

Cariboo Chilcotin Coast Invasive Plant Committee
Draft Communications Plan
V.3 March 2007

Membership of the CCCIPC

Membership is open to all interested individuals or organizations that support the objectives of the Invasive Plant Strategy for British Columbia and of the CCCIPC. It is designed to be inclusive of diverse interests (CCCIPC Terms of Reference). To achieve the Committee's goals, collaboration among members will be inherently necessary.

Target Audiences for Communications

1. CCCIPC members
2. Residents, including youth, of the region covered by the CCCIPC
3. Land users (stakeholders) having (but not limited to) such areas of interest as: Agriculture, Horticulture, Regional Districts, Environment, Federal government, First Nations, Forest industry, Mining, Other local government, Provincial government, Recreation and tourism, Research, Transportation, Utilities

Communications Goals

1. Residents and land users of the region covered by the CCCIPC will recognize the ecological and economic impacts associated with invasive plants.
2. Residents and land users of the region covered by the CCCIPC will be aware that the spread of invasive plants is preventable through early detection and rapid treatment actions.
3. Residents and land users of the region covered by the CCCIPC will be able to recognize and identify major invasive plant species in the region.
4. Residents and land users of the region covered by the CCCIPC will be aware of the actions they can take to help reduce the spread of invasive plants.
5. The CCCIPC membership and the public will be informed about ongoing activities and collaborations.

Key Messages for Each Goal (numbers refer to list above)

1. a) Invasive plants are non-native species that aggressively colonize natural ecosystems.
b) Invasive plants often originate from horticultural sources.
c) Invasive plants reduce the quality of natural ecosystems.
d) Invasive plants reduce the amount of forage available to livestock and wildlife.

- e) The larger the area infested by invasive plants, the more expensive and difficult control measures will be.
 - f) Some invasive plants species are poisonous to livestock if eaten, while others can cause irritation to people and mammals due to their physical characteristics.
 - g) Severe infestations of invasive plants can lead to soil degradation.
2.
 - a) Invasive plants can be slowed or prevented from spreading into and throughout our region.
 - b) Many invasive plants have not yet arrived in the region covered by the CCCIPC, however, maintenance of our valuable natural area depends on residents and land users to help keep up the guard.
 - c) Through identification of infestations and rapid follow-through with control options, residents and land users can help stop the spread of invasive plants.
 - d) Through deliberate care and attention, residents and land users can prevent spread of invasive plants in their daily activities.
 3.
 - a) There are at least ten species of invasive plants threatening our regional ecosystems.
 - b) The ability to identify these major invasive plant species is the first step to managing spread. Further actions, like communication and removal, can then be made.
 4.
 - a) Control options vary according to plant species and may include hand-pulling, mechanical cutting, chemical herbicides, biocontrol and behavioural modification, i.e. cultural change.
 - b) People can hand-pull, bag and burn invasive plants on their own initiative to help save our region from these aliens.
 - c) The Cariboo Regional District provides invasive plant management assistance to landowners through:
 - offering management advice
 - lending spray equipment
 - dispensing herbicide
 - supplying biological control agents
 - d) Ongoing development of Best Management Practices is underway and land managers and users should consult these tools as decision aids.
 5.
 - a) As “weeds know no boundaries”, collaboration among members and jurisdictions is essential for invasive plant management success.
 - b) Participation in the CCCIPC initiatives ensures all interest groups are represented and contributing input.
 - c) The membership can help disseminate invasive plant information inexpensively through individual networks and publications.
 - d) CCCIPC activities and initiatives are ongoing.

Communications Activities and Resources as they relate to Communications Goals:

We will first inventory existing resources and then assess gaps before assigning priorities.

GOAL #1: Residents and land users of the region covered by the CCCIPC will recognize the ecological and economic impacts associated with invasive plants (IP).

