


Great Lakes Panel on ANS
Index of AIS Communication and Education Campaigns and Programs

Updated: September 11, 2015

Name of program or campaign	Target Audience(s)*	Geographic Scope: state, province, bi/national, watershed, etc.	Lead Agency and/or Partner Agencies	Types of resources: curriculum, poster, ID card, video, etc.	Goal of Campaign	Method of program evaluation (if applicable): mail survey, post-event eval., questionnaire, etc.	Link (if available online) or Where it can be obtained
6 NYCRR Part 575 IS Outreach	Regulated Public	State	NYS DEC & NYS Ag and Mkts	Web site, tip strip, brochure, booklet	Inform regulated public about part 575 invasive species regulations		http://www.dec.ny.gov/animals/99141.html
AIS and Climate change curriculum	Teachers	Great Lakes region	Pennsylvania Sea Grant, New York Sea Grant	Flash drives containing 10 lesson plans	AIS education		http://www.paseagrant.org/education/curriculum/great-lakes-aquatic-invasive-species-and-climate-change-k-12-curriculum/
AIS Attack Pack	Teachers, educators	Great Lakes	Wisconsin Sea Grant	AIS specimens, K-12 lesson plans and activities	Provide teachers with AIS activities for all ages	Survey when checked out by group	http://aqua.wisc.edu/Waterlibrary/Default.aspx?tabid=431
AIS Awareness Stickers for Trailer Winch Posts	Boaters, anglers	State (MI)	MI DEQ, Wildlife Forever	Informational sticker	Provide a simple and concise summary of Michigan's required and recommended actions to help prevent AIS when launching/retrieving watercraft.		Limited availability through MI DEQ by contacting Kevin Walters (waltersk3@michigan.gov or 517-284-5473)
AIS of the Week	General/any	State (MI), regional (Great Lakes)	MI DEQ	Online one-page informational flyers	Highlight individual priority AIS, activities and issues		http://www.michigan.gov/deq/0,4561,7-135-3313_8314-301444--,00.html
AIS Outreach at Public Access Points	Boaters and personal watercraft users	State	NYS DEC, NYS DMV	Kiosk panels, signs, tip strip, posters, web site, boat launch booklet, disposal stations	Slow the spread of AIS by recreational users		http://www.dec.ny.gov/outdoor/85939.html
AIS Prevention for Fishing Tournaments	Tournament organizers, tournament anglers, volunteer groups	Great Lakes	Wisconsin Sea Grant, Wildlife Forever	BMP fact sheet, BMP tri-fold, boat washing training video	Provide fishing tournaments with the resources they need to implement AIS BMPs	Survey of anglers throughout the project to determine changes in awareness and behavior	http://aqua.wisc.edu/publications/productslist.aspx?CategoryID=18&sel=7 ; http://youtu.be/BZdAUUy7jT0 contact Pat Conzemius for distribution
AIS Publications Catalogue	Varied	WI	DNR and others	Posters, cards, brochures, etc.	Educate audiences on AIS and AIS prevention	Inventory of orders placed	https://dnr.wisconsin.gov/swims/downloadDocument.do?id=96843623
AIS Public Service Announcement and DVDs	Boaters	WI, MI, MN	Wisconsin DNR, Michigan Department of Environmental Quality, Minnesota DNR, Wildlife Forever	Public service announcement; DVD	Stop AIS from spreading by recreational user transport.	None?	http://www.youtube.com/watch?v=ikyHjIGDywt=21 www.WildlifeForever.org
AIS Radio Ads	Waterfowl	ALL	Wildlife Forever	Public Service	Clean Drain Dry		www.CleanDrainDry.org www.WildlifeForever.org

