

Bait Shop “Toolkit”

Opinion Leader Outreach and Case Study

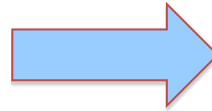
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The Problem

- Aquatic Invasive Species (AIS) are non-native plants and animals that can harm native ecosystems
- AIS can attach themselves to fishing and boating equipment and spread from lake to lake
- Communicating AIS-prevention information to transient boaters and anglers is important to reduce the spread
- The challenge: Encouraging behavior change through mediated and interpersonal communication

Mediated Communication

Mass
communication



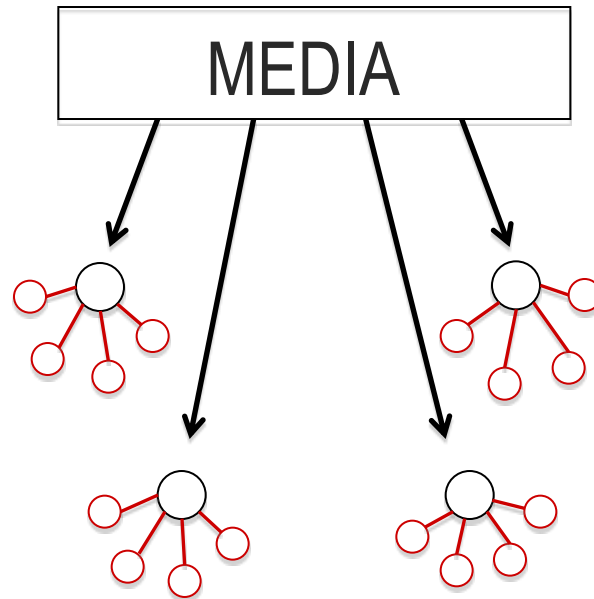
Knowledge gain

Interpersonal
communication



Attitude change

Two Step Flow of Information



○ = Opinion leaders

○ = Individuals in contact with
opinion leaders

Bait Shops as Opinion Leaders?

- 2010 Survey of Bait Shops identified opportunities for engagement
- 71% agreed or strongly agreed they can play an important role in prevention of AIS and VHS
- 74% display educational materials about VHS or AIS

Bait Shop Case Study



Challenges

- Uncertainty about issue
- Lack of self-efficacy
- Time

Opportunities

- Bait shop owners willing to help
- Point of sale is prime opportunity to share information
- Customers appreciate giveaways

Social Marketing Defined

Promotes voluntary behavior by:

- Offering desired benefits
- Reducing barriers
- Using persuasion to motivate participation

Bait Shop Toolkit

- Provides bait shops with “tools” based on social marketing strategies
 - Prompts
 - Creating effective messages
 - Encouraging commitment

Floating Key Chains



Bait Bucket Stickers



**Good fishing,
healthy waters**

It's up to you!

WISCONSIN LAW requires that you...

- **INSPECT** boats, trailers, and equipment
- **REMOVE** all attached aquatic plants and animals
- **DRAIN** all water from boats, vehicles, and equipment
- **NEVER MOVE** plants or live fish away from a waterbody
- **BUY** minnows from a licensed WI bait dealer. Use left over minnows only under certain conditions.

(Visit dnr.wi.gov and search for "bait laws")

 STOP AQUATIC HITCHHIKERS!

 USDA APHIS
United States Department of Agriculture
Animal and Plant Health Inspection Service

 WISCONSIN DEPT. OF NATURAL RESOURCES
FH-249

Trailer Stickers



DO YOUR PART TO PROTECT OUR LAKES

Aquatic Invasive Species can harm our lakes in several different ways:

- Reduce game fish populations
- Ruin boat engines and jam steering equipment
- Make lakes unusable by boaters and swimmers
- Impact local economies of lake communities



STOP AQUATIC HITCHHIKERS!

Prevent the transport of nuisance species.
Clean all recreational equipment.
www.ProtectYourWaters.com



Law Extension
University of Wisconsin-Extension



REDUCING AQUATIC INVASIVE SPECIES IN WISCONSIN WATERS BEGINS WITH YOU

Follow these simple steps to avoid letting these harmful species hitch a ride with you

- INSPECT** your boat, trailer and equipment
- REMOVE** all attached plants and animals
- DRAIN** all water from boats, vehicles and equipment
- NEVER MOVE** plants or live fish away from a water body



It's the Law!

Wisconsin has several laws to prevent the spread of aquatic invasive species. Failure to follow these laws can result in fines up to or exceeding \$2000. Don't be caught unaware!

