



Progress Report

**CGAPS & ISCs Public Information Officer
January 1 - July 31, 2003**

**Submitted to DLNR, U.S. Fish & Wildlife Service
and CGAPS**

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Introduction

An island-based public relations and education campaign has been underway on Maui since January 2000 through the Maui Invasive Species Committee's (MISC) Public Relations Specialist. The campaign includes writing and sending press releases and articles, holding media events and conducting community outreach through displays and PowerPoint presentations. The success of this position was observed through local and national media coverage about invasive species issues and MISC's work, along with widespread community support for MISC activities. Additionally, \$400,000 in County funding was secured for FY2002 and FY2003 through meetings with Council members and testimony at County Council hearings.

In light of the growing need for similar services to each ISC and the recognized need for raising awareness of invasive species issues across the state, the position of statewide Public Information Officer (PIO) was created and filled on 10/1/02. The PIO provides public relations support for the Coordinating Group on Alien Pest Species (CGAPS) and the Invasive Species Committees (ISCs) on each island. (Attachment 1)

The goal of the CGAPS & ISCs PIO is to raise public awareness of invasive species issues and the CGAPS and ISC partnerships to effect change in attitudes, behavior or policy. (CGAPS & ISCs FY 2003 Media Plan Attachment 2)

Progress reports on PIO activity are submitted biannually to the CGAPS steering committee and major funding sources including U.S. Fish and Wildlife Service and the Department of Land and Natural Resources – Division of Forestry and Wildlife, and excerpts are included in the Hawaii Community Foundation grant reports.

Activities and Accomplishments

1. Worked with reporters, journalists and other media personnel by providing information, press releases and articles. Served as a point of contact on invasive species issues. (Attachments 3-18)
2. Monitored bills and hearings, provided educational testimony on behalf of CGAPS and the ISCs. Bill supported and passed include the HISC bill (SB 1505 HD1 SD2 CD2), the landowners' liability bill (SB 522 SD2 HD2), and the brown treesnake bill (SB 554). Sent copies of testimonies to other policymakers when applicable. (Example testimony Attachments 19-22).
3. Co-wrote and edited a paper, "Executive Summary of Findings and Recommendations for Invasive Species Prevention and Control in the State of Hawaii". Document compiled by CGAPS members, edited by PIO, Earl

Campbell and Mindy Wilkinson for use in the Legislature and for incoming department chairs. (Attachment 23).

4. Compiled and wrote a progress report on the ISCs. The Statewide report, "Island-based Partnerships & Statewide Coordination to Protect Hawaii" was provided to funding sources such as DLNR for an accounting of the annual pass-through of funds from LNR 402 and supplemental funds. Reports were also supplied to the new members of the HISC, the CGAPS steering committee and each ISC for fundraising purposes. The report will be posted on the HEAR website.
5. Wrote and submitted an abstract based on the Statewide report, "Island-Based Partnerships, Statewide coordination to address invasive pests." Accepted for the poster session to the Hawaii Conservation Conference. Designed and produced four posters about CGAPS and the ISCs for the Hawaii Conservation Conference. The abstract was also submitted to the Invasive Plants in Natural and Managed Systems/Ecology and Management of Alien Plant Invasions Conference in Ft. Lauderdale, where it was accepted as a talk in November 2004. (Attachment 24)
6. Wrote and submitted an addendum for the Hawaii Community Foundation year 2 grant monies in response to a request from grantor, in absence of a CGAPS coordinator. Addendum was taken directly from the Statewide report, with some additions and editing.
7. Participated in a two-week rapid response training course on brown treesnake search and capture. Training took place on Guam and Saipan and also looked at BTS interdiction programs. (Photos 1 and 2)
8. Prepared a CGAPS & ISCs Media Plan and budget for FY 2004. (Attachment 25)
9. Prepared and submitted a proposal for funding for the CGAPS 2004 media campaign, focusing on the Weed Risk Assessment work, asking the public "Don't Plant a Pest," and general pathways of pest introduction, "Don't Pack a Pest." The U.S. Fish & Wildlife Service has granted 36,900 toward the media campaign. Additional funds and services are being sought from Ad-2 Honolulu and the Kaulunani Urban Forestry Program. (USFWS proposal, Attachment 26)
10. Continued assisting producers and videographers filming invasive species issues in Hawaii. Served as a point of contact, coordinated sites and scientists for various television productions. (Photo 3)
11. Presentations on invasive species were given to UH Outreach College Elderhostel program participants on 2/13, 3/13, 4/8, 5/8, UH Marine Option Program class 3/18, and at the Wahiawa Public Library on 7/1. A special presentation on CGAPS and the ISCs was given to Aquatic Nuisance Species management plan committee members on 2/21 to help bring the ANS community and CGAPS closer together.

