

The Invasive Non-native Species Media and Communications Plan for Great Britain

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Department
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Government



Llywodraeth Cymru
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Introduction

Invasive non-native species (INNS) are one of the main causes of global biodiversity loss. In Britain they have contributed to dramatic declines of some native species and threaten many key sites, often causing irreversible damage. They also have significant economic costs, estimated to be in excess of £1.7 billion per annum to the GB economy, and some are a significant nuisance. Increasing movement of people and goods around the globe has driven the increase in the problem and climate change is likely to significantly exacerbate the issue.

International agreements, including the Convention on Biological Diversity, require Parties to take action to tackle the threats posed by INNS and in 2015 the European Union's Invasive Alien Species Regulation came into force, providing an EU-wide approach to the issue.

GB Strategy

In 2008 the Invasive Non-native Species Framework Strategy for Great Britain (GB Strategy) was published with the aim of addressing non-native species (NNS) issues in Britain. Key Action 9.4 of the GB Strategy called for the establishment of a working group to develop a Media and Communications Strategic Plan (original M&C plan), and this was duly published in 2009. Following a review, an updated version of the GB Strategy was published in August 2015. Key Action 6.5 of this Strategy (see Annex A) calls for an update of the original M&C plan by the Media & Communications Working Group (M&C Working Group). This revised plan is the result of that group's work.

Progress since the original M&C plan was published

Since 2009, despite limited resources, significant work on NNS communications has been undertaken. The M&C Working Group continues to meet to oversee work in this area and two sub-groups (Training and Aquatic Biosecurity Communications) were also created to take forward specific pieces of communications work. Some key progress is outlined below:

- The NNSS website has been further developed as a hub for NNS information in Britain and now hosts a wide range of resources.
- Two awareness-raising campaigns, *Be Plant Wise* and *Check Clean Dry*, have been launched for stakeholders from key pathways. Partner organisations have been closely involved in these campaigns (see Annexes B-D) as has a network of Local Action Groups.
- A *Check Clean Dry GB* Twitter account was created in 2015.
- *Invasive Species Week*, held in 2015, 2016, and 2017, has brought over 340 organisations together to raise awareness of INNS. 50 events were held in 2017 including four visits by

Defra's Minister for Biosecurity, to launch a new recording app, and see biosecurity and INNS management in action (see Annex E).

- The Training Working Group Report, published in 2012, set out recommendations for training in GB including the development of online training. A dedicated training hub was created on the NNSS website in 2014 hosting resources including six e-learning modules (see Section 4).

Has this had an impact?

A baseline survey of public and key stakeholder attitudes was carried out in 2009 (England only) which helped inform the original M&C plan but we have had no similar evaluation since. There have been some specific evaluations of aspects of the public awareness work, mostly for *Check Clean Dry*:

- Within one year of starting to promote the campaign in the Broads, the Broads Authority found that there was a 9% increase in people carrying out the good biosecurity practices.
- Research published in 2014 by the University of Leeds and Cefas found that anglers and canoeists that had heard of *Check Clean Dry* were six times more likely to clean and dry their kit after every use than those who had not heard of the campaign.

However, we clearly still have a long way to go. In New Zealand a significantly higher proportion of water users (71%) are aware of *Check Clean Dry* compared to UK water users (22%). *Check Clean Dry* has been running for eleven years in New Zealand, double the lifespan of the campaign in Britain, and has also benefitted from greater funding; approximately £600,000 per annum was spent on *Check Clean Dry* in New Zealand between 2005 and 2008, around ten times the annual spend in GB on the campaign (per capita this is a 140 fold difference).

Purpose of this document

This plan was revised by a sub-group of the M&C Working Group. It reviews progress to date and sets out the recommendations for effectively communicating NNS issues to key audiences, building on the previous work of the M&C Working Group. The overall objective is to raise awareness of NNS issues among the general public and key target audiences and, where appropriate, to bring about behaviour change.

Contents

This document is divided into five sections with five annexes:

- Section 1: Overarching Communications.
- Section 2: Communicating with Key Target Audiences.
- Section 3: Training and Education.
- Section 4: Resourcing.
- Section 5: Risks and Threats.
- Annex A: Key Actions from the 2015 Great Britain Invasive Non-native Species Strategy.
- Annex B: Branding.
- Annex C: *Check, Clean, Dry* campaign overview.
- Annex D: *Be Plant Wise* campaign overview.
- Annex E: *Invasive Species Week* campaign overview.

Section 1 – Overarching Communications

General engagement with stakeholders

At a GB level there are three main ways we interact with stakeholders: 1. the NNSS website provides a hub of NNS information, 2. the annual Stakeholder Forum brings together a wide range of stakeholders to discuss NNS issues, and 3. the Local Action Group Workshop allows Local Action Groups to share knowledge and good practice. Communications work on NNS issues is overseen by the M&C Working Group. While these existing mechanisms are highly valuable, the Working Group agreed that a regular newsletter on NNS issues would help to keep Government and stakeholders up to date with progress and any new issues, and the NNSS website would benefit from a full review to update and streamline its content.

Terminology and messaging

Following research into public attitudes and understanding of NNS issues in England in 2009, the M&C Working Group agreed the terminology to be used when communicating NNS issues (see Section 1 of the original M&C plan). Sector-specific messaging was subsequently created for the two awareness-raising campaigns. The Working Group agreed that the definitions and terminology in the original M&C plan remain appropriate and should continue to be promoted.

