

CASE STUDY: LAKE SIMCOE AQUATIC INVASIVE SPECIES CBSM PROJECT

Client: Ontario Federation of Anglers & Hunters and the Ontario Ministry of Natural Resources, Ontario, Canada

OVERVIEW

The Invading Species Awareness Program (ISAP) has been raising awareness of the threat of invasive species to Ontario's biodiversity since 1992, engaging the public in preventing their introduction and spread. Recreational activities such as boating, angling and the release of live bait are some of the major pathways which allow invasive species to spread through Ontario's waterways. The development of a Community-Based Social Marketing (CBSM) project aimed at changing behaviours to reduce the introduction and spread of invasive species in the Lake Simcoe watershed was identified as a strategic action in the Lake Simcoe Protection Plan.

SERVICES

Lura developed the CBSM campaign from start to finish. Initial research included a literature review of best practices, focus groups with boaters and anglers, and a survey. Strategies were designed to reduce the barriers, maximize the benefits, and reinforce desired behaviours using CBSM tools. Behaviour change strategies were pilot tested at six boat launch sites on Lake Simcoe over a four week period in the spring of 2011. The results were analyzed and recommendations for full-scale implementation across Lake Simcoe were made.



Boaters pressure washing boats before launching into Lake Simcoe as part of the pilot.

RESULTS

Results of the pilot were very promising in using CBSM strategies to influence boater behaviours. Incremental increases in participation levels in the desired boating practices were evident in each pilot condition tested:

Pilot Site Intensity Level	Boaters Who Used the Boat Wash Station	Boaters Who Drained Their Boat Bilges	Boaters Who Drained The Lower Unit of Their Motor
High Intensity	73.2%	80.6%	63.1%
Medium Intensity	31.5%	53.2%	46.7%
Control	N/A	32.4%	22.3%

Sustained behavioural change was also measured beyond the end of the pilot project during post-pilot evaluation, which also showed increased levels of awareness among boaters about the issues of aquatic invasive species.