



NAISMA and PlayCleanGo

**Invasive Species Prevention, Management,
and Education & Outreach Tools for North
American Forests**

Belle Bergner, Executive Director
North American Invasive Species Management Association



NAISMA



MISSION: to promote & empower invasive species management and to be the voice of invasive species management professionals in North America.

PROGRAMS:

- Standards including Weed Free Forage and Gravel
- Online Invasive Species Management Training
- PlayCleanGo
- Annual Meeting

Weed Free Forage and Gravel Standards

- MOU established between NAISMA and governing agency
- NAISMA provides a training to agency staff
- Trainings must be retaken every 3 years

Online Invasive Species Management Training

- Several courses offered
- \$100 per credit hour
- Completion of all courses = NAISMA Certified Manager of Invasive Species



**STOP INVASIVE SPECIES
IN YOUR TRACKS.**

PlayCleanGo.org





**DON'T MOVE
FIREWOOD.org**



**STOP INVASIVE SPECIES
IN YOUR TRACKS.**

PlayCleanGo.org

- Change Public Behaviors
 - Identify audience beliefs, knowledge and values
 - Connect with audience values
 - Supply the necessary tools
 - Accessible information
 - Address audience concerns
- Engage Partners
 - Positive and flexible message
 - Must be straight-forward
 - Together expand reach and exposure

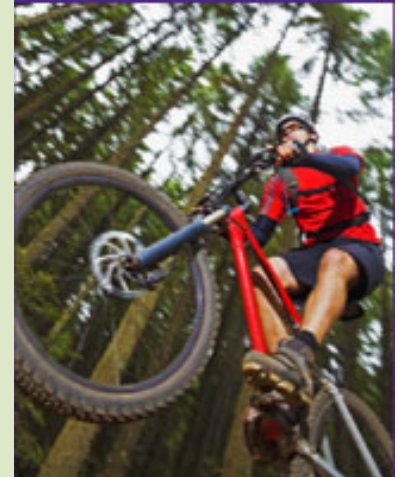




PlayCleanGo® Design Features

- Brand name = action steps
- Flexible modular formatting
- Clean and simple designs
- Modern color palette
- Playful wording
- Aquatic and Terrestrial applications
- Co-branding guide
- Large graphic library

**GIVE
INVASIVE
SPECIES
THE BRUSH
OFF.**



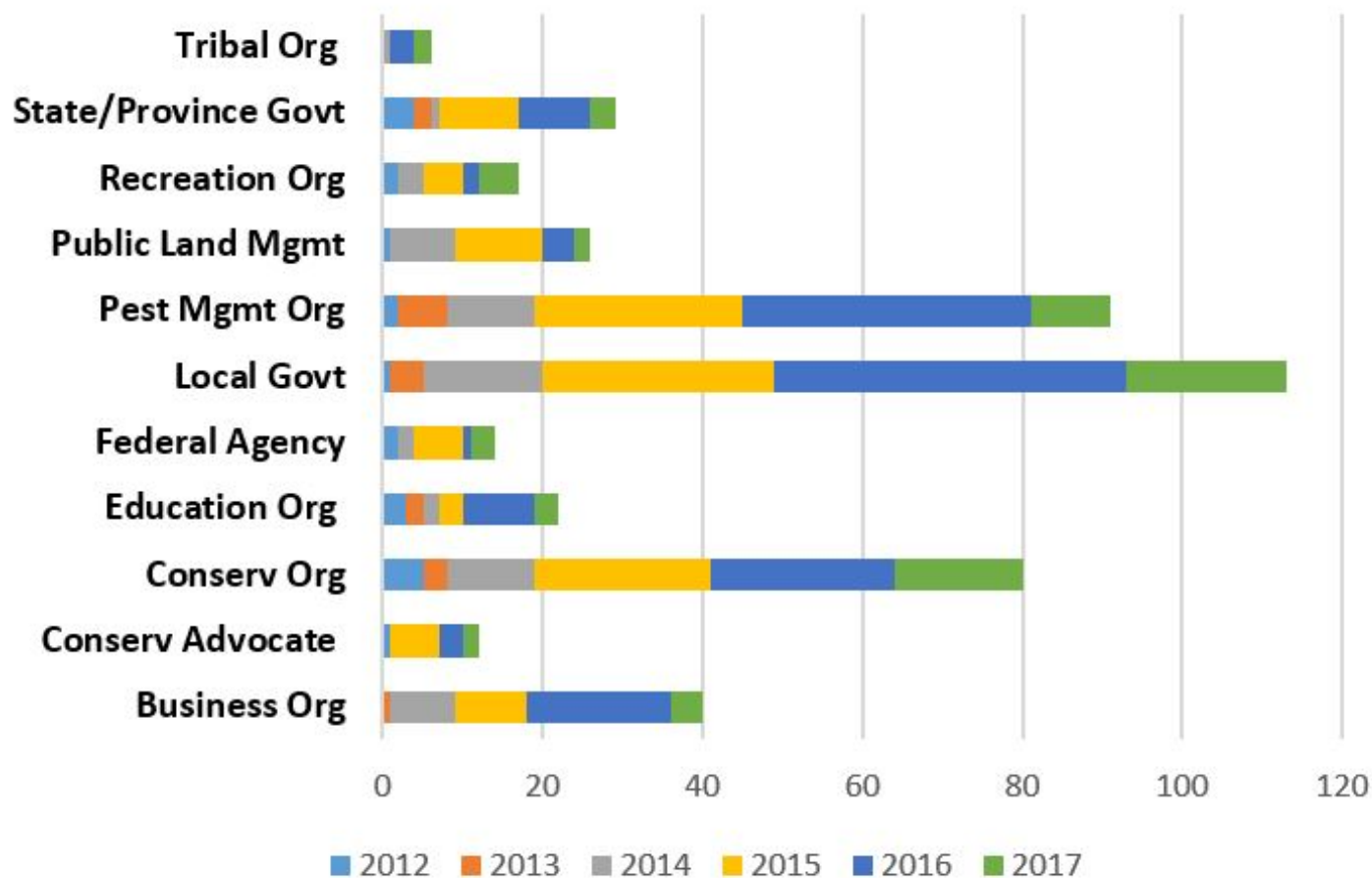
**STOP INVASIVE SPECIES
IN YOUR TRACKS.**

