



July 2017

Bird Studies Canada's Canadian Lakes Loon Survey has educational signs to target loon conservation but the suggested actions relate just as well to other waterbirds that use lakes and rivers.

There are **two signs and a poster** (see below), each of which is designed for a different purpose.

1) **The Loon Alert** signs are corrugated plastic, educational in nature and can be placed at locations where people will have a few spare moments for reading (ramps, docks, Laundromats, beer stores etc.). They contain loon/waterbird friendly tips for lake users. Our 2017 edition are now available by special order and we ask for a donation to cover their printing, shipping and handling (approximately \$20 minimum per sign). Alternatively, you can request the print ready file and have it printed yourself. The print file is designed for a 12" by 18" yard sign that is readily available through many suppliers. You can also contact me to arrange customized bulk orders.

2) **The Nest Alert signs** are also corrugated plastic and are designed to be placed **near disturbed nest locations**. These are site specific and only recommended for nests that are highly exposed; in high traffic areas; or at risk to significant disturbance. **They are not appropriate for well-hidden nests**. The Nest Alert signs may also work to decrease activity and boat speed when placed at the mouth of a bay (where a loon nest is or suspected to be hidden). To use these signs you will need: 3 - 6 signs per nest, to build buoys (instructions provided), check waterway regulations and/or local jurisdictions, **and ensure the signs are removed after chick hatch**. To order these signs simply contact me directly by email or phone. There are no fees but we ask that you consider providing a donation to cover the cost of shipping and handling.

3) **Top Six Ways to Help Loons poster**. This colourful poster was designed with lake associations and store managers in mind. It is downloadable from our website and can be cost effectively printed in either tabloid (11' by 17") or legal (8.5' by 14") size using the print to fit option. I recommend printing tabloid and mounting on foam core for association events or printing on legal size to hang on a bulletin board or in a store window.

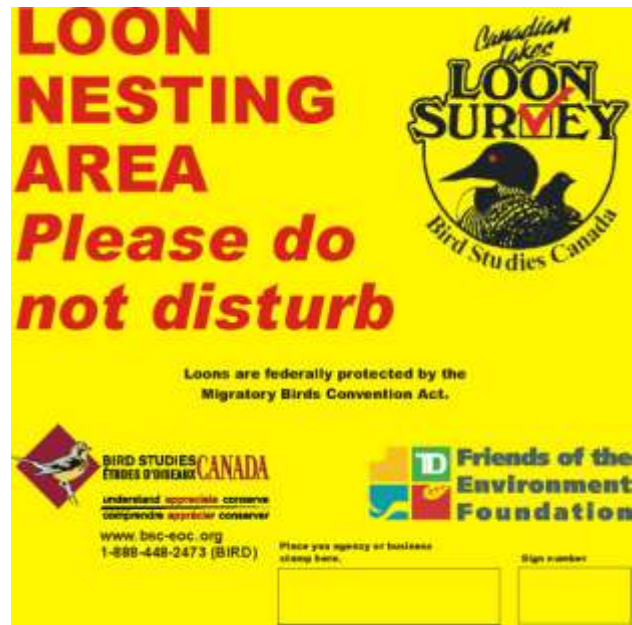
The Loon Alert sign and **Top Six Ways** posters are provided in English or in French. **The Nest Alert** signs have English on one side and French on the other; this allows bi-lingual signage when two signs are displayed. Both of the corrugated plastic signs should last close to 10 years before needing to be replaced and they also include a location where you can add your association name or stamp.

Thank you for taking the time to consider our educational materials.

Sincerely,

Kathy Jones
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LOON ALERT



Please remember, we share our lakes with loons and other wildlife.

• **Slow down your boat where loons nest.** Loons nest near the water's edge in protected coves, around small islands and in marshy areas. Approaching boats, even quiet canoes, can cause loons to leave their nests and eggs unprotected. Loon nests can be flooded by waves created by watercraft.



• **Steer clear of loons and their chicks.** Disrupting loon parents and their chicks distracts parents from feeding and protecting their chicks. If a nearby loon calls out in a tremolo ("crazy-laugh") while rearing up out of the water, please move away quickly and quietly.

• **Retrieve fishing line and tackle.** Loons may become entangled in fishing line and other refuse, restricting their ability to preen and dive and eventually leading to death.

• **Dispose Responsibly.** Take trash and fishing line to shore to recycle or dispose of properly. Garbage including plastics and tackle can injure birds and other wildlife. Keep food and scraps contained, as they may increase the number of nest predators in the area.

• **Use lead-free tackle.** Loons ingest small pebbles to help digest their food. If they mistakenly swallow lead sinkers and jigs, lead poisoning and eventually death may occur. Request lead-free alternatives at your local tackle shop.

Loons are protected by the Migratory Birds Convention Act.



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1-888-448-2473 ext 124

Place your agency, association or business name here:

TOP 6 WAYS YOU CAN HELP LOONS



Keep it Wild

Let native wetland plants grow along your shoreline, or re-plant if the shoreline is bare. Natural shorelines provide shelter and food for both fish and loons.



Keep it Calm

Slow down near wetlands and shorelines and keep your wake to a minimum. Wake can wash out nests or separate young loons from their parents, which makes chicks easy pickings for predators.



Steer Clear

Slow down and steer clear of loons, waterbirds, and other wildlife. They may not be able to escape your path. If adults become separated from their young, they can't protect them.



Dispose Responsibly

Take trash and fishing line to shore for proper disposal. Garbage including plastics and tackle can injure birds and other wildlife. Keep food and scraps contained, as they may increase predators around nests.



Reduce Your Impact

Use less electricity and fossil fuels. Climate change raises lake temperatures, which causes more heavy metals to accumulate in wildlife tissues. Do not add pollutants, such as household hazardous wastes, to our rivers and lakes.



Get Involved

Be an advocate for loons and lakes. Raise awareness of air pollution issues and join your lake association. Participate in loon or lake monitoring.



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