

# Habitattitude™

## A National Public Awareness and Partnership Campaign Promoting Responsible Consumer Behaviors While Limiting the Spread of Potential Aquatic Invasive Species

### What is Habitattitude™?

This is the second national public awareness and partnership campaign of the Aquatic Nuisance Species Task Force (ANSTF) designed by the U.S. Fish and Wildlife Service, in conjunction with the Pet Industry Joint Advisory Council and NOAA's Sea Grant Program. Habitattitude™ targets aquarium hobbyists, water gardeners and backyard pond owners to promote aquatic invasive species issue awareness and responsible hobbyist behaviors.

Habitattitude™ simplifies the aquatic invasive species issue, makes it relevant to the target audience and empowers them to become part of the prevention solution. A unique government-industry-academia partnership is promoting the proactive Habitattitude™ conservation message.

### What are the campaign goals?

As the second ANSTF campaign, Habitattitude™ seeks to raise the target audience's issue awareness while promoting environmentally-friendly consumer behaviors through diverse communication networks. Campaign material integration into government agency outreach, retail store displays, manufacturers' packaging and hobbyist magazines will expose millions and will direct them to additional prevention tips via the campaign web site.

### Why target aquarium hobbyists, water gardeners and backyard pond owners?

Americans love their free time and many spend it enjoying our natural world. While most think of the outdoors when experiencing nature, others bring nature into their homes. Today, over 13 million homes have aquaria or water gardens, which support tens of thousands of jobs and generate \$1 billion plus

for our economy. Separately, these activities contribute positively to our society; but, when combined with a lack of environmental awareness and no model behaviors to guide the enjoyment of these activities, the impacts of released aquatic plants and fish are costly.



## Habitattitude™

PROTECT OUR ENVIRONMENT  
DO NOT RELEASE FISH AND AQUATIC PLANTS

PIJAC • U.S. FISH & WILDLIFE SERVICE • NOAA'S SEA GRANT

[www.Habitattitude.net](http://www.Habitattitude.net)

#### Alternatives to Release

- Contact a retailer for proper handling advice or for possible returns
- Give/trade with another aquarist, pond owner, or water gardener
- Donate to a local aquarium society, school, or aquatic business
- Seal aquatic plants in plastic bags and dispose in the trash
- Contact a veterinarian or pet retailer for humane disposal guidance
- Know your state regulations regarding these alternatives

### What is Habitattitude's™ basis?

Research has identified these hobbies as potential sources for aquatic invasive species. To promote prevention through sanctioned alternatives to release, the partners want to raise awareness about responsible hobbyist behaviors and limit the spread of potential aquatic invasive species from home aquaria and outdoor ponds. These alternatives are the Habitattitude™ campaign's foundation.

### What do partners receive?

Careful attention was given in designing a national campaign where multiple partners could participate and succeed at a local level. Various

materials and resources are available to promote environmentally-responsible consumer behaviors through various aquatics-related hobbies.

### What are the benefits?

Access to a professionally designed national marketing campaign, maximization of your limited resources, and an understanding about and accountability for your ANS outreach activities.

Synergistic promotions amongst two entire aquatic products industry sectors, state and federal agencies, universities, conservation organizations and others.

### How can my organization become a partner?

All interested organizations are encouraged to visit the campaign web site to become a partner.

For more information, visit the campaign web site:

[www.Habitattitude.net](http://www.Habitattitude.net)