

# Clean Drain Dry launch in British Columbia

## Background

Thanks to the support of Fisheries and Oceans Canada, the Canadian Council on Invasive Species is excited to launch a new Clean Drain Dry project in British Columbia (BC), as the foundation for a national program. This three-year project aims to shift the practices of boaters and aquatic recreationists to ensure that they clean, drain, and dry all boats and equipment as a fundamental best practice to protect British Columbian (BC) waters from invasive species, including invasive mussels. By raising the public's awareness through the use of media, resources, and signage, this project will develop and promote consistent messaging that encourage residents and visitors to apply the Clean Drain and Dry steps to all water-based activities, especially boaters. The resources developed through this project in BC will provide the foundation for a national Clean Drain Dry campaign and will be available to other partners, organizations, and the public across Canada.

The program is being coordinated by the Canadian Council on Invasive Species, in partnership with the Invasive Species Council of British Columbia. The overall program development will be guided by a Clean Drain Dry Working Group bringing together experts from governments, industry and non-profit organizations from British Columbia and other parts of Canada. The Working Group will provide strategic direction on resource content development, messaging and other applicable recommendations.

The program is divided into three main components: **1. Clean Drain Dry Resources; 2. Clean Drain Dry Signage;** and **3. Outreach and Social and Digital Media.** The following is an outline of the expected deliverables of the program:

### 1. Clean Drain Dry Resources

- a. Development and distribution of informative resources (including but not limited to decals and factsheets) applicable to various target audiences (e.g. boaters and aquatic outdoor recreationists like kayakers, canoers, and campers) to encourage the use of the Clean Drain Dry protocol.
- b. Resources and information will be shared with partners at events and outlets across BC.

### 2. Clean Drain Dry Signage

- a. Production of a series of informative signs for motorized and non-motorized audiences to encourage the use of Clean Drain Dry.
- b. A network of signs across BC, supported by local organizations committed to protecting local waters from invasive species, especially invasive mussels.

### 3. Outreach and Social and Digital Media

- a. Development of interactive social media advertising to encourage target audiences to use the Clean Drain Dry protocol.
- b. Development of short social media videos for Facebook, Twitter, and YouTube, as well as for sharing on partner websites.
- c. Development of public service announcements and/or television commercials.
- d. Production of an e-newsletter for a network of organizations and partners to share information on Clean Drain Dry and on aquatic invasive species, primarily focusing on invasive mussels.

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For partnering in BC for the Clean Drain Dry program including signage and resources, contact:

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