



Working Together to Promote  
Invasive Species Prevention



## 2019 EDUCATION AND OUTREACH PROGRAM FRAMEWORK

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## SECTION I. INTRODUCTION & STRATEGY OVERVIEW

### INTRODUCTION

The Central Kootenay Invasive Species Society (CKISS) has highlighted several broad education and outreach goals and objectives in the CKISS Strategic Plan 2014-2019. The goals and objectives that relate specifically to this education framework include:

#### **Goal 1: educate, engage and inspire residents and partners to participate in invasive species management**

- Foster behavioral change through targeted education and outreach programs.
- Engage youth groups, pre- and post-secondary schools.
- Disseminate information on all aspects of aquatic and terrestrial invasive species including impacts, prevention, management, identification, and proper disposal techniques.
- Provide clear messaging on the detrimental impacts of invasive species to improve public understanding and promote “buy-in”.

#### **Goal 2: prevent the introduction, establishment and spread of aquatic and terrestrial invasive species**

- Promote the use and sale of native and non-invasive ornamental alternative species.
- Provide training programs on best management practices for forestry, horticulture, recreation, road maintenance, and other activities/user groups that may potentially unintentionally act as vectors for invasive species.
- Promote proper disposal of invasive species.

This framework is designed to provide the Education Program Coordinator and the CKISS staff and contractors with program outlines, delivery models and associated timelines. In addition, the framework will further define deliverables and targets by program area including:

- Marketing and Communications
- Education and Outreach
- Partnership Development
- Professional Workshops/Conferences

### PROGRAM AREAS

The CKISS has been delivering education and awareness programs since 2005. Initially outreach activities were focused on terrestrial invasive plants and consisted of presentations and community weed pulls. Current outreach programming has evolved to include Invasive

Species Council of BC (ISCBC) Community Based Social Marketing (CBSM) programming, international programming and local/regionally specific programming.

## SECTION II. COMMUNITY BASED SOCIAL MARKETING (CBSM)

CBSM is a method that is used to foster sustainable behaviours by making direct contact with community members and removing barriers in order to create behaviours changes.

CBSM involves:

- Identifying the barriers to a behaviours
- Developing and piloting a program to overcome these barriers
- Implementing the program across a community
- Evaluating the effectiveness of the program

Currently the CKISS education staff are ambassadors and partners for existing CBSM programs developed that are listed below.

**PlayCleanGo:** Education and outreach campaign targeted at outdoor recreationalists that encourages trail user to clean plant particles off their clothing and gear between recreation sites. We are a partner; through this partnership, we receive support with resources. (<http://canadainvasives.ca/taking-action/playcleango/>)



**Clean, Drain, Dry:** A program aimed at watercraft enthusiasts that encourages them to clean their boats and gear between waterbodies. CKISS is a Clean, Drain, Dry ambassador and will be working collaboratively with the Invasive Species Council of British Columbia (ISCBC) to deliver this program in order to mitigate the spread of aquatic invasive species ([ISCBC campaign](#)).



**PlantWise:** A program aimed at the horticulture industry, growers and buyers. The outreach program educates gardening enthusiasts about horticulture's most "unwanted" invasive plants in BC while providing a variety of non-invasive alternatives. CKISS is a PlantWise ambassador and will be working collaboratively with the ISCBC to deliver this program in order to educate the gardening community on actions that they can take to prevent the introduction of invasive species. ([ISCBC campaign](#)).



**Don't Let it Loose:** This program is aimed at local schools, pet shops and aquarium stores, with opportunities for Citizen Science. The CKISS is a Don't Let it Loose ambassador and will be working with the ISCBC to deliver this program in order to promote responsible pet and aquarium ownership ([ISCBC program](#)).





**Don't Move Firewood:** A campaign aimed at car campers and park users that will encourage people to burn local firewood in order to prevent the spread of invasive insects or diseases that can harm native forests. CKISS is an ambassador for the program and will work with the ISCBC in order to promote key messages. ([ISCBC program](#)).



### SECTION III. CKISS SPECIFIC EVENTS AND PROGRAMS

CKISS organizes, hosts, delivers and promotes a variety of events, workshops and presentations. These activities are a vital way that communities will interact with CKISS. These events create an opportunity for community engagement and will raise the profile of CKISS, create community stewards, attract new members, and educate existing members about CKISS initiatives.

