Existing AIS Outreach Messages

Similarities and Differences
Objectives

- Characterize AIS outreach efforts
  - Target audiences
  - Key messages
- Assess message consistency
Consistency

- In terms of what our staff will be saying to people ... and the messaging ... we always try and be very consistent with the inspect, clean, drain messaging... I think the consistency leads to correct behaviors.

- I was thrilled because the clean, drain, dry message is what they use. So it’s like, yes, we’re using the same message. That’s great. Consistent messaging is supposed to be very effective for communicating better with people.
Methods

- Telephone interviews
- Document analysis
- Web-based survey
Interview Respondents

- 8 nongovernmental organizations
- 5 extension
- 4 local government
- 4 state and provincial fish and wildlife agencies
- 3 Sea Grant
- 3 state parks agencies
- 2 federal government
- 2 state transportation agencies
- 2 soil and water conservation districts
- 2 other
Results

- Target audiences
- Outreach materials
- Messages
  - Educators
  - Outreach materials
Target Audiences

- 66% boaters
- 63% anglers
- 71% other groups that may include boaters or anglers
- 77% at least one of these audiences
## Outreach Materials

<table>
<thead>
<tr>
<th>Type of Material</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Print material (single page)</td>
<td>33%</td>
</tr>
<tr>
<td>Sign</td>
<td>18%</td>
</tr>
<tr>
<td>Watchcard</td>
<td>18%</td>
</tr>
<tr>
<td>Website</td>
<td>15%</td>
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</tbody>
</table>
Educators’ Messages

- Drain all water-holding compartments including live wells, bait wells and bilge areas (92%)
- Inspect fishing and boating equipment for attached aquatic plants and animals (89%)
- Remove any visible mud, plants, fish or animals before transporting fishing or boating equipment (89%)
- Report sightings of aquatic invasive species (85%)
- Dry boats, trailers and all fishing or boating equipment before use in another water body (78%)
Educators’ Messages

- Learn to identify aquatic invasive species (78%)
- Disinfect or rinse with hot water anything that came into contact with water before reuse (56%)
Outreach Materials

- Drain water from water-holding compartments in recreational equipment (60%)
- Wash equipment with hot or high-pressure water or disinfectant or dry equipment (60%)
- Remove AIS or other materials from recreational equipment (58%)
- Acceptable methods for disposing of bait or materials removed from recreational equipment (51%)
- Unacceptable methods for disposing of bait or materials removed from recreational equipment (50%)
Washing Equipment

- Hot water (76%)
- Disinfectant (52%)
- High-pressure water (48%)
Washing Equipment: Hot Water

- 104 F to 140 F
- 1 to 20 minutes
## Washing Equipment: Disinfectant

<table>
<thead>
<tr>
<th>Solution</th>
<th>Concentration</th>
<th>Contact Time</th>
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</thead>
<tbody>
<tr>
<td>Bleach</td>
<td>2 to 10%</td>
<td>1 to 10 minutes</td>
</tr>
<tr>
<td>Potassium Chloride</td>
<td>200 ppm</td>
<td>10 minutes</td>
</tr>
<tr>
<td>Quarternary Ammoninum Compounds</td>
<td></td>
<td>10 minutes</td>
</tr>
<tr>
<td>Vinegar</td>
<td>100%</td>
<td>20 minutes</td>
</tr>
<tr>
<td>Salt</td>
<td>1 to 5%</td>
<td>30 minutes to 24 hours</td>
</tr>
<tr>
<td>Non-eco-friendly detergent</td>
<td>5% in 115 F water</td>
<td>30 minutes</td>
</tr>
</tbody>
</table>
Drying Equipment

- 2 to 4 days
- 2 to 7 days
- 3 days
- 5 days
- At least 5 days
- 5 to 7 days
- 5 days to 1 month
Boater Behaviors

- 82% always drain water-holding compartments
- 79% always clean vegetation off boat
- 62% always dry boats before using in another water body
- 34% always wash off their boats when they get home
Social Network Analysis

- Interorganizational Linkages
  - Direct (interact with each other)
  - Indirect (interact with the same organizations)
- Organizations with strong indirect linkages communicate similar messages
- Establishing common sources of information may increase message consistency
Conclusions

- Consistent messages overall
- Different messages on washing and drying
  - Lower compliance
  - Complexity and consistency may influence compliance
- Common sources of information related to consistency