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AIS Removal Stations	Boaters/Anglers	WI	Wisconsin DNR/Dane County	Signage with cleaning tools attached and dedicated parking spots to encourage boat cleaning	Removal of vegetation from boats to stop the spread of AIS	Reports from Dane County watercraft inspectors on usage and staff emptying dewatering containers.	
Aquatic Invasive Species Workshop	Technical field professionals	Ontario	Ontario Ministry of Natural Resources, Sir Sandford Fleming College	Half day workshop	AIS identification, preservation of specimens, reporting procedures.		http://www.invadingspecies.com/get-involved/aquatic-invasive-species-workshops/
Angler Education AIS Toolkit	Fishing Clinic Instructors.	WI	Wisconsin DNR	Sample script, game, and resources that instructors can use to integrate AIS into their workshops/clinics.	Provide instructors ideas and resources to share the AIS prevention message with anglers.	Order forms for requested materials. Inventory # of toolkits distributed.	http://dnr.wi.gov/topic/fishing/anglereducation/
Angler Brochure	anglers	ALL	Wildlife Forever	Informational Brochure			www.CleanDrainDry.org pconzemius@wildlifeforever.org
Asian carp	Anglers, boaters, general public	Great Lakes and Mississippi basins	IL-IN Sea Grant, IL Natural History Survey, Great Lakes Sea Grant Network, Great Lakes and Mississippi River Basin panels, USGS, Louisiana Sea Grant	ID poster w/juveniles, WATCH card, boater protection factsheet, filleting/cooking factsheet, catching factsheet (in prep), recipe cards, filleting video, costume	Reduce impacts, prevent spread, reduce numbers of Asian carp	Web hits	IL-IN Sea Grant, Great Lakes Sea Grant Network, University of Notre Dame
Asian Carp Campaign	General public	Provincial	Ontario Federation of Anglers and Hunters, Ontario Ministry of Natural Resources and Forestry, Department of Fisheries and Oceans Canada	Billboards, brochures, stickers, watch cards, metal signs, banners, newspaper and magazine advertisements, PSA's (web/TV and radio)	Prevent the entry of Asian carps into the Great Lakes		http://www.invadingspecies.com
Asian Carp Canada Program	Public, Scientists, Anglers, Boaters, Food Markets, AIS Partners	Bi-National	DFO, Invasive Species Centre	Asian Carp Canada website and webinars describing Asian carp issues, biology, prevention, monitoring, response measures.	Awareness on prevention, early warning measures, response and the threat of Asian carp to the Great Lakes and beyond		www.asiancarp.ca @asiancarpca
Asian Carp Regional Coordinating Committee Great Lakes Education and Outreach	Anglers, watercraft users, agencies, interest groups, general public	Regional	Ohio Sea Grant and the Great Lakes Sea Grant Network	PowerPoint presentation, list of speakers on Asian Carps, Compilation of Education and Outreach materials, and current research/future needs	Educate on and prevent the spread of Asian Carps		Still in development

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Attention! Évitez d'introduire des envahisseurs exotiques dans nos plans d'eau	Boaters and personal watercraft users, anglers, water garden owners, pet fish & other aquatic organisms keepers	provincial	Ministère du Développement durable, de l'Environnement, de la Faune et des Parcs	Poster, card (8 x 4 inches)	Stop AIS from spreading by Boaters and personal watercraft users, anglers, water garden owners, pet fish & other aquatic organisms keepers		Isabelle.Desjardins@mffp.gouv.qc.ca 
Baitfish Regulations	Fishing stakeholders	State	NYS DEC	Web content, baitfish booklet, fishing regs booklet	Outreach to regulated fishing stakeholders		http://www.dec.ny.gov/outdoor/47282.html
Be A Hero - Release Zero	Aquatic farmers (aquaculture, hydroponics, aquaponics, individual stocking of public waters), aquarium hobbyists, water gardeners, bait, teachers/students,	IL	IL DNR/ IL-IN Sea Grant		Prevent the release of organisms in trade.		
Be A Hero—Transport Zero	Recreational water users; terrestrial forest product users; hikers, natural resource managers	IL	IL DNR/ IL-IN Sea Grant	Sticker, lawn banner, can koozie, water bottle, TV ad, print ads, radio ads, pick-up truck tailgate wrap, shore angler poster, waterfowl hunter poster, boat ramp sign, floating keychain, website, safety vests, bobbers	Stop AIS from spreading by recreational and user transport.	Boat show survey Boater survey (in prep)	www.transportzero.org