University of Wisconsin

Recognizes

Kuhn's Bait and Tackle Palace

For Protecting Wisconsin's Lakes
From Aquatic Invasive Species

Awarded on July 1, 2011

Local bait shops help fight against aquatic invasive species in Spooner area.

SPOONER, Wis. -- Bait shop owners in the Spooner area are taking steps to address the problem of aquatic invasive species in Wisconsin lakes.

Aquatic invasive species (AIS) are non-native plants and animals that threaten Wisconsin's lakes and river systems. AIS are a problem because they harm native species and decrease the economic value of the state's bodies of water

“Bait shops in the Spooner area recognize the importance of working together to keep invasive species under control and will be working to share that message with their customers.”

daily basis. Moreover, many people often consider bait shop owners to be a trusted source of information especially when it comes to the lakes nearby.

Spooner area bait shops have recently teamed up with University of Wisconsin-Extension, University of Wisconsin Department of Life Sciences Communication and the Department of Natural Resources to share information with boaters and anglers about the dangers of invasive

Protect Your Business, Protect Wisconsin's Lakes

Aquatic Invasive Species (plants, animals or organisms that are not native to a body of water) are harmful to Wisconsin lakes and the surrounding communities. Because there are many different types of aquatic invasive species (AIS), information about prevention can be confusing.

HERE'S THE TRUTH: The damage caused to Wisconsin waters by invasive species can hurt the local economy and negatively affect your bait business. Here are a few of the ways AIS can affect you and your customers:

AQUATIC INVASIVE SPECIES can:

REDUCE GAME FISH POPULATIONS by

- Reducing oxygen levels in the water
- Overtake native species that provide food and habitats for fish
- Kill or harm fish directly

RUIN BOAT ENGINES AND JAM STEERING EQUIPMENT by

- Clogging water intakes on motors causing them to overheat
- Attaching themselves to the prop and all areas of the motor



MAKE LAKES UNUSABLE BY BOATERS AND SWIMMERS by

- Overtaking lakes and making them almost impossible to navigate

In short, Aquatic Invasive Species can impact local economies of lake communities, which can result in a significant decline in revenue from tourism and recreational activities. Additionally, it is very costly to manage and control invasive species in Wisconsin lakes and some of those costs may fall on Wisconsin consumers.

Bait shop owners and employees play a key role in efforts to prevent invasive species.

Ask your customers to:

- INSPECT** their boats, trailers, and equipment
- REMOVE** all attached plants and animals
- DRAIN** all water from boats, vehicles and equipment
- NEVER** move plants or live fish away from a water body.

FREQUENTLY ASKED CUSTOMER QUESTIONS:

Why are Aquatic Invasive Species so hard to control?

Aquatic invasive species often do not have the same predators and competitors that they do in their natural environments. Because of this, they are able to reproduce rapidly and overtake native species. Once established, invasive species can have a negative impact on the function and economic value of lakes.



Eurasian Water Milfoil

The lakes I usually use for fishing or boating are already infested with invasive species. Why should I follow the four steps?

Many infested lakes around Wisconsin are near lakes that are free of AIS. Following the four steps can prevent introducing invasive species into unaffected lakes. Additionally, even though a lake may be infested with one type of invasive species, it is possible to prevent the introduction of another type. For example, a lake infested with Eurasian water milfoil can still be protected from curly-leaf pondweed.

I've heard that some invasive species may actually be beneficial to the lakes. Why should I be concerned?

While it is true that some invasive species, like Eurasian water milfoil (EWM), can provide habitat for fish, the long-term effects of infestation are dangerous. EWM can overtake bodies of water and make it unusable by boaters and anglers. EWM can also replace native species, which upsets the natural diversity of lakes.

What is the DNR currently doing to control aquatic invasive species?

Millions of dollars are spent in Wisconsin each year trying to control invasive species once they become established. The DNR is currently researching new ways to manage and prevent the spread of invasive species most effectively. The DNR also works to control AIS through watercraft inspection, monitoring water bodies for invasive species, information and education, and biological control.

To find out more about Aquatic Invasive Species, please visit <http://dnr.wi.gov/invasives/aquatic>.



