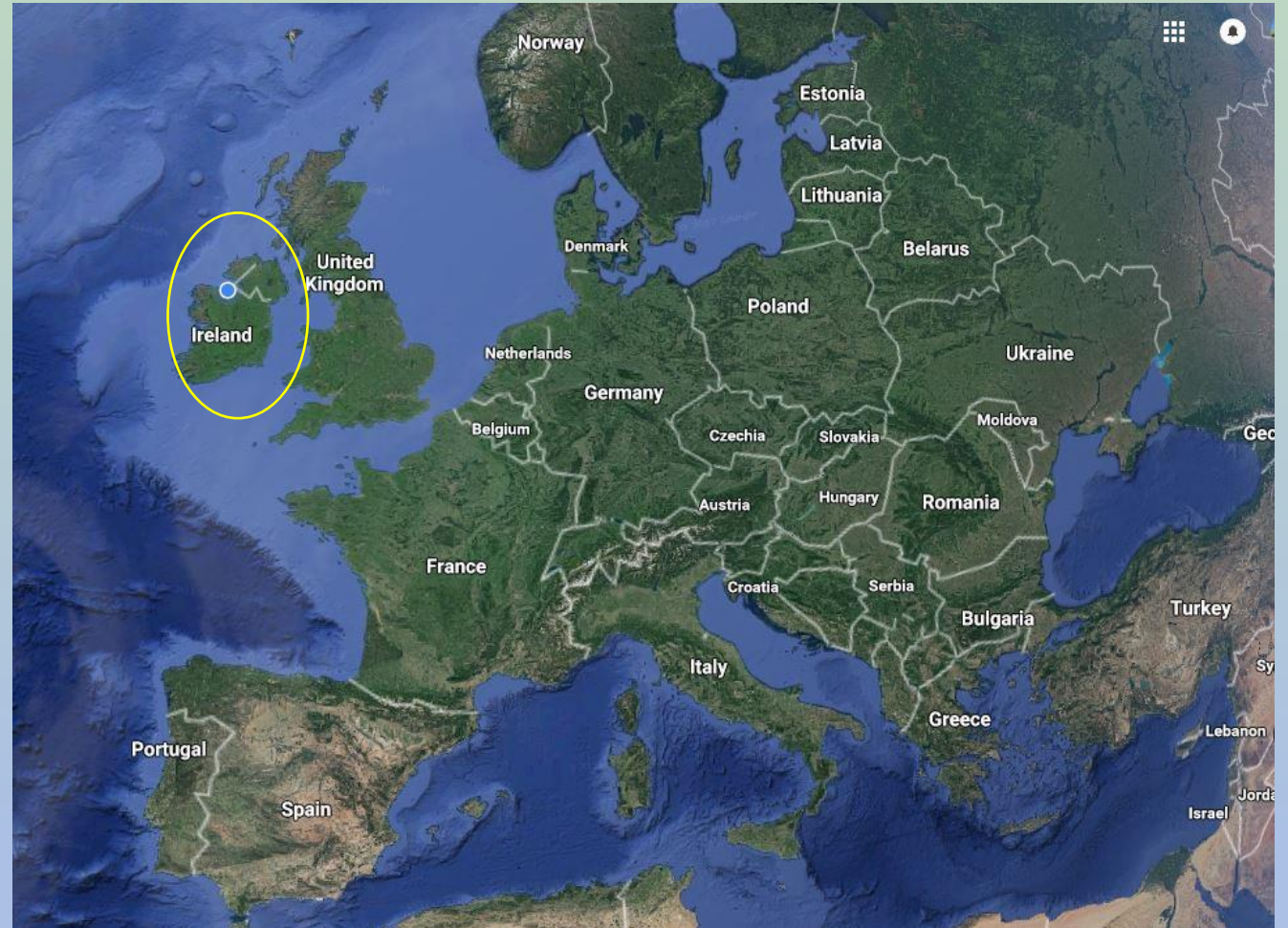
Institute of Technology, Sligo, Ireland
(and Queen's University, Belfast)

