

**Alberta Conservation Association
2017/18 Project Summary Report**

Project Name: Kids Can Catch Program

Information, Education and Communications Program Manager: Don Myhre

Project Leader: Sheila Campbell

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Partnerships

Program sponsor: Dow Chemical Canada

Event organizers, partners and sponsors (69)

Access Pipeline	Fort Saskatchewan Fish & Game Club
Agrium	Fort Saskatchewan Lions Club
Alberta Environment and Parks	Fort Saskatchewan Naturalist Society
Alberta Fish & Game Association	Freson Brothers, High Prairie
Alberta Fish and Wildlife Enforcement Branch	Glamour and Gear, High Prairie
Alberta Forestry and Agriculture	Golby Hardware and Sports
Alberta Hunter Education Instructors' Association, Lethbridge	Harold Walters and Associates
Alberta Lifesaving Society	High Prairie and District Children's Resource Council
ATB Financial, Cochrane	Jerry's Store, Jossard
ATB Financial, Stony Plain	JobSite Workwear
Aux Sable	Jossard Community Association
Berkley	Canadian Tire Jump Start
Cabela's, Edmonton north	Kinuso Mercantile
Cabela's, Edmonton south	Lamont Fish & Game Association
Canadian Tire, Cochrane	Len Thompson lures
Canadian Tire, Slave Lake	Lesser Slave Forest Education Society
CN	Lesser Slave Lake Search and Rescue
CN Police Service	Lesser Slave Lake Watershed Council
Coronation Elks	Lesser Slave Regional Fire Service
Coronation Family Foods	Trout Unlimited Canada, Northern Lights
Coronation FCSS Community Youth Programming	Fly Fishers Chapter
County of Paintearth	Parkland County
Edmonton Old Timers' Fishing Club	Peavey Mart, High Prairie
Edmonton Trout Fishing Club	Prairie Parent Link
	Provost and District Fish & Game Club
	River Valley Alliance

Servus Credit Union, Wabamun
Shakespeare
Slave Lake RCMP
Slave Lake Rod and Gun Club
Stony Plain Fish & Game Club
Superfly International
Town of Beaumont
Town of Cochrane
Town of Coronation
Town of Gibbons

Town of Provost
Town of Stettler
TransAlta
Tribal North Energy Services
Village of Wabamun
Slave Lake Volunteer Firefighters
Wabamun & District Chamber of Commerce
Night Owls Citizens on Patrol, Wabamun
Walleye Master

Key Findings

- 2,370 adults and children came out to fish at 12 Kids Can Catch events, involving 69 corporate and community event partners.
- New this fiscal was an ice fishing Kids Can Catch event held by Lesser Slave Lake Watershed Council.
- The program received national recognition with a Recreational Fisheries Award from Fisheries and Oceans Canada. The award was presented at ACA's Annual General Meeting on August 15, 2017.
- Diverse organizations plan and host Kids Can Catch events, including municipalities (Beaumont, Cochrane, Stettler, and Gibbons), fish & game clubs (Lamont, Slave Lake, Provost) and AHEIA (Lethbridge). ACA plans and hosts two Kids Can Catch events (Wabamun and Fort Saskatchewan).
- Over 69 organizations, partners and sponsors made Kids Can Catch events possible through financial, in-kind, and volunteer contributions.

Introduction

Kids Can Catch is a province-wide program, sponsored by Dow Chemical Canada, in which Alberta Conservation Association (ACA) partners with community and corporate partners to create free family fishing events at lakes and ponds. We developed Kids Can Catch 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; providing web and communication services to profile each event on the Kids Can Catch website (albertakidscancatch.com); and offering online registration services to event organizers.

ACA provides local organizers with 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 2017/18, the Kids Can Catch Program received a Recreational Fisheries Award from Fisheries and Oceans Canada. The award recognized the program for the opportunities it gives youth, families and new Canadians to experience fishing. The National Recreational Fisheries Award was presented at ACA's Annual General Meeting in Edmonton on August 15, 2017. ACA invited all local organizations and businesses that make Kids Can Catch possible to join us to receive the award.

