

Habitattitude Collaborative Network Update



Habitattitude™

PROTECT OUR ENVIRONMENT
DO NOT RELEASE FISH AND AQUATIC PLANTS

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Sea Grant Program

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Great Lakes AIS Binational Forum II
Ann Arbor, MI
November 9, 2017

Get Habitattitude™

- Launched in 2004, a national education campaign created by a unique partnership of industry, academia and government
- Focuses on raising public awareness, engaging people, promoting unifying environmental messages with corresponding beneficial actions
- Provides opportunity for business, industry, agencies, NGOs, and associations in partnership
- 2010-2015: 3.5 M impressions
 - 225 partners
 - 90% increase in awareness
 - 90% acceptable, easy, attractive and clear
 - 84% no longer release pets



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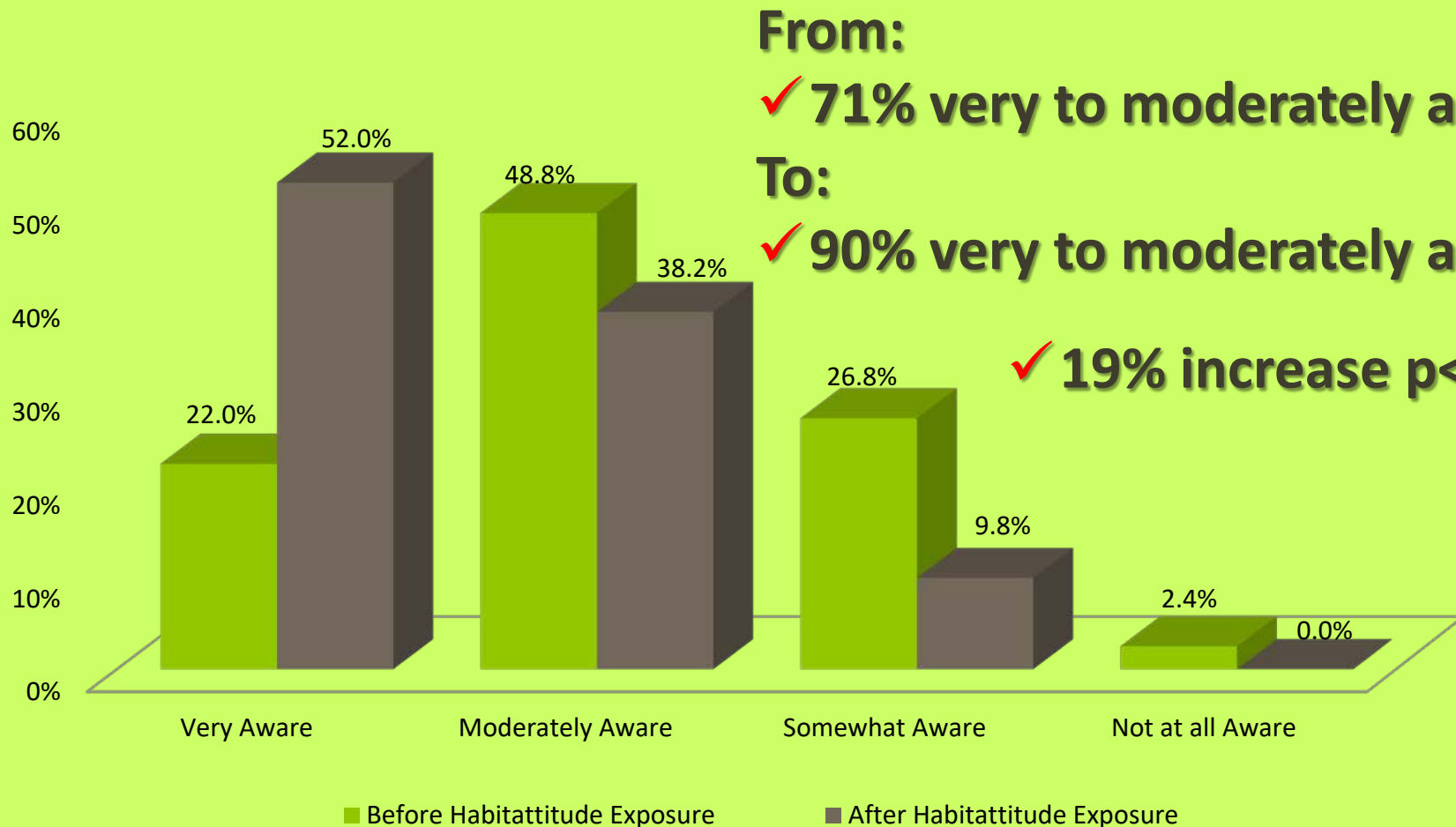


www.Habitattitude.net

Sea Grant
Great Lakes Network

Great Lakes
RESTORATION

Comparison of Awareness Before & After Direct Exposure at 8 Events



N = 123 (before & after)

