



*Invasive Species Council
of British Columbia*

Clean Drain Dry Update



Presented by Jodi Romyn, Invasive Species Council of BC



Presentation Overview

- 1. The Invasive Species Council of BC**
- 2. Why Clean Drain Dry?**
- 3. Three year snapshot**
- 4. Preliminary results for 2015**

Invasive Species Council of BC

- Charitable organization
- Province wide focus including education, outreach, training, information, etc.
- Cross-border collaboration: across Canada and internationally
- Founding member of the Canadian Council on Invasive Species



Through province-wide cooperation and coordination, the Invasive Species Council of BC works to:

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

Guided by a diverse Board of Directors



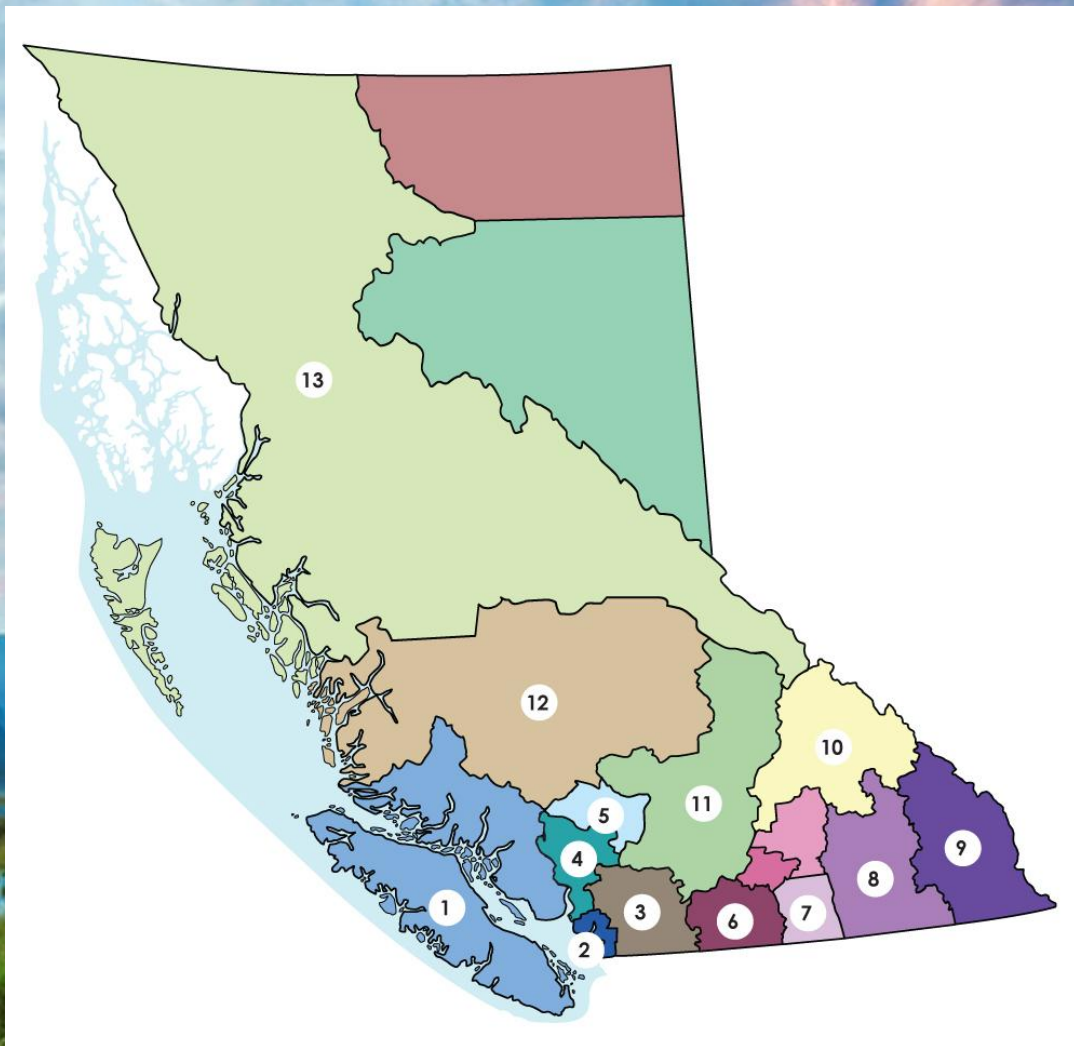
- Provincial Government
- Federal Government
- Local/Regional gov't
- Regional Committees
- Recreation/tourism
- Non-government
- Environmental
- First Nations
- Industry

