



WILL YOU PARTNER WITH US TO PREVENT INVASIVE SPECIES?

PlayCleanGo®: Stop Invasive Species In Your Tracks® is NAISMA's official, branded, trademark-protected education and outreach program that uses a Community Based Social Marketing strategy to change recreationist behavior.



A CLEAR MESSAGE

PlayCleanGo promotes awareness, understanding, and cooperation by providing a clear call to action to be informed, attentive and accountable for stopping the spread of all invasive species. PlayCleanGo engages outdoor enthusiasts where they recreate to encourage active invasive species prevention measures such as cleaning outdoor recreation gear (boots, bikes, boats, horses, etc.) before entering a recreation area through a trail, boat landing or other pathway.



TRUSTED PARTNERS

With major support from USDA Forest Service and APHIS, the campaign has spread from its origins in Minnesota across North America. The campaign now has 700+ organizations utilizing its prevention messaging and memorandums of understanding (MOU) with major federal lands agencies including USDA Forest Service, National Park Service, and U.S. Fish and Wildlife Service.



CUSTOMIZABLE MATERIALS

PlayCleanGo provides a rich library of customizable outreach, and education products, like our customizable watch out cards, most of which are readily available to partner organizations.

PlayCleanGo also removes the perceived barriers for recreationists to implement the prevention behaviors we hope to see through offering simple yet effective cleaning tools such as our new boot brush kiosk with a readable design or our very popular handheld boot brush.

NAISMA also manages social media and digital marketing for PlayCleanGo and can create geographically-targeted ads for your state to increase awareness and adoption of invasive species prevention behavior in your state.



250,000
average monthly
interactions



16,000+
Facebook
followers



700+
Twitter
followers



390
Instagram
followers