

**Alberta Conservation Association
2015/16 Project Summary Report**

Project Name: Kids Can Catch Program

Information, Education and Communications Program Manager: Don Myhre

Project Leader: Sheila Campbell

Primary ACA staff on this project:

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Partnerships

Program sponsor: Dow Chemical Canada

Event partners (57)

- 8th Avenue Eyecare, Brooks
- Absolute Safety, Brooks
- Access Pipeline
- Alberta Fish & Game Association
- Alberta Fish and Wildlife Enforcement Branch
- Alberta Hunter Education Instructors' Association
- Alberta Lifesaving Society
- ATB Financial, Stony Plain
- Aux Sable
- Berkley
- Brooks and County of Newell Early Childhood Development Coalition
- Brooks Canadian Tire
- Brooks Fire Department
- Brooks Fish & Game Association
- Brooks Walmart
- Cabela's Edmonton North
- Cabela's Edmonton South
- City of Fort Saskatchewan
- Coronation Family Foods
- Coronation Silver Club
- County of Newell
- County of Paintearth
- Dow Chemical Canada
- Edmonton Old Timers' Fishing Club
- Edmonton Trout Fishing Club
- Fairview Recreation Society
- Fort Saskatchewan Fish & Game Association
- Fort Saskatchewan Lions Club
- Fort Saskatchewan Naturalist Society
- Gibbons Elks
- Golby Hardware and Sports
- Grande Prairie Regional College
- Grimshaw Agricultural Society
- Handi-Can Septic
- Harold Walters and Associates
- Lamont Fish & Game Association
- Magrath Rod and Gun Club
- Northern Lights Fly Tyers
- Parkland County
- Pita Pit, Brooks
- River Valley Alliance
- Shakespeare
- Southern Alberta Outdoorsmen
- Stony Plain Fish & Game Association
- Superfly

- Thompson-Pallister Bait Company
- Town of Beaumont
- Town of Coronation
- Town of Fairview
- Town of Gibbons
- Town of Stettler
- TransAlta
- Vibrook Vacuum and Septic
- Village of Wabamun
- Wabamun and District Chamber of Commerce
- Wabamun Citizens on Patrol
- Walleye Master

Key Findings

- 2,456 adults and children came out to fish at 14 Kids Can Catch events, involving 57 corporate and community event partners.
- Eight Kids Can Catch events were new this fiscal year.
- New events were initiated by Alberta Hunters Education Instructors' Association (Lethbridge), an agricultural society (Grimshaw), municipalities (Gibbons, Beaumont and Fairview), a fish and game club (Milk River), a seniors club (Coronation) and an early childhood education society (County of Newell).

Introduction

Kids Can Catch is a province-wide program in which Alberta Conservation Association (ACA) partners with community and corporate partners to create free family fishing events at lakes and ponds. Kids Can Catch is the outreach program of the Enhanced Fish Stocking project, in which ACA works with its member groups and provincial, municipal and corporate partners to stock nearly 120,000 catchable-sized rainbow trout in 60 waterbodies across Alberta. We developed the Kids Can Catch Program as a way to invite Albertans to fish at stocked and natural waterbodies and to “hook” new and young anglers on fishing, fish conservation and responsible angling.

Methods

ACA manages the province-wide program, including promoting the program as an opportunity for local groups interested in fishing, conservation, youth, recreation or tourism; connecting local organizers with resources and partners as they plan, promote and host their Kids Can Catch events; and providing web and communication services to profile each event on the Alberta Kids Can Catch website (albertakidscancatch.com) and to register participants.

Local organizers have access to a Kids Can Catch Tackle Box of tools and resources to help as they plan, promote and host their events. Typically, one local organization takes the lead to plan the event and engages community and corporate event partners to help with it. Partners help in a variety of ways, such as volunteering at the events, providing in-kind donations, providing sponsorship, coordinating specific event activities or promoting the event.