Aquatic Advisory Committee

- Advisory Committee - diverse membership in collaboration (DFO, MOE, biologists, BC Hydro, universities, regional committees, other)
- Identified top species of concern



**Key Partners
include Regional
Committees**



ISCBC's 3 main areas of work:

1. Education and Awareness
2. Planning and Practices
3. Strong Resilient Organization

*The Invasive Species Council of BC is guided by the **Invasive Species Strategy for BC** (provincial document), and ISCBC's Business Plan.*

ISCBC Programs

1. Changing Behaviour Programs

Clean Drain Dry

Plant Wise

Don't Let It Loose

2. Education and Awareness

Spotters Network, Hot Spots, Girl Guides, etc.

Teacher Resources, Invader Ranger Program

3. Changing Practices

Training - oil and gas, forestry, transportation, utilities

PEOPLE can make a difference if they change their behaviour!

Human behaviour is an essential tool for stopping the spread of invasive species.


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

Top 3 pathways of introduction were identified as ***recreation boaters, horticulture and transportation.***

CDD & PW rolled out in 2012 as pilots and launched provincially in 2013.

5 Stage Process:

1. Select desired behaviours(s)
2. Uncover barriers and benefits
3. Develop strategy
4. Pilot strategy
5. Implement broadly and evaluate

The background of the slide is a scenic landscape photograph. It shows a wide, green valley with a small blue stream or pond in the foreground. In the distance, there are dark, forested mountains under a sky with soft, colorful clouds, suggesting a sunrise or sunset. The overall tone is natural and serene.

Goal: to take a desired behaviour and make it a social norm (ie. Recycling)

Changing the behaviour of BC citizens so they ***Clean, Drain and Dry*** their boats before entering another water body.

CDD was established as the provincial message for the behaviour change associated with this pathway.



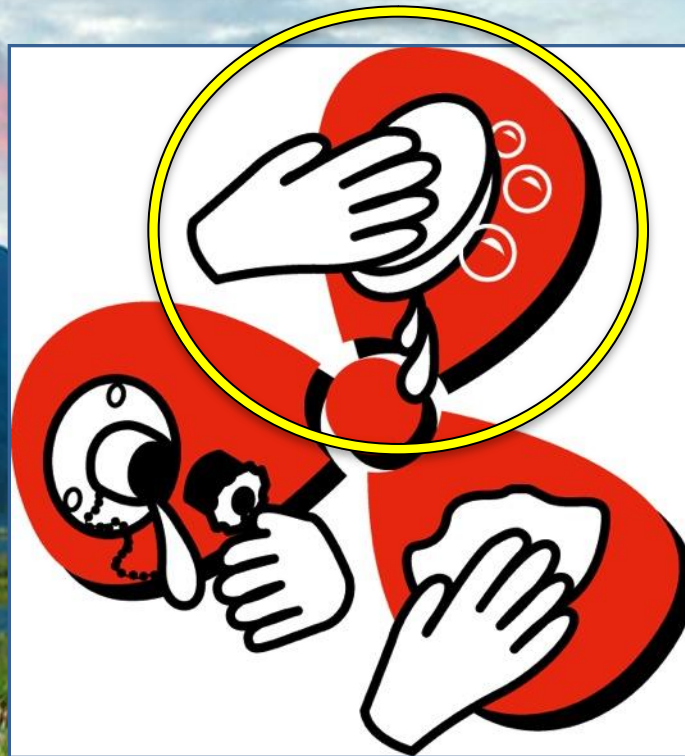
- Targeted at **high risk areas** with heavy boat traffic
- Aquatic facilitators working with **boaters and stewardship groups**
- **Social marketing** messaging
- **Signage** and public resources
- Support for **local monitoring** programs





