



Reporting Our Progress in Caring for the Land and Serving People



Public Awareness Campaigns for Invasive Species, Fish, and Native Plants NatureWatch Program FY2012 Accomplishments National Forest System, Eastern Region

State: Eastern Region

Accomplishments:

- Invasive species billboard messages (183,000,000 impressions);
- Native plants and pollinators message to readers of National Home Gardening Club Magazine (audience of 4,636,000);
- The State Fish Art curriculum and art contest featured presentations and events in 13 major markets reaching 13,000,000 people.

Forest Service Contribution: \$ 43,000

Partner Contribution: \$ 654,000

Value added and in-kind: \$ 425,235

Total Project Costs: \$ 1,139,000

External Partners:

Wildlife Forever and 39 additional partners.

Internal Partners:

Region 9 Invasive Species, Fish & Aquatic Ecology, and Botany Programs.



Wildlife Forever celebrated its 25th Anniversary this year, along with the 15th year of the K-12th grade State Fish Art contest and a milestone of 1 billion people reached through the invasive species, "Threat Campaign".

Wildlife Forever, in partnership with the U.S. Forest Service and numerous state, tribal, and federal partners, continues to embark on a comprehensive outreach and education strategy in the ongoing battle against invasive species.

The Threat Campaign invasive species partnership provides one of the most cost-effective outreach and education programs in government today. As a result of six years in partnership development and outreach coordination, nearly 1 billion impressions have been made.



Threat Campaign partners have created numerous outreach and educational tools. With creative graphics and consistent "Stop Aquatic Hitchhiker" messaging, these products reach out effectively to recreational users.



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