Prevention, Control and Eradication of Invasive Alien Species



Underpinning Outreach with an Effective Communications Plan

Prevention, Control and Eradication of Invasive Alien Species



Invasive Alien Species

- Prevention
- Control
- Eradication



Winter Heliotrope
Petasites fragrans



Prevention

- Most likely measure to be successful
 - Least costly option
- Requires cooperation of a wide range of stakeholders

Control

- Containment of established species
 - Damage-limitation measure
- Risk of accidental release/spread

Eradication

- Unlikely to be possible with an established species
 - Very costly and complicated

Prevention

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Control

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Prevention is the primary message

Awareness is critical to prevention

Outreach

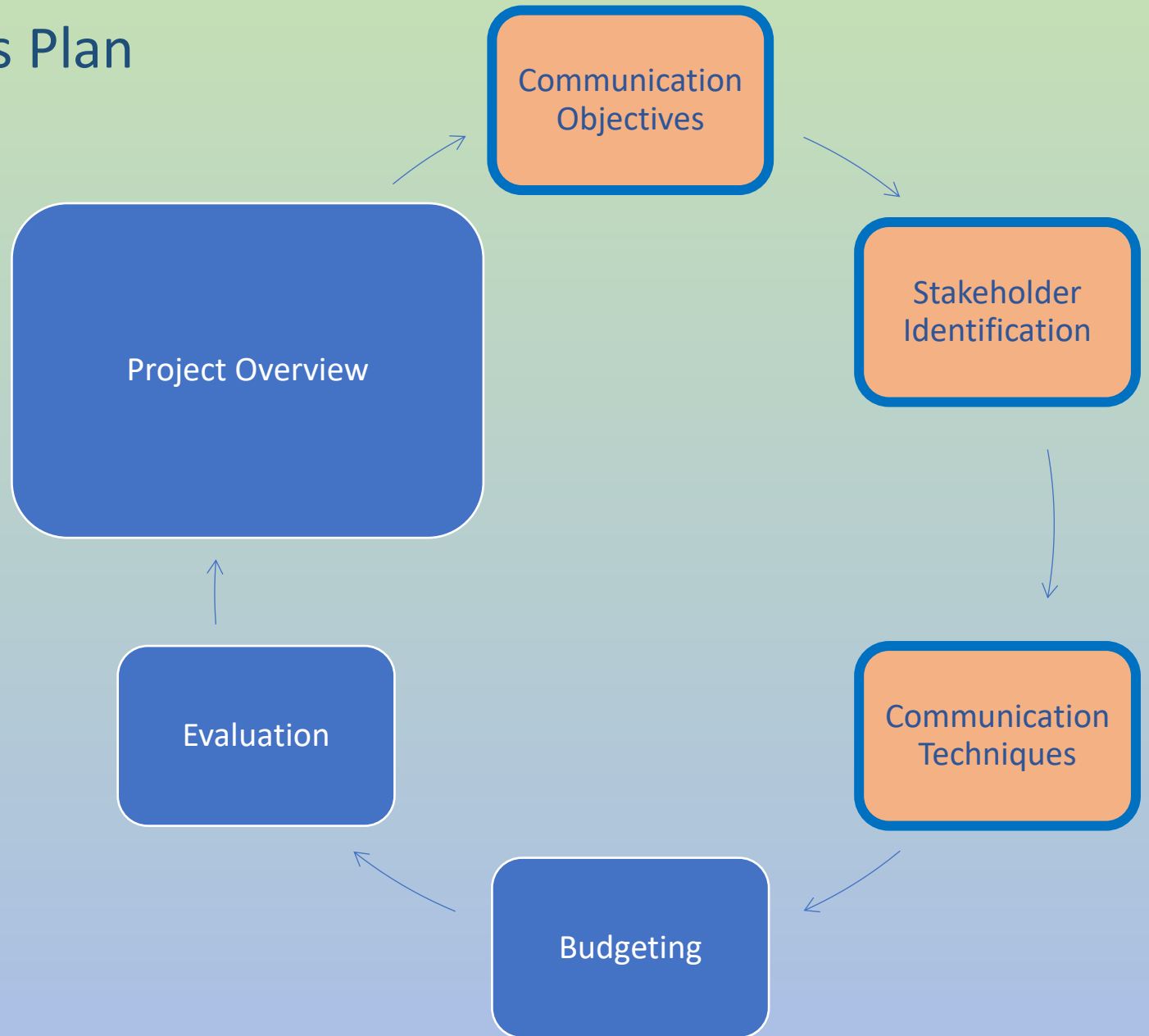
Reaching out!