In 2017/18, 2,370 people came out to fish at 12 Kids Can Catch events (Table 1) supported by 69 community and corporate partners.

Table 1. Kids Can Catch events held across Alberta in 2017/18

Community	Event date	Est. Participants
Beaumont	June 11, 2017	100
Cochrane	June 17, 2017	400
Coronation	July 9, 2017	27
Fort Saskatchewan	June 10, 2017	510
Gibbons	July 15, 2016	60
Lamont	June 24, 2016	40
Lethbridge	June 17, 2016	50
Provost	July 8, 2016	150
Slave Lake	June 9, 2016	60
Stettler	July 8, 2016	46
Wabamun Lake	February 17, 2018	847
Slave Lake	February 17, 2018	80
Total		2,370

ACA hosts Fort Saskatchewan Kids Can Catch as the program's flagship summer event. On June 10, 2017, 510 children and adults, including many new Canadians, braved the cool weather to fish at Fort Lions Community Fish Pond. Dow Chemical Canada and Cabela's Edmonton provided support as the major sponsors of the event.

ACA hosts Wabamun Lake Kids Can Catch event as the program's flagship winter event. The event was held on February 17, 2018 (Family Fishing Weekend) and attracted 847 participants, despite -12° Celsius weather plus wind chill. Many thanks to TransAlta, Cabela's, Alta Link, Wabamun and District Chamber of Commerce, Night Owls 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, Servus Credit Union-Wabamun, ATB Financial – Stony Plain, Fish and Wildlife Enforcement Branch, and CN Police Service.

New this year was an ice fishing Kids Can Catch at Jousard on Lesser Slave Lake. The Lesser Slave Lake Watershed Council held the event to connect with the public on fish conservation and education. Lesser Slave Lake Kids Can Catch was also held on the Family Fishing Weekend.

Conclusions

Partnerships are key to the success the Kids Can Catch Program and each Kids Can Catch event. It was through partnerships that 2,370 adults and children were able to give fishing a try at 12 events across Alberta. A special thank you to Dow Chemical Canada for providing \$10,000 in funding for the Kids Can Catch Program, and to all event organizers, partners, and volunteers for giving kids and their families an opportunity to go fishing. We also thank Fisheries and Oceans Canada for awarding the program one of Canada's National Recreational Fisheries Awards for 2017.

Communications

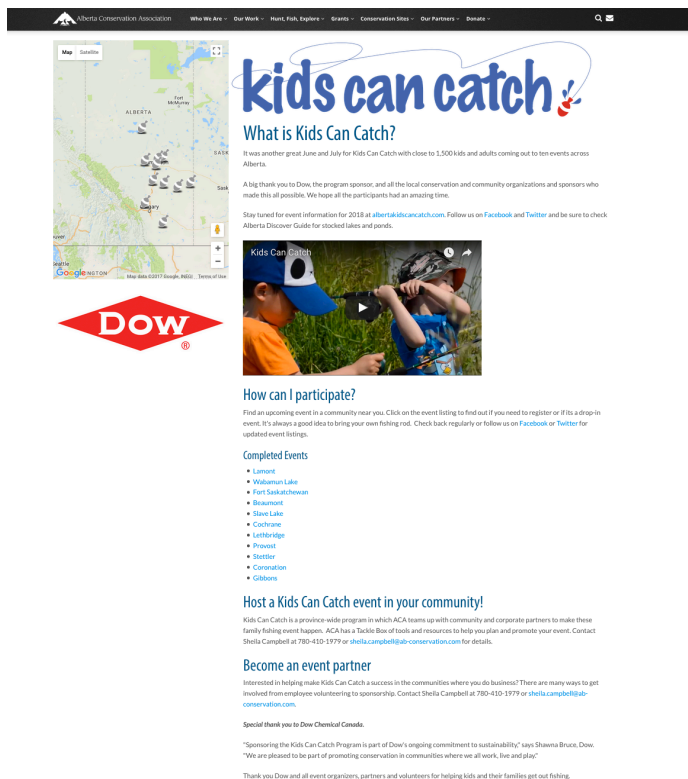
ACA Communications

- We shared the story of the Kids Can Catch Program and its events through ACA communication channels, including:
 - ACA website (ab-conservation.com): Slider on ACA's main page promoted Kids Can Catch and events;





- Kids Can Catch Program 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.