Objectives	Activities/ Products	Priority	Lead	Budget	Establishment Target	Status
Increase awareness of residents and land users about the definition of IP, their sources and impacts on ecosystems and economies.	“Knapweed Alert” advisory signs at high-profile locations throughout the CRD		Cariboo Regional District			Done
Increase awareness of residents and land users about the definition of IP, their sources and impacts on ecosystems and economies.	Advertisements in newspapers, community event guides, info book		Cariboo Regional District			Ongoing
Increase awareness of residents and land users about the definition of IP, their sources and impacts on ecosystems and economies.	Table-top display for meetings, community events		Cariboo Regional District			Done, Ongoing
Increase awareness of residents and land users about the definition of IP, their sources and impacts on ecosystems and economies.	Invasive Plant Management Program Brochure		Cariboo Regional District			Done
Increase awareness of residents and land users about the definition of IP, their sources and impacts on ecosystems and economies.	Presentations to Grade 3 classes		Cariboo Regional District			Ongoing

Increase awareness of residents and land users about the definition of IP, their sources and impacts on ecosystems and economies.	Weed Warriors Volunteer Hand Pull Events		Cariboo Regional District		Summer 2007	Ongoing
Increase awareness of residents and land users about the definition of IP, their sources and impacts on ecosystems and economies.	Existing web sites in BC (see http://www.kootenayweeds.com/links.php)		IPCoFBC, MOFR AIPP and Invasive Alien Plants, MoAgr. And Lands, E-Flora BC, USDA			Done
Increase awareness of residents and land users about the definition of IP, their sources and impacts on ecosystems and economies.	IP_InfoSource: Invasive Plants Information Compendium (web-based database)		IPCouncil of BC			Ongoing
Increase awareness of residents and land users about the definition of IP, their sources and impacts on ecosystems and economies.	Develop and broadcast engaging radio ads for local airplay. A television spot for local cable channels could also be produced.		To be determined (CRD?)			
Increase awareness of gardeners/horticulturalists of impacts of potential for escape of IPs and foster a sense of responsibility	Beautiful in your Garden, But Be Aware brochure		IPCouncil of BC		2006 (second printing)	Done
Increase awareness of residents and land users about the definition of IP, their sources and impacts on ecosystems and economies.	Newspaper articles or ads with photos		To be determined			
Increase awareness of residents and land users	Field trips targeting geographic centres within		CCCIPC – to be determined		Summer 2007	

about the definition of IP, their sources and impacts on ecosystems and economies.	Region to enable participation					
Increase awareness of residents and land users about the definition of IP, their sources and impacts on ecosystems and economies.	Table top display for public events – The IPC of BC will allow use of theirs by local committees		Local event organizers			
Increase awareness of residents and land users about the definition of IP, their sources and impacts on ecosystems and economies.	Brochure: “Weed control is...Caring for the future”		MOFR Invasive Alien Plants program		2002	Done
Increase awareness of residents and land users about the definition of IP, their sources and impacts on ecosystems and economies.	Brochure Series: “Beware These Alien Weeds”, e.g. Japanese and giant knotweed, marsh thistle		MOFR Invasive Alien Plants program		2002	
Enable natural resource managers, scientists, and educators pursuing ecological approaches to invasive plant management with a science-based information clearinghouse	Website portal for all western IP info: http://www.weedcenter.org/		Centre for Invasive Plant Management, Montana State University		?	Done
Foster sense of pride and ownership amongst owners and users of non-infested lands and proactively enable early detection rapid response	Establish Cooperative Weed Prevention Areas as was done in Montana (made up of weed-free landowners who take aggressive action to prevent weed invasion and weed establishment in prioritized weed-free		USDA Natural Resources Conservation Service (NRCS) and the National Fish and Wildlife Foundation			

	rangelands and critical zones where weeds are advancing)					
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GOAL #2: Residents and land users of the region covered by the CCCIPC will be aware that the spread of invasive plants is preventable through early detection and rapid treatment actions.

Objectives	Activities/ Products	Priority	Lead	Budget	Establishment Target	Status
Increase awareness of residents and land users about prevention of IP spread.	Advertisements in newspapers, community event guides, info book		Cariboo Regional District			Ongoing
Increase awareness of residents and land users about prevention of IP spread.	Table-top display for meetings, community events		Cariboo Regional District			Done, Ongoing
Increase awareness of residents and land users about prevention of IP spread.	Invasive Plant Management Program Brochure		Cariboo Regional District			Done
Increase awareness of residents and land users about prevention of IP spread.	Presentations to Grade 3 classes		Cariboo Regional District			Ongoing
Engage residents and land users to participate in IP occurrence monitoring	Weed Warriors Volunteer Hand Pull Events		Cariboo Regional District		Summer 2007	Ongoing
Increase awareness of residents and land users about prevention of IP spread.	Existing web sites in BC (see http://www.kootenayweeds.com/links.php)		IPCofBC, MOFR AIPP and Invasive Alien Plants, MoAgr.			

