



Canadian Council
on Invasive Species

Conseil Canadien des
Espèces Envahissantes

NATIONAL INVASIVE SPECIES AWARENESS WEEK

MAY 16- 23, 2020



@canadainvasives



@canadainvasives

#NISAW

#InvasiveSpecies



Partner Toolkit

The National Invasive Species Awareness Week is meant to encourage action geared towards preventing the spread of invasive species in Canada. After surveying organisations across the country in 2019, CCIS determined that a one-week National Invasive Species Awareness campaign held each spring, is the preferred timing among partners. Consequently, May 16-23, 2020 was selected for the National Invasive Species Awareness Week, in alignment with the second National Invasive Species Awareness Week hosted by our US partners.

To launch our first year of this awareness campaign, we are focused on working with partners across Canada to share messaging and resources through social media and online tools. CCIS has developed a toolkit to help our partners promote this week in their province or territory, to raise awareness and promote action against invasive species together!

GOAL: Encourage Canadians to take action against invasive species

OBJECTIVE: Work with partners across Canada to share invasive SPECIES information to their target audiences through social media and other online tools to encourage Canadians to take action to prevent the spread of invasive species.

PARTICIPANTS: Any individual or organisation with an ability to participate on social media, who have an interest or mandate related to invasive species management, prevention and/or awareness in Canada and beyond.

TARGET AUDIENCE: Individuals and groups that can help prevent the spread of invasive species, including but not limited to gardeners, anglers, hunters, recreational boaters, trail users, campers, property owners, and farmers.



How to Participate

CCIS has developed a schedule of themes, suggested content and resources to guide participating individuals and organisations when posting on Twitter, Facebook and other social platforms. To align with our US partners, the hashtag **#NISAW** **#invasivespecies** will be used.

You can participate in the following ways:

- **INTERACT WITH CONTENT:** Like, share/retweet content created by CCIS and other participating organisations using **#NISAW** **#invasivespecies**
- **CREATE YOUR OWN CONTENT:** Use the content schedule as a guide to create your own invasive species posts using **#NISAW** **#invasivespecies**

We encourage participants to use the following schedule which provides guidance on themes for each day and suggested content. CCIS will be promoting and hosting live webinars during the week. Please spread the word and share these resources on your social platforms!



Content Schedule

SATURDAY, MAY 16 – MONDAY, MAY 18 2020 (VICTORIA DAY LONG WEEKEND)

Invasive Species 101 and Preventing the Spread

SUGGESTED CONTENT: Define invasive species, their impacts and how you audience can prevent their spread (ex. “3 things you can do to prevent the spread...”). Highlight existing programs and resources related to preventing the spread and encourage individuals to report sightings and take the pledge to always Play Clean Go, Clean Drain Dry, Buy Local Burn Local and Be Plant Wise through the website links provided.

Preventing the Spread Programs and Resources:

playcleango.ca

cleandraindry.ca

buylocalburnlocal.ca

[About invasive species and their pathways of spread](#)

[Invasive Species in our Forests: Activity and Colouring Book](#)

[Invasive Species in our Forests: A Guide for Educators](#)

[Where to report Invasive Species across Canada](#)

[Community Science Presentations \(March 2020\)](#)

TUESDAY, MAY 19, 2020

Preventing the Spread of Aquatic Invasive Species

SUGGESTED CONTENT: Focus on messaging and promoting programs related to stopping the spread of aquatic invasive species relevant to your audience.

Aquatic Species Programs and Resources:

cleandraindry.ca

[Zebra and Quagga Mussel Fact Sheet](#)

[Adopt an aquatic habitat toolkit - a guide to protecting our waters from invasive species](#)

Live Webinar:

Clean Drain Dry Program in New Brunswick – Kristin Elton, New Brunswick Invasive Species Council (details coming soon)

Content Schedule continued

WEDNESDAY, MAY 20, 2020

Horticulture and Invasive-Free Gardening (World Bee Day)

SUGGESTED CONTENT: Share resources that encourage invasive-free gardening and/or preventing the spread of invasive species through the horticulture industry. In observance of World Bee Day **#WorldBeeDay**, promote non-invasive and native species beneficial to pollinators. Participants can take the plant wise pledge by following the provided link.

Horticulture Programs and Resources:

[Be Plant Wise webpage](#)

[Voluntary Code of Conduct for the Ornamental Horticulture Industry](#)

[Canada's Unwanted Invasive Plant List](#)

Live Webinar:

Grow Me Instead Program in Ontario – Vicki Simkovic, Ontario Invasive Plant Council (details coming soon)

THURSDAY, MAY 21, 2020

Preventing the Spread of Terrestrial Invasive Species

SUGGESTED CONTENT: Focus on messaging and promoting programs related to stopping the spread of terrestrial invasive species relevant to your audience.