Branding

The original M&C plan recommended that the NNSS logo be used as a visual identity to support the range of communications work. Distinctive branding was subsequently created for the two awareness raising campaigns and this is used by the NNSS and stakeholders to support relevant communications work (Annex B) while others have developed their own branding. The Working Group agreed that the NNSS, *Check Clean Dry*, and *Be Plant Wise* logos and branding should continue to be used.

Links with other biosecurity campaigns

Animal, Plant, Tree and Fish Health recommend many similar biosecurity measures to prevent the spread of pests and diseases. Key Action 6.7 of the GB Strategy calls for us to develop consistent messaging around biosecurity and to maximise opportunities for collaboration (Annex A). The Working Group agreed with this and calls for the development of an overarching cross-sector campaign to prevent the spread of NNS, pests and diseases.

Links with other areas

Other areas of work under the GB Strategy could be used to reach audiences already engaged in INNS work, examples include recording networks and citizen science initiatives. Furthermore

several other EU Member States have developed awareness-raising initiatives, some of which (like the Spanish zebra mussel initiative) use almost identical messages to *Check Clean Dry*. Collaboration with other EU Member States to develop good practice could be advantageous in improving pre-border prevention and could help save scarce resources

Media

Mass media could be an extremely useful tool in awareness-raising and to date it has usually transmitted excellent messages on NNS but has occasionally gone off-message being either too alarmist or, rarely, promulgating the message that we are over-reacting to the threat. In general we have tended to be very reactive, responding to incidents or narrow media interest, and there is considerably more potential to be more proactive although there are risks inherent with this approach. Between 2007 and 2014 we collated relevant newspaper articles and after a two year hiatus due to cost this was resumed in 2016.

Social Media

Since the development of the original M&C plan, general social media use has increased dramatically. The NNSS currently runs a Twitter account for the *Check Clean Dry* campaign, and partner organisations have accounts across a range of platforms which are used to raise awareness of NNS issues. Since 2015 the NNSS and Defra have led an annual week-long social media campaign with stakeholders, *Invasive Species Week*, with over 340 organisations involved in 2017 (see Annex E). The M&C Working Group agreed that these existing channels are a key communications tool which should be further utilised in future. Standard hashtags should be agreed and used to facilitate wider sharing of relevant posts.

Recommendations

1. The NNS website should be reviewed and updated to streamline content and make it more user-friendly.
2. A regular mechanism for updates from Government and stakeholders on NNS issues should be developed.
3. Previously agreed definitions (see original M&C plan) should continue to be used by Government and stakeholders when communicating about NNS issues.
4. Assessment of public attitudes and evaluation of the effectiveness of communications campaigns should be carried out by Government.
5. NNS logos and the bespoke branding for the two awareness raising campaigns should continue to be used by Government and stakeholders as a visual ID to support all relevant communications work.
6. The M&C Working Group should engage with existing recording networks and citizen science initiatives to raise awareness of NNS issues.
7. The M&C Working Group, working with colleagues in Europe, should develop and promote a universal NNS biosecurity logo for use across Europe.
8. The M&C Working Group should work together to assist with positive and useful coverage of NNS issues in the mass media.
9. A range of channels (e.g. social media, specialist press etc) should be used by the M&C Working Group in their communications work, to engage different audience groups.
10. All relevant social media posts should include the hashtag #GBINNS to facilitate sharing by others. Where possible, posts referencing the *Check Clean Dry* campaign should tag @CheckCleanDryGB or include #CheckCleanDry.
11. The M&C Working Group should continue to develop *Invasive Species Week* encouraging a wider range of organisations to organise their own awareness raising events and communications during the week.

Section 2 – Communicating with Key Target Audience

Prioritisation of key target audiences

The M&C Working Group previously carried out stakeholder analysis of six stakeholder groups (see Annex 2 of the original M&C plan) and agreed to prioritise three key audience groups for engagement associated with key pathways of introduction of NNS. These were:

1. **Gardeners / pond owners**
2. **Recreational water users (freshwater), including anglers, boat and kayak users**
3. **Pet owners – specifically those owning exotic pets and fish**

Two further groups where there may be opportunities to engage the public and change behaviour include **Landowners** and **Marine water users**.

Progress has been made with recreational water users, and a subsector of gardening / horticulture i.e. aquatic gardeners. Partners from the NGO community, trade and Government were closely involved in the development of the two awareness-raising campaigns; *Be Plant Wise* (for aquatic gardeners) and *Check Clean Dry* (for recreational water users). These partners have remained key supporters of the campaigns and continue to help develop and disseminate messaging and awareness-raising materials (Annexes C-D). Some progress has been made with marine water users through the Marine Pathways Project and we have begun to adapt *Check Clean Dry* messaging to be more relevant for sea-going vessels. In 2016, the NNSS and Defra ran a pilot border biosecurity campaign targeting recreational water users travelling abroad including angling posters displayed on Border Force property at key ports in Britain and France. Further posters were developed for use in airports in Scotland. In 2017 the campaign was extended and additional materials developed (a boating poster and general leaflet). These and the angling poster will be displayed in areas occupied by passengers at eight key ports in England during July and August 2017.