Each Kids Can Catch event is free, non-competitive and family friendly, making fishing fun and accessible for new and young anglers. Some events are new; other are long-standing community fishing events or part of an annual festival. Some attract large numbers of participants; others

attract smaller numbers. But what all the events share is a chance to fish and to learn about fishing, fish conservation and responsible angling.

Results

In 2015/16, a total of 2,456 people came out to fish at 14 Kids Can Catch events (Table 1) supported by 57 community and corporate partners.

Table 1. Kids Can Catch events held across Alberta in 2015/16.

Community	Event date	Participants
Beaumont*	June 14, 2015	108
Coaldale*	June 6, 2015	100
Coronation*	July 11, 2015	20
County of Newell*	July 11, 2015	93
Fairview*	July 1, 2015	30
Fort Saskatchewan	June 13, 2015	600
Gibbons*	July 18, 2015	150
Grimshaw*	July 11, 2015	N/A
Lacombe	June 6, 2015	350
Lamont	July 4–5, 2015	120
Magrath	June 6, 2015	175
Milk River*	May 30, 2015	40
Stettler	July 11, 2015	13
Wabamun	February 13, 2016	657
Total		2,456

*New Kids Can Catch event in 2015/16.

N/A: not available

ACA hosts the Fort Saskatchewan Kids Can Catch event as the program's flagship summer event. On June 13, 2015, in spite of cold and rain, approximately 600 children and adults, including many new Canadians, came out to fish at Fort Lions Community Fish Pond. Dow Chemical Canada provided tremendous volunteer and corporate support as the event's title sponsor. As the event's product sponsor, Cabela's gave away 250 fishing rods and mentored new anglers.

To introduce families to ice fishing, ACA hosted the Wabamun Lake Kids Can Catch event as the program's flagship winter event. The event grew from 200 participants in 2014/15 to 657 participants in 2015/16. Perhaps the biggest success of this event was the tremendous on-the-ice support from the 56 volunteers from over a dozen organizations, including TransAlta, Cabela's, Wabamun and District Chamber of Commerce, Wabamun Citizens on Patrol, Village of Wabamun, Alberta Fish & Game Association, Stony Plain Fish & Game Association, Edmonton Trout Fishing Club, Edmonton Old Timers' Fishing Club, Parkland County, ATB Financial (Stony Plain), and the Fish and Wildlife Enforcement Branch of the Alberta government.

From January to March 2015, ACA promoted the Kids Can Catch Program to local organizations at events such as the Alberta Fish and Game Association Annual Conference, Growing Rural Tourism Conference and Edmonton Boat and Sportsmen's Show. ACA Fisheries staff also brought the program to the attention of municipalities involved in the Enhanced Fish Stocking project, resulting in interest from new organizations to plan Kids Can Catch events in the 2016/17 fiscal year.

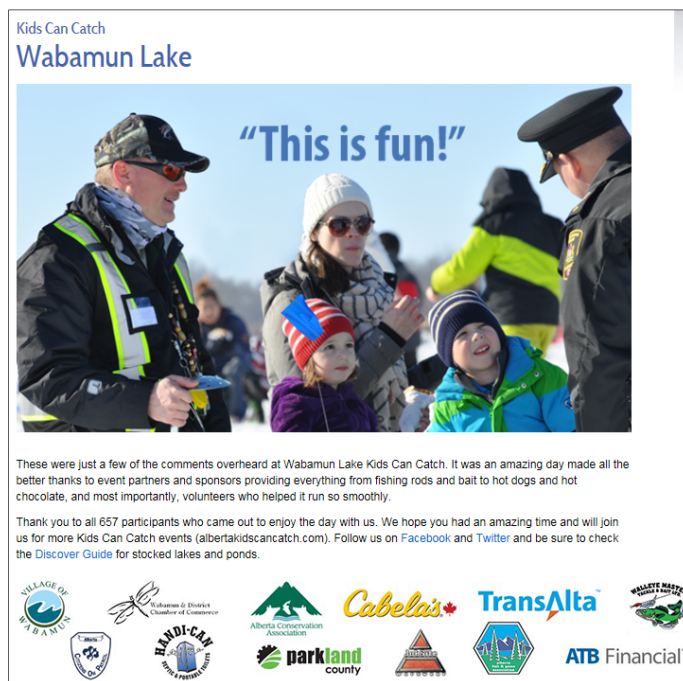
Conclusions

Partnerships are key to the success the Kids Can Catch Program and each Kids Can Catch event. It was through partnerships that over 2,450 adults and children were able to give fishing a try at 14 events across Alberta. A special thank you to Dow Chemical Canada for program sponsorship and to all event organizers, partners and volunteers for helping kids and their families come out to fish.

