AIS outreach in a changing climate

Douglas A. Jensen[1]
[1]University of Minnesota Sea Grant Program

Interrupting the pathways for spread is *the key* for preventing and slowing the spread of AIS. Without question, climate change will impact threats for global spread. That said, public outreach has long been recognized as important to AIS management. Early on and still today, many public outreach efforts have relied on information-based approaches oriented on beliefs that audiences will simply "do the right thing." Expectations have been that this normative behavior would develop through pamphlets and websites alone.

Recognizing this inadequacy, AIS outreach is in a formative changing climate. Combating the spread of AIS can be successful using a focused science-driven approach. Research shows that strategic outreach targeting specific audiences and emphasizing compelling messages based on communication market analyses are effective. Compared to many conservation issues of our time, AIS issues are tangible, easy to see, and highly visible with recognizable threats and impacts to our environment, outdoor heritage, and our economies. Importantly, outreach must be actionable. I will discuss how understanding and promoting transformational outreach of today will influence AIS outreach practitioners of tomorrow.

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