Future priorities

While we have made significant progress on recreational water users and aquatic gardeners, the latter are only a minority of the gardening / horticulture sector. The 2009 public attitudes survey found that 90% of respondents in England had a garden, yet only 17% of these had a pond containing animals / plants. In addition, little strategic Government awareness-raising action has been done on the exotic pet trade, although trade organisations promote relevant messages about not abandoning pets in the wild. The EU Regulation on invasive alien species places certain restrictions on keepers of species of Union concern, which needs to be communicated to pet owners, gardeners and suppliers. The M&C Working Group agreed to continue to concentrate on

the previously agreed key target audiences, and that promotion of *Be Plant Wise* and *Check Clean Dry* needs to continue, but that their effectiveness should be examined.

Partner organisations play a vital role in the delivery of this revised M&C plan and raising awareness of NNS issues amongst these key audiences. They are able to influence key audiences either directly or through their member organisations (such as angling or water sports clubs, marinas and garden centres, see Table 1 for details). Some are also able to influence their partner organisations in other European countries or through organisations like the Bern Convention. It is clearly important that key partners have access to up to date information and relevant materials to support them in engaging with their audience. We also need to promote good work by partners to provide recognition and encourage similar action from others.

In order to address these issues and increase the impact of the two existing awareness raising campaigns there are a number of key areas where additional work is needed (detailed activities are listed in Tables 4, 5 and 6 in Section 4):

Gardeners / pond owners

Currently *Be Plant Wise* only covers aquatic plants but could be extended to include all non-native garden plants, which would help to engage a wider range of retailers and gardeners.

Recreational water users (freshwater)

While significant progress has been made with anglers and boaters, a number of other key audience groups are less engaged. Stakeholders have highlighted the need for specific guidance / materials tailored to different sub-sectors within our key audience groups. Recreational water users travelling abroad may be a key pathway of introduction of new NNS. The rate of new introductions of invasive freshwater species to GB has increased dramatically following the creation of a canal linking the Danube and Rhine in 1992, which facilitated the spread of species from the Ponto-Caspian basin through Western Europe. There are many invasive freshwater species which have not yet arrived in GB but are present in neighbouring countries particularly France, Belgium and the Netherlands. Targeted *Check Clean Dry* materials displayed at the border (at ports and on board ferries and Eurotunnel) will help to engage travellers.

Pet owners

Currently we do not have an awareness raising campaign for exotic pet owners but the M&C Working Group agreed that it would be beneficial to examine the feasibility of developing one.

Landowners

Many large land holdings are open to the public for recreation and could play a key role in raising awareness of NNS issues and our campaigns.

Marine water users

More work is needed in this area to develop guidance / materials for different water users based on the existing *Check Clean Dry* campaign where possible.

Table 1. Key partners / audience from the top five stakeholder groups

Group (from the list agreed)	Key partners	Members	Key audience	European co-operation
Gardeners / pond owners	Horticultural Trade Association, Ornamental and Aquatic Trade Association, British Association of Landscape Industries	Horticulture and aquatic retailers (shops and online), Landscaping companies	Gardeners, Landscape gardeners, Pond owners, Horticulturists	European Horticulture Network: http://hortinet.eu
Recreational water users (freshwater)	Angling Trust, Royal Yachting Association, The Green Blue, British Canoeing, British Rowing Water companies	Clubs and marinas	Anglers, Canoeists, Kayakers, Boaters, Rowers, Triathletes, Open water swimmers, Divers, Dragon boat racers	European Anglers Alliance, European Boating Association
Exotic pet and fish owners	Pet Industry Federation, REPTA, British and Irish Association of Zoos and Aquariums, Ornamental and Aquatic Trade Association, Licensing authorities for pet shops, RSPCA, British Veterinary Association	Retailers of fish and exotic animals, Zoos, Wildlife parks, Aquariums, Vets, Animal welfare inspectors	Exotic pet owners, Fish owners, Animal rescue centres	European Pet Organization www.europets.org/index/htm , European Association of Zoos and Aquariums
Landowners	Landowner associations, National farmers unions, Wildlife Link, Water companies, Infrastructure, BASC, Outdoor learning	Landowners, Farmers, Public bodies, Individual NGOs, Outdoor education centres	Members of conservation NGOs, Field staff, Land managers, Interested public, Site workers, Water users	Birdlife International, PlantEuropa, European Habitats Forum, RAMSAR, WWF, European Landowners Organisation
Marine water users	Marine Pathways Project, Angling Trust, Royal Yachting Association, The Green Blue, British Marine, British Canoeing, British Rowing	Clubs and marinas	Anglers Canoeists Kayakers Boaters Rowers Open water swimmers Divers Dragon boat racers	European Boating Association

Recommendations

12. Efforts should be concentrated on the five stakeholder groups outlined above.
13. The *Check Clean Dry* campaign should be evaluated and revamped by the Aquatic Biosecurity Communications Working Group (see Table 4).
14. The NNSS should set up a Working Group to evaluate the effectiveness of the *Be Plant Wise* campaign and revamp this (see Table 5).
15. The NNSS should set up a Working Group to develop an awareness-raising campaign for the pet trade (see Table 6).
16. A mechanism to recognise and encourage the good work of stakeholders should be developed by the M&C Working Group.
17. The organisations outlined in Table 1 should be engaged by the M&C Working Group to improve awareness of NNS issues and biosecurity across GB and Europe.

Section 3 – Training and Education

The original M&C plan identified targeted and coordinated training as key to delivering certain aspects of the GB Framework Strategy. It concluded that a focussed sub-group should be established to review training and make recommendations for improving NNS training provision in GB. The Training Working Group was established in October 2010 and produced a report in 2012 containing 15 recommendations. This report recommended that training should target a range of stakeholders and focus on biosecurity, identification and surveillance, management and general information on NNS. It further recommended that information and training resources including online training modules should be developed in these areas and hosted through a training hub on the NNSS website, and that stakeholders should encourage staff and members to undertake this training.

