



Canadian Council
on Invasive Species

Conseil Canadien sur les
Espèces Envahissantes

NATIONAL COORDINATED ACTIONS TO REDUCE THE SPREAD OF INVASIVE SPECIES ACROSS CANADA

Canadian Council on Invasive Species

JANUARY 15, 2020

Presentation for the 2020 Ontario Invasive Plant Council
Conference and AGM

CANADAINVASIVES.CA



Background

- Federally registered, non-profit initiated in 2008
- Created as a result of the first National Invasive Species Forum
- Mandate and focus established by national members
- Governed by a '4 chamber' Board: Governments, Chapters, Industry/Businesses and Indigenous Organizations



Board of Directors

Working together to improve coordination among provinces and territories across Canada, and beyond borders.



Chapters

- Provide a strong national voice
- Grow & Strengthen
- Create dialogue
- Collaborate together
- Delivery of National Programs



What We Do

Focus on pathways:
firewood, horticulture,
aquatic and terrestrial
recreation, pet and
aquarium trade

Linking invasive species
councils, government
agencies, indigenous and
industry & non-profits
together

STOP INVASIVE SPECIES IN YOUR TRACKS.

Dog Strangling-Vine threatens the monarch butterfly, take action to prevent spreading it.

- **REMOVE** plants, insects & mud from boots, gear and pets.
- **CHECK** your tires on bikes and ATVs and remove any plant parts before moving to a new area.
- **CLEAN** your gear before entering & leaving the recreation site.
- **STAY** on designated roads & trails.
- **LEARN** to identify common invasive species and **REPORT** them!

STOP INVASIVE SPECIES BY YOUR TRACKS.

ATTENTION

Invasive species impact our waters

Once you leave the water...

CLEAN	DRAIN	DRY
plants, animals and mud from boat and gear	all water from boat and gear onto land	all parts of your boat and gear completely

Report Zebra or Quagga mussel sightings to the R.A.P.P. Hotline 1-877-952-7277
For more information: CleanDrainDry.ca

Environment Canada / Conseil canadien de la faune / Canadian Wildlife Service / Canadian Wildlife Service / Environment Canada / Conseil canadien de la faune / Canadian Wildlife Service / Canadian Wildlife Service

What We Do

Hosting educational/information sharing events

Improving coordination across Canada and beyond borders

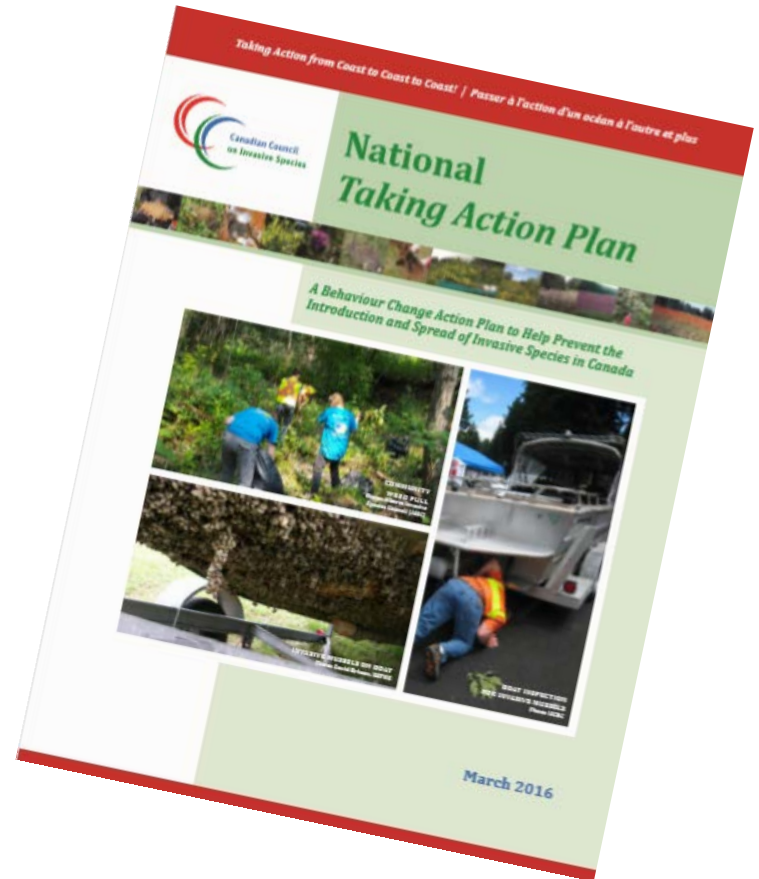


National Taking Action Plan (2016)

This plan outlines the main education and outreach strategies recommended for invasive species prevention and management across Canada

Goals:

- Canadians adopt new behaviours that block targeted pathways spreading invasive species
- Creation of consistent messaging and branding for all programs
- Community based social marketing is the cornerstone
- Identify and engage with key partners and stakeholders
- Website hub is developed
- Action plan being updated 2019/2020