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Belle Isle Aquarium exhibits	General public	Great Lakes	Wayne State University, partnered with Belle Isle Conservancy, Friends of the Detroit River, and MI-DEQ, supported by grants from Great Lakes Protection Fund, EPA, and private donations	Aquarium exhibits: Live tank: "local" non-natives, including white perch, zebra mussels, quagga mussels, and gobies. Model tank: silver carp, big-head carp, northern snakehead Video displays: animated maps of spread; sea lamprey video 4'x9' poster: source, watch-list, and prevention methods Technology: prototype of ballast monitoring equipment Coming soon: eDNA exhibit; See scientists at work (view into research lab through a tank "window")	Education and prevent release	Evaluation by survey of patrons is planned; Currently monitoring amount of time patrons spend looking at various exhibits	For information, contact Dr. Jeffrey Ram, jeffram@gmail.com
Belle Isle Aquarium talks	General public	all	Belle Isle Aquarium, assisted by Wayne State University; AIS talks funding by EPA	Science Saturday talks occur first Saturday of each month. About a third of the talks are on AIS	Education	Count of attendees	For information, contact Dr. Jeffrey Ram, jeffram@gmail.com
Best Control Practices for Invasive Plant Species	Land owners, land managers	State (MI)	MI DNR	Online Informational flyers	Help land owners/managers learn best practices for controlling several aquatic and terrestrial invasive plant species.		http://www.michigan.gov/dnr/0,4570,7-153-10370_59996_61470-277506--00.html
Bioinvasions in a changing world	Resource managers	National	National Invasive Species Council, APHIS, Ad Hoc working group on Invasive Species and Climate Change	Report	Addresses the broader framework of invasive species management and climate change adaptation as tools to enhance and protect ecosystems and their natural resources in the face of these drivers of change.		http://www.paseagrant.org/wp-content/uploads/2012/09/Bioinvasions-in-a-Changing-World_Dec-2014.pdf
Boat Steward Programs	Boaters and personal watercraft users	Regionally based	Paul Smith's College, Finger Lakes Institute, SeaGrant, Canal Corp., OPRHP, PRISMS	Seasonal staff	Outreach and boat inspections at public access points	Metrics database	

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Clean Boats Clean Waters	Boaters	WI	Wisconsin DNR and University of Wisconsin Extension at Stevens Point	Stickers, brochures, apparel, outreach kits	Stop AIS from spreading by recreational user transport.	Boater surveys	http://dnr.wi.gov/lakes/invasives/watercraft.aspx ; http://www.uwsp.edu/cnr-ap/UWEXLakes/Pages/programs/cbcw/resources/publications.aspx
Clean Boats Clean Waters							http://www.mymlsa.org/cbcw
Clean Boats Crew	Recreational water users using boat ramps	IL-IN	IL-IN Sea Grant	Brochure	Stop AIS from spreading by recreational user transport.	Recreational water user survey at boat ramps	www.niipp.net/clean-boats-crew ; www.iisgcp.org/ais/cleanboatscrew.html
Clean Wetsuit Card	Scuba divers	Wisconsin	Wisconsin Sea Grant and Wisconsin DNR	2 sided card	Educate scuba divers on AIS prevention steps	None	
Cooperative Weed Management Areas in Great Lakes Basin	General public. Recreational users. Landowners.	Local/County	Various, broad-based grass-roots collaborative efforts	Various outreach approaches depending on individual CWMA	Prevent spread and control existing invasive species, including aquatics.		http://www.mipn.org/cwma_resources.html
Discovery World's Great Lakes Most Unwanted	School children, General public	Regional	Discovery World (Milwaukee, WI); U.S. Forest Service	Aquarium displays, classroom and summer camp curriculum	Stop AIS from spreading by recreational user transport. General public education.		www.discoveryworld.org
Don't dump bait!	Anglers	Great Lakes states	IL-IN Sea Grant, Great Lakes Sea Grant Network, University of Notre Dame	Poster, sticker	Prevent introduction and spread of AIS through bait.	Poster retention survey. IL boater survey.	http://www.iiseagrant.org/catalog/products_ais.html
Douglas County AIS Program	General public, K-12, lake associations, and other stakeholder groups	Douglas County, WI	Douglas County and University of Wisconsin-Superior Lake Superior Research Institute	Curriculum, poster, workshops, trainings	Education, Monitoring and Control of AIS		http://www.douglascountywi.org/index.aspx?nid=637
Drain Campaign	Anglers	WI	Wisconsin DNR	Poster, brochure, ice pack, radio spots	Promote draining of boats, live wells and fish containers	None?	http://dnr.wi.gov/lakes/invasives/drainincampaign.aspx
The Early Detection and Distribution Mapping System	General Public	Provincial	Ontario Federation of Anglers and Hunters, Ontario Ministry of Natural Resources and Forestry and the Invasive Species Centre	Postcards, magnets, banners, mobile app	Assist in early detection and rapid response of invasive species		http://www.eddmaps.org/Ontario

