

Wisconsin AIS Communications – Lessons Learned

Binational Great Lakes Aquatic Invasive Species Forum

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Messaging - AIS



How to identify the freshwater golden clam

(*Corbicula fluminea*)



General characteristics

- The shell of freshwater golden clams is yellowish brown or black with a glossy white or light-blue interior. The size of the shell averages about 1 inch across but may be over 2 inches. Ridges on the shell are very pronounced and evenly spaced.

Freshwater golden clam WATCH



Photos: Paul Skawinski

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Reducing Inflammatory Messaging

- The AIS Program works with many partners and stakeholders. We want our messaging to reflect this.
- Beginning steps:
 - NR40 Rule updates will include:
 - Asian clam = Freshwater golden clam (New Watch Cards Produced)
 - Asian Carp = Invasive carp = Bighead, Silver, Grass, Black Carp

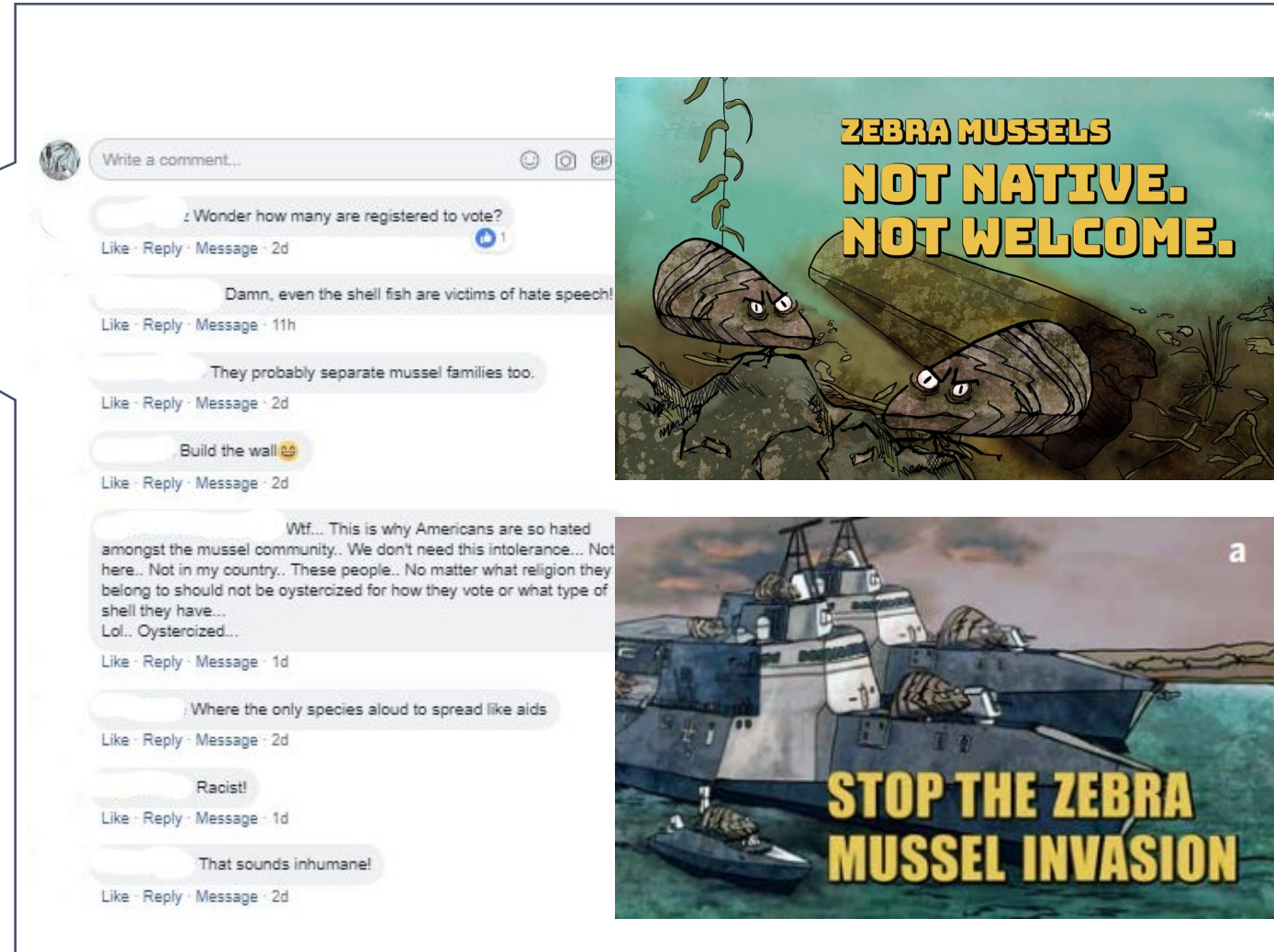
Message is not inclusive but also militaristic or
“scary” messaging



- “Scary” messaging
 - “My lake is going to die”
 - “Nuke the lake with chemicals”

Unintended Consequences

- Non-natives not welcome
- Stop invasions
- These statements in messaging showed responses that had nothing to do with the true message.
- good framing can maximize desired actions while limiting unintended consequences



Wisconsin Lakes Partnership  shared a link.
Written by Tim Campbell [?] · July 6 at 6:03 AM · 



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Using language that empowers and have science leading the message.

- In weekly, new tips of messaging are included..
- When new AIS discoveries occur, AIS Biologists:
 - Write response notices – language is being adjusted to inform, not scare.
 - Working with Lake Associations/groups/districts steps are and will be discussed using IPM approaches – not “nuking” a lake.
- AIS Team will continue working with the APM team.
- AIS Team – we are not Social Scientists, work with, and learn, from research conducted by Tim Campbell, Brett Shaw and others.



Moving forward

A tale of two messages: Eurasian watermilfoil and Starry stonewort

Eurasian watermilfoil

- First found in WI 1960s
- 1992, 2003, 2008 Regulations “calling out” EWM
- In the beginning “scary” messaging
 - EWM monster, etc.
- 2000s LTT study started on EWM

Starry stonewort

- First found in WI in 2014
- Started LTT monitoring
- Prevention messaging – do not spread
- 2020s SSW factsheets produced
 - Used science to lead discussions

CONNECT WITH US

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"WILD WISCONSIN:
OFF THE RECORD"