NATIONAL BASELINE SURVEY 2018

Establish a 'benchmark' of Canadians knowledge related to invasive species and campaigns

Gathered information on current 'behaviours' related to the movement of firewood, boating etc

Goal of survey is to inform the development of the campaigns moving forward

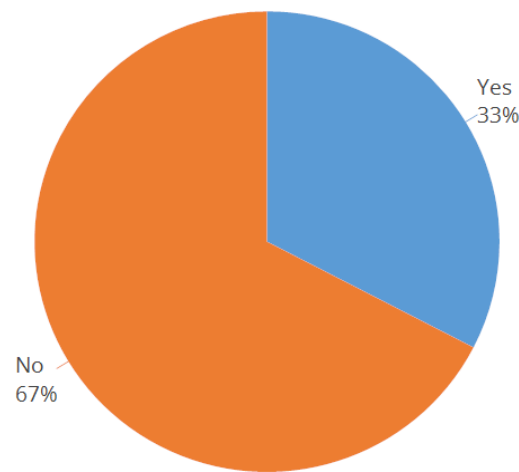


NATIONAL SURVEY RESULTS 2018

90% of firewood users indicated that they use firewood for campfires, bonfires and recreation

Most people report they source firewood locally

When camping, 45% reported they buy firewood at campsite



A5 - Are you aware of any regulations in your province/territory that ban the movement of firewood outside of local areas?
SUMMARY Filter: Completed surveys AND Yukon, Northwest Territories, Nunavut, British Columbia, Saskatchewan, Manito...;
sample size = 1218; 86% filtered out

[illegible]

25% indicate they check
and remove invasive
species

Most people don't check
and remove due to lack of
awareness

Education campaigns motivate people

NATIONAL SURVEY RESULTS

Increase awareness
and improve
attitude – level of
concern and
willingness to take
action increases

Attitude and
awareness alone
still not enough

People like
signage, road signs,
social media and
workshops

Need to remind
people often
and secure
commitments





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PLAYCLEANGO



PLAYCLEANGO

Adopted from Minnesota in
2018

Follows behaviour change
methodology like our other
campaigns

Work collaboratively across
Canada to encourage
recreation while protecting
the outdoors



**STOP INVASIVE SPECIES
IN YOUR TRACKS.**

PlayCleanGo.ca

PLAYCLEANGO.CA

PLAYCLEANGO

of resources completed
and update, including
graphic standards

Boot brushes available for
purchase

Partners can sign-up via
website and make a pledge

**COME CLEAN.
LEAVE CLEAN.**



**Help Prevent The Spread
Of Invasive Plants And Animals.**

REMOVE plants, animals & mud from boots, gear, pets & vehicles.
CLEAN your gear before entering & leaving the recreation site.
STAY on designated roads & trails.
REPORT invasive species to 1-800-563-7711
or EDDMapS.org/Ontario

**I STOP
INVASIVE SPECIES
IN MY TRACKS**



**STOP INVASIVE SPECIES
IN YOUR TRACKS.**
PlayCleanGo.ca



PLAYCLEANGO – WHAT'S NEXT FOR 2020

70+ Canadian Partners +
National Partnerships i.e.
Parks Canada and NCC

Working with partners on
various needs i.e.
advertisements

Expanding to WorkCleanGo
resources, attending events,
building more partnerships



Jouez Nettoyez Partez

HALTE AUX ESPÈCES ENVAHISSANTES DANS VOS TRACES.

Aidez à protéger nos prairies indigènes en empêchant la propagation des plantes envahissantes.

- **ENLEVEZ** les éléments de plantes et la boue de vos bottes, vêtements et animaux de compagnie.
- **NETTOYEZ** votre équipement avant d'entrer dans le parc ou d'en sortir,
- **APPORTEZ** des cubes alimentaires, des granules et des flocons d'avoine ou de l'avoine cuite à la vapeur pour vos chevaux.
- **APPRENEZ** à identifier les plantes envahissantes courantes,
- **SIGNELEZ** toute plante envahissante aux employés du parc au moyen de l'application iNaturalist.

 Canadian Council on Invasive Species / Conseil Canadien des Espèces Envahissantes

 Parks Canada / Parcs Canada

CURRENT RESOURCES AVAILABLE - ONLINE

- Boot brush sign
- Factsheet template
- Posters
- Sticker templates
- Boot brushes
- Rack card
- Trail head sign





Canadian Council
on Invasive Species

Conseil Canadien sur les
Espèces Envahissantes

BUY LOCAL
BURN LOCAL



BUY LOCAL BURN LOCAL

Began development in
2018

Worked closely with
National Firewood
Movement Working Group
to develop resources

2018 National survey key
in message development



BUYLOCALBURNLOCAL.CA

BUY LOCAL BURN LOCAL

2019 priorities included logo and consistent branding, education resources and best practices

Website and pledge form now live

Participated in Firewood Month



BUY LOCAL BURN LOCAL **OCTOBER IS FIREWOOD MONTH**

Forest pests such as gypsy moths, emerald ash borer and the Asian long-horn beetle are often moved through firewood and can destroy Canadian forests and urban trees

Canada's annual timber losses due to invasives are estimated at **\$720 MILLION**
(Canadian Action Plan for Invasive Alien Terrestrial Plant and Plant Pests, CFIA, September, 2004).

