Communications and awareness raising

Lucy Cornwell
GB Non-native Species Secretariat
INNS awareness raising campaigns

CHECK CLEAN DRY

BE PLANT WISE

INVASIVE SPECIES WEEK

15-21 May 2023

nonnativespecies.org/invasivespeciesweek
Be Plant Wise

- Ornamental plants
- Guidance for gardeners on responsible management of plants
- Website and materials for retailers and supporters
Guide to gardening without invasive plants

- Over 160 species: terrestrial and aquatic
- Guides for gardeners, landscapers, and pond owners

PlantAlert
Adverts and events
Check Clean Dry

- Recreational water users
- Over 40 bespoke materials for different user groups
- >4000 signs
Check Clean Dry

Biosecurity at paddling events

A guide to reducing the risk of spreading invasive non-native species that can harm the environment.

Biosecurity at Angling Events

A guide to reducing the risk of spreading invasive non-native species that can harm the environment.
Tool to help aquatic asset managers improve biosecurity

<table>
<thead>
<tr>
<th>What is possible to implement on site?</th>
<th>What pathway(s) are you targeting?</th>
<th>How much funding do you have?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Is an adequate supply available?</td>
<td>Treatment, water management, and water quality concerns.</td>
<td>£500 - £1,000,000 (CapEx)</td>
</tr>
<tr>
<td>4. Is cooling water available?</td>
<td>Swimming</td>
<td>£3,000 - £10,000 (CapEx)</td>
</tr>
<tr>
<td>5. Is hotline infrastructure planned or under construction?</td>
<td>Non-marine swimming or aquatic activities.</td>
<td>£4,500 - £10,000 (CapEx)</td>
</tr>
<tr>
<td>6. Is there a portable water supply?</td>
<td>Angling</td>
<td>£700 - £5,000 (CapEx)</td>
</tr>
<tr>
<td>7. Are they hydroelectric?</td>
<td>Aquatic Events</td>
<td>£101 - £1,000 (CapEx)</td>
</tr>
</tbody>
</table>

- **MT2 Pressure Washer**
  - Description and summary of efficacy:
    - A professional pressure washer could be made available to users to clean their equipment before and after entering the water. These can be mobile systems or an external wall-mounted system could be installed. Pressure washing is effective against many INE, including macrophyte species and the high impact species Dikerogammarus villosus.
  - Representative Image (final product / design may vary)

- **Biosecurity Washers**
  - MT2 Pressure Washer with stainless steel pressure washer (centre)
  - MT2 Pressure Washer with 1 m stainless steel pressure washer (centre right)
  - MT2 Pressure Washer with 1.2 m stainless steel pressure washer (centre left)

- **CapEx estimate:**
  - £500 / unit (mobile, cold water)
  - £3,000 / unit (mobile, hot water capacity)
  - £4,500 / unit (static, hot water capacity)
  - £700 / unit (removable, cold water)

- **Operational costs:**
  - £200 - £500 per year

- **Installation costs:**
  - £2,500 - £15,000

- **Sources:**
Border biosecurity

Going fishing?
Invasive species and diseases kill fish. Don't spread them on your kit.

Protect the environment and the fishing you enjoy by following these simple steps. It's even more important when you visit a new waterbody at home or abroad:

**CHECK**
Check your equipment, clothing and footwear when you leave the water. Remove any mud or plant material and leave it at the site.

**CLEAN**
Clean everything thoroughly as soon as you can. Use hot water if possible.

**DRY**
Dry everything thoroughly for as long as you can before using it elsewhere, ideally for 48 hours.

Fishing abroad?
Check and clean your equipment and footwear before you leave the water. Leave any mud or plant material at the site.

Fishing abroad this summer?
Make sure your kit is clean before using it again at home, remember to:

**CHECK**

**CLEAN**

**DRY**

Invasive species and diseases kill fish and spread non-native species. Don't spread on your kit.

nonnativespecies.org/checkcleananddry

---

Fishing abroad? Invasive species kill fish. Don't bring them back.

