What drives adoption of aquatic invasive species (AIS) prevention practices? Why is compliance with recommended practices not 100%, especially among those who highly value lakes and streams? Most efforts to promote AIS prevention practices assume that knowledge is the primary barrier: if people are aware of the problem and know what to do, they will take responsible action. However, social science research shows that knowledge often does not lead to action. More integrative strategies are needed that not only inform people, but also inspire action and build community capacity. I will explore the social psychology of conservation behavior and present findings from my own AIS prevention research and climate change action research that support normative and community-based AIS prevention programming.