



Don't Let it Loose

Oregon's Outreach & Education Campaign with High School Students
June 2017



Don't Let it Loose Campaign

"Don't Let it Loose!" is an outreach and educational campaign lead by Sea Grant Extension, at Oregon State University and the Oregon Invasive Species Council.

Goals of the Don't Let it Loose Campaign Include:

- Educating teachers, students, pet owners and other members of the general public about the serious consequences of releasing animals and plants into our native ecosystems
- Create outreach materials and other resources by adapting and utilizing student artwork
- Reduce overall amount of invasive species established
- Raise awareness of the threat of invasive species
- Provide alternatives to releasing pets into the wild so that students and teachers will be prepared when they can no longer care for an animal

Oregon's Key Messages

Don't lose your pet!

Educate friends, family, students, teachers, etc.

Get involved by volunteering!

Don't let your pet loose!

Report sightings of invasive species to [1-866-
INVADER](tel:1866INVADER)

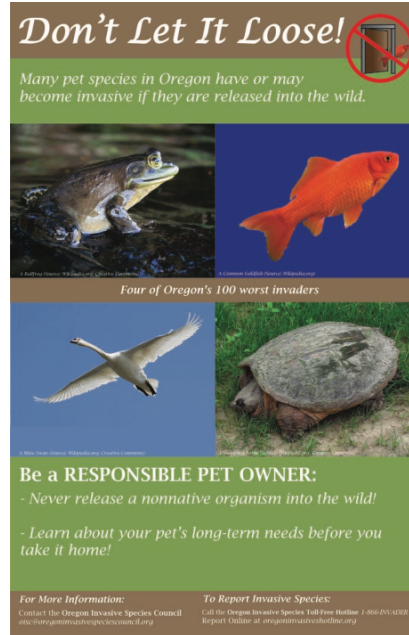


Media Design Contest

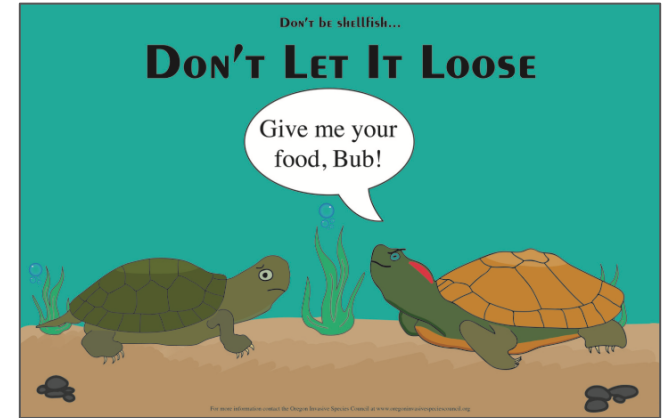
OISC's first high school media contest was held in 2015. Participants were asked to create a poster or video for the Don't Let It Loose campaign.



McKensi Payne,
Northwest Academy



Edwin Leung,
Sabin Schellenberg



Ethan Chappellear,
Clackamas High

Media Design Contest

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(Click for video)

Don't Let it Loose Campaign

- Adapted posters displayed in high traffic areas such as pet stores and schools
- Videos and posters used as outreach tools
- Used STEAM (Science, Technology, Engineering, Art, and Math) related lessons to educate students on “Don't Let it Loose!” and the prevention invasive species
- Focused on educational outreach and connecting with stakeholders to relay message to the broader audience
- Opportunities for the community to get involved in the prevention of invasive species and the “Don't Let it Loose!” campaign
- Next steps: create a design media package for teachers to use freely and enter work to be displayed at roving high traffic “galleries” in Oregon.