Overall three out of the 15 recommendations of the report have been completed, nine are partially complete or ongoing and three have yet to start (see Table 2). A dedicated e-learning section was established on the NNSS website in 2014 with a package of six freely available online training modules, each with an associated assessment. A training section was also added to the NNSS website with sub-sections for anglers, boat and kayak users, environmental professionals, Government field staff, Local Action Groups, site workers and schools. Each sub-section contains links to sector-specific training materials.

Table 2. Progress on recommendations of the Training Working Group Report.

No	Recommendation	Priority	Cost	Status
1	<i>Training should focus on: biosecurity, identification & surveillance (particularly for new and emerging threats) and management (particularly strategic management), but a general introduction to NNS is also required.</i>	NA	None	Partially complete
2	<i>Key stakeholders to target for training include field workers (particularly within the Government family), local action groups, key industries (particularly those involved in the movement / trade of NNS) and training providers themselves.</i>	NA	None	Partially complete
3	<i>Specific training requirements should be identified in ISAPS and PAPS.</i>	NA	None	Partially complete
4	<i>Develop information packs and additional training resources for the priority areas: general understanding of INNS, biosecurity, identification & surveillance and management.</i>	HIGH	Moderate	Partially complete
5	<i>In association with the NNSIP project, a list of technical experts that can help with information development and assist in training delivery should be centrally maintained.</i>	MED	Low	Ongoing
6	<i>Develop NNS modules that can be integrated into other types of training provision.</i>	HIGH	Low	Complete
7	<i>The GB NNSS website should be developed to provide a central place to find information about NNS training in GB, including: training resources and information, online training, space to share good training practice, as well as space for providers to advertise and users to find training.</i>	MED	Low	Complete
8	<i>Develop an online training environment, including assessment, on the GB NNSS website with four modules covering: understanding NNS, biosecurity, identification and legislation.</i>	HIGH	Moderate	Complete
9	<i>Establish a national coordinating group to encourage uptake of training, improve coordination and help overcome barriers to training.</i>	MED	Low	Not started
10	<i>Question banks should be developed for priority subjects (introduction to NNS, biosecurity, identification and management) to facilitate assessment.</i>	MED	Low	Partially complete
11	<i>An accredited basic biosecurity course should be developed for GB, with training providers encouraged to develop qualifications / assessments for other subjects.</i>	MED	High	Not started
12	<i>Review standards and qualifications to identify those most relevant to NNS. Encourage, for example through the review process, those producing relevant standards / providing qualifications to integrate requirements relating to NNS.</i>	MED	Low	Not started
13	<i>All managers within Government bodies should be required to provide relevant NNS training for their staff, particularly biosecurity for field staff.</i>	MED	None	Partially complete
14	<i>Contractors should be required to demonstrate appropriate competencies (e.g. through training) to undertake work in relation to non-natives.</i>	MED	None	Partially complete
15	<i>Stakeholders should encourage their staff to undertake relevant NNS training, particularly biosecurity for field staff.</i>	LOW	None	Partially complete

Recommendations

18. The M&C Working Group should identify any relevant outstanding recommendations of the Training Working Group Report and continue to progress these.
19. Each Government agency with relevant field staff should endeavour to ensure they complete the biosecurity e-learning.
20. Further training materials should be developed by the Training Working Group as required.

Section 4 – Resourcing

Previous resourcing

In total, since 2008, approximately £720k has been spent on INNS awareness-raising activity across Government (Figure 1). This is a mean annual spend of £90k. Approximately £290k of this was spent on *Be Plant Wise*, though most was during the first year as part of the launch. Around £330k has been spent on *Check Clean Dry* and the rest on the public attitudes survey (£60k), training (£25k) and the NNSS website (£10-15k) (see Figures 1-2). *Be Plant Wise* and *Check Clean Dry* communications are currently coordinated by a 0.5 post in the NNSS.

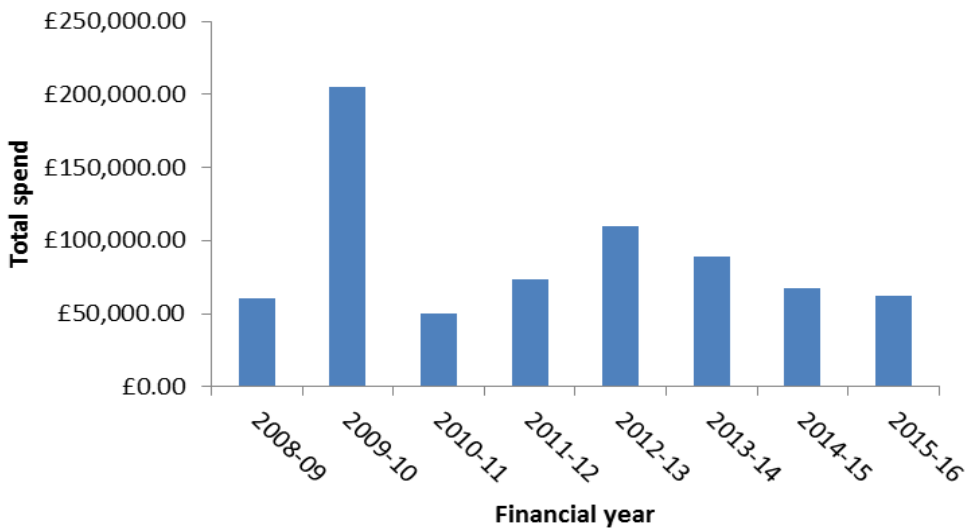


Figure 1. Annual Government spend on INNS awareness-raising activity in GB.