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Exotic invasive species: 5 steps to protect your lake	Boaters and personal watercraft users, anglers	Provincial and more if possible	Ministère des Forêts, de la Faune et des Parcs	Web video (in French and English version), few outreach activities during fishing tournaments, conducted by the MFFP and partners since 2012.	Stop AIS from spreading by Boaters and personal watercraft users, anglers		<p>Web video: http://www.youtube.com/watch?v=RC4qLKF6ofg&feature=c4-overview&list=UUKuVHFbFGX8LPBS_uBAkjiw</p> <p>http://www.youtube.com/watch?v=cw_j5Gd362E&feature=c4-overview&list=UUKuVHFbFGX8LPBS_uBAkjiw</p>
First Nations Aquatic Invasive Species Network	Governments of Ontario and Canada, First Nations.	National	Chiefs of Ontario (COO)	First Nations Aquatic Management Toolkit (FNAMT)	Study factors influencing First Nations engagement in AIS prevention, management and control activities. To advise on complementary initiative in creation of a First Nations Aquatic Management Toolkit (FNAMT). Promote greater literacy for First Nations to actively engage in AIS prevention, management, and control initiatives.		
Great Lakes Aquatic Nuisance Species Information System	Scientists/Managers	GL Basin (primarily US)	NOAA-Great Lakes Environmental Research Laboratory (with USGS partnership)	Website – database of species-specific information	Provide ‘one-stop’ information support for management of AIS in the Great Lakes		http://www.glerl.noaa.gov/res/Programs/glansis/glansis.html
Great Lakes Ballast Water Collaborative	Government Agencies, Policy Makers, Researchers, Shipping Industry (Owners and Operators, Ports)	Bi-national	Saint Lawrence Seaway Development Corporation, International Joint Commission	Face-to-Face Stakeholder Meetings	Share & discuss relevant, useful, and accurate information and foster better communication and collaboration among industry, state and federal regulators, and other stakeholders concerned with introduction and spread of aquatic nuisance species.	N/A	http://www.greatlakes-seaway.com/en/environment/ballast_collaborative.html

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A Guide to the Control and Management of Invasive Phragmites, 3 rd Edition	Land owners, land managers	State (MI)	MI DEQ, MI DNR	Printed publication	Provide information about effective methods to control and manage invasive Phragmites.		http://www.michigan.gov/deq/0,4561,7-135-3313_8314-178183--,00.html
Habitattitude	Teachers, students	Bi-national	ANS Task Force, Joint Advisory Council, USFWS, NOAA/Sea Grant	PSA, sticker, banner, poster, participation certificate, partner packets, fish bags	Prevent the release of classroom plants and animals.		http://www.habitattitude.net/ ; http://habitattitude.ca/en/
Hydrilla Hunt	Recreational Water Users, general public	Illinois	Northeast Illinois Invasive Plant Partnership, Chicago Botanic Garden, IL DNR	Poster, factsheet, ID card	Early Detection Rapid Response		http://niipp.net/hydrilla
iMAP invasive	Resource managers, general public, agencies, environmental organizations	National	NatureServe, State Natural Heritage Programs, State Agencies	Online, GIS-based data management system	Management and sharing of invasive species information, including extent of infestations, search efforts, and treatment outcomes.		www.imapinvasives.org
Invasions of the Great Lakes	Youth, Anglers, Recreational Users	ALL	Wildlife Forever	Publication	Identification, Education		www.CleanDrainDry.org PConzemius@WildlifeForever.org http://www.invadingspecies.com/
Invasive Species Awareness Program	Everyone	Provincial	Ontario Federation of Anglers and Hunters, Ontario Ministry of Natural Resources	Web based Invasive Species Education, Aquatic Invasive Species Guide, EDDMaps App to identify invasive species, bumper stickers, Hotline for reporting	Stop the Spread, Awareness, Get Involved		http://www.invadingspecies.com/
Invasive Species Hit Squad	Public	Ontario	Ontario's Invasive Species Awareness Program	Educational programming at local festivals and events	On the ground, community based invasive species education, awareness & monitoring initiatives.		http://www.invadingspecies.com/get-involved/hitsquad/
Invasive Species Watch Program	Volunteers from residences, cottages and property owners	Ontario	Ontario's Invasive Species Awareness Program	Lake monitoring program for aquatic invading species using maps & database, monitoring kit, instruction manual	Monitoring program to identify AIS's		http://www.invadingspecies.com/get-involved/invasive-species-watch-program/
Invasive Species Awareness Week (July)	NYS stakeholders	State, activities regionally based	NYS DEC, PRISMs	Regionally based outreach events	Inform NYS stakeholders about IS	Metrics spreadsheet	http://www.nyis.info/blog/
Invasive Species Clearinghouse	NYS stakeholders	State	Cornell University	Web site collection of resources	Inform interested stakeholders about IS		http://nyis.info/

