



# How Can It Help Us?

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# Aquarium and Water Garden Releases



# Join Campaign

- Joining is **FREE**. Visit:  
[www.habitattitude.net](http://www.habitattitude.net)
- Partners get:
  - Partnership packet with materials
  - Camera ready artwork
  - Link to resources and expertise
  - Access to new markets



# What Can You Do?

## In-kind or Low Cost:

- Link to [www.habitattitude.net](http://www.habitattitude.net)
- Use your communication and marketing networks (e.g., newsletters, web, magazines, Facebook, water awareness events, mass media)

## More Cost, Leverage Resources:

- Use model media or create your own
- Encourage organizations and businesses to join
- Leverage your and our expertise, funding and resources



We Want You!



# **Habitattitude™ Highlights**

- 225 Partners Nationally -

- City
- State Agency
- Federal Agency
- University
- Retail Outlet
- Trade Association
- Animal/Plant Supplier
- Manufacturer
- Wholesale/Distributor
- Media Outlet
- Aquarium Society
- Pond/Water Garden Club or Society
- Tribal Government

[www.habitattitude.net](http://www.habitattitude.net)<sup>TM</sup>



# **Habitattitude™ Highlights**

## **Great Lakes Sea Grant Network '04-06**

- Co-founded campaign with PIJAC and USFWS
- Minnesota led \$400k proposal from NOAA/SG
- Implemented 1<sup>st</sup> GLs regional outreach effort
- Led survey team
- Administered pre-wave mail survey Fall 2004
- Developed communication & education media
- Campaign launched at *Super Zoo* and *American Family Pet Expo*



# Habitattitude™ Highlights

## How Did GLSGN Implement Campaign?

### Consumer Outreach:

- 177 talks and 105 events educated >174,000
- 10 media pick-ups generated 3.5 M exposures
- 67 ads in *Aquarium Fish*, *Tropical Fish Hobbyist*, *Aquarium USA*, *Pet Age*, *Pet Business*, *Ponds*, and *Ponds USA*



Amazon catfish found in Caribou Lake



# Habitattitude™ Highlights

## Great Lakes Sea Grant Network

### Expanded Partnership:

- 225+ partners (and growing)
- New partners leveraged:
  - 7 additional education media
  - 212,500 exposures
  - >\$10,000 leveraged
  - New displays at aquariums & zoos



Left to Right: Display at Great Lakes Aquarium, Underwater Adventures formerly at MOA, and Lake Superior Zoo





# Habitattitude™ Highlights

## Great Lakes Sea Grant Network

### Select Newsletters:

- 10 articles featured
- 237,000 exposures
- Notables: *Seiche*, *The Helm*, *Twinelines*, *Upwellings*, *Coastal Resources*, *Minnesota Conservation Volunteer* magazine and *Outdoor Illinois* magazine



# **Habitattitude™ Mail Survey**

**- Four Cities, Two States -**

## **Six Key Pieces of Info:**

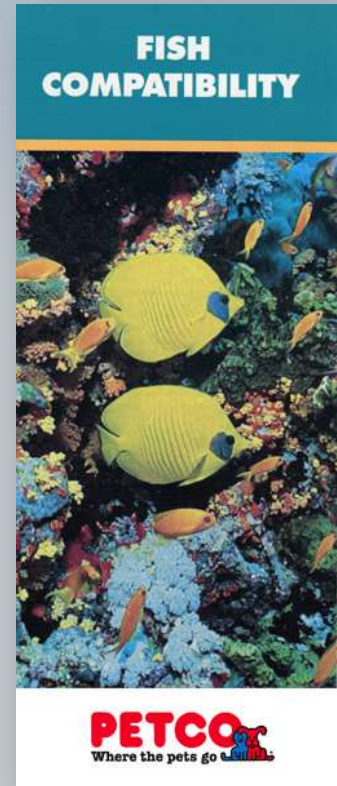
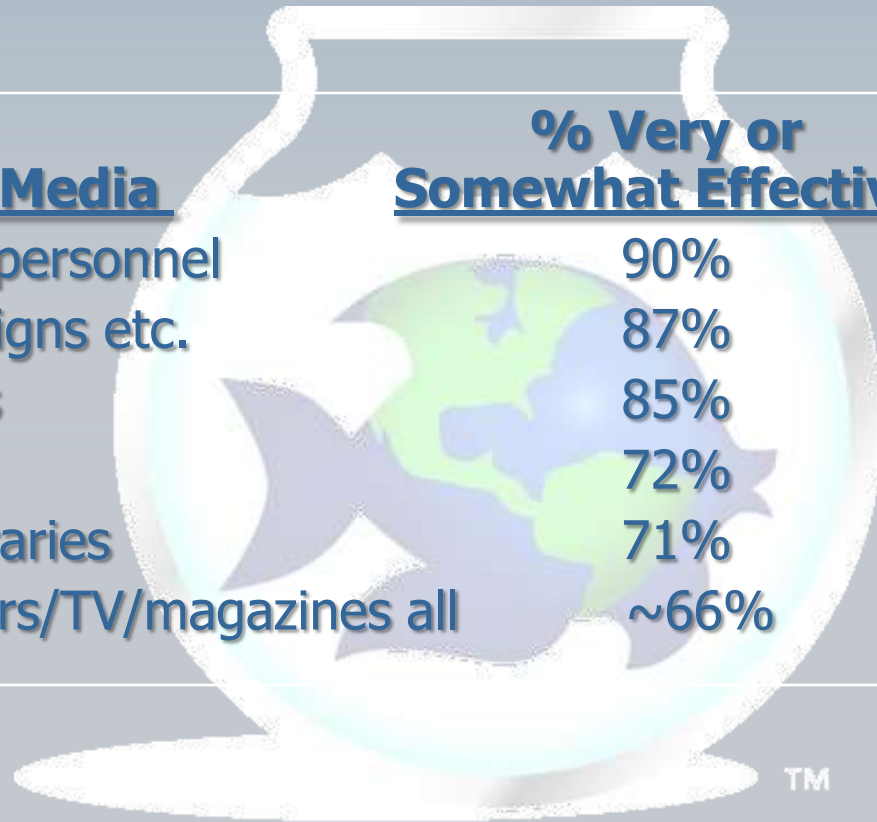
1. Sources for information
2. Attitudes and releases
3. Awareness of laws
4. Risks release
5. Reaction to brand
6. Education and behavior™ change