Extending our
knowledge out
beyond academia

Bringing the
information to the
people



Elements of a Communications Plan



*“Formal communication plans allow a project team to **foster an understanding** of the research project and its benefits **to all stakeholders at every stage of the project.**”*

EPA Research Plan Guidelines

Matching Stakeholders with Communications methods

Variety of Stakeholders

- General Public
- Practitioners
- Technical Experts
- Port and Airport Authorities
- Industry Organisations
- Project Team
- Project Sponsors
- Steering Committee
- Research Organisations
- NGOs
- Relevant Policy-makers

Variety of communication methods

- Email
- Formal meetings
- Scientific Journals
- Conferences
- Website
- Social Media
- Print media
- Broadcast media
- Workshops

NOT ALL COMMUNICATION METHODS
ARE APPROPRIATE FOR ALL
STAKEHOLDERS!

Stakeholder Identification

Public

Practitioners

NGOs

Technical Experts

Port and Airport Authorities

Industry Organisations

Project Team

Project Partners

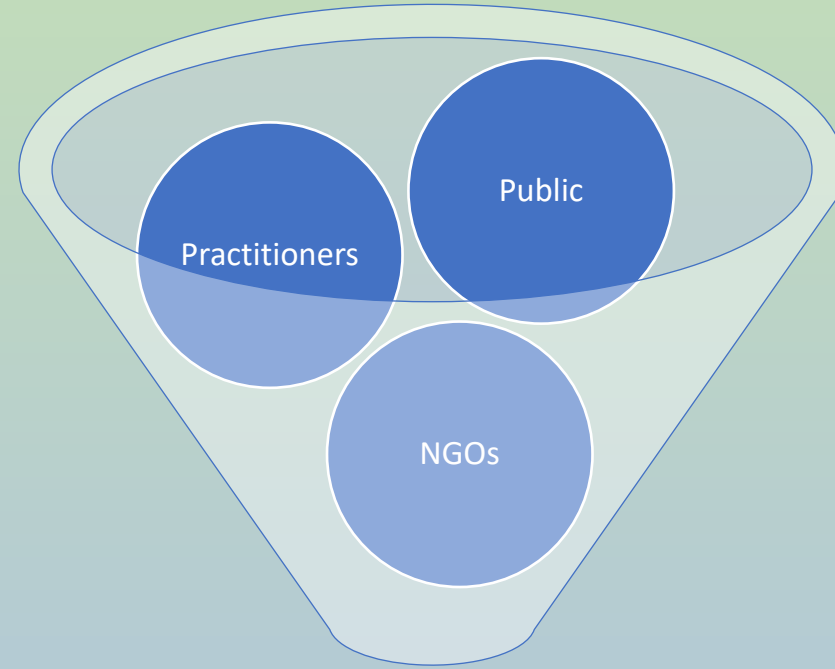
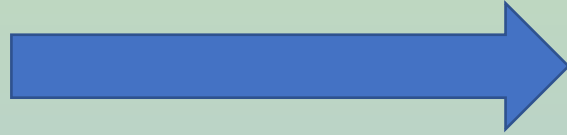
Project Sponsors

Steering Committee

Peers

Research Organisations

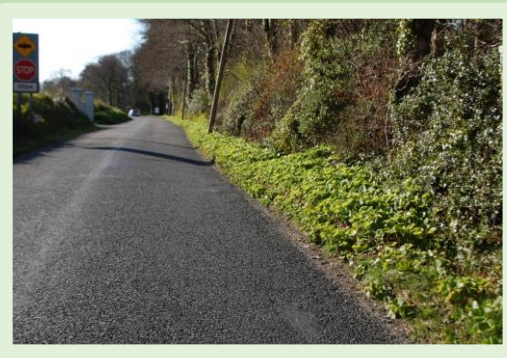
Relevant Policy-makers



Social Media campaign



Winter Heliotrope Challenge



Winter Heliotrope Challenge

- A Citizen Science Initiative



Aims

- Improve distribution records
- Raise awareness
- Open a channel of communication for dissemination of research results

