



# Great Lakes Interjurisdictional GLRI Boater Behavior Change Project

2023 UPDATE

Tim Campbell

AIS Program Manager  
National AIS Liaison

- Completed surveys!
- Landing Blitz collab
- Bonus work
  - JOE narrative vs didactic
  - WI decontamination opinions

Q5

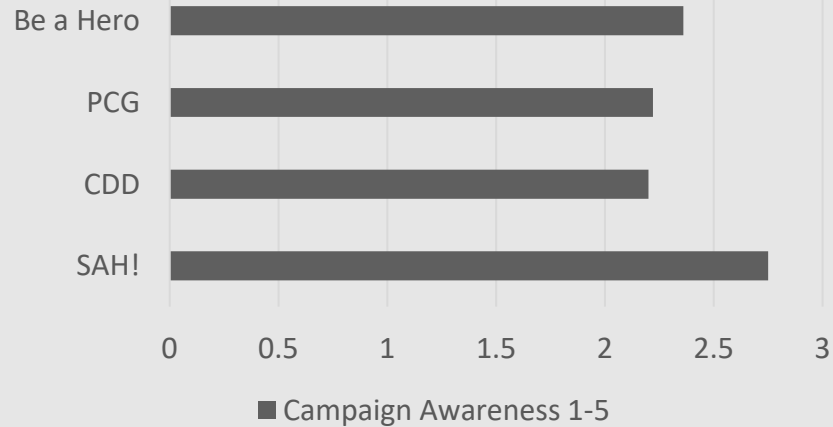


How familiar are you with the following campaigns/logos?

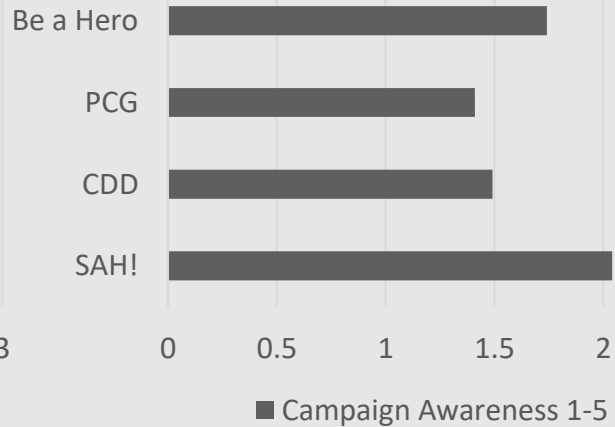
	Not familiar at all	Not too familiar	Moderately familiar	Very familiar	Extremely familiar	Don't know
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

National AIS Outreach Assessment suggests that high brand awareness is linked to always or usually performing AIS prevention action