In 2018, the Canadian Council on Invasive Species conducted a National survey of Canadians knowledge on invasives and how they spread. Two in three, or **67%** of residents were not aware of regulations that prevented the movement of firewood in their province.

BUY LOCAL.
Buy firewood at or near where you will use it. Leave any unused firewood on site.

BURN LOCAL.
If you brought non-local firewood with you, use first and burn completely. Next time, only use local firewood.

REPORT INFESTED FIREWOOD AND INVASIVE PESTS.
Regulated invasive pests and disease must be reported. If you suspect that some of your product may be infested by invasive pests or disease, call the CFIA at 1-800-442-2342 or visit www.inspection.gc.ca/pests for more information.

Canadian Council on Invasive Species / Conseil Canadien des Espèces Envahissantes

BuyLocalBurnLocal.ca

BUY LOCAL BURN LOCAL – WHAT'S NEXT FOR 2020

Expanded working group to
include focus beyond
firewood

Research on domestic
movement of logs, creation
of a voluntary certification
program

Webinars and forest
management best practices,
working with partners



CURRENT RESOURCES AVAILABLE – ONLINE AND PRINT

- Best practices for retailers, campground owners and firewood producers
- Invasive Species in Our Forests Activity and Colouring Book
- Invasive Species in Our Forests Educators Guide
- Posters
- Decal





Canadian Council
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Conseil Canadien sur les
Espèces Envahissantes

CLEAN
DRAIN
DRY



CLEAN DRAIN DRY – BC PILOT

Pilot project in BC
funded by DFO
from 2018-2021

Encourages boaters
and aquatic
recreationists to
CLEAN DRAIN DRY

Focus is on signage,
social media and
PSAs

Will establish base
for a NATIONAL
campaign



CLEANDRAINDRY.CA

CLEAN DRAIN DRY – BC PILOT

6 + resources developed, + 6 newsletter content/articles /year and website

4 sign versions developed, 174 signs installed in year 1 by 34 partners

4 social media videos/PSAs developed

New partners outside of BC using resources developed – YK, NB, NWT

3500 rack cards, 3300 stickers, 950 window clings, and nearly 1750 floating key chains delivered



CLEAN DRAIN DRY – BC PILOT – WHAT’S NEXT FOR 2020

Publish and share
social media
videos/PSAs

Increase social
media presence
through paid
campaign

Secure Year 2
Partners

Continue to work
with partners
outside BC

ATTENTION

Invasive species
impact our waters



Once you leave the water...

CLEAN

plants, animals
and mud from
boat and gear

DRAIN

all water from
boat and gear
onto land

DRY

all parts of your
boat and gear
completely



Report Zebra or Quagga mussel sightings to the
R.A.P.P. Hotline 1-877-952-7277

For more information:
CleanDrainDry.ca



Fisheries and Oceans
Canada



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CURRENT RESOURCES AVAILABLE - ONLINE

- 4 signs
- Decal
- Chamois
- Rack card
- Keychain
- Zebra and quagga mussel fact sheet





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BE PLANT WISE



BE PLANT WISE

Began development in
2018

Guided by National
Horticulture Invasive Plants
Working Group

National Voluntary Code of
Conduct and Canada's Most
Unwanted Invasive Plants,
website, pledge form



Developed in partnership by the National Horticulture Invasive Plant Working Group



Invasive species are a growing threat to Canada's ecosystems and are capable of overtaking and displacing native species. Although most introduced plants do not disrupt ecosystems, there are a very limited number of 'alien, non-native' plants that are identified as 'high risk' and a direct threat to human health and safety, the environment, and the economy. These plants

This list outlines some of Canada's unwanted invasive species from coast to coast to coast. The goal of the list is to raise awareness of invasive plant species across Canada. It was developed by cross-referencing invasive plant lists from Invasive species councils across Canada as well as regulated species lists. Not all of the species are currently widespread in the gardening, horticulture or landscaping trade, but are still of high concern across Canada and could be traded among gardeners

BE PLANT WISE – WHAT'S NEXT FOR 2020

Code of Conduct promotion materials i.e. postcard, whiteboard videos etc.

Attend conference and landscape events

Voluntary recognition program



Take the Pledge!

On behalf of our company, we recognize that invasive plants are a threat to Canada's landscapes and ecosystems and are committed to taking action to prevent the introduction and spread of high-risk invasive plants. As a practitioner in the ornamental horticulture industry, we are committed to adopting the Code of Conduct and implementing best practices within our business to prevent the spread of invasive species within the urban and natural environment.

Name

First

Last

Company *

Email *

OTHER

Expand and strengthen our
Taking Action Campaigns

Grow and strengthen
collaboration

2021 North American
Invasive Species Forum





QUESTIONS?

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