Terrestrial Species Programs and Resources:

[playcleango.ca](#)

[buylocalburnlocal.ca](#)

Live Webinar:

(TBD)

FRIDAY, MAY 22, 2020

The Impact of Invasive Species on Biodiversity (International Day of Biological Diversity)

SUGGESTED CONTENT: Feature resources and information that demonstrate the impact of invasive species on biodiversity by recognizing International Day of Biological Diversity using **#BiodiversityDay** or **#IBD2020**, as well as the International Year of Plant Health using **#IYPH2020**

Invasive Species Impact on Biodiversity Resources:

[About Invasive Species and their impacts](#)

[Convention on Biological Diversity – International Day of Biological Diversity](#)

[Canadian Food Inspection Agency – International Year of Plant Health](#)



Content Schedule continued

SATURDAY, MAY 23, 2020

Invasive Species Partnerships

SUGGESTED CONTENT: To conclude the week, show your appreciation by tagging an organization(s) helping to prevent the spread of invasive species and encourage others to do the same.

CCIS Chapters:

[Alberta Invasive Species Council](#)

[Invasive Species Council of British Columbia](#)

[Invasive Species Council of Manitoba](#)

[New Brunswick Invasive Species Council](#)

[Ontario Invasive Plant Council](#)

[Prince Edward Island Invasive Species Council](#)

[Conseil québécois des espèces exotiques envahissantes](#)

[Saskatchewan Invasive Species Council](#)

[Yukon Invasive Species Council](#)



Social Media Posts

We encourage participants to copy the messages below and post them to your social platforms between Saturday, May 16 and Saturday, May 23.

Invasive Species 101

What is an **#invasivespecies**? A non-native living organism (plant, animal, or disease) causing a negative impact to ecosystems, the economy, or even human health. **#NISAW**

The Impact of **#invasivespecies** is estimated to cost \$30 billion annually in Canada. To learn how you can help prevent the spread of invasive species visit www.canadainvasives.ca **#NISAW**

Play Clean Go

Our beloved trails, parks and other recreational spots are being overrun by unwanted guests. Give **#invasivespecies** the brush off and take the **#PlayCleanGo** pledge today! www.playcleango.ca **#NISAW**

Remember to clean your outdoor gear – when we **#PlayCleanGo**, we prevent invasive seeds and other pests from spreading into our favourite trails and recreational spots. For tips visit www.playcleango.ca **#invasivespecies #NISAW**

Take these easy steps to stop invasive species: Stay on trails, clean your gear, clothes, and pets & pledge to always **#PlayCleanGo!** www.playcleango.ca **#invasivespecies #NISAW**

Clean Drain Dry

3 easy steps to protect your favourite water body: **CLEAN, DRAIN, DRY** your boat and boating equipment after each use. To learn where **#invasivespecies** hide and to take the **#cleandrindry** pledge, visit www.cleandrindry.ca **#NISAW**

Be Plant Wise

No one likes a weedy garden! In Canada, 40% of non-native vascular plants are considered weedy or **#invasivespecies**. **#BePlantWise** and grow non-invasive garden species. **#NISAW**
canadainvasives.ca/programs/be-plant-wise

Wondering how you can **#BePlantWise** when gardening this year? See Canada’s Unwanted Invasive Plant List here

https://canadainvasives.ca/wp-content/uploads/2019/08/2019-08-02_CCIS-Invasive-Species-List_FINAL.pdf **#Invasivespecies #NISAW**

Invasive plants can outcompete native plants for nutrients, water and space in your garden and natural spaces. Support your pollinator friends this **#WorldBeeDay** by growing non-invasive and native plants! **#Invasivespecies #NISAW**



Social Media Posts continued

Buy Local Burn Local

Don't give invasive pests a free ride! When you **#buylocalburnlocal** firewood you prevent hidden **#invasivespecies** from harming our forests. Learn more at buylocalburnlocal.ca **#NISAW**

Reporting Invasive Species

#TakeAction and report **#invasivespecies**. The more eyes on the ground, the earlier we can detect and manage invasive species before an infestation gets out of hand **#NISAW**. To report visit <https://canadainvasives.ca/invasive-species/report/>

Impact of Invasive Species on Biodiversity

Did you know **#Invasivespecies** are a leading threat to biodiversity around the world? By growing and reproducing quickly they can easily outcompete native species. On the **#IUCN** Red List, **#invasivespecies** are the most common threat to amphibians, reptiles and mammals. Learn what you can do this **#BiodiversityDay #IBD2020** and **#IYPH2020**, visit Convention on Biological Diversity - International Day of Biological Diversity **#NISAW**

2020 marks the International Year of Plant Health **#IYPH2020**, what better way to promote and protect plant health than to learn about preventing the spread of **#invasivespecies**? Visit www.canadainvasives.ca and Canadian Food Inspection Agency - International Year of Plant Health

#Invasivespecies outcompete native species for resources by rapidly reproducing and growing, threatening biodiversity. Proactively preventing the spread of invasive species can help maintain **#biodiversity**. **#BiodiversityDay #IBD2020 #IYPH2020 #NISAW** visit Convention on Biological Diversity - International Day of Biological Diversity

Invasive Species Partnerships

THANK YOU! As **#NISAW** comes to an end, we want to spread the love and thank our partners who help make a difference in preventing the spread of **#invasivespecies** **@(tag an organisation) #partnerappreciation #SpreadLoveNotInvasiveSpecies #thankyou**

Thank you to our partners **@(tag an organisation)** for helping to prevent the spread of **#invasivespecies**. **#NISAW #thankyou #partnerappreciation #spreadlovenotinvasivespecies**