			And Lands, E-Flora BC, USDA			
Establish a framework by which highly invasive plants in BC will be dealt with in a timely and effective manner.	IP Early Detection and Rapid Response in BC – A Framework		IPCouncil of BC		Dec. 13, 2006	Undergoing revision
Increase awareness of residents and land users about prevention of IP spread. Engage residents and land users to participate in IP occurrence monitoring.	Develop and broadcast engaging radio ads for local airplay. A television spot for local cable channels could also be produced.		To be determined (CRD?)			
Increase awareness of residents and land users about prevention of IP spread.	Field trips targeting geographic centres within Region to enable participation		CCCIPC – to be determined		Summer 2007	
Increase awareness of residents and land users about prevention of IP spread.	Create permanent kiosk panel at Scout Island Nature Centre (pending approval)		CCCIPC – to be determined			
Increase awareness of residents and land users about prevention of IP spread.	Brochure: “Weed control is...Caring for the future”		MOFR Invasive Alien Plants program		2002	Done
Increase awareness of CCC Municipal and Highway workers about how they can help reduce spread if IPs.	Video (26 mins): “Dangerous Travelers: Controlling Invasive Plants Along America’s Roadways”		USDA Forest Service (suitable for Canadian audiences)		Early summer 2007	
Foster sense of pride and ownership amongst owners and users of non-infested lands and proactively enable	Establish Cooperative Weed Prevention Areas as was done in Montana (made up of weed-free landowners		USDA Natural Resources Conservation Service (NRCS)			

early detection rapid response	who take aggressive action to prevent weed invasion and weed establishment in prioritized weed-free rangelands and critical zones where weeds are advancing)		and the National Fish and Wildlife Foundation			

GOAL #3: Residents and land users of the region covered by the CCCIPC will be able to recognize and identify major invasive plant species in the region.

Objectives	Activities/ Products	Priority	Lead	Budget	Establishment Target	Status
Increase IP identification skills of residents and land users	“Knapweed Alert” advisory signs at high-profile locations throughout the CRD		Cariboo Regional District			Done
Increase IP identification skills of residents and land users	Advertisements in newspapers, community event guides, info book		Cariboo Regional District			Ongoing
Increase IP identification skills of residents and land users	Table-top display for meetings, community events		Cariboo Regional District			Done, Ongoing
Increase IP identification skills of residents and land users	Invasive Plant Management Program Brochure		Cariboo Regional District			Done
Increase IP identification skills of residents and land users	Presentations to Grade 3 classes		Cariboo Regional District			Ongoing

Increase IP identification skills of residents and land users	Weed Warriors Volunteer Hand Pull Events		Cariboo Regional District		Summer 2007	Ongoing
Increase IP identification skills of residents and land users	Existing web sites in BC (see http://www.kootenayweeds.com/links.php)		IPCoFBC, MOFR AIPP and Invasive Alien Plants, MoAgr. And Lands, E-Flora BC, USDA			Done
Increase IP identification skills of residents and land users	Develop a collection of digital photographs of different species (above and beyond the ones repeatedly used on the internet & in publications)		CCCIPC membership, AFRF to archive		2007	Incomplete
Increase IP identification skills of residents and land users	Newspaper articles or ads with photos (IP of the week)		To be determined			
Increase IP identification skills of residents and land users	Field trips targeting geographic centres within Region to enable participation		CCCIPC – to be determined		Summer 2007	
Increase IP identification skills of residents and land users	Create permanent kiosk panel at Scout Island Nature Centre (pending approval)		CCCIPC – to be determined			
Increase IP identification skills of residents and land users	Road side temporary signs indicating IP and species (as in Central Kootenay)		CCCIPC – to be determined			
Increase IP identification skills of residents and land users	“Idaho’s Noxious Weeds- Official State List” colour photo brochure including rosettes, 89 pp. http://info.ag.uidaho.edu/pdf		University of Idaho		No date	Done

	/BUL/BUL0816.pdf					
Increase hawkweed identification skills of residents and land users	Hawkweeds in the Western US and Canada, including an ID key: http://www.ag.uidaho.edu/hawkweed/index.htm		University of Idaho		2006	Done

GOAL #4: Residents and land users of the region covered by the CCCIPC will be aware of the actions they can take to help reduce the spread of invasive plants.