- *Constant Contact* e-newsletter: The June newsletter showcased the great start to the Kids Can Catch Program, thanking all event organizers, volunteers, and sponsors. Readers were encouraged to check out upcoming events.



Fishing made fun for all ages and abilities! At Kids Can Catch events, community and corporate partners invite you to give fishing a try, and learn about fish conservation and responsible angling. If the bite is on, you might just catch a fish.

Check out the upcoming Kids Can Catch events! The events on July 8-9 fall on [Family Fishing Weekend](#) so participants of all ages can fish without a fishing licence! (Other fishing regulations still apply).

- June 24, 2017 - Lamont
- July 8, 2017 - Provost (Family Fishing Weekend)
- July 8, 2017 - Stettler (Family Fishing Weekend)
- July 9, 2017 - Coronation (Family Fishing Weekend)
- July 15, 2017 - Gibbons

Kids Can
Catch Events

- Facebook and Twitter: Posts were used to promote events, share stories, and thank organizers and event partners.



Alberta Conservation Association added 4 new photos.

June 16 · 🌐

Kids Can Catch Beaumont saw over 100 participants give fishing a try!

Big thanks to our sponsors for making this event possible - Berkley Fishing, Shakespeare Fishing, Edmonton Trout Fishing Club, Northern Lights Fly Fishers and the Town of Beaumont!



- We shared the National Recreational Fisheries Award with all Kids Can Catch partners, sponsors, and volunteers.

Kids Can Catch reels in a National Recreational Fisheries Award



The National Recreational Fisheries Award will be presented at ACA's Annual General Meeting in Edmonton on August 15, 2017. ACA invites all local organizations and businesses that make Kids Can Catch possible to join us in receiving the award. Dinner is at 5:30 with the award presentation at 6:15. RSVP by August 4 to debora.dueck@ab-conservation.com.

- We profiled the award night on Facebook and Twitter to recognize all involved.



Newspaper

- *Fort Saskatchewan Record*, June 8, 2017. “Annual Kids Can Catch hoping to get you hooked.” <http://www.fortsaskatchewanrecord.com/2017/06/08/annual-kids-can-catch-hoping-to-get-you-hooked>
- FortSaskOnline, June 10, 2017. “Reeling in fun with Kids Can Catch.” <https://fortsaskonline.com/local/kids-can-catch-in-fort-sask-a-hit>.
- *Calgary Herald*, June 14, 2017. “Family-friendly things to do this weekend in Calgary.” <http://www.cochraneagle.com/article/Fishing-event-snags-big-crowds-20170622>
- Lacombe online, June 20, 2017. “Whirling Disease to Blame for Canceled Kids Fishing Day.” <https://lacombeonline.com/local/whirling-disease-to-blame-for-canceled-kids-fishing-day>.
- *Cochrane Eagle*, June 22, 2017. “Fish event snags big crowds.” <http://www.cochraneagle.com/article/Fishing-event-snags-big-crowds-20170622>
- *The Lakeside Leader*, June 26, 2017. “ACA hosts annual ‘Kids Can Catch’ fishing day event.” <http://lakesideleader.com/aca-hosts-annual-kids-can-catch-fishing-day-event/>.
- *Global News*, February 18, 2018. “Hundred brave the cold to ice fish at Wabamun Lake.” <https://www.msn.com/en-ca/news/world/hundreds-brave-the-cold-to-ice-fish-at-wabamun-lake/ar-BBJgh3A>

Let's Go Outdoors

- Post June 3, 2017. “Kids Can Catch 2017 – Fort Lion’s Community Fish Pond”. <http://letsgooutdoors.ca/blogs/item/229-kids-can-catch-2017-fort-lion-s-community-fish-pond>.
- Post February 6, 2018. “Ice Fishing Kids Can Catch”. <https://www.youtube.com/watch?v=3syrZByQ5iQ>