

ShowCase

Check, Clean, Dry

Topic: Sustainability

Organisation: New Zealand Ministry of Agriculture and Forestry

Location: New Zealand

Dates: 2004 to ongoing

Budget: NZ\$4.5 million (2005 to 2008)

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BETWEEN WATERWAYS

Overview

Following the detection of the invasive algae, didymo, in New Zealand's South Island, the Ministry of Agriculture and Forestry's biosecurity communications team developed a social marketing campaign aimed at preventing its spread. Freshwater users were asked to do the following when moving between waterways:

- CHECK equipment and remove any obvious debris
- Thoroughly CLEAN all equipment that had been in contact with the water
- DRY it thoroughly and then wait for at least 48 hours

This campaign includes: advertising; funding to district and regional councils for local activities; distributing resources and tools including spray bottles, detergent sachets and other promotional giveaways; and practical demonstrations at events.

2009/10 results:

- The spread of didymo has slowed and has not been reported in the North Island
- 88 per cent of high risk freshwater users were able to identify an action they had taken to help stop the spread of didymo
- Of those, 71 per cent always, and 21 per cent sometimes, Check, Clean, Dry
- Overall 22 per cent of respondents Check, Clean, Dry more often than they did last year

1. BEHAVIOUR

- Every freshwater user to:
 - CHECK equipment and remove any obvious debris
 - Thoroughly CLEAN all equipment that had been in contact with the water
 - DRY it thoroughly, then wait for at least 48 hours
- To perform the Check, Clean, Dry behaviours every time they move between waterways

2. CUSTOMER ORIENTATION

- Six focus groups with freshwater users across the North and South Islands
- Surveys with primary target audiences in the South and North Islands

3. THEORY

- **Transtheoretical Model (Stages of Change):** Recognises behaviour change as a process, and differing levels of individual motivation and readiness to change
- **Social Cognitive Theory:** People learn behaviours based on personal, environmental and behavioural factors
- **Exchange Theory:** Increasing the benefits and minimising the costs for target audiences to adopt a desired behaviour

4. INSIGHT

- Freshwater users think they only need to Check, Clean, Dry if they can see didymo (which can be microscopic)
- All audience segments are motivated by the personal consequences the spread of didymo could have on their lives, including impact on their sporting and recreational activities and on the regions where they live
- Importance of emphasising the government's commitment and actions to addressing didymo spread

5. EXCHANGE

Barriers

- To Check, Clean, Dry was perceived as time consuming and onerous
- Worries about the effects of using cleaning solutions on equipment and the environment
- The availability and expense of cleaning solution

Solutions

- Information on how to plan to Check, Clean, Dry, so it is less time consuming and onerous
- Freebies, like detergents, sprays and cleaning solutions
- Promoting a variety of cheap, accessible cleaning solutions that do not harm equipment or the environment

6. COMPETITION

- Belief amongst freshwater users that they could self-assess whether waterways were infected by didymo
- The campaign emphasises that people should treat all waterways as though they have freshwater pests
- The campaign uses organisations freshwater users trust to disseminate the message, so it becomes almost taboo within these organisations not to Check, Clean, Dry equipment and clothing between waterways

7. SEGMENTATION

- **Primary audiences**
 - Fishermen (anglers, eelers, whitebaiters)
 - Kayakers
 - Jet skiers
 - Weekend or pleasure boaters
 - 'Trampers' (hikers) and four-wheel drivers were later added
- **Secondary audiences**
 - Multi-sporters (such as mountain runners)
 - School children
 - Swimmers

8. METHODS MIX

- Partnerships with local and regional organisations
- Resources and tools, such as information packs, spray bottles, detergent sachets, and promotional giveaways (like bumper stickers and jelly beans)
- Practical demonstrations at events
- Funding for partners to run local events
- Advertising, including on ferries, on the radio, in newspapers and waterside signage
- Targeted messages for tourists