Alberta Conservation Association
2018/19 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, AltaLink, Backroad Mapbooks

Event organizers, partners and sponsors (97)

Absolute Safety	Berkley
Alberta Lifesaving Society	Big Sky Flies and Jigs
Alberta Environment and Parks	Brooks & County of Newell EDC
Alberta Fish & Game Association	Brooks Fire Department
Alberta Fish and Wildlife Enforcement Branch	Cabela's Edmonton South Store
Alberta Forestry and Agriculture	Cabela's Canada Outdoor Fund
Alberta Lifesaving Society	Cabela's Edmonton North Store
Alberta Parks	Canadian Tire, Brooks
ATB Financial, Cochrane	Canadian Tire, Cochrane
ATB Financial, Stony Plain	Canadian Tire, Hinton
Barrow Safety, Hinton	Canadian Tire, Peace River
Bass Pro Shops Rocky View	Canadian Tire, Slave Lake

Central Alberta Coop

City of Fort Saskatchewan

City of Lacombe

CN

Cochrane FCSS

Co-op Community Spaces

Coronation Elks

Coronation Family Foods

Coronation FCSS

County of Grande Prairie

County of Newell

County of Paintearth

D & M

Edmonton Old Timers' Fishing Club

Edmonton Trout Fishing Club

First Five Forever

Fort Saskatchewan Fish & Game

Fort Saskatchewan Lions Club

Fort Saskatchewan Naturalist Society

Fountain Tire, Lacombe

Golby Hardware and Sports

Good Dogs Food Vending

Grimshaw Agricultural Society

Hinton Fish & Game Association

Hinton Growing Great Kids Coalition

Indominous Sports Edson

JobSite Workwear

Jump Start

Lacombe Fish & Game Association

Lamont Fish & Game Association

Len Thompson

Lesser Slave Lake Forest Education Society

Lesser Slave Lake Search and Rescue

Lesser Slave Watershed Council

Lesser Slave Regional Fire Service

Night Owls Citizens on Patrol

Northern Lights Fly Fishers

Paintearth Economic Partners Society

Parkland County

Pita Pit, Brooks

Prairie Parent Link

Provost & District Fish & Game

Quantum Canada

River Runner Recreation

River Valley Alliance

Saddle Hills County

Safari Club International Red Deer Chapter

Service Credit Union, Wabamun

Shakespear

Slave Lake RCMP

Slave Lake Rod and Gun Club

Slave Lake Volunteer Firefighters

Smoky Trout Farm

Stony Plain Fish & Game

Superfly International

Taber Fish & Game Association

Taber IGA

Taber Kiwanis Club

Town of Beaumont

Town of Cochrane

Town of Coronation

Town of Gibbons

Town of Hinton	Village of Wabamun
Town of Provost	Wabamun & District Chamber of Commerce
Town of Stettler	Walleye Master
Town of Taber	Wolverine Gun and Tackle
TransAlta	Yellowhead County
Vibrook Vacuum and Septic	

Key Findings

- 2,198 adults and children came out to fish at 20 Kids Can Catch events across Alberta.
- 100 organizations, partners and sponsors made Kids Can Catch events possible through financial, in-kind, and volunteer contributions.
- Dow's sponsorship helped ACA expand the program to new communities this fiscal, including Hinton, Saddle Hills, Taber, Yellowhead County and County of Grand Prairie.
- AltaLink's sponsorship allowed ACA to source 734 fishing rods for local organizers to use at Kids Can Catch event. Organizers will keep these rods in their inventory to use year over year.
- Backroad Mapbooks donation of branded string packs were distributed to local organizers and handed out to youth at events.
- Wabamun Kids Can Catch ice fishing event was unfortunately cancelled due to weather.

Introduction

Kids Can Catch is a province-wide program, sponsored by Dow Chemical Canada, in which 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.

In 2018/19, 2,303 people came out to fish at 20 Kids Can Catch events (Table 1) supported by 100 community and corporate partners.