Defining Clean Drain Dry

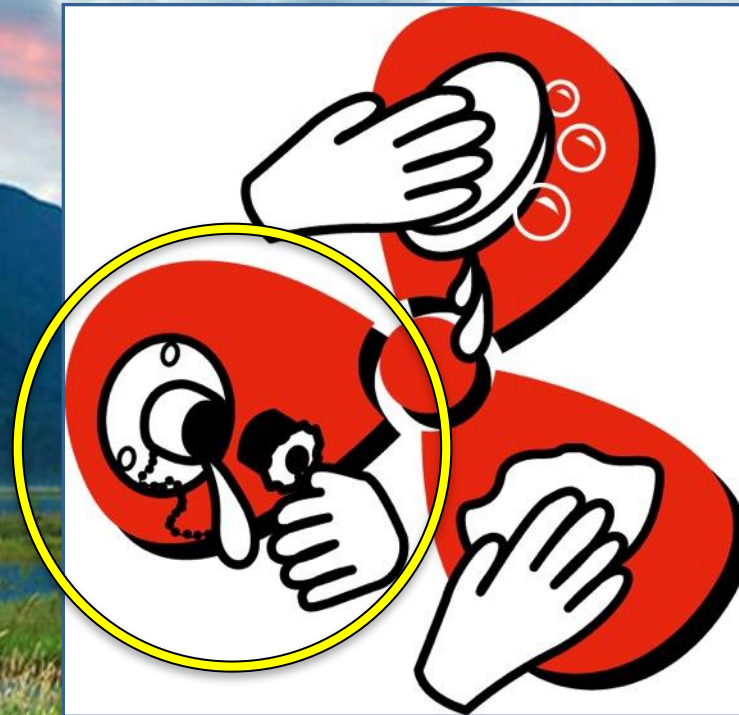
CLEAN off plant parts, animals, and mud from boat and equipment (e.g. trailers boots, waders, fishing gear) or use a power wash station if available.





Defining Clean Drain Dry

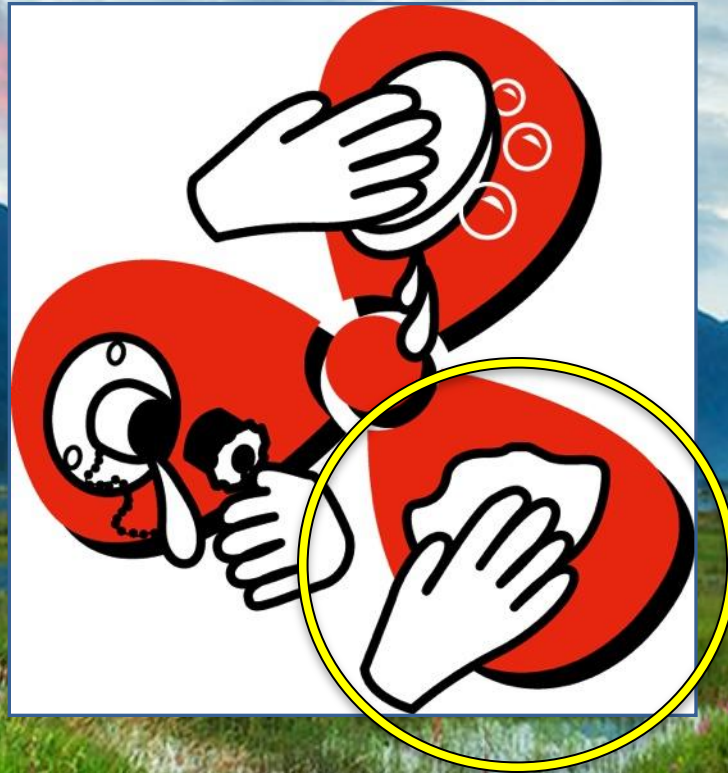
DRAIN onto land all items that can hold water (e.g. buckets, wells, bilge, and ballast).





Defining Clean Drain Dry

Dry all items completely before launching into another body of water.



1. Desired Behavior

- Clean, Drain and Dry your boat and gear before entering another water body

2. Target Group

- Recreational boaters and anglers

3. Identify Barriers

- No time to CDD
- No equipment to CDD

4. Remove Barriers

- Demonstrate how quickly you can CDD
- Provide on site cleaning equipment

5. Seek Commitments

- Verbal Commitment
- Written Commitment

6. Measure Behaviour Change

- Quantitative analysis
- Surveys, observing behaviour



Working with New Partners

Collaborative delivery of shared messages:

- Regional invasive species committees
- provincial and regional stewardship groups
- BC Wildlife Federation- regional programs
- Fresh Water Fisheries Society- Go Fish BC
- Marinas and Boat Associations and industry
- BC Conservation Officers
- BC Freshwater Fisheries Regulations

AIS Rack Cards

BOATERS STOP THE SPREAD INTO BC

Zebra and Quagga mussels are aquatic hitchhikers that are easily transported on boats and fishing gear from contaminated water bodies. If introduced into BC waters they will:

- clog boat motors and intake lines, requiring extensive maintenance;
- impact local fisheries, native species and water quality;
- increase costs for hydro and water systems elevating costs for residents; and
- cover beaches with dead, sharp mussel shells.

