

2019 INVASIVE SPECIES AWARENESS WEEK

FEBRUARY 25 - MARCH 1, 2019 | #INVSPWK

Invasive Species Awareness Week (ISAW) is a collaborative initiative that focuses on communicating with citizens and organizations about invasive species through social media. The campaign has operated successfully since 2016 with various organizations joining together to share a united message on the threat invasive species pose to Ontario's natural heritage. ISAW is inspired by the "National Invasive Species Awareness Week" in the United States and we share the dates they select to run their campaign in the last week of February.

More than 30 organizations have participated in the campaign formally in past years, with many other organizations and individuals following suit during the 5-day campaign. The campaign was so popular in 2017 that our unique hashtag (#InvSpWk) was trending on Twitter!

This year, ISAW will take place February 25 – March 1, 2019 using the hashtag #InvSpWk.

GOAL: Engage in dialogue with our audience about invasive species and their impacts and share methods for stopping the spread of invasive species.

AUDIENCE: We hope to reach individuals that are outdoor enthusiasts (including hikers and campers), recreational anglers and hunters, farmers, and cottage/property owners. These groups of people are the individuals that can help stop the spread of invasive species.

HOW YOU CAN PARTICIPATE: Your organization can choose to participate in one of two ways or a combination of both:

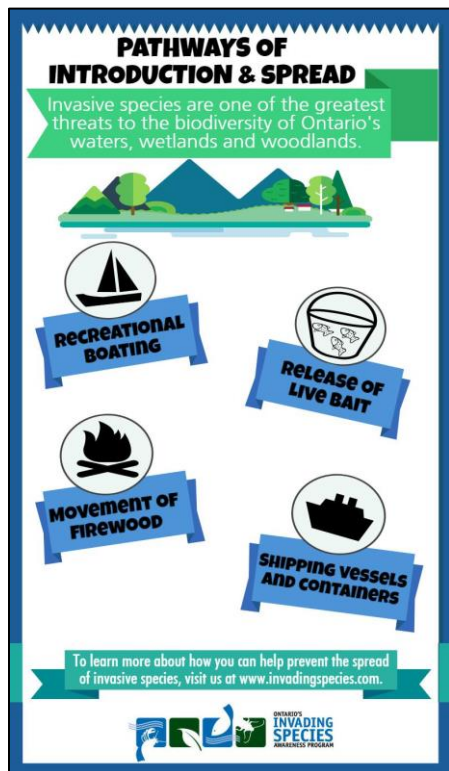
1. Your organization can like and share/retweet posts created by participating organizations using the hashtag #InvSpWk.
2. Your organization can create their own invasive species content using the daily themes as a guide and share them using the hashtag #InvSpWk.

SCHEDULE

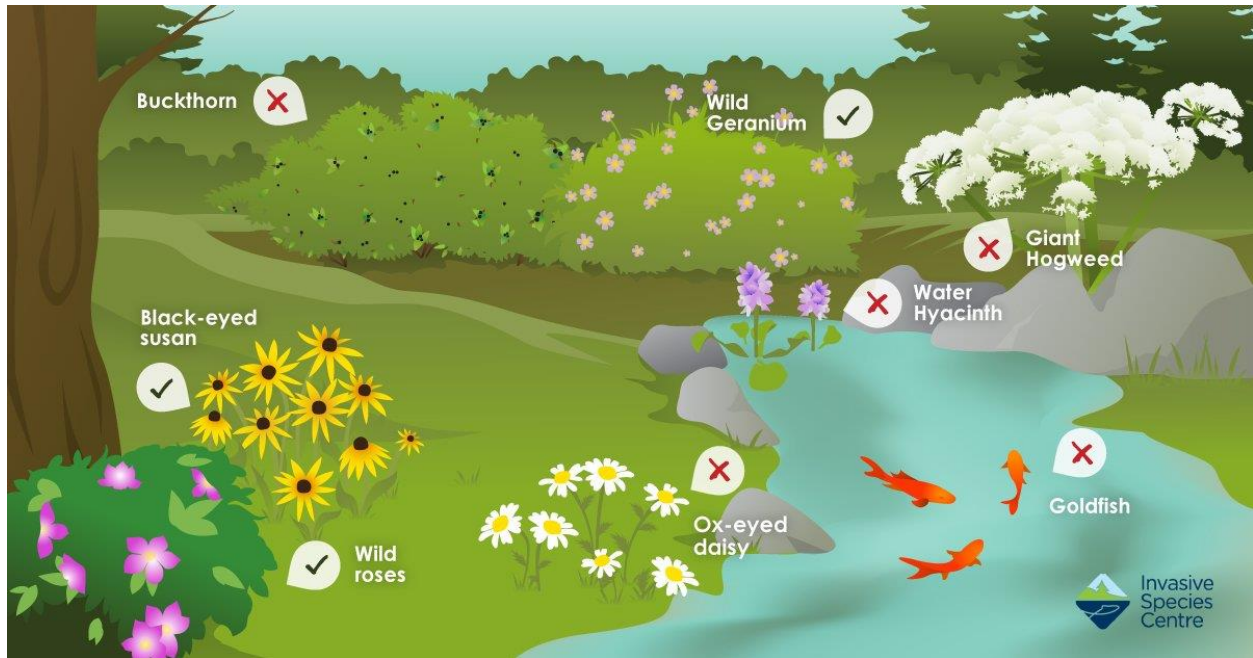
DATE	THEME	GENERAL APPROACH
MONDAY FEB 25	Pathways of Spread	Communicate with the public about different ways that invasive species spread.
TUESDAY FEB 26	What's in My Backyard?	Talk about invasive species that are prevalent in your geographic area.
WEDNESDAY FEB 27	Prevention & Reporting	Share tips for preventing the spread and reporting species when spotted.
THURSDAY FEB 28	Invasive Species in the Garden	Spotlight invasive species such as goutweed and periwinkle, which have "roots" in the horticulture/gardening industry. This is an opportunity to highlight invaders that were introduced intentionally.
FRIDAY MAR 1	Invasive Species in the Classroom	Share resources that can be used to teach children about invasive species.