Table 1.   Kids Can Catch events held across Alberta in 2018/19

Community	Event date	Est. Participants
Beaumont	June 20, 2018	35
Cochrane	June 16, 2018	250
Coronation	July 8, 2018	33
County of Newell	July 7, 2018	60
County of Grande Prairie	August 16, 2018	50
Fort Saskatchewan	June 9, 2018	493

Gibbons	July 14, 2018	40
Grimshaw	June 9, 2018	60
Hinton	July 7, 2018	300
Lacombe	June 2, 2018	250
Lamont	June 2, 2018	18
Lesser Slave Lake	February 17, 2019	100
Onoway	March 9, 2019	80
Provost	July 8, 2018	80
Red Deer	July 8, 2018	100
Saddle Hills	July 7, 2018	30
Slave Lake	June 8, 2018	64
Stettler	July 7, 2018	60
Taber	July 21, 2018	100
Wabamun Lake	Cancel (Feb 16)	0
Yellowhead County	July 5, 2018	100
Total		**2,303**

Our program sponsor, Dow, makes it possible for ACA to help local organizers source the supplies they need to host Kids Can Catch events. In 2018-19, AltaLink joined as a sponsor, enabling ACA to source 734 fishing rods for local event organizations. Local retailers helped us stretch our sponsor dollars further with discounts and matching donations. Branded string packs donated by Backroad Mapbooks were packed with fishing information and shared with youth at events across the province.

The program attracted six new communities to host summer events. Saddle Hills, Taber and the County of Grand Prairie held their first Kids Can Catch events to celebrate the opening of stocked ponds in or near their communities. First-time events for Hinton and Yellowhead County were organized by municipal and youth organizations looking to create opportunities for families to enjoy time together outdoors. Onoway Fish & Game Association held its first Kids Can Catch ice fishing event.

Conclusions

Partnerships are key to the success the Kids Can Catch Program and each Kids Can Catch event. A special thank you to our program sponsors, Dow, AltaLink and Backroad Mapbooks, and all event organizers, sponsors, partners and volunteers for giving kids and their families the opportunity to go fishing.
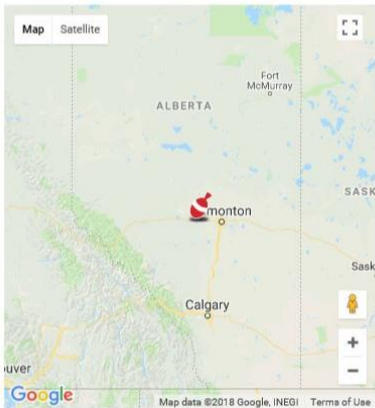
Communications

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): promotion on ACA's main page promoted Kids Can Catch and events

- Kids Can Catch Program website (albertakidscancatch.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: ACA's e-newsletter promoted Kids Can Catch events

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

- Facebook albums: We created albums on Facebook to share photos with our sponsors, partners and participants.

- News media
  - Lacombe online, June 1, 2018. "Kids Can Catch Youth Fishing Day Returns to Lacombe." https://lacombeonline.com/local/kids-can-catch-youth-fishing-day-returns-to-lacombe.
  - Fort Saskatchewan online, June 7, 2018. "New Fish introduced to Lions Fish Pond." https://fortsaskonline.com/local/new-fish-introduced-to-lions-fish-pond.
  - Everything GP, August 7, 2018. "New County Sportsplex Fishing Pond stocked with rainbow trout." https://everythinggp.com/article/534543/new-county-sportsplex-fishing-pond-stocked-rainbow-trout.
  - Lacombe Online, June 4, 2018. "Annual Youth Fishing Day Event Held at Len Thompson Pond." https://lacombeonline.com/local/annual-youth-fishing-day-event-held-at-len-thompson-pond.
  - Global TV Edmonton, "Alberta Free Family Fishing Weekend." https://globalnews.ca/video/4952012/alberta-free-family-fishing-weekend.