PlayCleanGo.org

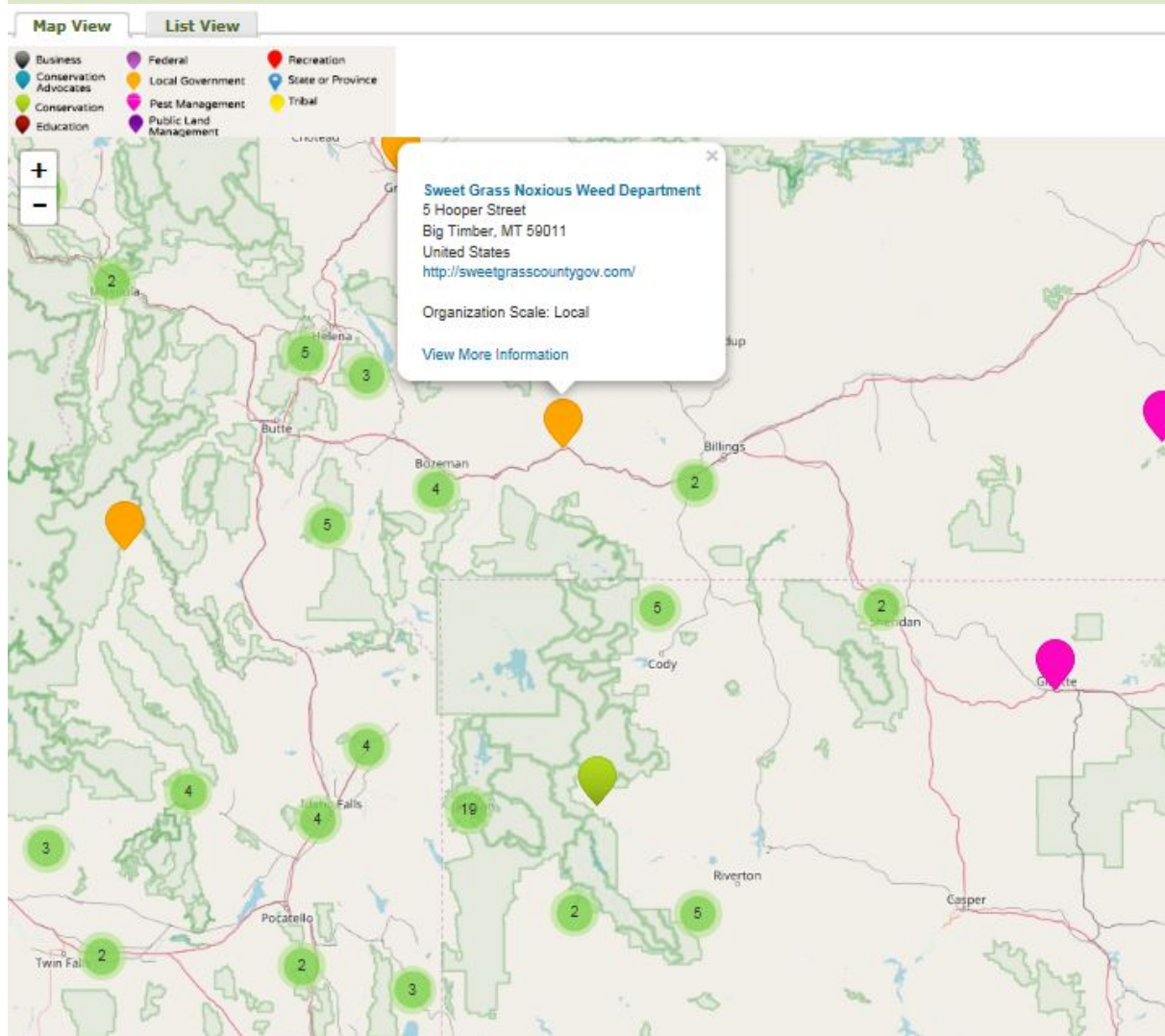
Who Is Involved



Organization Types by Year



Where are we Now



- 464 partner organizations
- North American
 - 36 US states
 - 4 Canadian provinces
 - 1 Mexican state
- New website with interactive map



Join Us



Make PlayCleanGo® THE Unifying Voice

- Brand placement at every recreation area entry point
- Brand placement on all communications



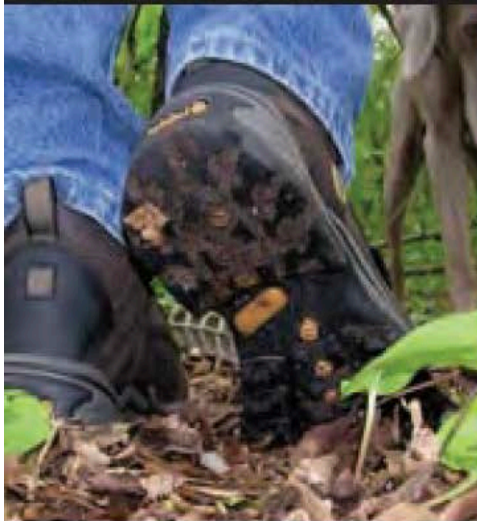
**STOP INVASIVE SPECIES
IN YOUR TRACKS.**

PlayCleanGo.org

THE STATE OF MINNESOTA



PlayCleanGo Applies to All Outdoor Activities



WORK. CLEAN. GO.

Give Invasive Species The Brush Off.



Help Prevent The Spread Of Invasive Plants And Animals.

- Plan your work day.
- Arrive with clean gear and equipment.
- Avoid mowing or driving through patches of invasive plants when they are in seed.
- Clean off mowers before moving to the next site.



**STOP INVASIVE SPECIES
IN YOUR TRACKS.**
PlayCleanGo.org

PlayCleanGo is currently sponsored by State of Minnesota and USDA Forest Service, equal opportunity employers.

Building a “Safety Culture”

Workshop
poster

Cleaning
boots after
field trip



STOP INVASIVE SPECIES IN YOUR TRACKS.

Help Prevent The Spread Of Invasive Plants And Animals.

- Plan your work day.