Comparison of Behavior Before & After Direct Exposure at 8 Events



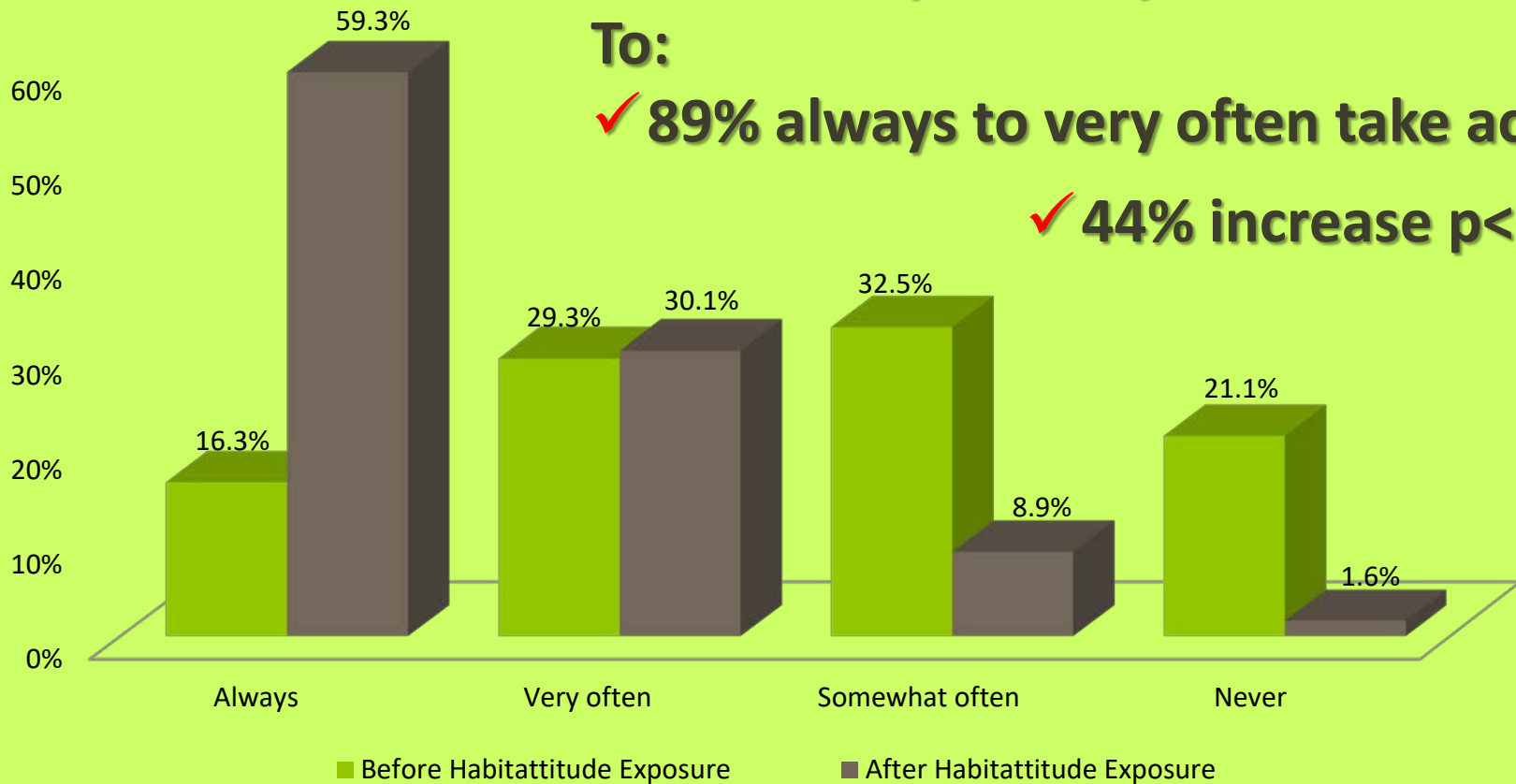
From:

✓ 45% always to very often take action

To:

✓ 89% always to very often take action

✓ 44% increase $p < 0.05$



N = 123 (before & after)



Gator found in Snake River near Pine City!

