

LKRA 2025 *Get the Lead Out* Campaign

Final Report by Anne Rawson

Goal of the 2025 Campaign:

1) To continue to increase awareness among Lake Kashaog Residents and visitors concerning:

- The danger to wildlife, and especially loons, of using fishing tackle containing lead
- Alternative fishing tackle that is available

2) To continue the strategy of getting lead tackle out of cottagers' tackle boxes by providing a non-lead alternative tackle carried forward from 2024).

Campaign Sponsors:

Original campaign grants were obtained in 2024 from COVIA (\$1500) and HBM (\$1000). Peterborough Pro Tackle provided us with \$1500 worth of tungsten tackle at cost.(25% off)

2025 Campaign Team:

Anne Rawson & Dane Freiter

Campaign Components:

1. The 2025 LKRA Yearbook included an article on the results of the 2024 campaign and described the planned 2025 *Get the Lead Out* campaign.
2. *Get the Lead Out* campaign information was placed in each Yearbook package delivered to cottagers.
3. Signs placed in 2024 at each boat launch as well as near the entrance to each major lake road access (West Kosh Road, North Shore Road, FR 75) remain and continue to advise lake users not to use lead tackle on Kosh.
4. The 2024 campaign literature was updated to include new 2025 campaign plans.
5. We held a Lead-free tackle exchange at the Annual Stoney Point Bass Fishing Derby Sunday July 6.at 3:00 p.m. The person bringing in the most lead tackle received a Cottage Life sweatshirt.
6. During July & August, fishermen were approached on the lake with literature and tungsten tackle to exchange for their lead tackle.
7. An additional Lead-free tackle exchange was held at the 2025 Regatta, between 10:00 a.m.-12:00 p.m. Those bringing in lead tackle received tungsten tackle.
8. We continued to build campaign awareness using the July and August LKRA E-News as well as the LKRA FB page that was shared with the FB group the Kashaogger.

Campaign Results

The 2025 campaign was successful in continuing to educate cottagers about the dangers of lead tackle encouraging an additional 563 pieces/2 lbs of lead tackle to be exchanged. This resulted in a 2-year campaign removing a total of 1913 pieces/12 pounds of lead from Kosh tackle boxes. Throughout community awareness built.

We utilized and distributed all the left over literature and tackle remaining from our 2024 campaign.

Resident Feedback

We received many positive comments and thanks for initiating this project during our tackle exchanges this year. There was no question that the 2-year campaign was effective in generating considerably more awareness of the dangers of lead tackle.

Suggested Next Steps to Maintain Momentum and Awareness

At the Tackle Exchange event at the Regatta, young cottage fishermen and women were very engaged with the project. One idea for next summer would be to hold two workshops; one at Stoney Point and one at The Community Hall, targeted to young people 6-12. Dane is an avid fisherman and would make a great workshop leader. Young people would be asked to bring their tackle boxes. Dane could share lots on interesting fishing information and assist kids in going through their tackle boxes and removing any lead. I'm sure Peterborough Pro Tackle would be willing to provide more tackle, if asked, at cost. It makes sense to now focus our campaign efforts on young people who can then take their knowledge back to the family.

We will include a short 2025 Campaign Highlights Article in the 2026 Yearbook and should events, such as above, be organized they will again be promoted via E-News and FB and on our website.

2-Year Campaign Budget Summary:

2024 Grants Received:	\$2500.00
2024 Expenses:	
Lead-free Tackle (\$1826 retail value)	\$1462.00
Graphic Design, Printing, Folding (Brochure, Signs, Flyer, Tent Card, draw tickets)	\$663.00
Prizes & Prep:	<u>\$277.00</u>
TOTAL EXPENSES	\$2402.00
BALANCE ON HAND for 2025	\$98.00
2025 Costs for updating brochures	\$140.55
Campaign expenses exceeding Grants \$140.55-\$98.00 (Suggested it be taken from the environment Fund)	\$42.55
Projected 2026 Campaign Costs: (Tackle, flyers, promotional items)	\$500