Resources

- Social media – small country!
- Mobile App
- Webpage
- Some small prizes



Social Media – Streamlining, or “Branding” “Invasive Aliens”



Twitter

770 followers (Since June 2016)

2 posts per day (Down from 3-4 per day)

Alternating keywords

#Biodiversity

#InvasiveSpecies

#Biosecurity

#Boating

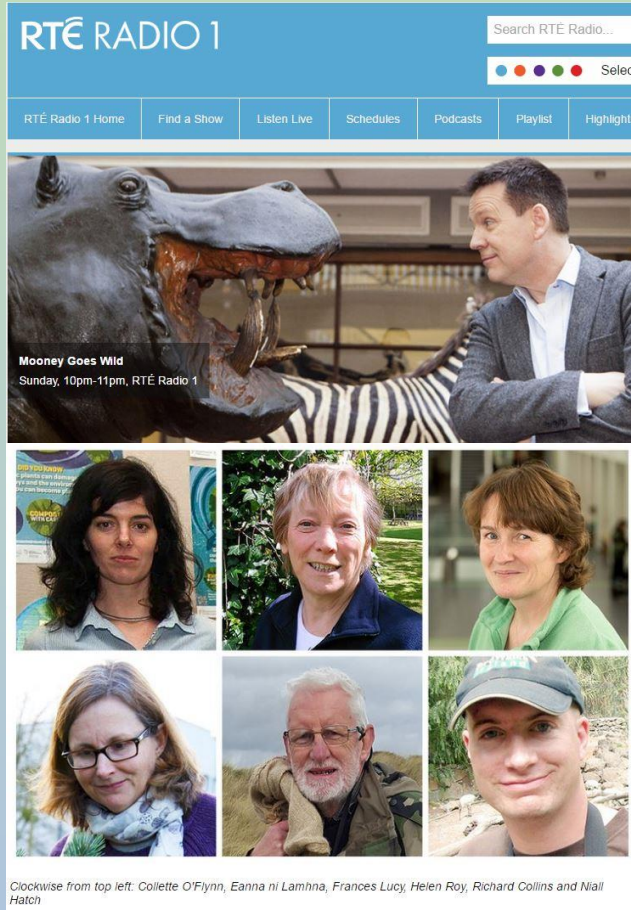
#angling

Maximise use of images and varied hashtags

#FoodSecurity

#HumanHealth

RTE is the National Broadcaster
Island of Ireland = Population of 6.5 million



Mooney Goes Wild
RTE Radio1
Audience = 20,000



Ear to the Ground
RTE1 Television
Audience =304,000
(+60,000 on repeat)



10 Things to Know About...
RTE1 Television
Audience = 210,000



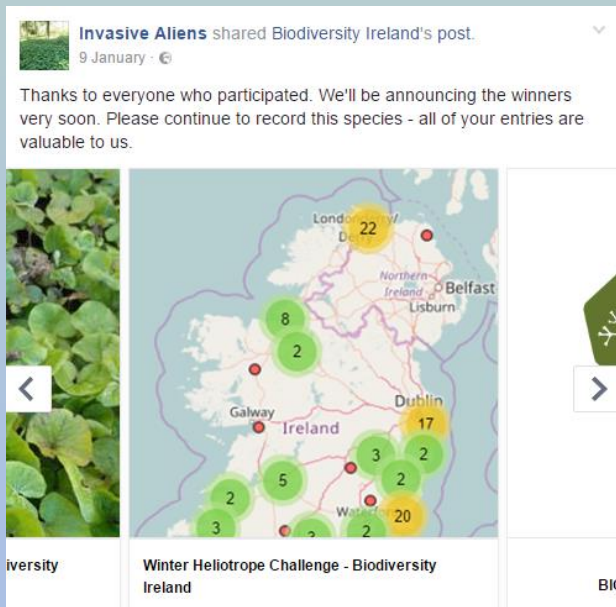
Broadcast Media

Launched the Winter Heliotrope Challenge.....