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Invasive Species Education & Outreach Compendium: Materials & Resources in Ontario 2012	Everyone looking for education and outreach resources relevant to Ontario	Ontario	Ontario Federation of Angers and Hunters	Compendium of other programs and resources organized by species and pathway of spread	Agencies, organizations, and individuals involved in invasive species education and outreach programs are encouraged to add these materials to their communications plans and to coordinate with others doing work		info@invadingspecies.com or matt_smith@ofah.org
Invasive Species Research Institute	Academic stakeholders & resource managers	State	Cornell University	Web site, experts database, white papers	Improve communication between academic and management		http://nyisri.org/
Juvenile Asian carp identification video	Anglers	State (MI)	MI DNR	YouTube video	Educate anglers and other about how to ID juvenile Asian carp, particularly when mixed w/ other baitfish		https://www.youtube.com/watch?v=tekJq3L0gPA
Keep. Care. Be Aware	Aquarium, pet, and water garden owners or enthusiasts. Retail staff for both trades	Provincial (Ontario)	Ontario Federation of Anglers and Hunters, Invasive Species Centre, Ontario Streams, and the Pet Industry Joint Advisory Council	Informational posters and banners, fish bag and turtle box stickers, interactive display aquarium stickers with scannable QR codes to direct buyers to info on species (whether an identified invasive species). Storm management pond awareness signs.	Educate and raise awareness of invasive species. Prevent public release of invasive species from aquarium/pets into waterways.		http://www.invadingspecies.com
Landing Blitz	Boaters	WI, MI	Wisconsin DNR, Michigan Departments of Environmental Quality, Natural Resources, and Agriculture and Rural Development	Promotional towels, media releases.	Stop AIS from spreading by recreational user transport.	None.	http://www.michigan.gov/deq/0,4561,7-135-3313_8314-328359--,00.html ; http://dnr.wi.gov/lakes/invasives/landin_gblitz.aspx
Les espèces exotiques envahissantes	Public in general	provincial	Ministère des Forêts, de la Faune et des Parcs	Website	Inform the public in general on exotic animal invasive species, terrestrial and aquatic, already present in the province or at our doors.		http://www.mern.gouv.qc.ca/faune/espèces/envahissantes/index.jsp

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A Michigan Boater's Guide to Selected Aquatic Plants	Boaters, anglers	State (MI)	Michigan State University Extension	Printed guide book	Provide a small aquatic invasive plant guide for boaters		http://web2.msue.msu.edu/bulletins2/product/a-michigan-boaters-guide-to-selected-invasive-aquatic-plants-1387.cfm
MN DNR invasive species program	Boaters, anglers, people who work or recreate on the water	State, multi state	MN DNR; MN Sea Grant; Wildlife Forever	Booklets, promotional items, brochures, watch cards, audio and video PSAs, DVD	Inform people about the AIS of concern in the state, and about laws and actions the public can take to slow the spread of AIS		
MN DNR aquatic invasive species specialist outreach	Various	State (specialists work in a particular region)	MN DNR	Presentations to lake associations, schools, local units of government, and other groups	Raise awareness about AIS in Minnesota		
MN DNR public awareness resources	Members of the public interested in distributing materials about AIS prevention in their communities	State	MN DNR	Customizable printed materials and promotional items; grants are also available to support public awareness campaigns	Leverage partners across the state to distribute educational resources	Public awareness campaigns supported by grant funds are summarized here: www.dnr.state.mn.us/grants/outcomes/index.html	www.dnr.state.mn.us/invasives/ais/public-awareness/resources.html
MN DNR watercraft inspections	Boaters	State	MN DNR, local units of government	Personal outreach and education provided by watercraft inspection personnel	Educate boaters about the risk of spreading AIS on watercraft and what they can do to reduce the risk	Watercraft inspectors collect voluntary information from boaters and those data are compiled annually	
MN DNR outreach at shows	Show attendees: may include boaters, fishermen, sporting groups	State, sometimes regional	MN DNR	Table with outreach materials and MN DNR staff, usually including enforcement staff, to answer questions	Provide information and opportunity for individuals to interact with DNR AIS staff		
Minnesota State Fair (a.k.a. The Great Minnesota Get-Together)	General public	State, out-of-state fairgoers	MN DNR	Extensive display including DNR staff, printed materials, live zebra mussels	Provide information and opportunity for individuals to interact with DNR AIS staff		www.dnr.state.mn.us/events/statefair/index.html
Minnesota Master Water Stewards	Volunteers to become master water stewards; community members	Twin Cities Metro area, MN	Freshwater Society and Minnehaha Creek Watershed District	Volunteer master water stewards that lead community outreach, education and projects on water issues	develops a new community-based resource team that natural resource agencies, watershed districts and municipalities can deploy to meet water quality, education and outreach goals.		http://freshwater.org/master-water-stewards-a-community-approach-to-protecting-water/