Objectives	Activities/ Products	Priority	Lead	Budget	Completion Target	Status
Increase awareness of residents and land users about control options for IP	“Knapweed Alert” advisory signs at high-profile locations throughout the CRD		Cariboo Regional District			Done
Increase awareness of residents and land users about control options for IP	Advertisements in newspapers, community event guides, info book		Cariboo Regional District			Ongoing
Increase awareness of residents and land users about control options for IP	Table-top display for meetings, community events		Cariboo Regional District			Done, Ongoing
Increase awareness of residents and land users about control options for IP	Invasive Plant Management Program Brochure		Cariboo Regional District			Done
Increase awareness of residents and land users about control options for IP	Presentations to Grade 3 classes		Cariboo Regional District			Ongoing
Increase awareness of	Weed Warriors Volunteer		Cariboo Regional		Summer 2007	Ongoing

residents and land users about control options for IP	Hand Pull Events		District			
Increase awareness of residents and land users about control options for IP	Existing web sites in BC (see http://www.kootenayweeds.com/links.php)		IPCofBC, MOFR AIPP and Invasive Alien Plants, MoAgr. And Lands, E-Flora BC, USDA			
Engage residents and land users to take decisive action to eliminate small outbreaks that they encounter	Advertisements in newspapers, community event guides, info book		Cariboo Regional District			Ongoing
Engage residents and land users to take decisive action to eliminate small outbreaks that they encounter	Invasive Plant Management Program Brochure		Cariboo Regional District			Done
Engage residents and land users to participate in the execution of the regional invasive plant strategy					Once strategy has been developed, 2007	
Increase awareness of residents and land users about control options for IP	Develop and broadcast engaging radio ads for local airplay		To be determined (CRD?)			
Increase awareness of residents and land users about control options for IP	Field trips targeting geographic centres within Region to enable participation		CCCIPC – to be determined		Summer 2007	
Increase awareness of residents and land users about control options for IP. Engage residents and land users to participate in the	Create permanent kiosk panel at Scout Island Nature Centre (pending approval)		CCCIPC – to be determined			

execution of the regional invasive plant strategy						
Engage residents and land users to take decisive action to eliminate small outbreaks that they encounter	Adopt A Section: Directed hand-pulling of IPs designated to willing club members at Scout Island Nature Centre		Williams Lake Field Naturalists		2006 onwards	Ongoing
Increase awareness about how weeds spread and what can be done to stop them	Brochure “Weeds: How they spread and what you can do to stop them”		MOFR Invasive Alien Plants program		2002	Done
Instruct about options for control of specific IPs	Invasive Alien Plant program information sheet by species – printouts and pdfs from website		MOFR Invasive Alien Plants program		April 2007	Pending
Enable natural resource managers, scientists, and educators pursuing ecological approaches to invasive plant management with a science-based information clearinghouse	Website portal for all western IP info: http://www.weedcenter.org/		Centre for Invasive Plant Management, University of Montana		?	Done

GOAL #5: The CCCIPC membership and the public will be informed about ongoing activities and collaborations.

Objectives	Activities/ Products	Priority	Lead	Budget	Establishment Target	Status
Increase awareness of the public about the existence and goals of the CCCIPC	Create logo		AFRF	In kind \$350	Dec. 2006	Done
Increase awareness of	June CCCIPC Forum		CCCIPC		June 2007	

CCCIPC members about ongoing activities and collaborations						
Increase awareness of CCCIPC members about ongoing activities and collaborations	Have a CCCIPC page on the IPC webpage to advertise events and collaborations					
Members will participate in ongoing activities and collaborations	Tally total numbers of participants attending events to evaluate effectiveness.		CCCIPC			
Members will help disseminate invasive plant information using existing networks and publications	Invite membership to help distribute brochures, etc from their workplaces, etc.					
Increase awareness of CCCIPC members about ongoing CCCIPC and IPCouncil of BC activities and collaborations	Establish an email list of membership for free mass mailings about events and disseminating new IPCofBC newsletters.		To be determined			