Linking communications to maximise output



Broadcast
Media

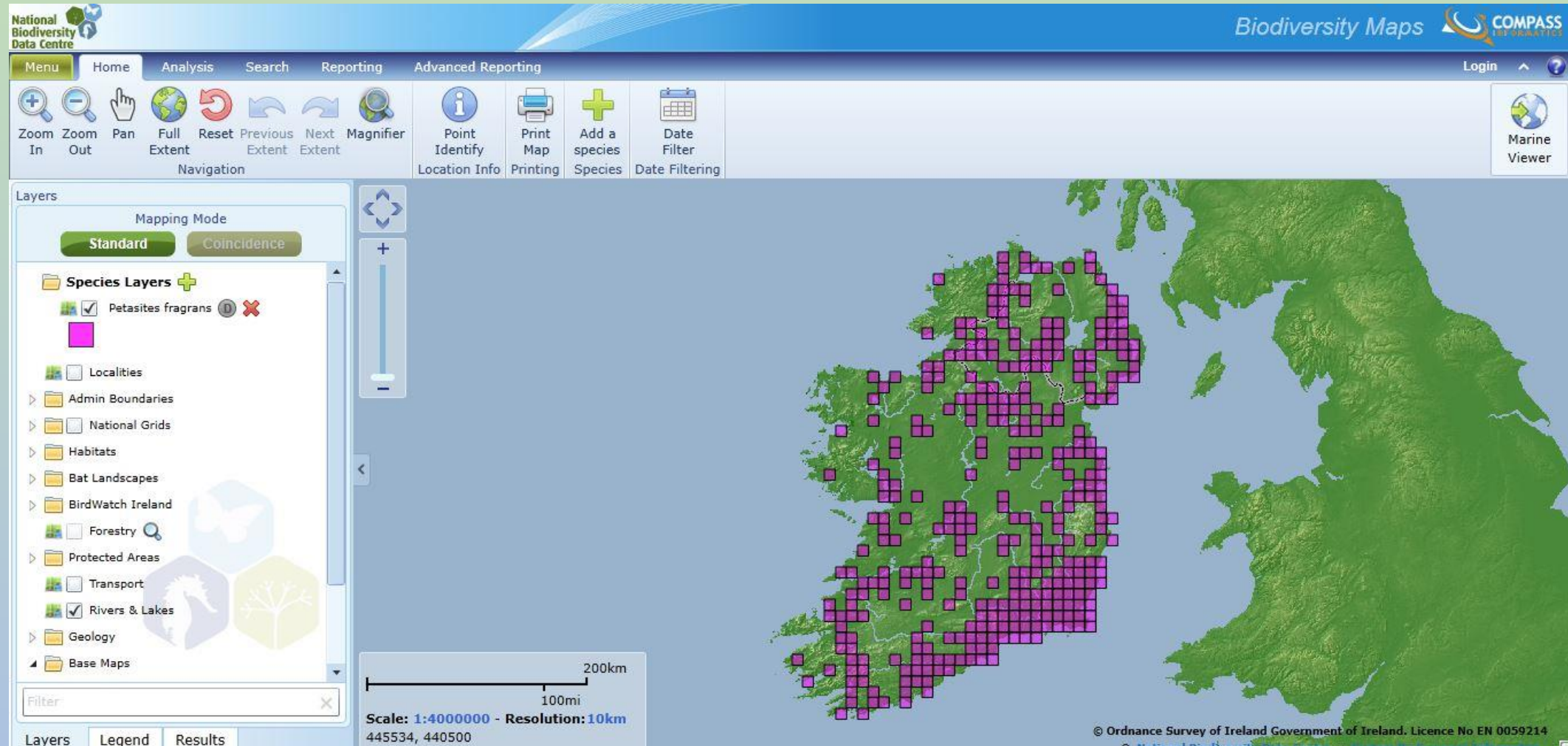


Events

Social
Media



National Biodiversity Data Centre



Upload sightings to mobile app or to dedicated page for the challenge

Winter Heliotrope Challenge



Invasive Aliens

1 December 2016 · 🌐

For the month of December, lets see how many records we can get of Winter Heliotrope... Help us out -enter here: <https://t.co/g36qKjhaIU>