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Nab the Aquatic Invader	Teachers, students grades 4-10	National	Developed through a National Strategic Initiative Grant from National Sea Grant College Program and NOAA/Illinois-Indiana Sea Grant	Website	Incorporates problem-based activities to teach students about invasive species. Uses engaging detective theme to raise awareness of the critical nature of problems caused by invaders and inspire a desire to take action.	Post-event evaluation	http://www.iisgcp.org/NablInvader/index.html
National Professional Anglers Association (NPAA) Invasive Species Outreach	Tournament anglers, youth and parents	Regional	National Professional Anglers Association; U.S. Forest Service	AIS prevention messages at fishing tournaments and clinics	Stop AIS spread by tournament anglers and recreational anglers		www.npaa.net
Natural Sciences and Engineering Research Center - Canadian Aquatic Invasive Species Network II	Researchers, postdoctoral students, graduates, affected industries, academia	National	Canadian Aquatic Invasive Species Network (Natural Sciences and Engineering Research Center)	Funding for research proposals	Nationally focused studies funded for early detection, rapid response, AIS as part of multiple stressors, reducing uncertainty in prediction and management		http://www.caisn.ca/en/index.php
Newspaper in Education pages	General public, school children, teachers	Erie, PA and Great Lakes	Pennsylvania Sea Grant	Newspaper inserts	Educate newspaper readers on current issues relating to AIS and other coastal environmental issues	Number of residents receiving the local Erie newspaper	http://www.paseagrant.org/newspapers-in-education/
North Central Region Aquaculture Contacts, Transport Regulations, and Approved Aquatic Species	Industry, state, federal and tribal agency personnel involved in interstate transport	north central region US	North Central Regional Aquaculture Center	Website	Summarize aquaculture and baitfish regulations, contacts, and approved and prohibited aquatic animal species in the North Central Region US.		http://www.ncrac.org/node/378

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Ontario Geospatial Data Exchange (OGDE)	Organizations can join the OGDE to become verified citizens	Ontario	Ontario's Invading Species Awareness Program	Species Observation, Locally Tracked (SPEOBSLT) section of the Land Information Ontario's (LIO) Metadata Management Tool, GIS software.	Raise public awareness of invasive species and encourage participation in preventing spread, monitor and track the spread of invading species		http://www.invadingspecies.com/get-involved/ontario-geospatial-data-exchange/
Operation Bait Bucket	Fishermen	Lake Simcoe watershed	Ontario Federation of Anglers and Hunters, Ontario Ministry of Natural Resources and Forestry	Key chain, whistles, brochure, billboards, posters	Prevent the introduction of AIS through dumping of bait buckets		
Operation Boat Clean	Boaters, fishermen and personal watercraft users	Lake Simcoe Watershed	Ontario Federation of Anglers and Hunters, Ontario Ministry of Natural Resources and Forestry, City of Barrie and City of Orillia	Stop signs, cling stickers, banners, Billboards, boat launch signage	Stop the spread of AIS by cleaning boats and personal watercrafts before and after entering a water body		
Organisms In Trade Project	Nurseries, Pet stores	WI	Wisconsin DNR	Letters, educational pamphlets	Educate owners, businesses on Wisconsin's invasive species laws	Pre and post survey??	http://dnr.wi.gov/topic/Invasives/classification.html
Outreach, Surveillance and Response for Water Soldier in the Trent Severn Waterway	Community groups, citizens	Ontario	Ontario Federation of Anglers and Hunters	Signage, coordinated monitoring activities/removal events, report on: surveillance, monitoring, management, control, community engagement/outreach, future recommendations	Raise public awareness of invasive Water Soldier plant. Engage public with monitoring and removal events.		
A Partnership Based Early Detection/ Rapid Response Initiative to Eradicate European Water Chestnut from Wolfe Island	Bayfield Bay, Wolfe Island local groups and landowners	Ontario	Ducks Unlimited Canada, MNR, OFAH	OFAH Student Hit Squad, Ranger Crew, boat, truck equipment. Communication and outreach to train and sustain future control by local groups, landowners. Mapping and data products showing locations and size of European water chestnut colonies and control areas.	Monitoring, identifying to confirm area of infestation and initiative on hand pulling to control and eradicate European water chestnut from the area and prevent spread.		
Partnerships for Regional Invasive Species Management	NYS stakeholders regionally based	State, eight geographic areas	NYS DEC	Regionally based web resources, brochures, outreach events	Inform regionally based stakeholders about IS		http://nvis.info/?action=prism_main