EXAMPLES OF SOCIAL MEDIA POSTS

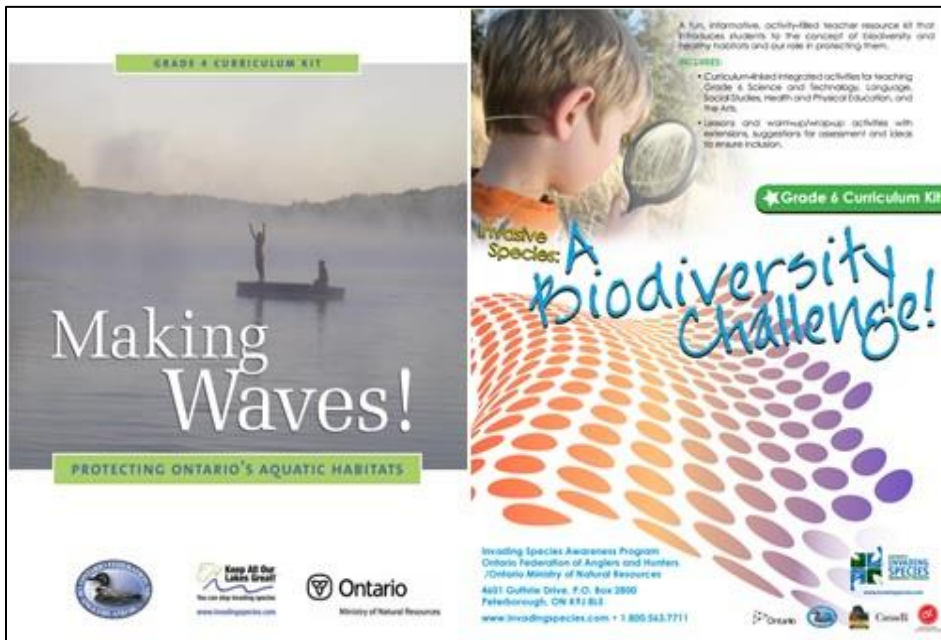
Example 1 - Pathways of Spread: Invasive species are one of the greatest threats to the biodiversity of Ontario's waters, wetlands and woodlands. They can spread through recreational boating, release of live bait, and the movement of firewood. #InvSpWk



Example 2 - Invasive Species in the Garden: Don't let invasives into your garden, try planting these and other native species instead! For ideas visit <http://ht.ly/RDcW309kFyC> #InvSpWk



Example 3 - Invasive Species in the Classroom: Looking for a fun way to teach students about #invasivespecies? We have #FREE teacher resource kits for grades 4 & 6. #InvSpWk



PROMOTIONAL GRAPHICS

Leading up to ISAW, the following promotional graphics will be used to market the event on social media. Feel free to use these on your channels! **A print poster is also available for download on the ISAW 2019 webpage.**

Digital Poster:



Email Signature:



CONTACTS

- **Invasive Species Centre:** Leah Hodgson (705-541-5751, lhodgson@invasivespeciescentre.ca)
- **Invading Species Awareness Program:** Chase Guindon (705-748-6324 ext. 250, chase_guindon@ofah.org)
- **Forests Ontario:** Stephanie Prince (416-646-1193 ext. 225, sprince@forestsontario.ca)
- **Ontario Invasive Plant Council:** Vicki Simkovic (705-741-5400 ext. 201, vicki@oninvasives.ca)

RESOURCES

Invading Species Awareness Program - Downloadable Resources

Ontario Invasive Plant Council – Invasive Plant Control Documents

Grow Me Instead Program (OIPC Horticultural Outreach)

Invader Raiders Activity Book (OIPC Educational Resource)

Ontario Ministry of Natural Resources and Forestry

EDDMapS Ontario

Invasive Species Centre

Forest Invasives

Forests Ontario

Environment and Climate Change Canada

Great Lakes Information Network

Asian Carp Canada

EDRR Ontario

Great Lakes Fishery Commission

Alberta Invasive Species Council

Illinois - Indiana Sea Grant

Purple Loosestrife Manitoba

Michigan Sea Grant

Minnesota Sea Grant

University of Wisconsin Sea Grant Institute

Best Management Practices Guides

Look Before You Leave Campaign

Citizen Action Plans