Winter Heliotrope Challenge - Biodiversity Ireland

Enter the Winter heliotrope Challenge to help map its distribution. All entrants will be in with a chance to win tickets for a range of family activities in Lough Key Forest Park, or a set of Swatch Cards from the ... Continued

[BIODIVERSITYIRELAND.IE/RECORD-BIODIVE...](https://t.co/g36qKjhaIU)



Invasive Aliens

13 December 2016 · 🌐

Keep your eyes peeled for Winter Heliotrope. All records appreciated. #citizenscience #biodiversity #wildflowers <https://t.co/g36qKjhaIU>



Invasive Aliens

15 December 2016 · 🌐

Winter Heliotrope Challenge is up to 59 records. All records gratefully received! #botany #citizenscience <https://t.co/g36qKjhaIU>



Invasive Aliens

16 December 2016 · 🌐

Two more reports already today - I get genuinely excited. Keep them coming! #weekend #biodiversity <https://t.co/g36qKjhaIU>



Invasive Aliens

21 December 2016 · 🌐

14 counties on the #island of #Ireland have entries in the Winter Heliotrope Challenge. Is your county missing? <https://t.co/g36qKjhaIU>



Invasive Aliens

26 December 2016 · 🌐

Christmas Day was good to us. 22 new records! Only a week left, so watch out for Winter Heliotrope, and enter.. <https://t.co/g36qKjhaIU>



Invasive Aliens

29 December 2016 · 🌐

We're up to 16 counties now, but curious about the other 16! No Winter Heliotrope? Seems unlikely. <https://t.co/g36qKjhaIU>



Invasive Aliens shared Wildflowers of Ireland's photo.

6 December 2016 · 🌐

The Winter Heliotrope Challenge runs for the month of December, and we need your help in mapping its distribution.



Invasive Aliens

31 December 2016 · 🌐

Happy New Year, and a big thank you for taking part in our Winter Heliotrope Challenge. 153 new records. Competition results to follow soon.

Prizes sponsored by
National Biodiversity
Datacentre and Vouchers
for Lough Key boats and
activities



Invasive Aliens

6 December 2016 · 🌐

#WinterHeliotropeChallenge is getting some good records in. Please add to the map! #citizenscience #invasivespecies <https://t.co/g36qKjhaIU>



Invasive Aliens

6 December 2016 · 🌐

Winter Heliotrope beginning to flower around the country. <https://t.co/gIWDcmm2Ta>



Invasive Aliens

7 December 2016 · 🌐

#WinterHeliotropeChallenge More records there every time I look - Keep them coming, this is great! Thanks, everyone! <https://t.co/g36qKjhaIU>



Winter Heliotrope Challenge - Results



- 38 recorders
- 188 records
- Sightings submitted for 18 counties

Winter Heliotrope Challenge – Its contribution to the project



- WH Challenge gave us more info on distribution of the species
- Raised awareness
- Raised questions
- Don't intend to eradicate it via this project, but add to the baseline record
- Fieldwork combines different treatments and timings

