



# NAISMA

*North American Invasive  
Species Management Association*

NAISMA is a network of professionals challenged by invasive species. NAISMA's members are a diverse group of individuals who are involved in implementing invasive species management programs at any scale and at any phase.

Our mission is to promote & empower invasive species management in North America.



# NAISMA and PlayCleanGo

- ▣ Have a strong on the ground membership
- ▣ Historical Invasive Weed perspective
- ▣ Membership is 235 (my listserv list is 350)
  - 30 states: (AK, AL, CA, CO, DC, GA, IA, ID, IL, IN, KS, KY, MN, MO, MT, NC, NC, NE, NM, NV, OH, OR, PA, SD, TX, UT, VA, WA, WI, WY)
  - 4 Canadian Provinces: (AB, BC, MB, SK)



# NAISMA and PlayCleanGo

- ▣ Joined because our membership needed a clear, action oriented, positive, recognizable message
- ▣ Education Summits and survey proved that we needed to move forward.



# NAISMA and PlayCleanGo

- ❑ We joined in September
- ❑ Asked state and county membership to join
- ❑ Promote with FICMNEW and Western Weed Coordinators (WWCC)
- ❑ Invited partners to join
- ❑ Posted on our media and quarterly newsletter
- ❑ Hosted a webinar on December 12<sup>th</sup>. Link available at [naisma.org](http://naisma.org)
- ❑ Promote via National Invasive Species Awareness Week
- ❑ Play Clean Go Day June 13<sup>th</sup>, 2015



# NAISMA and PlayCleanGo

- ▣ International vision!
- ▣ Boost PR materials
- ▣ Obtain Agency Support
- ▣ Develop
  - Grow Clean Go
  - Hunt Clean Go
  - Boot stations

HOW  
CAN WE  
HELP

# Meeting the Challenges

## Partnerships

### Importance of Strong Partnerships

- Mutual goals
  - Wildlife & habitat protection
  - Stewardship
  - Responsible use
  - Conservation
- Support one another
- Save \$, Reduce duplication

### Play Clean Go

- Need: Positive, unifying message
- Flexible
- Clear *Call to Action*
- Compatible w/ other messages
  - Drain, Clean, Dry
  - Stop Aquatic Hitchhikers
  - Don't Move Firewood
  - Feed Weed Free



**STOP INVASIVE SPECIES  
IN YOUR TRACKS.**

[PlayCleanGo.org](http://PlayCleanGo.org)

### Help Prevent The Spread Of Invasive Plants And Animals.

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



Uniting with  
Wyoming Weed and Pest Control Districts  
Wyoming Department of Agriculture  
University of Wyoming  
[www.wyweed.org](http://www.wyweed.org)

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

# Play Clean Go

## Examples

**GIVE INVASIVE SPECIES THE BRUSH OFF.**

Clean Your Gear Before Entering  
And Before Leaving The Recreation Site.



**NAISMA**  
North American Invasive  
Species Management Association

National Invasive  
Species Awareness  
Week  
February 22-28th,  
2015



[PlayCleanGo.org](http://PlayCleanGo.org)

**GIVE INVASIVE SPECIES THE BRUSH OFF.**



**STOP INVASIVE SPECIES IN YOUR TRACKS.**

[PlayCleanGo.org](http://PlayCleanGo.org)

**BUY IT WHERE YOU BURN IT.**

Don't Move Firewood



Help Prevent  
The Spread Of  
Invasive Forest Pests

- 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.



**STOP INVASIVE SPECIES IN YOUR TRACKS.**

[PlayCleanGo.org](http://PlayCleanGo.org)



**DRAIN. CLEAN. DRY.**



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](http://PlayCleanGo.org)



Working with  
Wyoming Weed and Pest Control Districts  
Wyoming Department of Agriculture  
University of Wyoming

# Adaptable

## HIKE. CLEAN. GO.

Give Invasive Species The Brush Off.



### Help Prevent The Spread Of Invasive Plants And Animals.

- Clean your gear before entering and before leaving the recreation site.
- Remove mud and seeds from clothes, pets, boots, gear and vehicles.
- Burn only local or certified firewood.
- Use only local or certified weed free hay.
- Stay on trails.



STOP INVASIVE SPECIES  
IN YOUR TRACKS.  
[PlayCleanGo.org](http://PlayCleanGo.org)

THE STATE OF MINNESOTA

## RIDE. CLEAN. GO.

Give Invasive Species The Brush Off.



### Help Prevent The Spread Of Invasive Plants And Animals.

- Clean your gear before entering and before leaving the recreation site.
- Remove mud and seeds from clothes, pets, boots, gear and vehicles.
- Burn only local or certified firewood.
- Use only local or certified weed free hay.
- Stay on trails.



STOP INVASIVE SPECIES  
IN YOUR TRACKS.  
[PlayCleanGo.org](http://PlayCleanGo.org)

THE STATE OF MINNESOTA

## BIKE. CLEAN. GO.

Give Invasive Species The Brush Off.



### Help Prevent The Spread Of Invasive Plants And Animals.

- Clean your gear before entering and before leaving the recreation site.
- Remove mud and seeds from clothes, pets, boots, gear and vehicles.
- Burn only local or certified firewood.
- Use only local or certified weed free hay.
- Stay on trails.



STOP INVASIVE SPECIES  
IN YOUR TRACKS.  
[PlayCleanGo.org](http://PlayCleanGo.org)

THE STATE OF MINNESOTA

# GIVE INVASIVE SPECIES THE BRUSH OFF.

Shoes can carry the seeds of invasive plants like yellow toadflax (*Linaria vulgaris*). Please brush them off before entering and leaving this area.



## What's The Problem?

Yellow toadflax outcompetes many native species for sunlight and nutrients. It is a perennial with deep creeping woody roots and needle-like leaves.

- Non-native seed and plant parts are carried from one place to another on our shoes, vehicle tires, by the wind and flowing water.
- Yellow toadflax is a non-native invasive plant—one of many that were accidentally or intentionally introduced to North America.



## Other Invasive Plants On The Move...

Spotted Knapweed  
(*Centaurea stoebe*)



Spotted knapweed releases a toxin into the soil that prevents the growth of neighboring plants.

Large Daisy  
(*Chrysanthemum leucanthemum*)



Large Daisy thrives in disturbed areas, meadows and streambanks.

Houndstongue  
(*Goopissium officinale*)



Houndstongue is a biennial non-native plant that spreads by seeds sticking to clothes and fur.



**STOP INVASIVE SPECIES  
IN YOUR TRACKS.**

[PlayCleanGo.org](http://PlayCleanGo.org)

Clean Your Gear Before  
Entering And Before Leaving  
The Recreation Site

THE STATE OF WYOMING



Working with  
Wildlife, Parks and Forest Conservation  
Wildlife Conservation Commission  
Department of Parks and Recreation  
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WYOMING WEED AND PEST COUNCIL

# Join Play Clean Go for FREE

How can NAISMA  
help and partner  
with FICMNEW  
and the federal  
agencies to join?



**STOP INVASIVE SPECIES IN YOUR TRACKS.**

[PlayCleanGo.org](http://PlayCleanGo.org)





[naisma.org](http://naisma.org)

2015 Conference  
Vancouver , BC  
October 18-22

2016 Conference  
Salt Lake City, UT  
September 25-28