- Arrive with clean gear and equipment.
- Avoid areas with invasive plants in seed.
- Clean off equipment before moving to the next site.



Equipment
reminder
sticker

Please Join Us!



- Help us Maximize the Brand's Impact
- Use the Power of Social Media
- Show the behavior you want
- Create new partnerships
- Leverage our collective resources

STOP INVASIVE SPECIES IN YOUR TRACKS

Give Invasive Species The Brush Off



Help Prevent The Spread
Of Invasive Plants And Animals.

- Arrive with clean gear.
- Burn local or certified firewood.
- Use local or weed-free hay.
- Stay on the trails.
- Before leaving, remove mud and seeds.

WIPE 'EM OFF. WIPE 'EM OUT!

Help Prevent
The Spread Of
Invasive Plants
And Animals.

- Clean your gear before entering and leaving the recreation site.
- Burn only local or certified firewood.
- Drain water-related equipment before leaving a water access.



**STOP INVASIVE SPECIES
IN YOUR TRACKS.**

PlayCleanGo.org

Contact Us



- Belle Bergner, NAISMA and PCG Sponsorship
 - BBergner@naisma.org
 - www.naisma.org
- Susan Burks, PCG Partners
 - Susan.Burks@state.mn.us
- PlayCleanGo
 - <http://playcleango.org/join.html>
 - info@playcleango.org

**We can make
the difference.**



**STOP INVASIVE SPECIES
IN YOUR TRACKS.**
PlayCleanGo.org