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Pennsylvania's Field Guide to Aquatic Invasive Species	Agency biologists, Water conservation officers, Field Staff, water users	State (PA)	Pennsylvania Sea Grant	5x7 waterproof field guide	AIS identification with guidance on reporting		http://www.anstaskforce.gov/Documents/AIS_Field_Guide_Finalweb.pdf
Pennsylvania AIS Fact sheets	General public, water users	PA	Pennsylvania Sea Grant	Fact sheets	AIS prevention and education		http://www.paseagrant.org/fact_sheet_group/invasive-species/
Pennsylvania zebra and quagga mussel monitoring network	Volunteer monitors	PA	Pennsylvania Sea Grant	Monitoring brochure, DVD, maps, and other information to assist volunteer monitors in surveying for invasive mussels	To help track the distribution and spread of invasive mussels in Pennsylvania	Number of monitors, number of survey forms submitted, number of new occurrences	http://behrend.psu.edu/paseagrant/zm/index.htm
Phragmites Management Prioritization Tool	Land owners, land managers	State (MI)	MI DEQ	Online form/tool	Help management groups prioritize treatment and management of invasive Phragmites in Michigan		http://www.michigan.gov/deq/0,4561,7-135-3313_8314-178183--,00.html
Plein feus sur... une espèce exotique envahissante, les carpes asiatiques	Teachers, students, public in general	provincial	Ministère des Forêts, de la Faune et des Parcs	Web site	Inform the teachers, students and public in general on Asian carps and their impacts		http://pleinderessources.gouv.qc.ca/chronique/capsule/pleins-feux-sur-une-espece-exotique-165.html
Project WET AIS Poster lesson	Teachers, educators	WI	WDNR	Poster and lesson plan using modified version the Project WET Invaders Activity.	Provide teachers an easy to use lesson to integrate AIS into their curriculum.	Interest at workshops, presentations, inventory of posters ordered.	http://dnr.wi.gov/lakes/cbcw/publications/WT-998.pdf
Public Awareness Survey	NYS residents/ target stakeholder groups	State	Cornell University	Phone and mail/web survey	Gage the awareness level of NYS public stakeholders	Phone and mail/ web survey	
Rapid Response Plan and Procedures for Responding to Aquatic Invasive Species in Pennsylvania	Agencies, organizations, resource managers	PA	Pennsylvania Sea Grant, Pennsylvania Fish and Boat commission, Pennsylvania Invasive Species Council	Rapid Response Plan	Inter-agency decision support tool designed to aid regulatory agencies in conducting and coordinating a structured response to new AIS infestations	Number of responses conducted using the plan as a framework	http://www.paseagrant.org/wp-content/uploads/2012/09/PA-Rapid-Response-Plan-7_21_2014_Designed.pdf
Snakehead & bowfin	Anglers	State (MI)	MI DNR	YouTube Video	Educate anglers on the differences between native bowfin and invasive snakehead fish species.		https://www.youtube.com/watch?v=l7urNB0z1Ps

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State-Fish Art (16 Yr. Program)	Youth, Educators, Home school networks, youth clubs, after school programs,	International	Wildlife Forever (Fishing League Worldwide Outdoors, US Forest Service, USFWS, Rapala, Scout Media, TriArco, AR Game and Fish, TX Parks and Wildlife, Fresh Water Fisheries Center, GA Division of Fish and Wildlife, Bass Pro Shops and many others)	On-line lesson plan, CD ROM, Brochures, Posters, Stickers, E-Newsletter, Events, Public Speaking.	Educate youth on aquatic conservation, habitat, biology and invasive species through art exploration and discovery. Program concludes annually with national art contest and EXPO awarding prizes and individual recognition.	Post event evaluation	www.StateFishArt.org
Stop Aquatic Hitchhikers	Boaters and personal watercraft users, waterfowl hunters, anglers, float plane operators	international	Wildlife Forever (brand manager) Wildlife Forever (US Forest Service, NPS, BLM, EPA, Sea Grant, State Agencies, Association of Fish and Wildlife Agencies, USFWS, ANSTF (US FWS, US CG), 100+ Lake Associations, White Earth Native Tribe, Leech Lake Band of Ojibwa, National Professional Anglers Association, BASS, Scout Media, Lamar Outdoor Advertising, Franklin Outdoor, Clear Channel, WI Aquaculture Association and thousands more organizations)	Bumper stickers, key chains, signs, videos, website, temporary tattoos, airport kiosks and signage, magazine and other print ads, radio PSA's, TV/video PSA's, Silent Invader television shows, Highway Billboards, Event displays, Public Speaking, banners, posters, brochures, E-Newsletter and multiple campaign branded materials.	Educate, inform and empower AIS prevention through campaign marketing and consistent Best Management Practice messaging. Slow and prevent AIS from spreading by outdoor recreational user transport. Expand partnership approach and enlist new campaign partners.	Boat Ramp Survey Mail Survey Electronic Survey Event questionnaire	http://www.protectyourwaters.net/ http://www.iiseagrant.org/catalog/products_ais.html www.CleanDrainDry.org https://www.youtube.com/channel/UC-U-cENijsV3fk84VhLyHZA https://twitter.com/CleanDrainDry https://www.facebook.com/StopAquaticHitchhikers
TakeAIM	Aquatic farmers (aquaculture, hydroponics, aquaponics, individual stocking of public waters), aquarium hobbyists, water gardeners, bait, teachers/students,	National -USA	IL-IN Sea Grant, Loyola University Chicago, University of Notre Dame	Website, pencils	Prevent introduction and spread of AIS through organisms in trade.	Use of website	www.takeAIM.org
Tri-State AIS Public Service Announcement	Boaters and anglers	State/regional (MI, WI, MN)	MI DEQ, WI DNR, MN DNR	Video public service announcement	Inform boaters/anglers about preventing the spread of AIS		https://www.youtube.com/watch?v=NjBINTLii8s