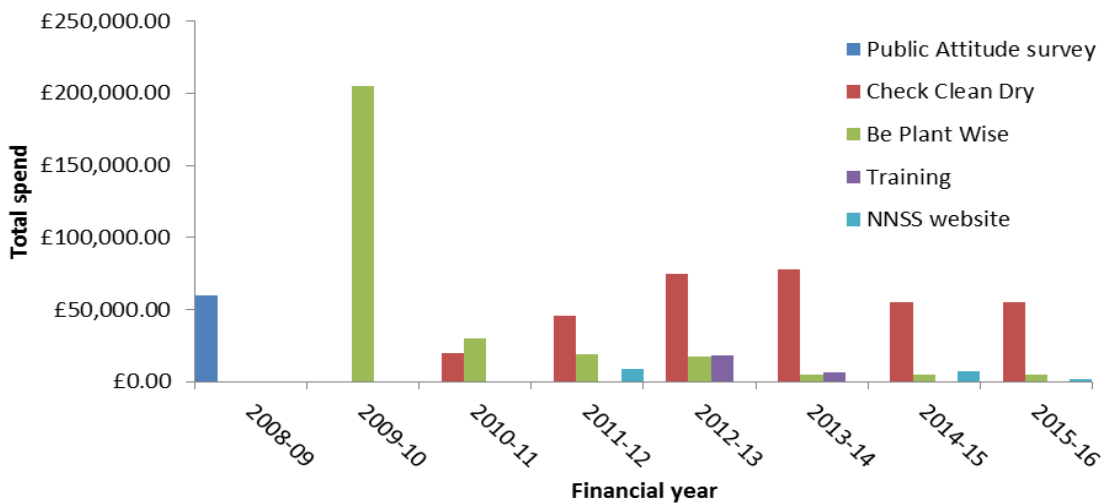


Figure 2. Annual Government spend on INNS awareness-raising activity in GB, by activity.

This level of funding is low compared to New Zealand where NZ\$5.2million (approx. £2.4million) was spent on their *Check Clean Dry* campaign alone between 2005 and 2008, a mean annual spend of around £600k.

Future priorities and recommendations

In order to meet the greater ambitions of the new GB Strategy and expand on previous communications work we need to substantially increase our spend on awareness-raising. This could be used to take forward a substantial and strategic work plan funded by Government and the private sector. We estimate that around £200-300k is needed for *Check Clean Dry* per annum, £30-50k for *Be Plant Wise*, £60k for a public attitude survey (one year only) and £10k for miscellaneous communications activities such as training. In addition, if we were to launch another campaign, such as for exotic pets, this would cost at least £20-30k per annum (see Table 3).

Table 3. Estimated resourcing needs for NNS communications activities.

	2017-18	2018-19	2019-20	Total
Repeat public attitudes survey		£60k		£60k
Revamped <i>Check Clean Dry</i> campaign	£250k	£250k	£250k	£750k
Revamped <i>Be Plant Wise</i> campaign	£50k	£50k	£50k	£150k
Develop new campaign for exotic pet owners	£25k	£30k	£30k	£85k
Training, website etc	£10k	£10k	£10k	£30k
Total	£335k	£400k	£340k	£1.075m

Check Clean Dry

We envisage Government will coordinate border biosecurity while the private sector would improve biosecurity at its assets (see Table 4).

Table 4. Potential further *Check Clean Dry* communications activity by Government and the private sector.

Further <i>Check Clean Dry</i> communications activity
Collateral
Review of messaging / materials by communications professionals
Development of new awareness-raising materials including consideration of activities that cannot use CCD e.g. large vessels which are not usually taken out of the water (marine vessels, FW cruisers, narrowboats and barges etc).
Translation of awareness-raising materials into other languages
Printing and dissemination of further copies of existing awareness-raising materials (inc signs)
Development of displays / exhibits at relevant visitor centres etc
Development of branded merchandise (angling / boating equipment)
PR / comms
Targeted communications work (ads, radio, special interest including to World Sailing and other organisations outside UK organising events etc)
Further use of novel media (social media accounts etc)
Promotion of materials for event and competition organisers
Temporary displays / stands at relevant events / competitions
Campaign
Development of a specific campaign at ferry terminals, Channel Tunnel, Eurostar, national and international events and competitions
Facilities / equipment
Development of wash down facilities <ul style="list-style-type: none">• Portable for use at large events• Fixed facilities at high risk clubs
Provision of duplicate equipment (e.g. drogues, nets)
Other
“Mystery shopper” visits to angling / boating clubs to evaluate success of campaign
Development of biosecurity plans for water bodies / events / activities
Development of biosecurity standards, methods and accreditation

Be Plant Wise

To extend *Be Plant Wise* (or develop a similar campaign) to cover terrestrial plants would present a significant challenge. We estimate that we need to at least double the current £20,000 annual spend to achieve significant impact (Table 5).

Table 5. Potential further *Be Plant Wise* communications activity by Government and the private sector.