How a Communications Plan effectively supported the Winter Heliotrope Challenge

Focused Message

- IAS are bad
- Biodiversity is good
- Biosecurity is important

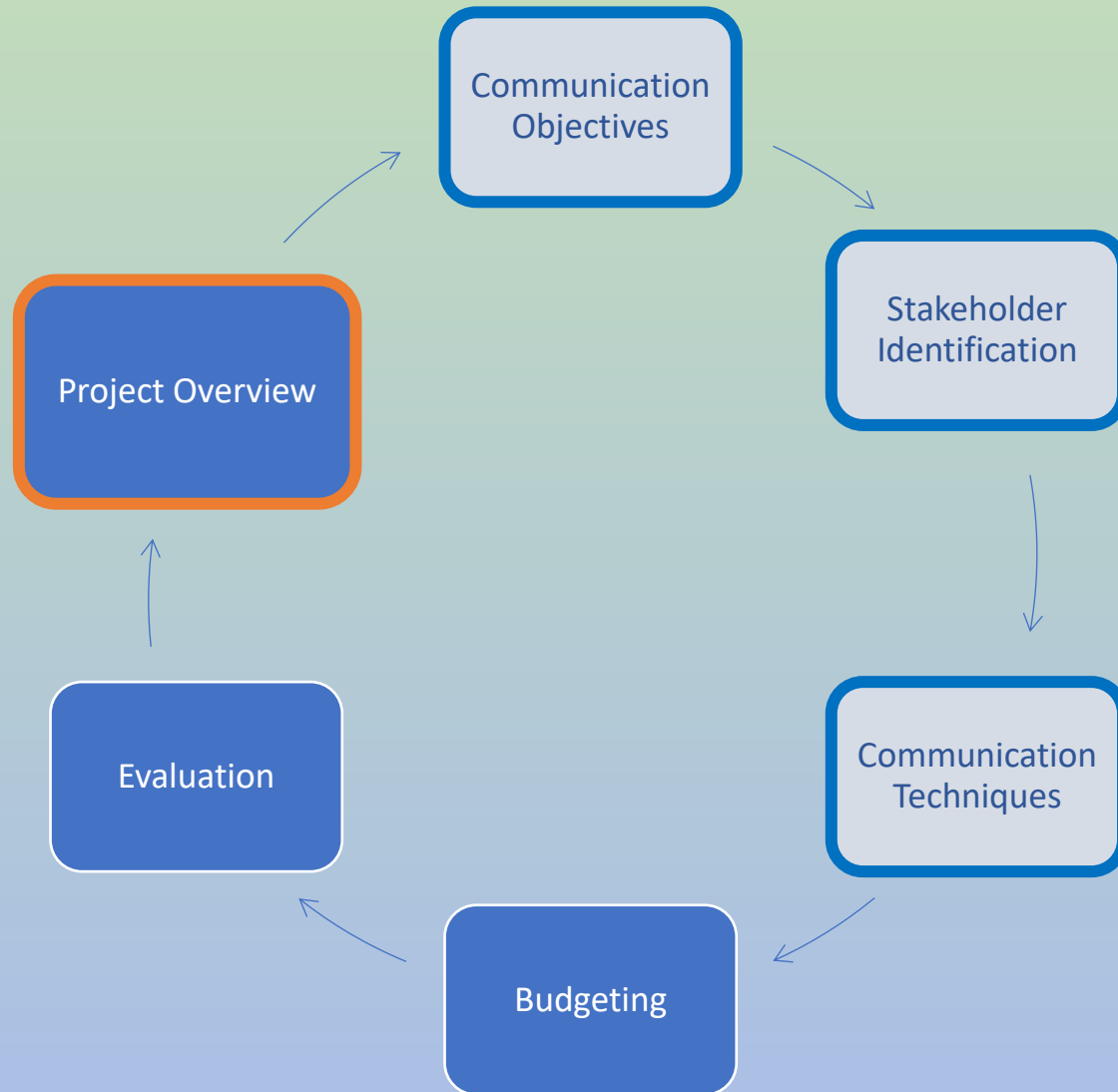
Target Audience

- General Public
- Practitioners
- NGOs

Clear Strategy

- What to post
- When to post it
- Working with National Biodiversity Data Centre

Elements of your Communications Plan



Focused Message

What you want to say

Target Audience

Who you want to say it to

Clear Strategy

What medium and what tone to use

Make a plan, monitor carefully & don't be afraid to tweak it gently!

Thanks to the following:



NETWORKING AND TRAVEL GRANTS

The Networking Initiative is funded by
the Marine Institute
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of the Irish Government.

EPA MEDIUM SCALE PROJECT
(2015-NC-MS-4)



Please stay in touch with us on:



“Invasive Aliens”

Thanks for your time.
Any questions?