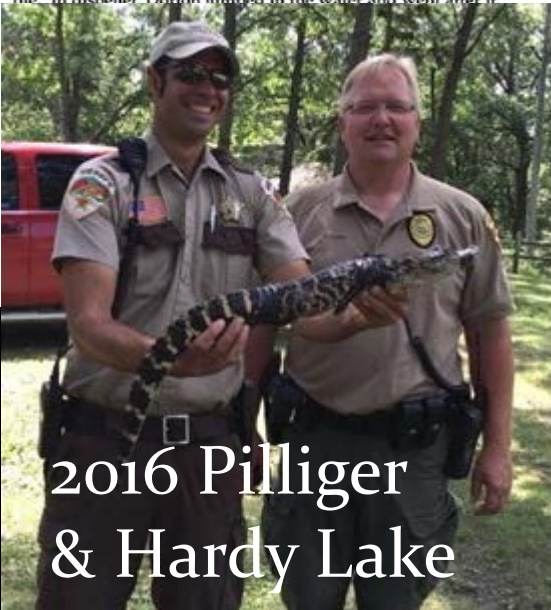
On the evening of August 10th, WCCO News (Channel 4) aired a story about a man who apparently grabbed an alligator out of the Snake River a few days earlier.

WCCO's article reported that "Steve Dorion of Pine City, Minn. was fishing on the Snake River about a week ago when he spotted the reptile. In disbelief, Dorion jumped in the water and went after it."



side, or pond are def
Contact your local
bring your unwanted

I definitely think
I feel much better
instead of being left



2016 Pilliger & Hardy Lake

2013 Boa found in Stillwater
2013 Alligator shot in Scandia



2016 Brainerd

2017 Alligator in Rochester

HSC Regional Initiative:



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- *Habitattitude Surrender Collaborative* will prevent pet and plant releases by aquarists and water gardeners
- A *GLBIOTIC II Symposium* will advance understanding for AIS pathway management
- *Adapt a Habitattitude Curriculum* (grade 6-12) and *Teacher Day Camps* will prevent live study specimen releases
- New *Habitattitude* outreach will prevent releases
- New *SAH!* outreach will prevent release of live bait by anglers



Local Habitattitude Collaboratives & Surrender Events

- Four collaboratives formed in Duluth, Twin Cities, Green Bay and Kaukauna involving 42 partners
- Five events educated people and rehomed animals
- Events marketed through fliers, posters and ads
- IL-INSG got little traction with PETCO, PetSmart and Pet Supplies Plus in big box store take back protocol



Great Lakes BIOTIC II Symposium Update

- Build upon first ever event held Milwaukee in 2013
- Co-chaired by WI and MNSG, proposal accepted to integrate full day symposium into 2018 Upper Midwest Invasive Species Conference
 - Conference co-chair with Mark Renz
 - Holding joint conference with NAISMA
 - Rochester Convention Center, Rochester, MN, Oct 15-17
 - Save the Date Card (Oct)
 - Exhibitor & Sponsor Prospectus (Nov)
 - Call for Abstracts (Jan)



3rd MN Habitattitude Surrender Duluth – October 2017



- Hosted by Animal Allies Humane Society in collaboration with World of Fish and MNSG
 - 24 visitors educated (4 pet owners)
 - 20 Junior Allies volunteers educated
 - 7 Animals rehomed (2 red-ear sliders, 2 koi, 1 goldfish, 1 bristelnose pleco and 1 ghost shrimp)
 - News release and DNT advertisement generated over 1 M mass and social media



3rd MN Habitattitude Surrender Duluth – October 2017

- Surrender flier (1,080), poster (138) and DNT advertisement (models)
- 24 local community calendar posts including Nextdoor Woodland App
- Lawn banners placed at strategic intersections



SURRENDER EVENT

Surrender
Unwanted
Pets Instead
of Releasing
Them

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OCT 7, 2017
Saturday | 10AM to 2PM

ANIMAL ALLIES
4006 Airport Rd., Duluth, MN

**Unwanted
pets?**

Give your fish,
aquatic plants
and reptiles a
healthy home.
World of Fish
and Animal
Allies in partnership
with Minnesota Sea Grant
invite you to a
surrender event.