#### COMMUNITIES PULLING TOGETHER

This is an on-going program, where citizen groups pull invasive plants at high priority sites. CKISS will work with community groups who wish to partake in a weed pull as a fundraising opportunity. The CKISS will provide a \$250 stipend to selected volunteer groups. In order to be eligible for the stipend a minimum of 10 volunteers must participate in a weed pull for minimum of 2 hours. The CKISS will run 2-3 community annually between May-August. Community groups that wish to book a weed pull and receive the stipend must book with [CKISS Education Coordinator](#) .



## YOUTH PULLING TOGETHER/SCHOOL ENGAGEMENT EVENTS

CKISS provides youth specific noxious plant pulls, field trips, guest speakers, research projects and resources to interested schools and youth groups. The CKISS offers youth field trips between May-October. Interested schools or youth group leaders must pre-book field trip with the CKISS [Education Program Coordinator](#) by January 31.



## SUMMIT LAKE RESTORATION PROGRAM



The goal of program is to restore natural ecosystems by removing invasive species and planting native species. The program also provides learning opportunities for volunteer groups within our community to learn the importance of biodiversity. During 2019 the CKISS will be monitoring restoration sites for plant survivorship. The CKISS will continue to apply for funding in order to continue restoration efforts at Summit Lake Provincial Park and other sites within the region.

## TAKING ACTION ON INVASIVE SPECIES USING CITIZEN SCIENCE

This educational program will engage and inspire Grade 5-8 students to participate in invasive species monitoring and environmental stewardship within the region. The objective of the program is to provide teachers and students with a hands-on experience that will give them the knowledge, tools and resources they need in order to make vital contributions to invasive species early detection, monitoring and management by becoming citizen scientists.





## AGM

This event takes place annually, it highlights the work that CKISS has been doing on the educational, aquatic and operations programs and activities. The board of directors, CKISS membership, media, government officials and the public are invited to a day that can include informative presentations, interactive tours, demonstrations and guest speakers. It is a catered event in an outdoor setting if possible. The Annual General Meeting will take place over lunch.



## PRESENTATIONS/WORKSHOPS/TRAINING

CKISS provides workshops, presentations and training opportunities upon request to industry groups, municipal staff, businesses, local citizen and stewardship groups. CKISS will actively seek out presentation opportunities with all levels of government, industry, school groups, stewardship groups and community organizations.





## SECTION IV. MARKETING AND COMMUNICATIONS

Overall, the CKISS strives to increase and enhance all marketing and communication platforms, including but not limited to website, social media platforms, brand enhancement, print advertising and media relations.

### KEY MESSAGES

While messages specific to provincial and regional programs are determined by the programs and their action plans, some messages are integral to the mandate of the CKISS.

These are outlined below;

- The establishment and spread of invasive species has become a growing concern provincially, nationally and globally.
- Invasive species are harmful.
- The introduction or spread of invasive species threatens the environment, the economy and society, including human health.

Stopping invasive species is possible if we change our behaviors by;

- Increased prevention, detection and improved management of invasive species can provide significant economic benefits to the province, businesses, industry, and citizens.
- Effective management of invasive species requires all British Columbia citizens to work together, take responsibility for their actions and change their behaviors.

### TARGET AUDIENCES

It is important that CKISS identify and understand target audiences. *“Who is CKISS trying to reach and what does CKISS want them to do?”* A target audience is a specific group of people within the market that CKISS aims a message to. For example, if the target audience is gardeners, then the targeted message will be to become PlantWise. The CKISS market is vast; however, the market can be broken down into the following priority target groups:

#### Government:

- BC government ministries
- First Nations governments
- Regional and local governments

#### Industry

- Nurseries and greenhouses
- Utility companies



- Land developers
- Real estate agencies
- Landscape companies
- Agriculturists (commercial, organic and hobby)
- Forestry companies
- Media

### Stewardship Groups/Societies

- Recreation clubs and societies, such as the Kootenay Columbia Trail Society, Trail Wildlife Association
- Regional invasive species societies, such as the East Kootenay Invasive Species Council
- Agricultural societies, such as the Creston Valley Beef Growers Association
- Stewardship societies such as the Slocan Lake Stewardship Society
- Youth Groups such as Girl Guides of Canada
- 