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Evaluation of Toolkit

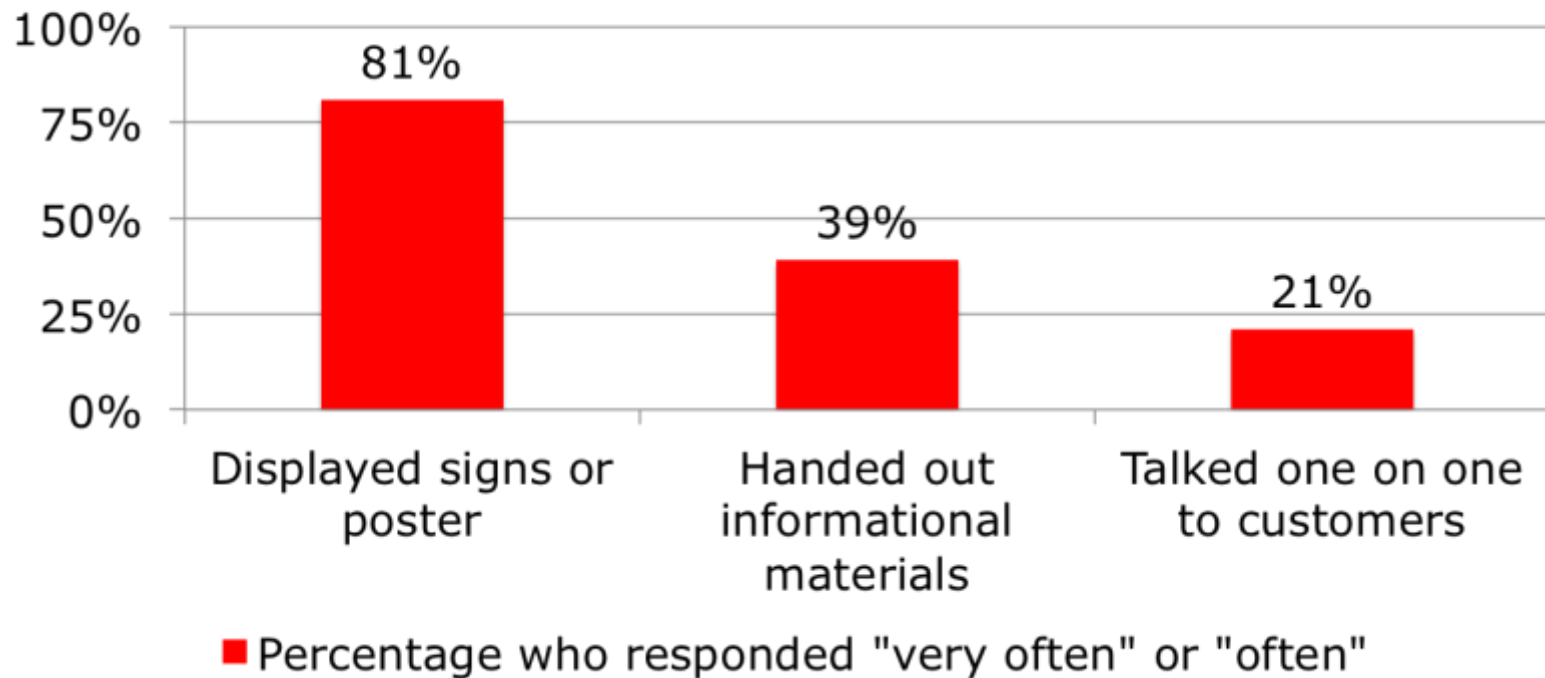
- Survey of bait shop owners and statewide AIS coordinators
- Included questions about
 - Awareness/knowledge
 - Outreach efforts
 - Participation in prevention initiative

AIS Prevention Activities

- Most bait shops currently engage in some type of AIS prevention activity
- “Passive” activities most common
- Owners and employees least likely to engage customers in one-on-one conversations

AIS Prevention Activities

How often do you perform the following activities?