Minnesota Sea Grant's mission is to facilitate interaction among the public and scientists to enhance communities, the environment and economies along Lake Superior and Minnesota's inland waters by identifying information needs, fostering research, and communicating results. Minnesota Sea Grant is part of the National Oceanic and Atmospheric Administration's Sea Grant Program. For more information go to www.seagrant.umn.edu or call 218-726-8105.

Flier



SURRENDER EVENT Surrender Unwanted Pets
Instead of Releasing Them

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Poster



Event Banner



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DNT ¼ Page Ad





HABITATTITUDE Rehoming Network
of Green Bay and the Fox Cities

Green Bay Aquarium Society
(920) 459-8839
www.gbasonline.org

Freshwater and saltwater pets



Kingdom Animalia Exotic
Animal Rescue
(920) 609-3529
www.kaaar.org
1841 Plane Park Dr
De Pere, WI 54115
Exotic pets: reptiles, am-
phibians, birds, small
animals, invertebrates

Roseberry Bird Rescue
(920) 729-0901
www.roseberrybirdrescue.org

439 Roosevelt St
Neenah, WI 54956

Birds



RoseBerry
Bird Rescue

Steve Keller
the Snake Man
(920) 428-4973
Snakes



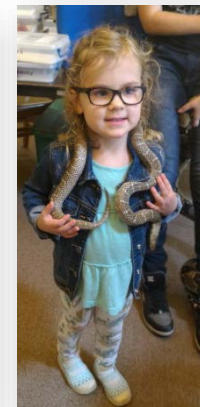
Card (front/back)

WI Habitattitude Surrender Events

Kaukauna

March & October 2016

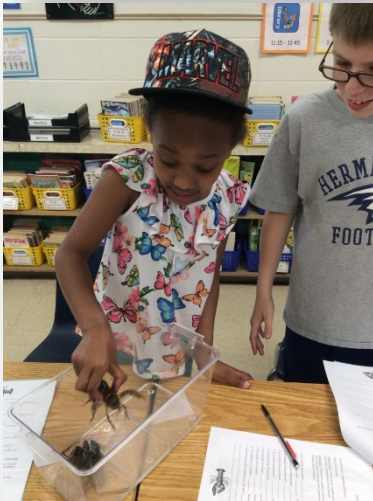
- Hosted at 1000 Islands Nature Center in collaboration with GBAS and WISG
 - 2 events taught 50 each (100 people)
 - Oct: 20 animals rehomed (17 fish, 1 sea anemone, and 2 cats)
 - Mar: 18 animals rehomed (7 fish, 11 assorted sea urchins, sea stars, and marine snails)



Live Study Specimen Recovery Success Story!



- Hermantown Elementary School 3rd grade used live study crayfish
- Collected all 16 dozen crayfish (MN native this yr)
- School get credit next year if company resold them
- Students excited to rebox and ship back to Trans-Mississippi Biological (Twin Cities) for resell/use
- Students much happier about returning compared to use at local zoo for feeding



Habitattitude Collaborative Successful!

- Collaboratives: 4 formed, 42 partners convened
- Big Box Store Event Protocol: On-hold
- Symposium: UMISC 2018
- 5 Surrender Events held:
 - 103 educated, 115 animals rehomed
 - Events heavily marketed (Duluth 100 visits, 1 no)
 - Model materials created for easy adoption for use in any community:
 - Adoption release and sign up forms, lawn, table, and floor banners, fliers, posters, card, news releases and newspaper ads
 - Most pet owners respond to newspaper ads
 - Reasons – health, college students moving, kids lost interest



Habitattitude Collaborative Successful!

- 15 Trainings educated 186 teachers who will teach 11,139 students (est.)
 - *Adopt a Habitattitude Curriculum* nearly complete
- 42 Talks educated 2,116 people
- 40 Booths educated 46,433 visitors
- 64 Mass media coverage and ad placements generated 48,381 exposures
- 34 Social media posts generated 2,717,286 exposures

Total to date: 2,814,994 exposures

**Since 2010, efforts by GLSGN and its partners
generated 6.3 M Habitattitude exposures**



Questions?