

Bait Shop "Toolkit" Opinion Leader AIS-Prevention Outreach Case Study

Bret Shaw

UW-Extension

This talk focuses on how to engage environmental opinion leadership behaviors such as informing the public about environmental issues and encouraging behaviors among bait shop owners to communicate with their customers about AIS-prevention behaviors. Research shows that anglers look to bait shop owners as important sources of fishing-related information. Lessons about the multi-year project and recommendations about how to engage opinion leader groups to prevent AIS will be discussed.