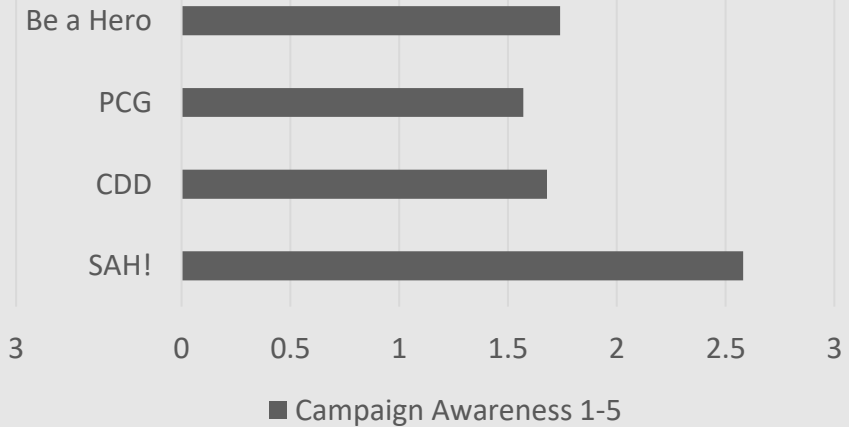
MI Boaters



OH Boaters

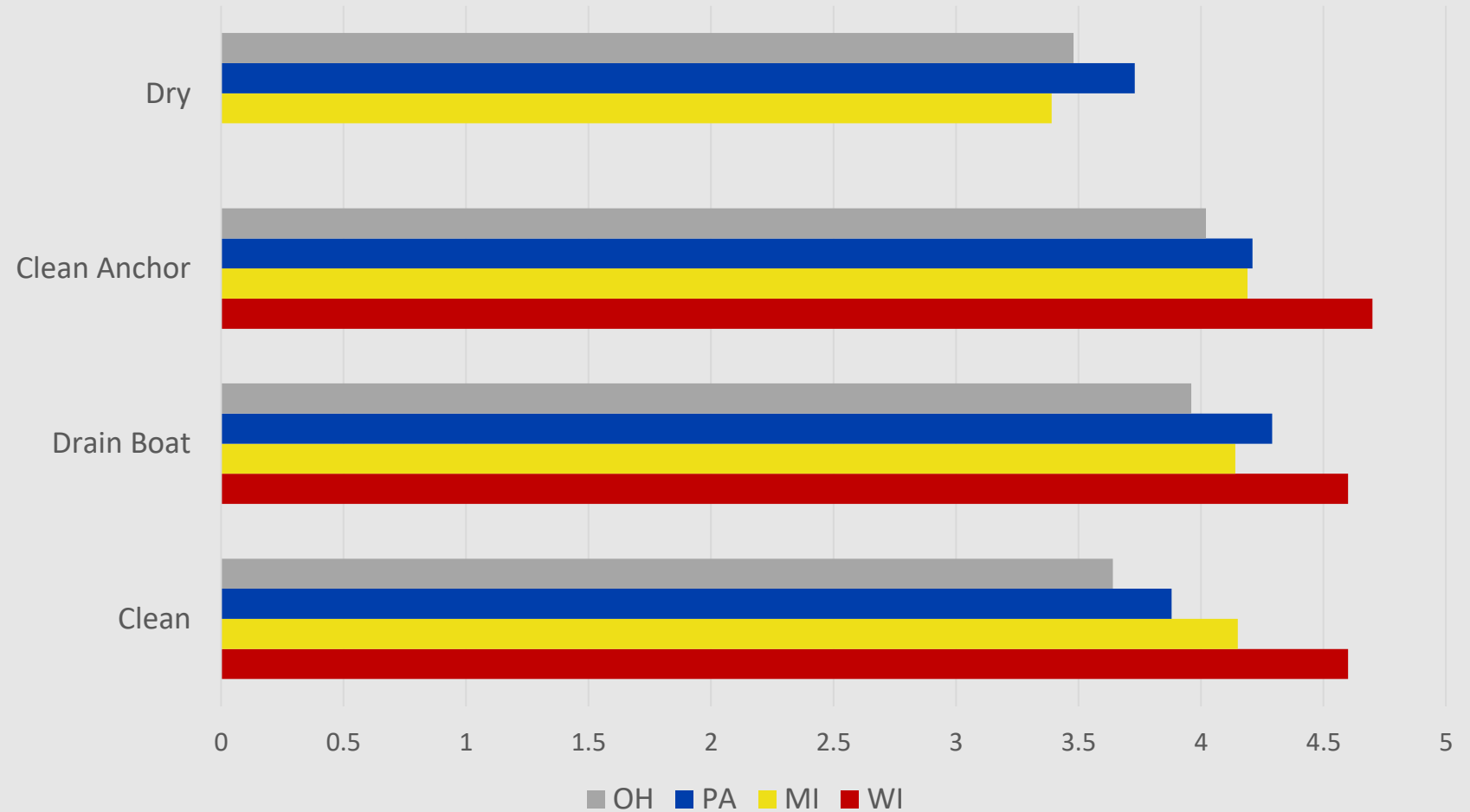


PA Boaters



### Compliance with AIS Prevention Steps Never-Always/1-5

Generally good compliance with prevention steps, but there are differences between states & people aren't always performing prevention actions



# Top preferred information source

- Wisconsin
  - At the boat launch – signs & people
- Michigan
  - Website and bait shops
- Ohio
  - Website and email list
- Pennsylvania
  - Boat launch and website

Can we work together on shared information sources?

Full reports are on the way!