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Trout Angler Outreach	Trout anglers and DNR staff/WI agency staff	WI	Wisconsin DNR	Developing disinfection protocols, flyers, signage, cleaning stations along streams	Stop spread of mudsnail	?	http://dnr.wi.gov/topic/invasives/fact/nezmsnail2012.html
USFS – Eastern Region Boat Washing and Boater Outreach program	Recreational boaters and anglers	Regional	U.S. Forest Service	Use Clean Boats, Clean Waters messages	Stop AIS spread by recreational users		
Multi-media Waterfowl Outreach	Waterfowl Hunters	GL	Wildlife Forever, USEPA, USFS	Billboard designs, print ads, Radio PSA, Boat Ramp Signs, Decals, TV Commercial, Brochures	Engage waterfowl hunters to help stop the spread of AIS		www.CleanDrainDry.org www.WildlifeForever.org
Silent Invader DVD Series	ALL	GL	Wildlife Forever, USFS, others	DVD with 7 episodes on invasive species. Also includes Broadcast Ready Public Service disc loaded for distribution to TV networks and Cable Stations.	Outreach/ Education		www.CleanDrainDry.org www.WildlifeForever.org
Waterfowl Hunter Outreach Pilot	Waterfowl Hunters	WI State Wildlife Areas (Mead)	WI	Removable Interpretative Signage, survey, Wildlife Forever brochure (modified)	Determine what waterfowl hunters are currently doing to prevent the spread of AIS, what they are willing to do and how to reach them with the AIS message. Based on results from this pilot additional outreach tools may be developed or modified and templates shared with state wildlife area staff with high waterfowl hunter traffic.	Results of survey	
“What’s in your water garden” “What’s in your aquarium”	Water Gardeners and aquarists	US Great Lakes States	IL-IN Sea Grant, Loyola University Chicago, University of Notre Dame	Indoor poster, outdoor poster, wallet card, brochure, pencils	Provide a list of non-invasive alternatives to high risk species assessed by Notre Dame’s Science-based Tools for Assessing Invasive Risk (STAIR).	Retailer participation, web hits	www.takeAIM.org

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Wildlife Forever's Threat Campaign	Boaters and personal watercraft users, waterfowl hunters, anglers, float plane operators, other outdoor recreation enthusiasts	National	Wildlife Forever, U.S. Forest Service; USEPA, USFWS, NPS, GLSGN, BLM, State Agencies, NGO, Private Industry	Similar to and linked with Stop Aquatic Hitchhikers campaign; Threat Campaign also includes State Fish Art classroom curriculum about invasive species	Multi-media coalition to Stop AIS from spreading by recreational user transport. General public education.	Angler Survey	http://www.wildlifeever.org/invasive-species/threat-campaign/ www.CleanDrainDry.org www.WildlifeForever.org
In development— not ready to make public	Aquatic farmers (aquaculture, hydroponics, aquaponics, individual stocking of public waters), aquarium hobbyists, water gardeners, bait, teachers/students,	IL	IL DNR/ IL-IN Sea Grant	Sticker, canvas bag, lawn banner	Prevent release of organisms in trade.		

Other products or evaluation tools that may not be covered by these campaigns:

1. Addressing aquatic invasive species in Illinois through outreach and planning: survey research of organisms-in-trade hobbyists to enhance outreach effectiveness.
2. Addressing aquatic invasive species in the Great Lakes: survey results from organisms-in-trade event participants.