

Alberta Conservation Association (ACA)

Date: 2014-2015

Project name: Aquatic Invasive Species

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Partnerships: Alberta Environment and Sustainable Resource Development

Key Findings

Aquatic Invasive Species (AIS) is an important issue with serious financial, social and ecological impacts for Alberta. As such, effective communication is critical to helping educate the general public, especially boat owners, about key facts and important actions needed to address the situation.

Introduction

ACA is helping Alberta Environment and Sustainable Resource Development (ESRD) with an awareness campaign about AIS. In particular, we are helping promote their “Clean Drain Dry” campaign which is targeted at informing the general public on how to identify and prevent the spread of AIS, especially zebra and quagga mussels.

Methods

In 2014/15 we promoted the campaign through multiple channels including *Conservation Magazine*, *Discover Alberta’s Wild Side: Annual Outdoor Adventure Guide*, Facebook, and our e-newsletter. In particular:

- Spring/Summer 2014 issue of *Conservation Magazine* article entitled “Don’t Miss the Boat: How to Ditch Invasive Mussels”
- 2014/15 *Discover Alberta’s Wild Side: Annual Outdoor Adventure Guide* - full-page ad
- April 2014 ACA e-newsletter – article regarding AIS with online links sent to 94,181 subscribers
- ACA Facebook page, AIS highlighted three times including May 1, 2014 (7 likes), May 12, 2014 (19 likes, 41 shares) and March 25, 2015 (77 likes and 17 shares).

Results

ACA promoted awareness for AIS through print, online and social media with some measurable success. In the coming years, our intent is to continue these efforts as well as increase the scope of our promotional activities across a wider variety of media available to us including support of a website dedicated to the “Clean Drain Dry” program.

Conclusions

AIS is a serious concern for Alberta’s rivers and lakes, especially zebra and quagga mussels, and so educating the general public about this issue is important and hopefully will raise awareness and prompt

effective actions to support government efforts. We will continue to work with ESRD to promote the "Clean Drain Dry" program where possible

Communications

Conservation Magazine. "Don't Miss the Boat: How to Ditch Invasive Mussels." Spring/Summer 2014.

Discover Alberta's Wild Side: Annual Outdoor Adventure Guide. 2014/15. 1-page AIS ad.

E-newsletter: April 2014

Facebook: 3 posts