- **Message Testing Priorities**
  - Final report is almost complete
  - Description of work done that fits here
  - Less about specific messages and more on advertising and messaging approaches
  - Message frames that link to theory & things we know influence behavior
  - Brand evaluation partially done by the ANSTF outreach project; additional work being done by UW using that data

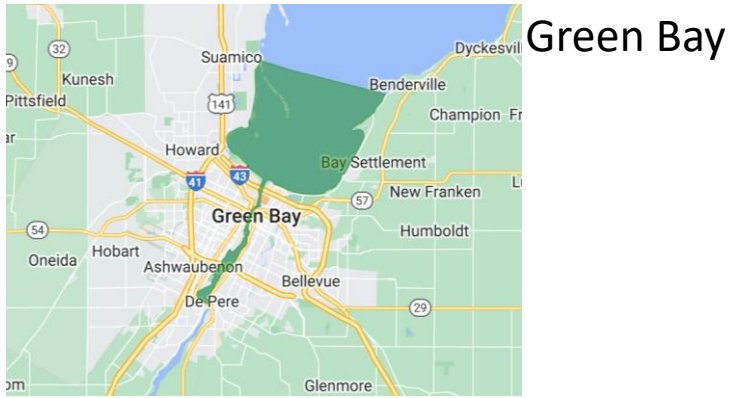
- Landing Blitz collab
  - We learned all about geofence advertising



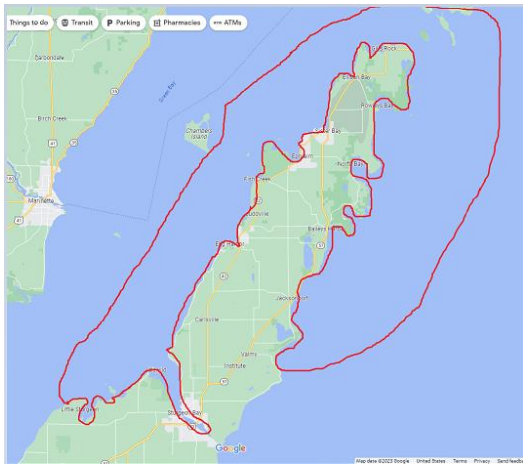
# Landing Blitz Digital Advertising Metrics: Wisconsin



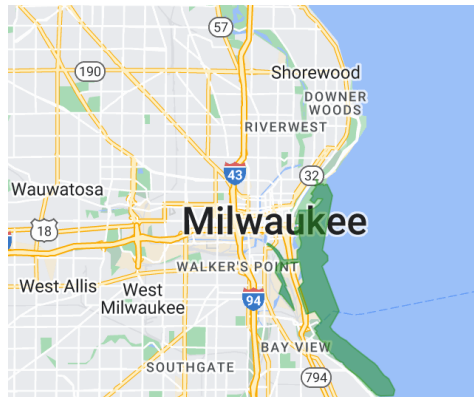




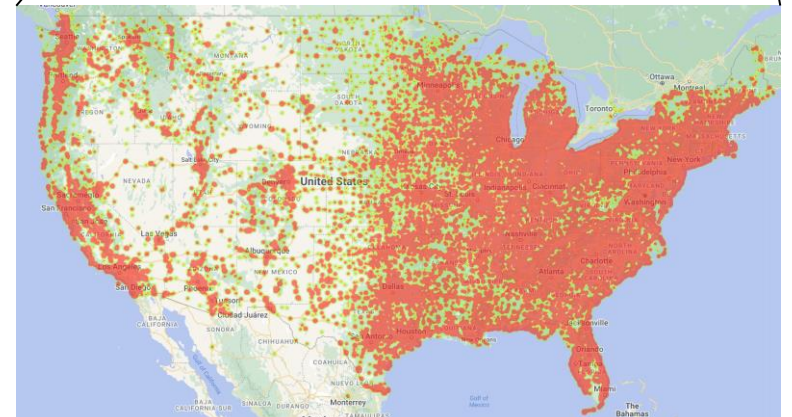
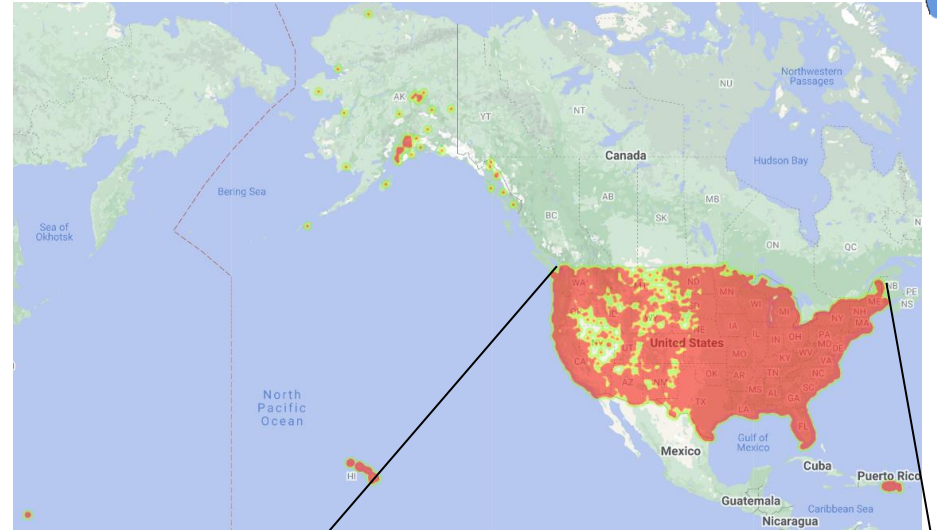
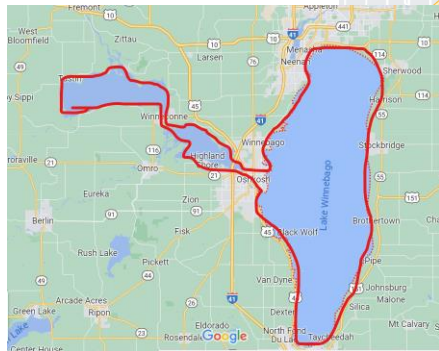
Door County



