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

AIS Rack Cards

AIS Wallet Cards

Waterproof License Holder

**BOATERS STOP THE SPREAD INTO BC**

Zebra and Quagga mussels are aquatic hitch-hikers that are easily transported in boats and fishing gear from uncleaned water sources. If introduced into BC waters, they will:

- plug boat motors and intake lines, requiring extensive maintenance.
- impact local fisheries, native species and water quality.
- increase costs for hydro and water systems, extending costs for residents and developers
- spread invasives with zebra and quagga mussels.

Boaters always check your boat! If you find a mussel, report it.
Check your equipment, cleaning it or replacing it.

**Help to prevent the spread of AQUATIC INVASIVE SPECIES**

Clean, Drain, Dry

**Impacts of Aquatic Invasive Species**

Prevention is Key! Report any mussel sightings.
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)

- 1230 Education/Outreach Events
- 200 different communities across BC
- ~38,000 boaters and members of public reached
- ~3900 Written Commitments
- ~3400 Verbal Commitments
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
# 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
Commitments

Make a difference and commit in person or online!
www.bcinvadives.ca/resources/programs/clean-drain-dry
Questions?

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