

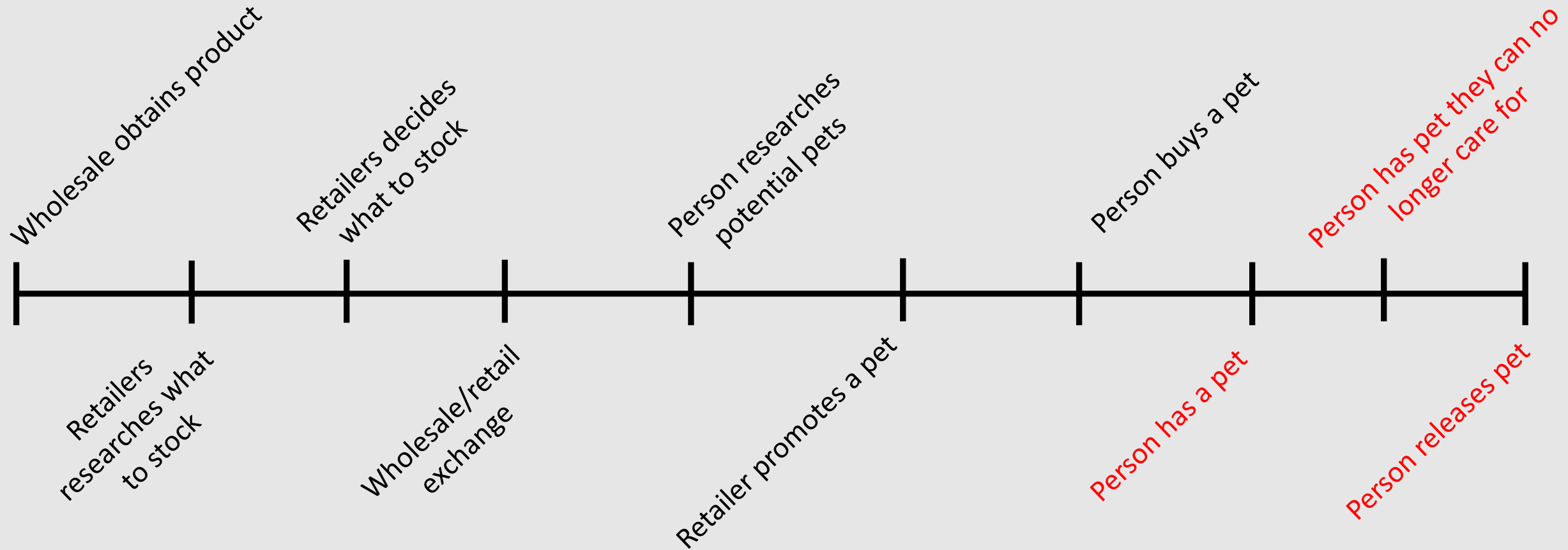


AIS in Commerce:

Outreach gaps, needs, and solutions

Tim Campbell
Paige Filice
Matt Smith
Greg Hitzroth

A reminder of what our system is



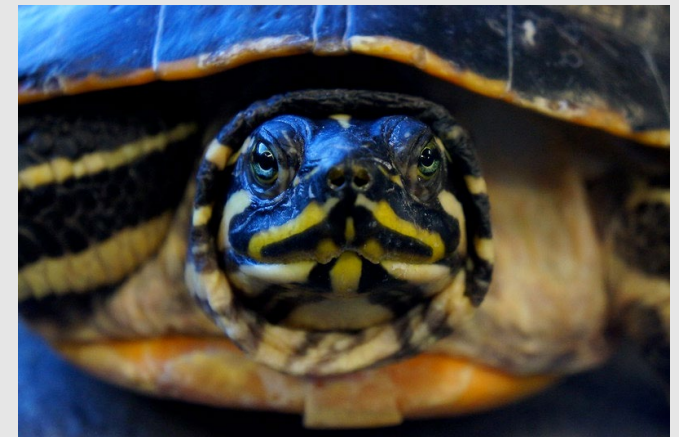
These are important, but outside of this project

- Outreach campaign coordination and optimization
- Pet surrender networks
- Resources for pet owners after they have a pet



Key factors contributing to gaps & challenges

- System complexity
 - Diversity of knowledge and actions we're trying to promote
 - Federal and state regulations
 - Different motivations for action
- AIS Outreach is often lumped together, but working with OIT can be substantially different than recreational water users
 - Boats and pets aren't the same
- Intersection of LE and Outreach
 - Consistent regulatory enforcement – everyone on a level playing field
 - Difference between outreach staff and LE
- Working with big, national brands
 - Staff turnover and chain of command
 - Federal vs state messaging
- Regional, national, international coordination
 - what formal networks are there?
 - Need time and effort to talk about these things



Criteria that should be considered for solutions

- Is an OIT specialist needed? Or could someone else more general implement?
 - People that know OIT or people that are good at a skill?
 - Natural resources background vs pet/animal/plant background?
- Ability for industry to integrate materials and programming
- How much continuous effort is needed?
- How can we track our effort? How can we evaluate it? Tracking progress.
- Consistent, dependable funding for it?
 - Not to just develop new things, but deliver things consistently
- Clear roles and responsibilities, clear metrics & objectives for people to meet.

Possible solutions

- Supply chain analysis to understand what is happening and what messages are needed
 - A system diagram with outreach goals/messages/metrics for each step
- Social science to understand attitudes, motivations, behaviors
 - Both of hobbyists and businesses
- Other possible solutions
 - OIT specialists for outreach or dedicated effort for staff with specific expertise
 - Make it easier for people to get answers to questions
 - HACCP approaches for retail stores
 - Better use of digital advertising and outreach
 - Consistent labeling of species for improved communication
 - Consistent to keep outreach going
 - Improve industry/outreach relationship

Project Report:

Addressing Aquatic Invasive Species in Illinois through Outreach and Planning:

Enhancing Effectiveness of Organisms-in-Trade through Survey Research

Case studies highlighting outreach gaps

- Invasive Crayfish Collaborative (OIT is big!)
 - Big lesson: initial scope was large
 - Being species specific left the entire supply chain and different aspects open
- Targeted ads on peer-to-peer sites (online outreach)
 - Kijiji Giving ad space for free
 - Marbled crayfish - synonyms important (self-cloning crayfish)

Looking forward to the discussion!

Tim.Campbell@wisc.edu