Milwaukee Harbor



Lake Winnebago



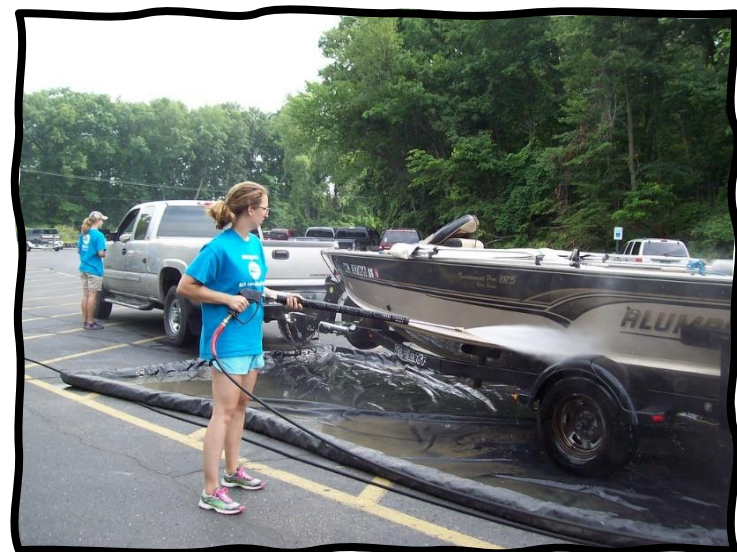
\*these are targeted locations, not necessarily the location the ad was played





Location of Ad	Budget	Spent	Impressions	Reach	Views per person	CPM	Most Impressions per demographic
Total	\$2,000	\$2,002	135,753	21,06*	--		--
Onsite in WI	\$1,000	\$1,000	99,965	6,048	Approx. 16		Slightly higher female than male. Most popular age group 65+
Retargeted across the US	\$1,000	\$1,002	35,788	15,163*	Approx. 2		Equal male and female. Most popular age group 65+

\*does not include others in the household that may have viewed the ad





# Bonus Work – JOE Article

- Comparing relative advantages of a narrative versus didactic approach using invasive species education videos
  - Built on lessons learned from similar IJBB video test on FB last year



Figure 1. Example screenshots from the narrative video (left) and the didactic video (right). The narrative video included story telling elements and had more creative aspects, while the didactic video included more short interviews of people explaining impacts and sharing facts.

## Narrative

- Better recall of impacts & prevention actions

## Didactic

- More likely to share & discuss
- Felt more stressed

# Bonus Work – WI Decon

- Manager and User Perspectives on Watercraft Decontamination
  - Boaters & non-boaters would support more strict regulations and requirements for boat decontamination as well as additional enforcement actions
  - Local managers could use additional support, including more statewide guidance and a “playbook,” to help them implement additional prevention steps at the local level (eg Wildlife Forever Water Access Guidance)

NW Wisconsin experience w/local ordinance



# What still needs done

- Literature review
  - Summary of existing state surveys (30+ of them)
  - Revise intervention part
- Final reports
- NCE through March



# YOU CAN HELP PROTECT OUR LAKES



**STOP AQUATIC  
HITCHHIKERS!**

Prevent the transport of nuisance species.  
Clean all recreational equipment.  
[www.ProtectYourWaters.net](http://www.ProtectYourWaters.net)

Tim.Campbell@wisc.edu

@t\_campy