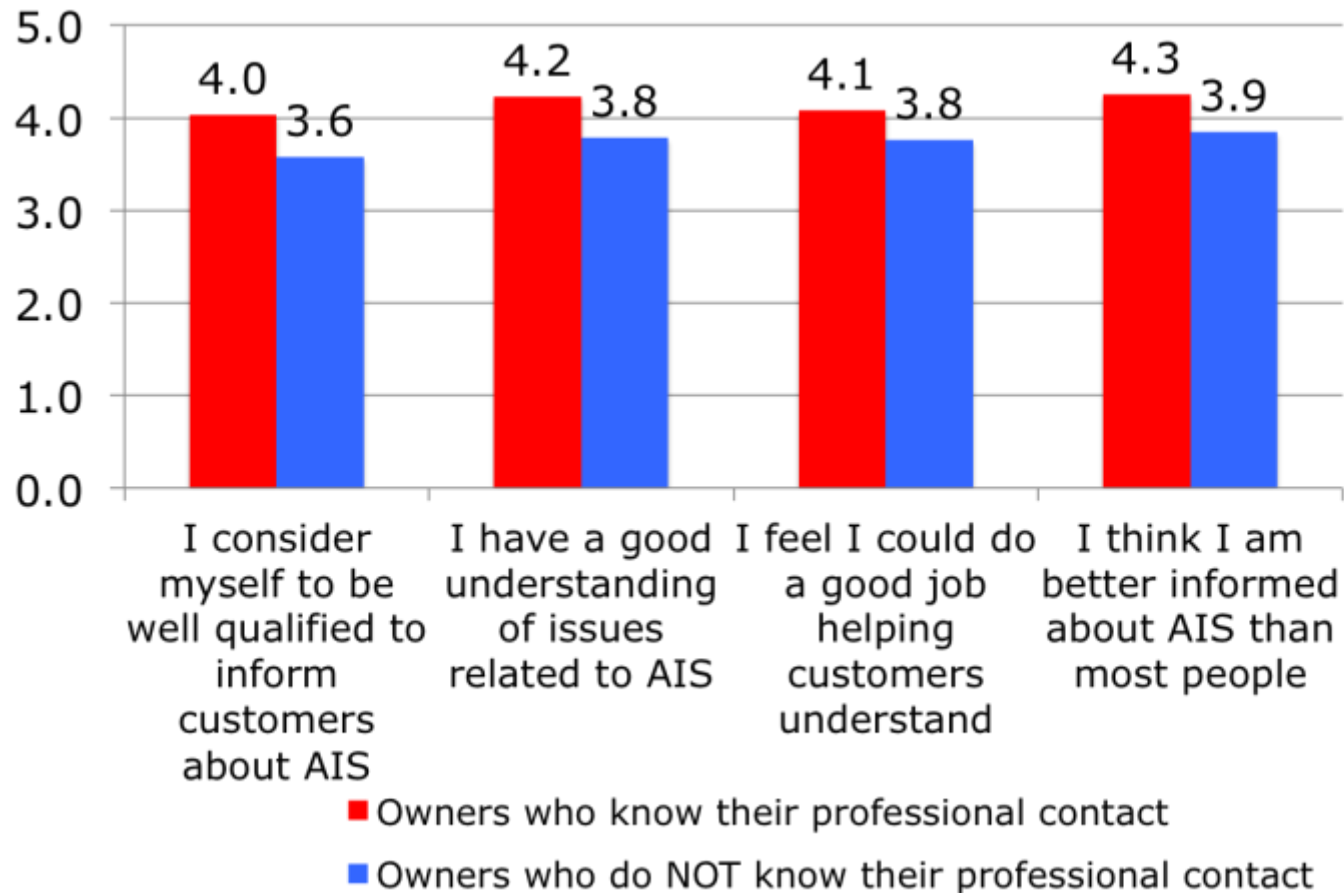
AIS Prevention Initiative

- 80% engaged in some type of AIS outreach
- 60% knew they participated in AIS prevention Initiative
- 66% know their professional contact for AIS
 - Increases awareness and self-efficacy

Empowering Bait Shops

- Bait shop owners who participated in prevention initiative were more likely to feel they are:
 - Knowledgeable about risks of AIS
 - Anglers care what they have to say about topic of AIS

Self-efficacy



Predictors of Outreach

- Social Norms: Increased pressure from social networks positively correlated with willingness to engage in outreach activities
- Perceived knowledge: Higher levels of perceived knowledge about AIS can improve self-efficacy

