



PlayCleanGo Awareness Week Toolkit

OVERVIEW

- **PlayCleanGo Awareness Week** takes place **June 6-13, 2020** across North America.
- The goal of the campaign is to show outdoor enthusiasts how they can stop invasive plants and pests from spreading.
- The campaign hashtag is #PlayCleanGoWeek
- All campaign materials are online at info.playcleango.org/awareness-week

Campaign contact:

Krista Lutzke, PlayCleanGo Program Manager
Email: klutzke@naisma.org, p: 920.333.2363

About PlayCleanGo Awareness Week

1. WHO

Sponsors

PlayCleanGo Awareness Week is sponsored by three organizations:

- PlayCleanGo: PlayCleanGo.org
- Don't Move Firewood: DontMoveFirewood.org
- Hungry Pests: www.aphis.usda.gov/hungrypests

Participating Organizations and Agencies

Many organizations and agencies are participating in PlayCleanGo Awareness Week, including:

- [PlayCleanGo Partners](#)
- The Nature Conservancy
- USDA - Animal and Plant Health Inspection Service
- USDA - Forest Service
- US Fish & Wildlife Service
- Bureau of Land Management
- North American Invasive Species Management Association
- National Park Service
- Stop Aquatic Hitchhikers!
- Leave No Trace
- State parks
- Other federal land management entities
- State and county land managers
- Outdoor retailers
- Cooperative Invasive Species Management Areas (CISMA)
- County Weed Management Associations (CWMA)
- Partnerships for Regional Invasive Species Management (PRISMs)

Audience

PlayCleanGo Awareness Week targets **outdoor enthusiasts** including:
hikers, campers, trail runners, cyclists, mountain bikers,
gardeners, pet owners, birdwatchers, backpackers,
paddlers, anglers, boaters, horseback riders, ATV / OTR riders,
and anyone who enjoys outdoor recreation!

2. WHAT

What is PlayCleanGo Awareness Week?

- **PlayCleanGo Awareness Week** takes place **June 6-13, 2020** across North America.
- The goal of the campaign is to show outdoor enthusiasts how they can stop invasive plants and pests from spreading.
- The campaign hashtag is **#PlayCleanGoWeek**
- All campaign materials can be found at [PlayCleanGo.org](https://www.PlayCleanGo.org)

What Can Organizations and Agencies Do To Participate?

Organizations and individuals are encouraged to **work together on projects and activities that promote stopping the spread of invasive species** — everything from hosting an **awareness-raising event**, participating in a **weed-pull project**, to simply **buying local firewood** or **using a boot brush** after hiking.

Here are **10 things your organization or agency can do to participate** — remember to use **#PlayCleanGoWeek** in your publicity!

1. Encourage landowners to pull invasive species from their home, local park, church or nursing home. Remember to plant native or non-invasive species!
2. Plan a virtual trail hike, stay on marked trails, and encourage users to end with brushing feet at a boot brushing station (share photos on social media with #PlayCleanGoWeek).
3. Share where to buy certified local-firewood and promote [your local regulations](#).
4. Encourage a kayak trip on the river or a boating adventure! Don't forget to [clean, drain, dry, and dispose](#) before leaving the landing.
5. Offer horseback trail rides and demonstrate how to clean a horse's mane, tail, and hooves.
6. Post selfies of safe distancing and while cleaning your gear to [prevent unwanted hitchhikers](#). Share them with on the [PlayCleanGo Facebook Page and use the #PlayCleanGoWeek](#).
7. Offer free [PlayCleanGo materials](#) or [PlayCleanGo swag](#) to individuals that are staying safe practicing the PlayCleanGo behaviors.
8. Work with your local media to publicize your work (use the [PlayCleanGo radio PSA and local news release template](#)).
9. Promote PlayCleanGo behavior on your Facebook and Twitter page and comment / share the link on the [PlayCleanGo Facebook Page — we'll promote your](#) post!
10. Encourage outdoor enthusiasts to take the [PlayCleanGo Pledge](#)! Each person can make a difference in preventing the spread of new and existing invasions.

