

ANS Task Force Outreach Subcommittee Charge Document

Last Updated: 6.1.21

- Mission Statement** The mission of the ANS Task Force Outreach Subcommittee is to coordinate and facilitate education, communications, and behavior change (herein called outreach) efforts to inform decision-makers and public and private sectors that manage aquatic nuisance species (ANS, also known as aquatic invasive species or AIS).
- Vision Statement** To create consistent and coordinated outreach campaigns and materials that increase public awareness and nurture behaviors to help prevent the introduction and spread of ANS. *(Outcome for Goal 6 of the ANS Task Force Strategic Plan for 2020-2025).*
- Setting And Context** The Nonindigenous Aquatic Nuisance Prevention and Control Act directs the ANS Task Force to establish and implement educational programs to inform audiences regarding ANS. Goal 6 of the ANS Task Force Strategic Plan (2020-2025) provided the guiding principles for the Outreach Subcommittee (see Appendix two).
- Background** The ANS Task Force works alongside its partners to implement two national ANS campaigns: Stop Aquatic Hitchhikers!TM and HabitattitudeTM. The Stop Aquatic Hitchhikers! campaign is used to empower recreational water users to take action to prevent the spread of ANS, whereas the Habitattitude campaign is used to inspire and educate people to be responsible pet owners and environmental stewards. Achieving the goals of these campaigns can confound other messages and outreach efforts implemented at the regional, state, and local levels. Multiple jurisdictions and organizations do not always coordinate and collaborate on their outreach and education initiatives that may result in messages that create confusion among users and lose effectiveness in delivery. The ANS Task Force Strategic Plan charges the Outreach Subcommittee with assessing the efficacy of existing outreach programs and developing more effective and coordinated campaigns and consistent messages to influence targeted audiences.
- Activities** The Outreach Subcommittee will develop an annual workplan listing the set of actions that will be implemented to support the ANS Task Force Plan. The workplan will be reviewed and approved by the ANS Task Force members. The Subcommittee will give the ANS Task Force regular updates on the progress of the workplan.
- Outcomes** Actions of the Outreach Subcommittee are aimed at facilitating increased awareness and changed behavior in public and commercial audiences to prevent, slow, and reduce impacts of ANS. Actions directed towards decision-makers will focus on education to increase their awareness to facilitate greater capacity in ANS Task Force member and Regional Panel member organizations. Supporting efforts to partner with and empower business and non-profit partners to communicate key messages will improve successes in ANS outreach. Promoting and evaluating campaign partnerships and programs at multiple scales, and adopting existing products can help diverse partners embrace common messages to more effectively incorporate communication tools into their efforts, thereby reaching audiences that the ANS Task Force is unable to reach on its own.

**Ground Rules
and
Commitments**

- The Outreach Subcommittee is a standing subcommittee of the ANS Task Force and will progress its workplan through conference calls and email communication.
- The Outreach Subcommittee will report out on its progress, either verbally or in writing, at each ANS Task Force meeting.
- Work groups may be formed to make progress on specific work elements identified by the Outreach Subcommittee or ANS Task Force.
- The expected work commitments for serving on this Subcommittee will be approximately 10 days per annum. Conference or video calls are expected to be scheduled every 6 to 8 weeks, with work assignments progressing in between calls.
- Subcommittee membership will be reviewed every two years to renew commitment of individuals to participate with subcommittee activities.