

Minnesota Sea Grant Report for the Great Lakes Panel on ANS -- Update Fall Meeting 2015

The Great Lakes Sea Grant Network (GLSGN) led by Minnesota is wrapping up the region's first multi-media campaign funded through GLRI. Since 2010, GLSGN and its partners exposed nearly 18.5 M people to *Stop Aquatic Hitchhikers!* prevention messages. Highlights include: 420 talks educated nearly 28,800 people; 325 booths taught nearly 250,000 people; 300+ mass media pickups (e.g., television, radio, newspapers, newsletters, magazines, e-news) resulting in nearly 14.7 people exposed. Social media created over 1.4 million exposures. GLSGN partnered with 380 entities to promote the campaign. For *Habitattitude*, 3.7 M impressions were generated. GLSGN and its partners gave 150+ talks and booths which educated nearly 64,000 consumers, nearly 40 communication and education products created nearly 360,000 exposures. Social and mass media generated 3.3 M exposures. Evaluations showed raised awareness and behavior change following exposure to both campaigns. *Nab the Aquatic Invader!* efforts educated over 122,000 teachers and students through 250+ workshops and other events, and its website (<http://www.iiseagrant.org/NabInvader/>). Staff gave presentations and mentored teachers who guided student-developed AIS stewardship projects. Thousands of education tools were distributed to teachers at events including thumb drives containing new AIS and climate change curriculum.

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