### General Public

- Outdoor enthusiasts and recreationalists.
- Environmentalists, such as birders, etc.
- Gardeners,
- Boaters, anglers
- Tourists
- Pet owners
- Children and youth
- Teachers and school groups

## MEMBERSHIP

Anyone can choose to become a voting member of CKISS free of charge by signing up using our [online membership form](#) or in person at an event, meeting or presentation. The CKISS collects information on our members in order to understand and serve the membership, attract more members to events (AGM) and utilize keen volunteers. Members are actively recruited during the field season.



## WEBSITE

The [CKISS website](#) is a tool to engage, interact with, and mobilize our audience in order to ultimately inspire action. It is important to keep website content fresh, therefore updates occur on a regular basis throughout the year on the CKISS site. Whenever possible CKISS staff will direct the public, media and funders to the CKISS website for additional information.



## SOCIAL MEDIA

Social media has become a vital component of community engagement. Platforms such as Facebook keep CKISS followers up-to-date, promote events and spread the word about CKISS programs and key messages.



## EMAIL MARKETING/NEWSLETTER

The “CKISS n’ Tell” newsletter is a powerful tool to communicate CKISS news to our membership, funders and the media. The main goal of the CKISS newsletter is to motivate our target audiences to become advocates for the organization’s key messages. The newsletter has interesting content and powerful images that links back to the CKISS website. Articles are written with the target audience in mind, outlining what the benefit is to the reader e.g.) *Removing invasive plants will lower your taxes!*

## MEDIA

CKISS will work with the media and journalists for the purpose of informing the public about our organizations key messages, in a consisted and credible manner. The goal of media relations is to maximize positive coverage of the CKISS in order to increase awareness, share important information, build public support, public opinion and reach target audiences. The CKISS has developed an internal media policy that provides guidance to staff and the board of directors on media relations protocol.

## ADVERTISING

CKISS will purchase strategically placed print ads, billboards and boosted posts on Facebook in order to promote CKISS and deliver key messages. The publications selected have a broad distribution throughout the West/Central Kootenays. All advertising must adhere to the CKISS advertising policy.

An example of strategic advertising in 2019 is the development and placement of 4 Clean, Drain, Dry billboards which targets boaters and anglers in order to prevent the introduction of aquatic invasive species into water bodies. This project was made possible with support from Columbia Power and Teck Metals Ltd.



## SECTION V: EDUCATION AND OUTREACH

### INVASIVE SPECIES ACTION MONTH

A province wide campaign spearheaded by the ISCBC designed to raise awareness of the environmental and economic damage that invasive plants and animals can cause if they become established. The CKISS will collaborate with the ISCBC and other regional societies in order to promote the awareness campaign.



### OUTREACH BOOTH

A CKISS representative will set up an eye-catching and interactive booth at events hosted by our partners throughout the Central and West Kootenay Region. The purpose of the outreach booth is to increase public awareness of CKISS, build the readership for the “CKISS n Tell” newsletter, recruit new members, promote key messaging and distribute resources.





### **OUTREACH MATERIALS AND DISTRIBUTION**

CKISS has a variety of resources to share with the public and partners. These resources have been developed by CKISS, ordered from ISCBC or other program partners. The public will have access to these resources at community events, targeted retail stores and visitor centres.



### **PROFESSIONAL DEVELOPMENT**

CKISS staff will be participating in a variety of workshops and conferences in order to gain knowledge of new practices/technology and to improve their professional skill set. Another purpose of attending industry events is to network and build working relationships with other regional societies, partners, government officials and funders.

## SECTION: VI OUR SUPPORTERS

CKISS would like to thank the following organizations that have supported our education and outreach activities in 2019

### COLUMBIA BASIN TRUST

The core funding of the CKISS education program is through Columbia Basin Trust who supports the ideas and efforts of the people in the Columbia Basin.



### GOVERNMENT OF BRITISH COLUMBIA

We gratefully acknowledge the financial support of the Province of British Columbia through the Ministry of Forests, Lands, Natural Resource Operations and Rural Development & BC Parks.

