

# Clean Drain Dry: Do Your Part to Stop Aquatic Invasive Species

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MONTANA FISH WILDLIFE AND PARKS



# Promoting the Clean Drain Dry Message

- Consistent messaging
- Action oriented
- Compel ownership in the resource.



**CLEAN.  
DRAIN.  
DRY.**



HELP STOP THE  
SPREAD OF AQUATIC  
INVASIVE SPECIES



MONTANA FISH,  
WILDLIFE & PARKS

PROTECT OUR  
WATERS

*Clean Boats*

**STOP**

*Invasive Species*

MONTANA BOAT  
INSPECTIONS ARE  
MANDATORY.

**CLEAN. DRAIN. DRY.**



# Clean. Drain. Dry

- Diverse audiences:
  - Anglers, pleasure boaters, wake surfers, floaters, wading anglers, water users.
- Compel ownership in the resource.
- In-state and out of state.



## Anglers Can Stop Aquatic Invasive Species

Take these simple steps every time you fish to be sure you're not moving invasive species from one waterbody to another.

### CLEAN

all plants, mud and debris from fishing gear, waders and boots before leaving the water. Use a scrub brush if needed.

### DRAIN

any standing water from gear. A sponge can help.

### DRY

everything before using it again. Gear should be dry to the touch. When possible use different waders for different waterbodies.

### DISPOSE

of unwanted bait in the trash, not on land or in the water.

### NEVER

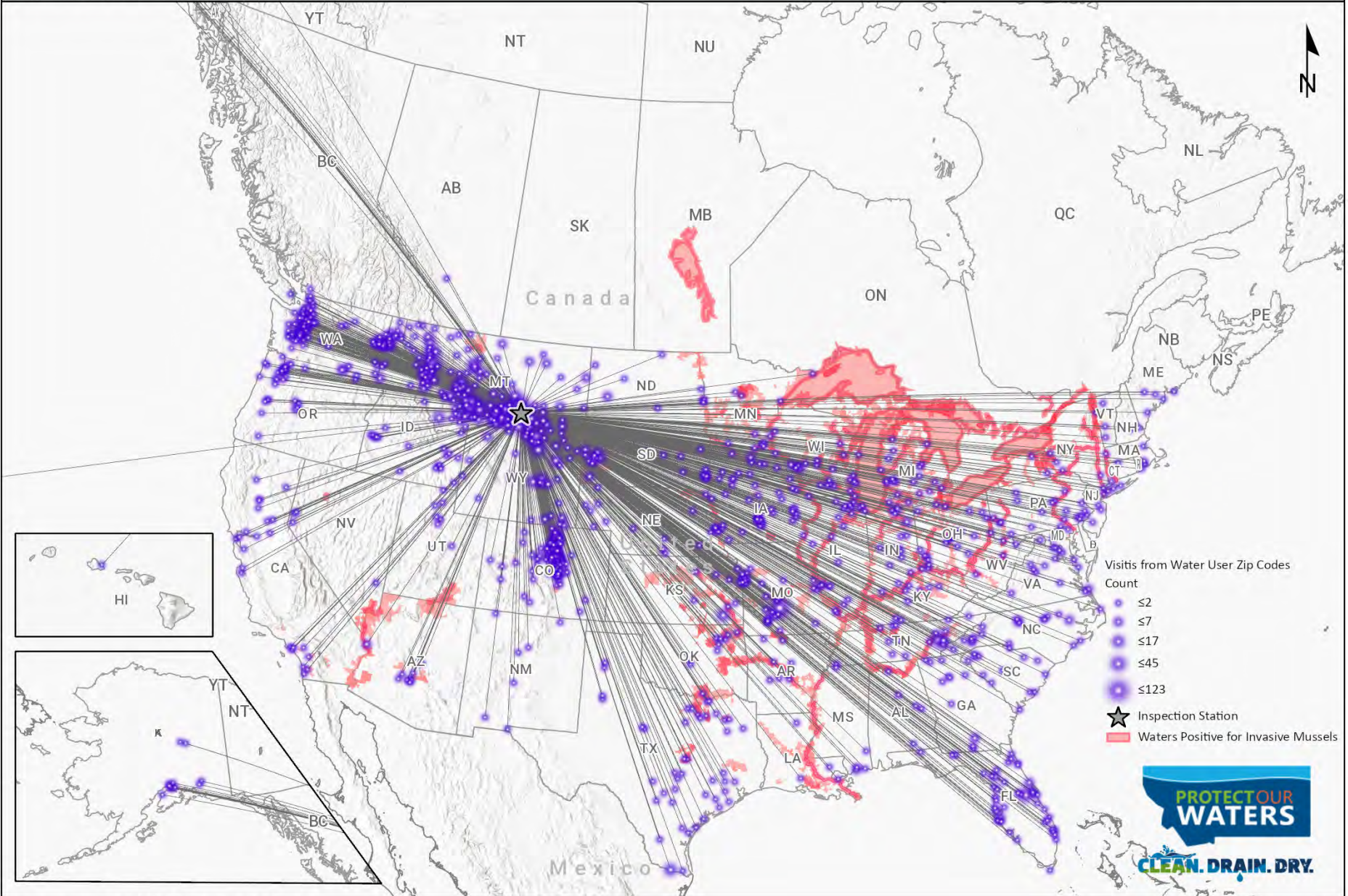
transport plants, fish or animals into a different body of water.



# Hardin Inspection Station

# MONTANA FWP

Watercraft Movement into Montana 2019



# Behavior Change: Clean Drain Dry

- Community based social marketing.
- Coordinate with partners to deliver focused message.
- Water based recreation businesses, conservation districts, tribes, regional partners.



# Measuring Success

- Surveys:
  - Snail Mail
  - Social media
  - Inspection Station (raffle incentive)
  - In-person interviews
  - Business partner follow-up
- Improved Compliance
- Empower partners to help deliver the message





CleanDrainDryMT.com