Communications

ACA Communications

- We shared the story of the Kids Can Catch Program and its events through ACA communication channels, including:
 - Alberta Kids Can Catch website (albertakidscatch.com): One webpage was created for each event to promote the event and its sponsors. After the event, the webpage summarized the event and recognized all event organizers, partners and participants.



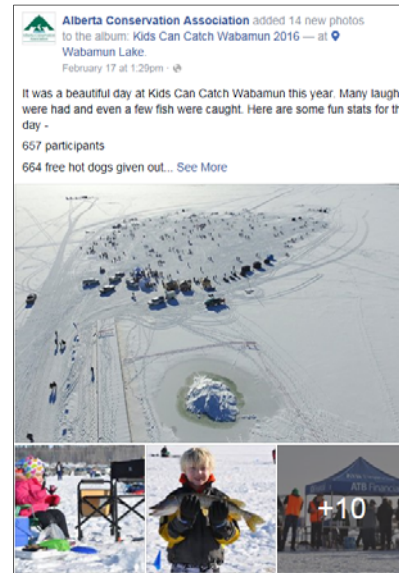
- *Conservation Magazine* – Spring/Summer 2015: The program was recognized on the cover of the issue, and the issue included a feature article on the Kids Can Catch Program.



- *Constant Contact* e-newsletter: One article promoted the Kids Can Catch Program to host organizations; other articles promoted Kids Can Catch events to participants; an article summarized the season, thanked organizers and event partners, and recognized Dow as the program sponsor.
- ACA website (ab-conservation.com): Graphics on ACA's main page promoted the Fort Saskatchewan and Wabamun events; event organizers and partners were recognized on the website following these events.



- Facebook and Twitter: Posts were used to promote events, share stories and thank organizers and event partners, in particular Dow for program sponsorship.



Media

Newspaper

- FortSaskOnline, June 9, 2015: “Tackle the day with Kids Can Catch!” Available online at <http://fortsaskonline.com/component/content/archive?year=2015&month=6>.
- Fort Saskatchewan Record, June 11, 2015: “River Day events set for Fort.” Available online at <http://www.fortsaskatchewanrecord.com/2015/06/11/river-day-events-set-for-fort>.
- Fort Saskatchewan Record, June 22, 2015: “Fishing reels in 200 residents.” Available online at <http://www.fortsaskatchewanrecord.com/2015/06/18/fishing-reels-in-600-residents>.
- Morinville News, July 6, 2015: “Pioneer Days promises family fun with historical themes.” Available online at <http://morinvillemews.com/2015/07/06/pioneer-days-promises-family-fun-with-historical-themes/>.
- Stettler Independent, July 15, 2015: “Kids and adults come out to celebrate fishing as they participate in Kids Can Catch.” Available online at <http://www.stettlerindependent.com/news/315478101.html>.

Television

- CTV Morning Live, June 11, 2015: “Kids Can Catch – Kim Wynn goes fishing with some young anglers and the teachers from this weekend’s ‘Kids Can Catch’ event in Fort Saskatchewan.” Available online at <http://edmonton.ctvnews.ca/video?clipId=633684>.

Let's Go Outdoors

- Facebook posts June 6 and June 11. <https://www.facebook.com/letsgooutdoorsca?fref=nf>.
- Radio interview, January 28, 2016. "Chill out on the ice this Family Day Weekend at Lake Wabamun." Available online at <http://letsgooutdoors.ca/blog/item/164-chill-out-on-the-ice-this-family-day-weekend-at-lake-wabamun>.