

# Sample Campaign Ideas

PACIFIC SOUTHWEST REGION  
Restoring, Enhancing, and Sustaining Forests in California, Hawaii & the Pacific Islands

## INVASIVE SPECIES Plant Invaders

### What are Invasive Plants?

Invasive plants are defined as those that are nonnative to the ecosystem under consideration and that cause (or are likely to cause) economic or environmental harm or harm to human health.

**Most Scotch broom species can be recognized by their bright yellow flowers. When full grown, Scotch broom can grow from 3 to 10 feet high (see figure below).**

**Scotch Broom**  
Scotch broom forms thick brush fields that can shade out and kill native grassland plants. This plant threatens habitat for grazing animals and hinders revegetation efforts.

**Yellow Star Thistle**  
Due to a lack of natural predators, nonnative plants, like the yellow star thistle, have a competitive advantage and can spread quickly. This rapid rate of spread may devastate native ecosystems by: crowding out native plants, reducing biological diversity, altering water patterns, and disturbing wildlife food webs.

**Yellow star thistle plants are gray-green to blue-green, and the flowers are bright yellow. Yellow star thistle can quickly form dense mats (see figure below).**

**Learn more online**  
Invasive.org: [www.invasive.org/species/weeds.cfm](http://www.invasive.org/species/weeds.cfm)  
National Park Service: <http://www.nps.gov/plants/alien/ia/ia.html>  
California Invasive Plant Council: [www.cipc.org/ips/index.php](http://www.cipc.org/ips/index.php)  
UC Riverside Center for Invasive Species Research: [http://cisar.ucr.edu/plant\\_invasive\\_species.html](http://cisar.ucr.edu/plant_invasive_species.html)  
USDA National Invasive Species Center: <http://www.invasivespeciesinfo.gov/plants/main.shtml>  
Forest Health Technology Enterprise Team: <http://www.fs.fed.us/foresthealth/technology/pdf/FHTEPwood.pdf>

**Image Credits**  
Scotch Broom close-up flower: Barry Flynn, [sarracenia.com](http://sarracenia.com), [bugwood.org](http://bugwood.org)  
Scotch Broom full view: Laif Stridvall, <http://212.3.3.183/ia/index.php>  
Yellow Star Thistle close-up flower: Peggy Grab, USDA Agricultural Research Service, [bugwood.org](http://bugwood.org)  
Yellow Star Thistle full view: Laif Stridvall, <http://212.3.3.183/ia/index.php>  
Giant Reed (background): James H. Miller, USDA Forest Service, [bugwood.org](http://bugwood.org)

Produced in cooperation with the USDA Forest Service, which is an equal opportunity service provider.

## THE LOW-DOWN ON INVASIVE SPECIES IN FLORIDA

**WHAT IS AN INVASIVE SPECIES?**  
Invasive species are nonnative species that have harmed habitats environmentally or economically.

**HOW DO THEY GET HERE?**  
Nonnative species can arrive in Florida from 28 ports of entry, or released by owners.

**WHY ARE THEY A PROBLEM?**  
Effects of invasive nonnative species are amplified by their explosive population growth.

**HOW CAN YOU HELP?**  
To help control invasive species, know your species, know the regulations, prevent escape.

**WHAT ELSE IS BEING DONE?**  
The UF/IFAS Invasive Plant Working Group has adopted a tool for predicting the likelihood that a plant species will become invasive.

**#FLINVASIVES**

[http://www.ifas.ufl.edu/content/download/2607/27665/attachment/Invasive\\_Species.pdf](http://www.ifas.ufl.edu/content/download/2607/27665/attachment/Invasive_Species.pdf) | <http://ifas.ufl.edu/infobot/infobot/invasives/infobot/infobot/infobot/> | <http://ifas.ufl.edu/infobot/infobot/invasives/infobot/infobot/infobot/>

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<http://blogs.ifas.ufl.edu/ifascomm/2019/06/04/invasive-species-awareness-visual-campaign/>

## INVASIVE SPECIES: GOLDFISH

Originally native to Asia and introduced in late 1600s. Thought to be the first invasive fish to reach North American waters.

**Size:** up to 16"

**Identification:**  
Not always "gold"! Coloring can vary from gold to olive green to white. Long dorsal fin with 15-21 rays and 25-32 scales along lateral line. Anal fin of male is concave, female is convex.

**Native to:**  
Eastern Asia, China, Japan, Korea.

**Impact:**  
Large populations compete with native fish for food/habitat. Infested areas have higher water turbidity and decrease in aquatic vegetation.

**Invasive Area:**  
All lower 48 States plus Hawaii, Puerto Rico, and Virgin Islands.

**If You Catch One:**  
Consult local regulations. Follow recommended procedures. Document catch and notify local fisheries agency.

Source: USGS.gov

Downloaded from:  
<https://www.fix.com/blog/invasive-fish-species-guide/>

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