# Habitattitude™ Survey Results

## - How to Reach Consumers -

<u>Method/Media</u>	<u>% Very or Somewhat Effective</u>
1. Pet store personnel	90%
2. In-store signs etc.	87%
3. Brochures	85%
4. Internet	72%
5. Books/libraries	71%
6. Newsletters/TV/magazines all	~66%



Features logo inside



# Habitattitude™ Survey Results

## - Attitudes and Releases -

### *Percent who agree or strongly agree that:*

- |  |     |
|--|-----|
| 1. Release is preventable              | 89% |
| 2. Never release unwanted fish etc.    | 84% |
| 3. Release is an environmental problem | 80% |
| 4. Owners are responsible for release  | 60% |
| 5. Release is convenient               | 55% |



**Get Habitattitude!**

**Habitattitude**  
PROJECT OUR ENVIRONMENT

Release or escape of fish and plants from aquariums and water gardens can harm Minnesota waters and native species.

Besides not being good for the environment, it is illegal in Minnesota.



[www.Habitattitude.net](http://www.Habitattitude.net)

**FREE CHILD ADMISSION**

**Underwater Adventures**  
AQUARIUM  
MILLER CENTER

Hold for one free child (ages 3-12) admission to Underwater Adventures Aquarium with the first office purchase of a full-price adult admission.

Bookmark (MN version)



# Habitattitude™ Survey Results

## - Aware of Laws -

### *Percent of respondents who...*

- Are aware of laws concerning release of fish & plants from aquaria  
20%
- Are aware of laws concerning release of fish & plants from outdoor ponds or water gardens  
18%



# **Habitattitude™ Survey Results**

## **- Release Risk-**

- 30% of respondents had unwanted fish, plants, snails etc. in the past 3 years
- 18% of those with unwanted fish etc. released them into local waters
- 50 releases in past 3 years
- Most releases in Erie, PA and least in Duluth, MN



# Habitattitude™ Survey Results

## - Release Risk -

*Why not dispose of unwanted species by releasing it into the local environment?*

- Unethical 91%
- Not good for the animal 88%
- Not good for the environment 83%
- Not legal 47%
- Financial / in-kind benefits 25%



# Habitattitude™ Survey Results

## - Reactions to Brand -

### Campaign Logo & Messages are...

### % Agree or Strongly Agree

- |                                 |     |
|---------------------------------|-----|
| 1. Acceptable to me             | 95% |
| 2. Easy to understand           | 91% |
| 3. Attractive                   | 90% |
| Positive impression             | 90% |
| 5. Clear message                | 89% |
| 6. Encourage support / purchase | 66% |



Trade magazine ad





# **Habitattitude™ Survey Results**

- Educate and Change Behavior -

***Campaign will very or somewhat likely to...***

- Increase awareness 89%
- Increase knowledge 85%
- Change attitudes 72%
- Change behavior 70%
- **Change their behavior** **84%**



