

Program Name: Aquatic Nuisance Species Task Force
Project Name: HABITATTITUDE
Project ID: 4302
Lead Agency: U.S. Fish and Wildlife Service

Strategy and Biennial Report Objective Addressed: 3-D.2
Invasive Species Strategic Action Framework Goal: 1

Measurable Output(s):

A public awareness campaign that seek to eliminate the transfer and survival of any species outside of their enclosed, artificial system, which has the potential to cause the loss or decline of native plants and animals.

Educate and engage the public about becoming a responsible pet owner.

Project Synopsis:

Habitattitude™ is a national public awareness campaign developed by the Aquatic Nuisance Species Task Force and its partner organizations. The U.S. Fish and Wildlife Service serves the lead federal agency for Habitattitude™; with a significant support and involvement of the pet and aquarium trade and the nursery and landscape industry. In addition to the involvement of these industries, two key players are the National Sea Grant College Program and state fish and wildlife agencies.

Habitattitude™ has been designed to unify all interested organizations and agencies who have a stake in protecting our aquatic resources and to leverage their participation in promoting an increased awareness of the growing aquatic invasive species challenge and responsible consumer behaviors to prevent their spread.

Current Status:

Currently funded by Congressional appropriation nationwide, though it is unknown the amount provided to the state of Florida.

Project Schedule:

Start Date: TBD
 Finish Date: TBD

Detailed Project Budget Information

	2014	2015	2016	2017	2018	Balance to Complete	Total
Federal							
SFWMD**							
Local							
Total							

Contact: John Galvez
Hyperlink: <http://habitattitude.net/>