Further <i>Be Plant Wise</i> communications activity
"Mystery shopper" visits to garden centres to evaluate success of campaign
Review of messaging / materials by communications professionals
Development of new awareness-raising materials
Targeted communications work (ads, radio, special interest etc)
Temporary displays / stands at relevant events
Development of branded merchandise
Development of displays / exhibits at relevant visitor centres etc
Use of novel media (social media accounts etc)

Exotic pets

We estimate that developing an awareness-raising campaign for exotic pet owners (Recommendation 15) would cost at least £30,000, based on the cost of the launch of *Check Clean Dry* (Table 6).

Table 6. Potential communications activity by Government and the private sector on responsible ownership of exotic pets.

Communications activity on responsible ownership of exotic pets
Development of messaging and branding
Development of awareness-raising materials
Targeted communications work (ads, radio, special interest etc)
Displays / stands at relevant events
Development of branded merchandise
Development of displays / exhibits at relevant visitor centres etc
Use of novel media (social media accounts etc)

Section 5 – Risks and Threats

This section outlines a number of risks associated with the delivery of this revised M&C plan and suggestions for how these might be mitigated.

Risks to delivery of revised M&C plan	Ways to mitigate risks
<p>Failure to reach sector of target audience who are not members of national associations or clubs.</p>	<p>Place articles in trade press or special interest magazines.</p> <p>Seek proactive opportunities to get messages across in mass media or at large events (e.g. boat / angling shows).</p> <p>Use social media to raise profile of INNS issues and generate interest.</p>
<p>Low uptake of biosecurity practices because:</p> <ul style="list-style-type: none"> • They are too onerous or difficult to apply. • “others don’t bother, so why should I?”. • NNS are going to get there eventually. 	<p>Take time to understand the audience’s needs, how much effort they are willing to invest, and what will work for them.</p> <p>Understand limitations in facilities and work to improve these.</p> <p>Identify what motivates the target audience and what’s in it for them.</p> <p>Every little helps – it’s better if 100 people take small steps to reduce their risk than one or two people do everything they can.</p> <p>We may not be able to stop all INNS from arriving but there are significant gains from slowing their rate of introduction and spread.</p>
<p>Risk of alienating key audiences and target audiences by appearing to treat them unfairly.</p> <p>This can have negative consequences, such as:</p> <ul style="list-style-type: none"> • Adverse media coverage. • Misinformation undermining campaign. • Switching off target audience to messages. 	<p>Avoid singling out individuals or groups of stakeholders in communications about NNS.</p> <p>Present risks objectively and avoid statements that may be sensationalised by certain sectors of the media.</p> <p>Be proactive in sharing information and prepare reactive lines to counter any misinformation that may arise.</p>
<p>Limited funding for communications work.</p>	<p>Look for alternative funding sources.</p> <p>Prioritise work.</p>

Annex A: Key Actions from the 2015 Great Britain Invasive Non-native Species Strategy

We will:

Key Action 6.1

Build on the successes of existing campaigns, evaluating and revising the where necessary;

Key Action 6.2

Use more targeted communications (including novel means of communication) aimed at key sectors and pathways

Key Action 6.3

Promote better access to information about INNS – especially for sectors and interest groups involved in key pathways;

Key Action 6.4

Continue to assess public attitudes and evaluate the effectiveness of communication campaigns to inform the communications strategy;

Key Action 6.5

Charge the Media and Communications Working Group with reviewing its existing plan and obtaining input from Non-Government Organisations / trade and specialists in further communications support;

Key Action 6.6

Work with Non-Government Organisations / trade bodies to make better use of existing mechanisms to disseminate consistent messages;

Key Action 6.7

Work with Animal and Plant Health colleagues to develop consistent messaging around biosecurity and maximise opportunities for collaboration;

Key Action 6.8

Maintain, update and develop the NNSS website;

Key Action 6.9

Continue to develop training tools including online resources.

Annex B: Branding

NNSS branding



Check Clean Dry branding



Be Plant Wise branding



Annex C: *Check Clean Dry* campaign overview.

Background

Check Clean Dry, launched in March 2011, was developed as a partnership between Government and key stakeholders. Since the launch, over 60 NGOs and trade partners have helped support the campaign by disseminating messages and materials, and promoting these at a wide range of events including the CLA Game Fair, RYA Suzuki Dinghy Show, Southampton Boat Show, London Boat Show, and Head of the River Race. Articles have been placed in key publications, including a front page spread in *Gamefisher Magazine*, and awareness raising installations have been built to promote the campaign at Bristol Zoo, Bristol Aquarium, and the Wildlife and Wetlands Trust centre, London.

Local Action Groups have undertaken numerous other activities and events (e.g. training the trainers for Riverfly Partnership, installing *Check Clean Dry* biosecurity points at adventure races in Cumbria, and best practice sharing events such as conferences on invasive species in the New Forest and Devon) and installed biosecurity officers to help support the campaign's core messages (i.e. at Norfolk and Suffolk Broads).

Border biosecurity

In 2016, the NNS and Defra ran a pilot border biosecurity campaign based on *Check Clean Dry*, working with the UK Border Force to install posters at key ports in the UK and France, targeting anglers travelling abroad with their own equipment. In 2017 the campaign was extended to cover boaters and new materials developed (a boating poster and general leaflet). These will be displayed in key positions in eight ports in England with links to France, Belgium and the Netherlands.

