

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):

Habitattitude™ is a public awareness campaign that seeks to inspire and empower people to explore the connection between responsible pet ownership and environmental stewardship. With the right attitude, pet owners will develop responsible habits that can minimize the effect invasive species have on habitats, the economy, and human health.

Project Synopsis:

Habitattitude™ is a national public awareness campaign developed by the Aquatic Nuisance Species Task Force and its partner organizations. It stems from a 2009 Memorandum of Understanding between the U.S. Department of the Interior (DOI) and the Pet Industry Joint Advisory Council (PIJAC) to establish a general framework for cooperation and collaboration between DOI and PIJAC to collaborate on mutually beneficial education and public awareness initiatives with respect to threats that invasive species pose to natural ecosystems, human health, and the economy and the need for the pet owning public to responsibly enjoy their companion animals while at the same time preventing the release of their animals and plants into the environment.

The U.S. Fish and Wildlife Service serves as the lead federal agency for Habitattitude™ with the significant support and involvement of the pet and aquarium trade industry. In addition to the involvement of these industries, other key partners include the National Park Service and National Oceanic and Atmospheric Administration.

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

Current Status:

Currently funded by Congressional appropriation nationwide, though the amount provided to the state of Florida is unknown. Partners are in the process of updating the website.

Project Schedule:

Start Date: TBD
Finish Date: (for website redesign) November 2016

Detailed Project Budget Information

	2014	2015	2016	2017	2018	Balance to Complete	Total
Federal							
Total	0	0	0				TBD

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