# HabitatTitude™

## Existing Products

- Partnership packet
- Brand standards manual
- Web site
- In-store certificate
- Commitment card
- Floor display
- Pre-printed fish bags
- In-store posters & education displays
- New aquarium sticker
- Fish compatibility sheet
- Pet care sheets
- Bookmark, magnet, tattoo
- Fact sheets
- Tip cards, plant sticks/tags
- Invasive/less invasive alternative poster
- Advertisements



# Habitattitude™

## Since then...

- Held retreat in 2006
- Executive Committee formed
- Continue outreach:
  - Presentations and booths
  - Produced and distribute new tools
- GLSGN led by MN received GLRI grants to rejuvenate the campaign



**Biology 101:**  
**Get Habitattitude!™**  
If it has fins, a shell, claws, or leaves  
– study it, but never let it go.

Live study specimens like mosquito fish, rusty crayfish, and hydrilla can become harmful invaders if released into our lakes, rivers, ponds and wetlands.



**Habitattitude™**  
PROTECT OUR ENVIRONMENT  
DO NOT RELEASE FISH AND AQUATIC PLANTS  
[www.habitattitude.com](http://www.habitattitude.com)



**How can you help?**

- ✓ Check aquatic plant orders for seeds, plant fragments, snails, and fish.
- ✓ Give or trade unwanted live study specimens with another school, environmental learning center, aquarium, or zoo.
- ✓ Seal aquatic plants in a plastic bag and dispose in the trash.
- ✓ Contact a veterinarian or pet retailer for guidance on humane disposal of animals.

For more information, visit:  
[www.seagrant.umn.edu/u/ais](http://www.seagrant.umn.edu/u/ais)



High School Student  
Planner 2012-13



# Habitattitude™

## Model Products

- Floor display, table and lawn banner



 <p><b>Habitattitude™</b> PROTECT OUR ENVIRONMENT DO NOT RELEASE FISH AND AQUATIC PLANTS <a href="http://www.Habitattitude.net">www.Habitattitude.net</a></p>	 <p><b>Habitattitude™</b> PROTECT OUR ENVIRONMENT DO NOT RELEASE FISH AND AQUATIC PLANTS <a href="http://www.Habitattitude.net">www.Habitattitude.net</a></p>	 <p><b>Habitattitude™</b> PROTECT OUR ENVIRONMENT DO NOT RELEASE FISH AND AQUATIC PLANTS <a href="http://www.Habitattitude.net">www.Habitattitude.net</a></p>
<ul style="list-style-type: none"> <li>Inspect plant orders and remove seeds, other plant fragments, snails, and fish.</li> <li>Give unwanted pets and study specimens to a school, aquarium, or zoo.</li> <li>Dispose of aquatic plants in the trash.</li> <li>Contact a retailer for possible returns or a veterinarian for guidance on humane disposal of animals.</li> </ul>  <p><b>DO NOT RELEASE INTO THE ENVIRONMENT</b></p>		<p>Release or escape of pets and plants from aquariums and water gardens can harm recreation, our environment, and our economy.</p>  <p><b>DO NOT RELEASE INTO THE ENVIRONMENT</b></p>
		



# Habitattitude™

## Future

- Soft launch?
- Pet store staff (e.g., trainings)
- In-store signage (e.g., backlit panels)
- Brochures, tip cards, other print
- Web site
- App
- Newsletters
- Television programs
- Magazine articles
- Other?



Super Zoo, Las Vegas 2004



# Trade Show Circular & Ap Banner

## Get Habitattitude!

*Do right by your pet. Do right by our environment.*

Water garden fish, snails and plants can become harmful if they escape to our lakes, rivers, ponds and wetlands.

### How can you help?

- ✓ Build water gardens well away from other waters.
- ✓ Check aquatic plant orders for seeds, plant fragments, snails and fish.
- ✓ Give or trade unwanted pets and plants with another water gardener, environmental learning center, aquarium or zoo.
- ✓ Seal aquatic plants in a plastic bag and dispose in the trash.
- ✓ Contact a veterinarian or pet retailer for guidance on humane disposal of animals.



**Habitattitude™**

PROTECT OUR ENVIRONMENT  
DO NOT RELEASE FISH AND AQUATIC PLANTS

WATER GARDENING & AQUARIUMS - SEASIDE DRIVE SUITE 200

[www.habitattitude.net](http://www.habitattitude.net)

For more information, visit:  
[www.seagrants.umn.edu/ais](http://www.seagrants.umn.edu/ais)



# Habitattitude™

## - Summary -

- Study established first link between AIS, conservation and consumer attitudes
- Campaign has tremendous brand and marketing power
- Over 225 partners in US
- PIJAC Canada launched
- Continue to build new partnerships



Magnet (MN version)

