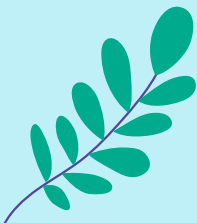


COMMUNICATION STRATEGIES FOR INVASIVE SPECIES OUTREACH

1 ACTIVATE VALUES

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

Three key angler values can be highlighted with the following strategies:



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

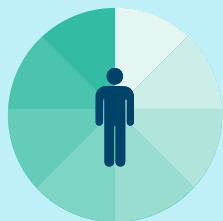


Eudamonic

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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