Popular toolkit items

- Brochures*
- Bait bucket stickers
- Floating key chains

*Brochures varied around the state

Toolkit items

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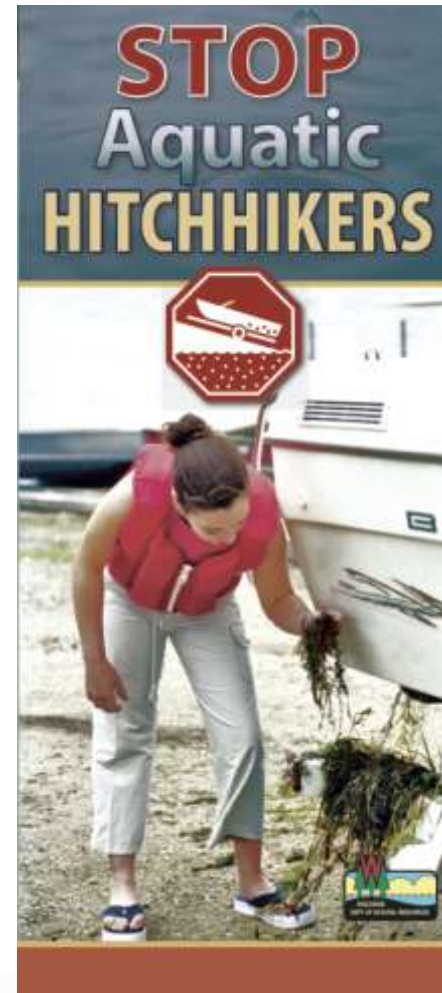
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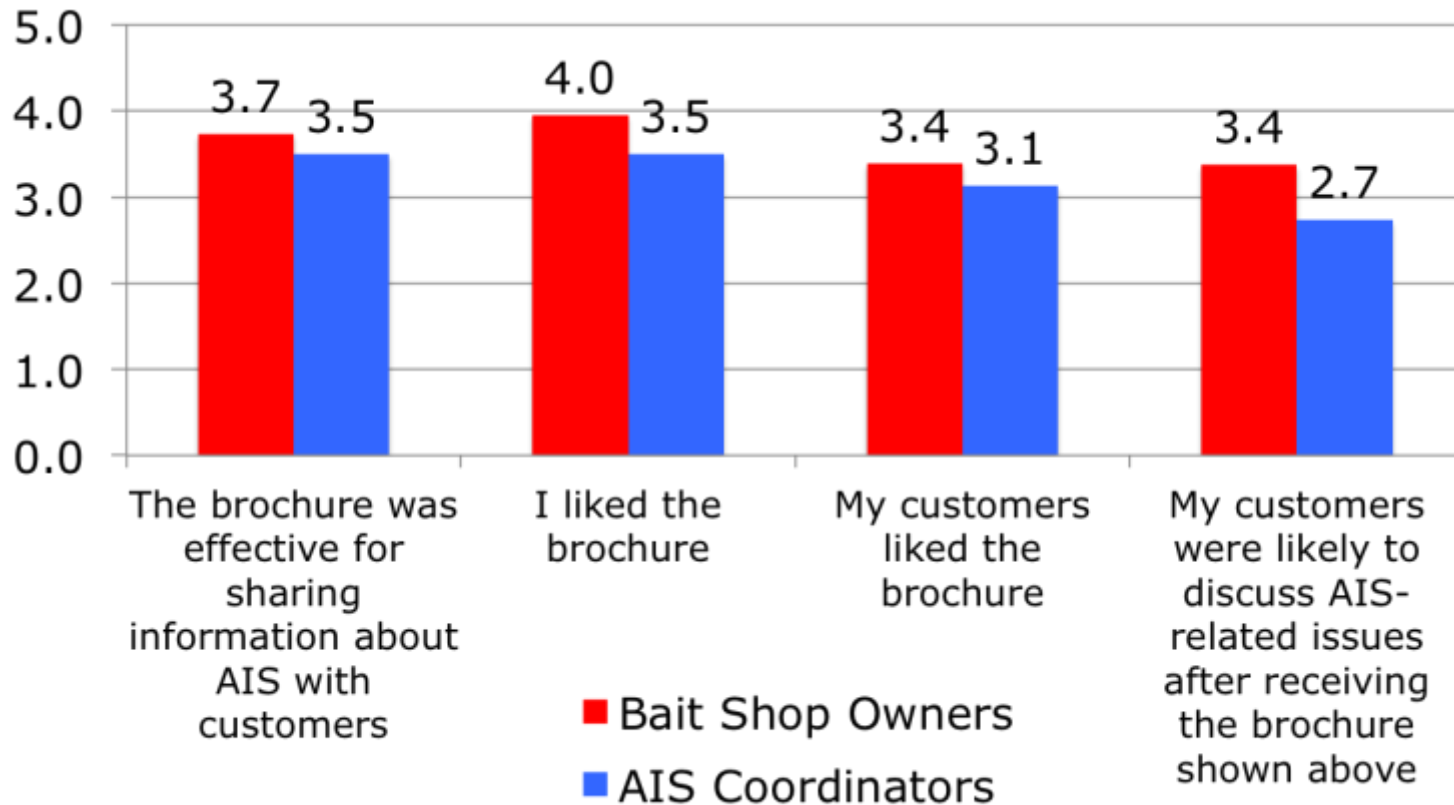