12. Weed Risk Assessment presentations were given to Yunan provincial government officials on 2/3, at the TNC Asia Pacific regional meeting on invasives on 5/6, and to Pacific islands participants of the Forest Service Short Course Invasive Species module on 5/5.
13. Asked by DLNR Chair Peter Young to give a presentation about invasive species issues and needs for better biosecurity at a public information meeting. The session was in preparation for the official convening of the Hawaii Invasive Species Council. Gathered information, edited and assembled a paper on the most pressing issues that need to be addressed, and presented it in conjunction with the PowerPoint show. (Attachment 27-28)
14. Worked with ISCs on media needs and requests. Provided ISCs with copies of PowerPoint presentations, photos and documents, including Miconia information sheets for each ISC to use with volunteer groups. (Example sheet, Attachment 29)
15. Met with Kauai Mayor Baptiste and KISC chair Allan Rietow about invasive species and the KISC budget request on 2/18. Also set up a time for KISC to make a presentation to the Kauai County Council on 2/27. Arranged and met with the Kauai Chamber of Commerce on 4/21 about KISC activities to generate support.
16. Participated in ISC Miconia field days on Oahu 2/12 and on the Big Island on 4/30 and 6/6. (Photo 4)
17. Attended CGAPS and ISCs and steering committee meetings, and individual ISC meetings: KISC on 1/9, MISC on 1/24, MoMISC on 1/15, BIISC on 4/29, OISC on 2/5, 6/9, and all-ISC coordinators meeting on 4/2.
18. Attended various meetings and conferences such as the Malama Hawaii meeting 1/14, Rodenticide meeting 2/6, Ballast Water and Hull Fouling Task Force meetings 2/11, Hawaii Aquatic Nuisance Species Management Plan committee on 1/17 and 2/21, BTS Interdiction Program meeting 4/15-17, TNC Asia Pacific Regional meeting on invasives on 5/6-5/7, U.S. Forest Service Short Course Invasive Species module 6/5-6/6, and the Hawaii Conservation Conference 7/10-11.



Photo 1: BTS rapid response training participants before a night search.



Photo 2: BTS search and capture.



Photo 3: Filming for a Discovery Channel Canada special on invasive species in Hawaii.



Photo 4: OISC field technician Meghan Halabisky works with MCBH Marines before a Miconia search.

List of Attachments

<u>Attachment</u>	<u>Description</u>
1	Statewide Invasive Species Public/Community Relations Coordinator job description.
2	CGAPS & ISCs FY 2003 Media Plan.
3	<i>Paradise losing in Hawaii.</i> Los Angeles Times. 1/2/03.
4	<i>New threat, old fight.</i> The Honolulu Advertiser. 1/5/03, pg. A 1.
5	<i>Battle to keep out pests involves us all.</i> The Honolulu Advertiser. 1/7/03, Editorial A 6.
6	Article submitted: <i>Miconia: The time bomb in our watershed.</i> Submitted to the Ala Wai Watershed newsletter, 1/21/03.
7	Interview: Earthwatch radio interview with John Carl. 2/7/03.
8	Press Release: <i>Salvinia flunks test.</i> 2/25/03.
9	<i>State to open second front at Lake Wilson.</i> The Honolulu Advertiser. 2/26/03.
10	<i>Test helps weed out problem plants.</i> The Honolulu Advertiser. 3/3/03.
11	<i>Hawaii faces invasion of flora and fauna.</i> The Boston Globe. 3/27/03.
12	Press Release: Public Presentations on Brown Treesnake Efforts. 4/14/03.
13	Press Kit Fact Sheet: Excerpts from the <i>Status and Future of the Brown Treesnake Interdiction Program.</i> 4/17/03.
14	Article: <i>The lessons we learned from Salvinia.</i> Submitted 4/30/03. Hawaii Landscape. May/June, Vol. 7, No. 3, pg.1.
15	Press Release: Hawaii sends multi-agency team to Guam for snake search and capture training. 6/9/03.
16	<i>Hawaii team learns to hunt snake on Guam.</i> The Honolulu Advertiser. 6/13/03, pg. B 2.

- 17 Letter received from Senator Akaka RE: BTS training program meeting announcement and progress. 6/27/03.
- 18 Article: *State Invasive Council Established*. Submitted 6/30/03. Hawaii Landscape. July/August, Vol.7, No. 4.
- 19 Testimony submitted: Testimony in support of SB 1505 SD1, HD1. 4/1/03.
- 20 Testimony submitted: Testimony in support of SB 554. 3/19/03.
- 21 Testimony submitted: Testimony in support of SB 522 SD2, HD2. 3/27/03.
- 22 Letter received from Senator Akaka RE: testimony in support of SB 552 and SB 1505. 6/18/03.
- 23 *Executive Summary of Findings and Recommendations for Invasive Species Prevention and Control in the State of Hawaii*. Document prepared by CGAPS members, edited by PIO, Earl Campbell and Mindy Wilkinson.
- 24 Abstract submitted: *Island-Based Partnerships, Statewide Coordination to Address Invasive Pests*.
- 25 CGAPS & ISCs FY 2004 Media Plan with projected budget.
- 26 Proposal submitted: A Proposal to Re-initiate the Silent Invasion Media Campaign. Submitted to the U.S. Fish & Wildlife Service, with partial funding approved, 5/03.
- 27 *Gaps in Hawaii's Biosecurity Against Invasive Pest Species*. Document prepared with input from CGAPS and ISC members for the public meeting on the HISC.
- 28 *Island Council Urges Cooperation to Stop Invasive Species*. Honolulu Star Bulletin. 7/24/03.
- 29 Educational handout: *Miconia calvescens—The Purple Plague*. Handout primarily for Miconia hunt volunteers to give an overview of problem. Handout made for KISC, MISC, OISC, and BIISC.