

MICHIGAN DEPARTMENT OF NATURAL RESOURCES AND ENVIRONMENT

PROPOSED PLAN FOR THE PREVENTION, DETECTION, ASSESSMENT, AND MANAGEMENT OF ASIAN CARPS IN MICHIGAN WATERS

“Communication Strategies”

Goal II: Effectively share information to improve management and control of bighead, black, grass, and silver carps in Michigan

Strategic Actions

1. Develop educational materials related to the identification of Asian carps.
 - “Learn to Identify Asian Carp” brochure
 - Training materials for biologists, Law Enforcement Division officers, and public
2. Develop educational materials describing the potential negative effects of Asian carps and methods to prevent their introduction.
 - Asian carp fact sheets (including Frequently Asked Questions)
 - Public exhibit / display
3. Develop educational materials describing regulations pertinent to preventing the introduction of Asian carps.
 - Natural Resources and Environmental Protection Act 451 of 1994
 - Administrative Rules
 - Fisheries Order 209; “...*illegal to transport or possess live specimens of ...bighead carp, black carp, grass carp, and silver carp.*”
4. Develop educational materials describing human safety issues related to establishment of Asian carps.
 - Silver carp have been known to jump out of the water, causing physical injury to boaters
5. Effectively communicate with the public regarding Asian carps developments and our response strategies.
 - DNRE Asian carp Web page; www.michigan.gov/asiancarp
 - On-line reporting form
6. Develop DNRE and MDA Asian Carps Task Group and communication system