Boating abroad?

Fishing abroad? Invasive species kill fish. Don't bring them back.

---

Border biosecurity

Fishing abroad? Invasive species kill fish. Don't bring them back.
Check Clean Dry – what next?

- Improving biosecurity at priority sites
- Tour operators
- Water users not affiliated with a club
- Training for event organisers and asset managers
Invasive Species Week: 15th - 21st May 2023

- 43 Tweets from @InvasiveSP appeared on over 60,000 timelines
- 4 national museums involved
- 260 organisations involved (2022)

- 92 events held
  - 39 management and monitoring days
  - 5 invasive plants

- 49 blogs
- 42 videos
- 3 emoji puzzles
- 8 webinars
- 1 Ecosystem Invaders campaign launched in Wales
- 5 interviews
- 15 articles

- 1 border biosecurity campaign launched in Scotland
- 2 websites launched in Ireland and Northern Ireland
- 11,000 views of NNSS videos
- A new gardening guide released with over 160 plants to use in place of invasive species
Invasive Species Week: 15th - 21st May 2023

Daily themes:
Mon: What are INNS?
Tues: How are they spread?
Weds: Why are they a problem?
Thurs: What is being done to prevent this?
Fri: What can I do?
Sat / Sun: Events and activities to take part in
Invasive non-native plants and animals cause great harm to wildlife and the environment and reduce their ability to cope with climate change and habitat loss.

**There are five simple things you can do to help:**

1. **CHECK CLEAN DRY**
   - If you go fishing, boating or paddling, remember to check clean dry your clothing, footwear and equipment after leaving the water.

2. **BE PLANT WISE**
   - Don't let your garden, pond, or aquarium plants enter the wild.

3. **TAKE CARE OF YOUR PETS**
   - Never release them or allow them to escape into the wild. It's cruel and could harm other wildlife.

4. **LOOK OUT FOR ASIAN HORNET**
   - A predator of honeybees which is not yet established in GB. Record your sightings of this and other alert species through iRecord.

5. **VISIT NONNATIVE SPECIES.ORG**
   - For more information.

---

**Chinese mitten crab (Eriocheir sinensis)**

- **Appearance:** Round, mottled brown with 5 pairs of long, slender, branched claws. Can climb trees, large areas of mud, or get caught in nets or traps.
- **Identification:** Hard, protective shell that can be mistaken for a turquoise jewel or a turquoise bead.
- **Habitat:** Lives in freshwater habitats, such as rivers, lakes, and ponds.
- **Distribution:** Found in Asia and recent introductions to North America and Europe.
- **Impact:** Can outcompete native species, alter ecosystems, and damage infrastructures.

**American skunk cabbage (Lysichiton americanus)**

- **Appearance:** Large, upright, greenish-yellow spathes with a broad, flat, greenish-yellow spathe.
- **Identification:** Found in wet, low-lying areas in deciduous forests and wetlands.
- **Habitat:** Moist, nutrient-rich areas, such as swamps, bogs, and wet meadows.
- **Distribution:** Native to North America from Canada to the eastern United States.
- **Impact:** Can become invasive in wetland habitats, outcompeting native plant species.

---

Visit nonnativespecies.org for more information.
Free online training

- 9 modules
  - Introduction
  - Recording
  - Key species ID
  - Biosecurity
  - UK OTs biosecurity
  - Water industry
Training Coordinating Group

Improve uptake of training among priority groups:

- Government field staff (and contractors)
- Stakeholder field staff
  - Environmental consultants
  - NGOs
  - University staff and students

Work with training providers

Help LAGs access appropriate training
Education Working Group

- Report with recommendations for improving non-native species education provision
- Collating and sharing existing materials
- Looking for your input
Breakout session: Communications and engagement

Sharing good practice:
- Promoting your work
- Recruiting volunteers