

Stop Aquatic Hitchhikers!
A Proposed Regional Communications Approach
(Social Marketing and the Multiplier Effect)

Yes, there is a method to our madness. It is founded in educational theories from the fields of social science and social marketing. Through Stop Aquatic Hitchhikers!, we are trying to:

- 1) Raise awareness about the aquatic invasive species issue,
- 2) Empower aquatic recreational users to prevent the spread of these species,
- 3) Generate more support for our agencies to address this issue.

"Action is the Key! The SAH! message promotes action. We need to build on this and actively engage our community partners to promote the message and to actively use their influence to change recreational behaviors."

Ultimately, we are doing this to conserve our aquatic resources. Uniting all of the government agencies with a presence in the Greater Yellowstone Region to communicate the same message, we can be more effective, create additional synergies and multiply our ability to reach more people, which will help us to change their recreational behaviors.

This region is an active community that uses our natural resources for recreation. We want to tap the community networks that care about our aquatic resources and use their communication networks to convey and reinforce the campaign's prevention message.

What's is this approach going to cost me and my agency?

Once you become a formal partner, use of the brand and the cooperative marketing materials costs you nothing!! The rest of your involvement all depends on you. Hopefully, you will see the value of this type of collaboration and will be willing to put some resources toward the effort. From the perspective of the Fish and Wildlife Service and the Federation of Fly Fishers, having your organization as an active participant will enable us to present a unified front and seek funding from external sources.

What are the benefits for me and my agency?

- Increased effectiveness and improved communications to the target audience regarding a complex natural resource issue, which are designed to enhance your capacity to address this issue.
- Leveraged funding to which your organization would not typically have access.
- Positive public relations for an innovative approach to dealing with this issue.
- Shared ownership of and a greater understanding by the affected communities.



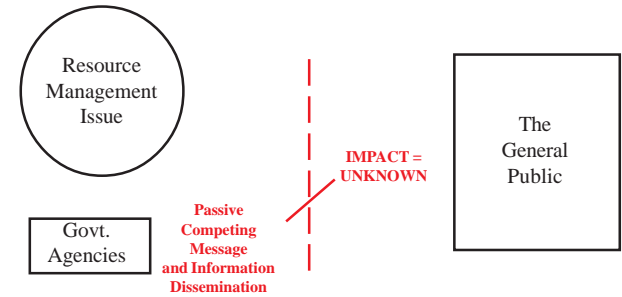
STOP AQUATIC HITCHHIKERS!
 Prevent the transport of nuisance species.
 Clean all recreational equipment.
www.ProtectYourWaters.net



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 Particularly waders/boots.
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Which scenario is typical when communicating about resource issues? And which scenario would you prefer?

Scenario #1



Scenario #2

