

This summary is for discussion purposes only and reflects the best effort of breakout session recorders to capture comments received during the AIS stakeholder meeting breakout sessions. The summary does not necessarily reflect the position or priorities of the state agencies involved in this meeting and should not be assumed to be the consensus of stakeholders involved.

Michigan's Call to Action on Aquatic Invasive Species March 5, 2008

Education and Outreach Breakout Summary

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Top Priority Actions

- Develop a comprehensive database of existing education and outreach programs
- Create certification programs for industry similar to Hazardous Analysis and Critical Control Point (HACCP)
- Develop joint ventures between industry/government/academics (e.g. Clean Marinas)
- Use common messages whenever possible, need *one AIS voice*
- Effectively use existing volunteer educators to advance AIS education and outreach possibly through county MSU extension
- Survey pathways we are trying to reach to determine to what extent we are effectively reaching them
- Adopt best practices, share successful examples of evaluation and facilitate implementation
- Measure decline in introductions and spread linked to education and outreach programs

Key unresolved questions for the funding breakout session: development of actions/priorities

A. Evaluate existing programs

1. *How do we evaluate the effectiveness of our existing programs?*
2. *Have our existing programs resulted in changed behaviors?*
3. *How can we better take advantage of the "teachable moment?"*
 - Need to make sure that behavior change leads to achieving our goal
 - Need to measure decline in introductions/spread linked to outreach and education
 - Need to establish a comprehensive database of existing education and outreach programs
 - Adopt best management practices
 - Share successful evaluation templates
 - Facilitate implementation of evaluation

B. Various outreach efforts have targeted priority pathways to reduce risks associated with these pathways.

1. *Have programs effectively targeted all priority pathways, if not which pathways need more attention?*
2. *How do we engage industries that are vectors?*
 - Need to survey programs and materials to determine if all pathways have been targeted

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- Focus on both individuals and their affiliated associations
- Survey pathways we are trying to reach to determine to what extent we are effectively reaching them
- Congress should also be targeted with education and outreach efforts
- Implement a *Habitattitude*TM campaign targeting Michigan's pet industry
- Promote Green Industry as an incentive for good public relations
- Involve industries of all kinds to increase awareness
- Provide information and materials to tourism industry, involving the Michigan Travel Bureau, to increase awareness,
- Create certification programs for industry similar to Hazardous Analysis and Critical Control Point (HACCP)
- Develop joint ventures between industry/government/academics (e.g. Clean Marinas)

C. Build capacity

1. *How can we sustain these efforts financially and programmatically?*
2. *Are people receptive to the current I/E information and programs? If not, what information and format would they be receptive to?*
 - Need to document effectiveness of programs to be able to gain support to raise funds
 - Direct law violation funds toward education and outreach programs
 - Educate local units of government so they understand the impact on property values and support AIS outreach and education
 - Expand user fees and registration fees
 - Use a portion of the gas tax to support AIS education and outreach programs and allow funds to be available and roll over from year to year
 - Raise awareness of link between clean water and economic benefit
 - Effectively use existing volunteer educators to advance AIS education and outreach possibly through county MSU extension (e.g. Master gardeners, Master Naturalists)
 - Use common messages whenever possible, need *one AIS voice*

D. Raise awareness

1. *How can we make people more aware of existing programs and resources?*
2. *How can we be more effective in getting the message out?*
 - Use common messages whenever possible, need *one AIS voice*, this will allow for economies of scale
 - Involve individuals and support organizations
 - Make effective use of mass media through good public relations