

The Lake Kasshabog Resident Association (LKRA)

2024 *Get the Lead Out* Campaign

Final Report

by Anne Rawson

The Goals of our 2024 Campaign were:

- 1) To increase awareness among Lake Kasshabog Residents and visitors about:
 - The danger to wildlife, and especially to loons, of using fishing tackle containing lead
 - Alternative fishing tackle that is available
- 2) To develop a strategy to get lead tackle out of cottagers' tackle boxes and provide a non-lead alternative in a fun and engaging way.

2024 Campaign Team:

Leads: Anne Rawson & Jennifer Cummings **Supported by:** Gary Kindree, Harry Major and Rob Milne

Campaign Sponsors:

Jen Cummings secured corporate and government funds to underwrite our campaign. Anne Rawson negotiated a partnership with Peterborough Pro Tackle to provide over \$1500 worth of tungsten tackle at cost (25% off) Local retailers sponsored youth and adult prizes. Sponsors were acknowledged in all promotional material including the brochure, Yearbook article, ENews promo and draw entry forms.

Campaign Components:

1. In 2023 LKRA set the stage by participating in a webinar with Jack and Chandos Lakes that explored the declining loon population and introduced lead tackle as a major cause of loon mortality. An article on this webinar was included in the 2022 LKRA Yearbook.
2. In the 2024 LKRA Yearbook, we launched our *Get the Lead Out* campaign, modeled after the positive leadership of the nearby Wolfe Lake Cottage Association.
3. We created and placed "Get the Lead Out" signs at each boat launch as well as near the entrance to each major lake road access.
4. Using Wolfe Lake Cottage Association templates, we personalized a two-fold 4-colour brochure for our campaign and also produced a flyer targeted to youth.
5. At the 2024 Regatta, we invited residents to exchange lead tackle with non-lead tackle. Participants were given an education kit including a brochure, flyer, contest entry ballot, sample tungsten tackle, Peterborough Pro Tackle business card and Clean, Drain, Dry card. Adults and youth who participated were given a chance to win lucky prizes.
6. At the August 31st Summer-End Party, we provided an additional opportunity for residents to exchange lead for lead-free tackle. Education packages were

again provided, and adult and child participants had a chance to win lucky prizes.

7. We built campaign awareness in July and August via the LKRA E-News and LKRA FB page and the private Kasshabog'er FB group. We added a blog post on the LKRA website to continue the momentum and also provide all campaign details on the website under Educational Events.

Campaign Results

The 2024 campaign was a great start at building greater awareness about the dangers of lead tackle. We were able to get 1350 pieces/10lbs of lead off the lake and build community awareness in the process. At the end of this year's campaign, we have 130 brochures, 50flyers, 16 education packages, and 65 pieces of tackle remaining. These resources will allow us to continue our campaign into next summer. We have yet to determine the exact 2025 campaign components but they will likely include an additional tackle exchange, an on the water interface with fishermen throughout the summer, and an insert to be included in our 2025 Yearbook package delivered to all residents.

Resident Feedback

We received many positive comments and thanks for initiating this project. One of the comments received really summed up the success of our campaign this summer:

Thank you to the LKRA's "Get the lead out" group. My kids were very excited to empty their tackle boxes and find all the lead in return for the tungsten fishing gear. Our family learned a lot about the damage that lead causes in the lake. Thanks for this great program! Cheers, Jen Moore
P.S. you definitely made my boys weekend yesterday. They were very excited after attending your booth (See the attached picture.)