COMMUNICATION STRATEGIES FOR INVASIVE SPECIES OUTREACH

1. ACTIVATE VALUES
Aligning messages with values increases the likelihood that people will find a message relevant and engage with it.

Biospheric
Reference how the beauty of nature will be harmed unless protected by anglers.

Egoistic
Emphasize the opportunity to be a leader in the community by taking action.

Eudamonic
Indicate that taking action will lead to long-term happiness and achieving goals.

2. MAKE IT PERSONAL
To be inspired to take action, anglers must feel that they are personally at risk of species invasions.

Aim to include specific anecdotes of favorite fishing sites harmed by invasive species.

3. BUILD CONFIDENCE
1) Highlight the wins of environmental protection to establish mastery over the way anglers think about their influence on aquatic invasive species.

2) Identify and showcase the actions and achievements of role models that are minimizing the spread of aquatic invasive species.

3) Share success stories among everyday people so other anglers can live vicariously through these experiences.

4) Create opportunities that facilitate the emotional and mental well-being of anglers to increase self-efficacy.

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