Don't Forget - Use the #PlayCleanGoWeek hashtag for all of your social outreach June 6-13, 2020

What Materials Are Available?

Dozens of free materials are available at PlayCleanGo.org/awareness-week. These can be used to raise awareness by any agency, organization, educator, business, or individual:

- [Infographics: Invasive Species — How They Spread and What You Can Do](#)
- [Social Media Posts](#)
- [Social Media Graphics](#)
- [News Release](#)
- [Local News Release Template](#)
- [Radio Public Service Announcement](#)
- [Animated Explainer Videos:](#)
 - [Why Should I Care About Invasive Species?](#)
 - [What Can I Do About Invasive Species?](#)
 - [How To Stop Invasive Species — Outdoor Recreation #ProTips](#)

What Are Invasive Species?

Invasive species are plants, animals, and microorganisms that are not native to a particular area. These species can cause severe damage in areas outside their normal range, harming the economy, the environment, or human health once they become established. Not all non-native species are harmful. Wheat is a non-native whose introduction has been greatly beneficial. The term "invasive" is reserved for the most aggressive non-native species capable of changing site or living conditions for the worse where they establish. Invasive species are found in water and on land. In fact, invasive species can occur in just about every habitat type you can imagine lakes and streams, cities, fields and farms, all of the native areas of the state. A few of the common species found on land include Canada thistle, common buckthorn, wild parsnip, and the two fungal species that cause Dutch elm disease and oak wilt. Another one that people are becoming aware of is the Spotted Lantern Fly or southern pine beetle.

3. WHEN

PlayCleanGo Awareness Week takes place June 6-13, 2020 This week was chosen to coincide with:

- National Trails Day: June 6, 2020
- National Get Outdoors Day: June 13, 2020

4. WHERE

PlayCleanGo Awareness Week takes place across North America. Awareness is being organized on the local and state level across the United States and Canada.

5. WHY

Why Outdoor Enthusiasts Should Care About Invasive Species

Some of our favorite places to hike, ride and explore are being threatened by invasive species. Invasive species can wreak havoc on our ecosystems, jeopardize human health and take over the recreation spots we've enjoyed for generations. Hikers, cyclists and other outdoors enthusiasts may be spreading invasive species without even knowing it. If we're going to protect our natural spaces, we've got to do our part.

6. HOW

How Invasive Species Spread

Invasives spread short distances mostly by being wind-blown, rain splashed, carried by animals, or moved in soil or water. But **humans play a major role in the long-distance spread of invasive species**, introducing them in a whole new area. People transport invasives on their boots, socks, and clothing; bike, ATV, and stroller tires; boats; firewood; pets and horse manure; and house and garden plants.

For example, on its own, emerald ash borer will generally move less than four miles a year. But with help from people, it can cover 55 miles per hour in firewood, nursery stock, or personal belongings.

How To Stop the Spread of Invasive Species

Outdoor enthusiasts can take these easy steps to protect the places we love:

Hikers and Trail Users:

- Start the day with clean shoes and gear
- Stay on trails
- Keep a boot brush in your backpack
- When you're done for the day, before leaving, CLEAN your:
 - Footwear with a brush or at a boot brushing station
 - Clothes and gear by removing seeds and burrs
 - Pets by removing mud and seeds

Campers:

- Don't move firewood: buy it where you burn it
- Clean your camping gear before packing up, including tarps, mat, tents, etc.

Horseback Riders:

- Feed your horse certified weed-free hay 3 days before going on public lands
- Before and after you ride, check the mane, tail, legs, and gear for seeds and plant material and properly dispose of them
- Clean your horse's hooves before leaving the site

Bikers and ATV riders:

- Spray down your vehicle with water or compressed air to remove mud and plant parts from tires and fenders

Boaters:

- Clean, drain, dry, and dispose before leaving the site:
 - Spray down your boat and trailer with water or compressed air to remove mud, plant parts and aquatic species from running boards and hulls

Gardeners:

- Buy plants native to your area at the nursery
- Clean your tools between uses
- Properly dispose of any clippings or yard waste that could contain invasive species

There are more detailed tips and instructions on the [How To Prevent Invasive Species page on the PlayCleanGo website.](#)