

Changing Human Behavior to Reduce AIS Transport Risk

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Awareness Is Not Enough

- Traditional outreach and education efforts increase the level of awareness about invasive species
- Greater awareness is vital for developing an engaged public
- However, awareness alone will not make a difference

We Must Change Actions to Prevent AIS Spread

- People need to be taught the proper behaviors to reduce the possibility that they will spread AIS
- Behavior change will not be achieved through regulation alone

Carefully Crafted Programs Are Required to Achieve Success

- Specific results require specific messages
 - Identify Outcome (Reduce AIS transported by recreational boats)
 - Define Action Needed (All boats are cleaned between waters)
 - Understand Audience (Many different types of recreational boaters)
 - Craft and Deliver Message Specific to the Audience