Collateral developed

A range of materials have been developed and disseminated in partnership with stakeholders to support the campaign (materials marked with * are included in examples of collateral, below):

Leaflets

- A4 trifold leaflet, Angling*
- A4 trifold leaflet, Boating
- A4 trifold leaflet, Border Biosecurity

- A4 leaflet, Stop the Spread
- A4 double sided leaflet: Stop the Spread, Angling
- A4 double sided leaflet: Stop the Spread, Boating

Posters

- A4 laminated poster, Stop the Spread
- A4 double sided laminated poster: Stop the Spread, Angling
- A4 double sided laminated poster: Stop the Spread, Boating
- A2 / A3 border biosecurity poster, Angling*
- A2 / A3 border biosecurity poster, Boating*
- A2 / A3 border biosecurity poster, Angling (Scotland)

Signage - see Figure 1 for distribution.

- A3 fixed sign, Boating
- A3 fixed sign, Boating (marine)
- A3 fixed sign, Boating (marine, bilingual – English and Welsh)
- A3 fixed sign, Angling
- A3 fixed sign, Angling (bilingual - English and Welsh)
- A3 fixed sign, Angling (without boat)
- A4 fixed sign, Stop the Spread

Other

- Pocket guide to identification of invasive aquatic species
- Pop-up poster
- Wrist snap bands
- Waterproof stickers*
- Videos
- Website (www.nonnativespecies.org/checkcleandry)
- Twitter (@CheckCleanDryGB)
- E-learning – a biosecurity module based on *Check Clean Dry* is freely available through the NNSS e-learning site (www.nonnativespecies.org/elearning)

Examples of collateral

Further collateral developed by partner organisations:

RYA / The Green Blue

- The Green Blue leaflet for clubs
- Check Clean Dry check list

- Posters
- Activity packs
- Pocket cards for instructors
- CSI loan packs
- Dinghy Show boards
- RIB stickers

Examples of collateral



STOP THE SPREAD OF ALIEN SPECIES

Invasive non-native species can damage boating equipment, block water treatment systems and harm native habitats.

Display these stickers on your boat to remind you of three simple steps that help to stop the spread.

For more information visit:
www.rya.org.uk/go/alienspecies

STOP THE SPREAD OF ALIEN SPECIES!

- ✓ WASH DOWN BOAT, TRAILER AND TYRES
- ✓ FLUSH ENGINE WITH CLEAN WATER AND DRAIN
- ✓ CLEAN AND DRY EQUIPMENT, CLOTHING AND FOOTWEAR

STOP THE SPREAD OF ALIEN SPECIES!

- ✓ WASH DOWN BOAT, TRAILER AND TYRES
- ✓ FLUSH ENGINE WITH CLEAN WATER AND DRAIN
- ✓ CLEAN AND DRY EQUIPMENT, CLOTHING AND FOOTWEAR

STOP THE SPREAD OF ALIEN SPECIES!

- ✓ WASH DOWN BOAT, TRAILER AND TYRES
- ✓ FLUSH ENGINE WITH CLEAN WATER AND DRAIN
- ✓ CLEAN AND DRY EQUIPMENT, CLOTHING AND FOOTWEAR

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Impact

Targeted research was completed in the Norfolk Broads to examine the impact of *Check Clean Dry*. Within one year of efforts to promote the campaign in the Broads, there was a 9% (from 43% in 2012 to 52% in 2013) increase in people carrying out the good biosecurity practices as promoted by the campaign. Compliance in high risk users increased from 71% to 86% within a year.

The University of Leeds led a research project on aquatic biosecurity, including analysis of the impact of *Check Clean Dry* on anglers and canoeists. Anglers and canoeists that had heard of *Check Clean Dry* were six times more likely to clean and dry their kit after every use than those who had not heard of the campaign.



Figure 1. Map of distribution of *Check Clean Dry* fixed signs (some locations missing).

Annex D: *Be Plant Wise* campaign overview.

Background

Be Plant Wise, launched in February 2010, is actively supported by a wide range of partners from industry, NGOs, and Local Action Groups and has previously received endorsement from celebrities including the gardener Charlie Dimmock, who starred in campaign videos. The campaign has been promoted at numerous large events including Aqua (the national aquatics trade fair) and RHS Flower Shows at Chelsea and Cardiff. Over 230 aquatic plant retailers, including the chain stores *Dobbies* and *Maidenhead Aquatics*, have taken up *Be Plant Wise* resources and promoted the campaign to their customers.

Collateral developed

A range of materials have been developed and disseminated in partnership with stakeholders to support the campaign (materials marked with * are included in examples of collateral, below):

Leaflets

- A5 leaflet*
- A4 trifold leaflet

Posters

- *Be Plant Wise* poster
- Know what you Grow poster*
- Stop the Spread poster
- Compost with Care poster
- Staff poster

Be Plant Wise kits (consisting of leaflets and posters, plus the following)

- A3 Correx Boards
- Lily Pads
- Large Bed Cards
- Shelf Barkers
- Lanyards

Other

- Waterproof sticker*
- Pop-up poster
- Videos
- Website (www.nonnativespecies.org/beplantwise)
- E-learning - invasive species e-learning has been produced to raise awareness, and provide guidance on identification of invasive aquatic and riparian plants. (www.nonnativespecies.org/elearning)
- Plant labels

Examples of collateral



Impact

The initial campaign launch generated extensive media coverage:

- Daily Telegraph exclusive launch feature
- 7 x national press pieces
- 4 x Scottish media pieces
- 13 x national television and radio pieces
- 4 x regional television and radio pieces
- 9 x national online pieces
- 8 x trade media pieces
- 9 x consumer online pieces

100% of coverage was either favourable or strongly favourable, and 95% included at least one key message. The initial launch reached over 17,659,000 UK adults, including 37% of gardeners, at a cost of £1 per 824 people reached. As a result of the media coverage, the campaign video featuring Charlie Dimmock was viewed over 4000 times, and the campaign website visited over 11,700 times.

