

## 6. Organise a communication campaign on IAS to educate locals and collect observations



*Communicating about IAS and increasing awareness is the most important action to take to minimise risk of IAS spread and harm caused by them.*

*It also sends a message that the municipality is serious about managing the IAS situation in its area, which can act as a wake-up call for local volunteers to take action.*

### Do this

Choose a topic for the communication campaign: for example, to inform

- 1) which invasive alien species require controlling in the area
- 2) that the municipality wants people to report their IAS observations
- 3) how local citizens and other operators can avoid spreading IAS.

### Benefits of the action

Citizens that are familiar with the harm caused by IAS will avoid spreading the species and can possibly offer the municipality their voluntary effort in managing the situation.

### More information

Earlier communication campaigns (in Finnish):

- "IAS of the week" (2018–2019)

[Facebook](#) [News on mmm.fi-site](#)

- "Uninvited guest (2021)

[News article on vieraslajit.fi-site](#)