Boaters closely check your boat!
If you find a mussel, report it.

Check these common hiding spots for invasive species:

Prevention is KEY!
Report any mussel sightings.

AIS Wallet Cards

Help to prevent the spread of
AQUATIC INVASIVE SPECIES

Clean-Drain-Dry

All watercraft launching into BC waters should follow Clean, Drain, Dry to avoid the spread of invasive species.

Clean: Check for mussels, weeds, and other organisms on your boat, trailer, and gear.

Drain: Drain all water from your boat, trailer, and gear.

Dry: Dry your boat, trailer, and gear for at least 48 hours.

Report: Report any sightings of invasive species to 1-877-952-7277.

Prevention is KEY!
Report any mussel sightings.

Waterproof License Holder

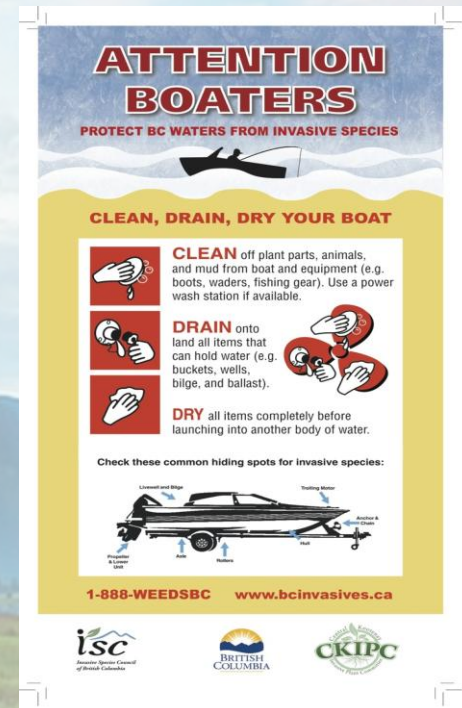


Clean Drain Dry Pilot 2012

Pilot Method - with Regional partners:

- Control, low intensity and high intensity sites
- Based on social marketing
- Target group: **boaters**

Desired behaviour is:
to clean, drain and dry
motorized boats before
launching into another body of water





Program Evolution

2012

- Delivered in partnership with 12 regional invasive species committees
- Message shared with boaters at key boat launches across the province

2013

- Delivered in partnership with 5 regional invasive species committees
- Message shared with boaters at regional boat launches and education/outreach events

2014

- Delivered through the Clean Drain Dry Ambassador program
- Strategic partnerships with 2 provincial and 5 regional stewardship groups
- Message shared with public at education and outreach events

Take Action Snapshot

96.2% of survey participants think that boater activities can contribute to the spread of AIS

67% used boats in more **than one body of water**

33% did not know that **cleaning their boats** was important (Note: not common understanding of “Clean”)

80% feel that knowing the **negative impacts of not cleaning boats** and equipment would encourage others to CDD



3 years of Success (2012-2014)





Working with New Partners

Cross Border Partnerships:

Aquatic invasives are a huge threat facing all of us in North America, so collaborative partnerships are imperative

Key messages across our borders are:

Protect Our Waters and CLEAN, DRAIN AND DRY





2015 Interim Results

people directly reached with the CDD message: **6,153**

people indirectly reached: **48,904**

verbal commitments obtained: **436**

written CDD commitments obtained: **242**

events the CDD message/resources were shared at: **224**

communities reached: **51**

Debrief with partners and plan for 2016 programming

Use of standard **protocols** across borders

Strengthening **communication** across agencies

Supporting **consistent messaging** across partners



Thank You

Questions?

Jodi Romyn, Senior Manager
Invasive Species Council of BC
250-835-2010 jromyn@bcinvasives.ca

TOGETHER • PREVENT • RESTORE