Annex E: *Invasive Species Week* campaign overview.

Background

In February 2015, the NNS and Defra ran a week-long social media campaign with stakeholders, *Invasives Species Week*, to raise awareness of invasive species and their impacts. In March 2016 and 2017, two further *Invasive Species Week* campaigns coordinated by the NNS built on the success of the initial online campaign and also featured activities and events carried out by a wide range of stakeholders.

Highlights

2016

- Over 160 organisations involved.
- 21 events held including talks, workshops and training sessions.
- The Defra Minister for Biosecurity visited Thames Water to see biosecurity in action.
- Biosecurity pledges from a range of stakeholders including the British Sailing Team, to celebrate the 5th anniversary of Check Clean Dry.

2017

- Over 340 organisations involved.
- 50 events held including talks, training sessions, workshops, practical management and more.
- The Defra Minister for Biosecurity made four visits to see INNS management and biosecurity in action and launch a new recording app developed by the Centre for Ecology and Hydrology and GB NNS, *Asian Hornet Watch*.
- *Asian Hornet Watch* app launched and downloaded over 1700 times.

Examples of material produced for social media

Invasive Species Week 2017!

Animals and plants from all over the world have been introduced to Britain by people. These are known as non-native species. While most are harmless, a significant proportion become invasive - damaging our environment and wildlife, the economy, or even our health and the way we live.

This week we'll be finding out more about invasive non-native species (INNS) and how everyone can help prevent their spread. If you're inspired, #getINNSolved!

How many invasive species do we have?

There are around 2000 established non-native species in Britain	Most are harmless but 10-15% are invasive	It can take just 1 individual to start a new invasion
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How do they affect us?

They can harm our wildlife and environment, and the damage they cause is usually irreversible.	They can block up waterways preventing us from using them for travel and recreation.
Each year invasive species cost the UK economy over £1.8 billion	They can pose a risk to our health by spreading disease or as irritants of the skin and respiratory system.

I want to be a part of Invasive Species Week, what can I do?

- Take part in Biosecurity Hour and improve your biosecurity
- Join a Local Action Group
- Record an invasive species
- Train yourself in invasive species identification
- Take free online biosecurity training
- Talk to your local Wildlife Trust, angling club, etc about biosecurity

Find out more at www.nonnativespecies.org/invasivespeciesweek

How much do you know about biosecurity?

What is biosecurity?	Why is it important?	Why should it matter to me?
Biosecurity is taking steps to reduce the risk of introducing or spreading invasive species (and other harmful organisms like disease).	A new invasion can start from a single tiny animal, egg or fragment of plant which can be hard to see with the naked eye. A good biosecurity routine will help to remove these from your clothing and equipment.	Invasive species have an impact on everyone, whether through harm to native species you love, the aquatic sports you enjoy, or by causing problems in your garden and home.

Some aquatic invasive species, including the ones below, can survive out of water for 16 days on damp clothing & equipment

Everyone has a role in helping to prevent the spread of invasive species. This Invasive Species Week take part in our Biosecurity Hour and take action to improve your biosecurity. You can take free online biosecurity training at www.nonnativespecies.org/elearning

If you work in the environment or enjoy fishing, boating, canoeing or other similar activities, remember to:

- CHECK** your equipment and clothing for living organisms. Pay particular attention to areas that are damp or hard to inspect.
- CLEAN** and wash all equipment, footwear and clothes thoroughly. Use hot water where possible. If you do come across any organisms, leave them at the water body where you found them.
- DISP**ose all equipment and clothing - some species can live for many days in damp conditions. Make sure you don't transfer water elsewhere.

If you are a gardener, have a pond or own an aquarium, remember to:

- BE PLANT WISE**
- KNOW** what you have
- COMPOST** with care
- STOP** the spread

#InvasiveWeek
For more information visit: www.nonnativespecies.org/invasivespeciesweek

The rare tansy beetle was originally widespread across Britain but is now endangered. This is partly due to an invasive plant, Himalayan balsam.

Tansy beetles rely on the tansy plant for food and shelter, but since the introduction of Himalayan balsam, the number of tansy plants has declined as they are unable to compete for space and resources.

Tansy beetles are now restricted to two populations which are supported by conservation schemes to try and protect them from extinction.

#invasivesWeek

Impact

2016

Defra issued a press release during *Invasive Species Week* 2016 which included support from the Defra Minister for Biosecurity. This, and two press releases from Local Action Groups, resulted in

eight articles on *Invasive Species Week* and the need for biosecurity. Media coverage was 100% positive. Posts from the @CheckCleanDryGB account reached over 118,500 Twitter feeds.

2017

Two Defra press releases, and additional releases from Local Action Groups and stakeholders, resulted in 23 print items in the media, 3 radio discussions and 3 TV interviews. Media coverage was 100% positive. Posts from the @CheckCleanDryGB account reached over 119,000 Twitter feeds. In addition, over 200 *Check Clean Dry* biosecurity signs were installed and the *Asian Hornet Watch* recording app was downloaded over 1700 times.