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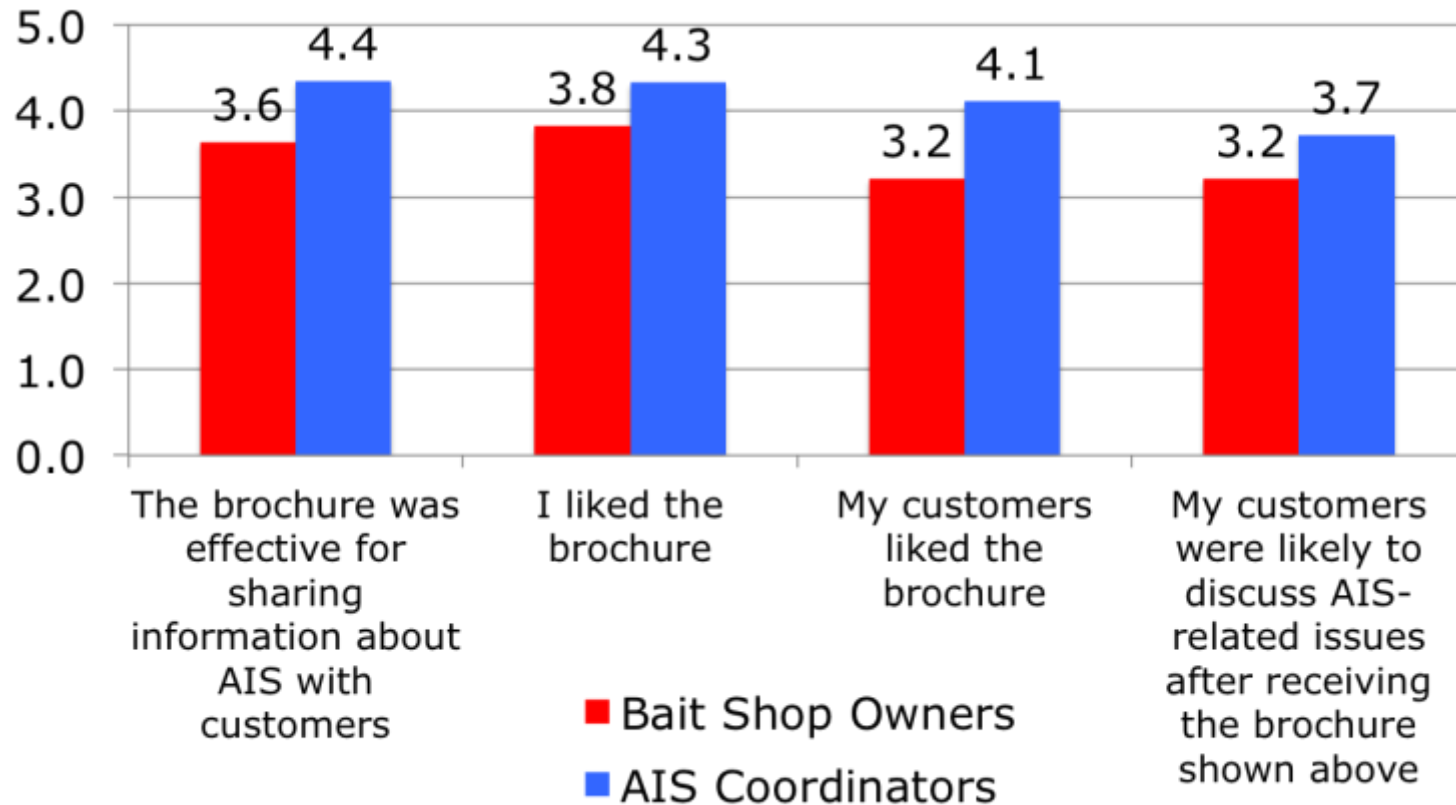
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Two-sided AIS Brochure



Stop Aquatic Hitchhikers! Brochure



Floating key chains

- 48% displayed key chains
- Well-received by customers
- Improve quality in future



Bait bucket stickers

- 57% used one or both stickers
- Well-received by customers and bait shops
- Simple messages are preferred



Summary

- Bait shop owners more likely to engage in “passive” activities than “active” ones
- Contact with AIS coordinator or Extension agent can enhance self efficacy and willingness to educate customers

Summary

- Bait shop owners like informational materials that are simple and straightforward
- Prompts like floating key chains and bait bucket stickers well received
- Bait shops appreciate being recognized for their efforts