

## **Progress Report**

**CGAPS & ISCs Public Information Officer  
July 1 — December 31, 2004**

**Submitted to the U.S. Fish & Wildlife Service, Department of  
Land and Natural Resources, Pacific Cooperative Studies Unit, the  
Coordinators of the Invasive Species Committees and Chairs of  
the Coordinating Group on Alien Pest Species**

Cover: Rubbervine (*Cryptostegia madagascariensis*)

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*Submitted January 21, 2005*

**Introduction**

The primary goal of the Statewide Invasive Species Public/Community Relations Coordinator (PIO) are to raise awareness of the public, officials and special interest groups about invasive species issues in order to effect a change in perception, actions or funding for invasive species programs. The PIO also works to promote CGAPS and the ISCs as viable solutions that aid in the battle against invasive pests in an effort to build awareness and support for these initiatives. This year, aquatic invasive species topics have been integrated into outreach activities. In addition to accomplishing these goals, additional duties were also taken on by the PIO with the Hawaii Invasive Species Council Public Outreach Working Group, and with training the new Weed Risk Assessment Liaison.

Progress reports on PIO activity are submitted biannually to the CGAPS steering committee chairs, ISC coordinators, the Pacific Cooperative Studies Unit Principal Investigator, and major funding sources including the U.S. Fish and Wildlife Service and Department of Land and Natural Resources – Division of Forestry and Wildlife. Reports are also posted online at [www.hear.org/cgaps](http://www.hear.org/cgaps).

**CGAPS PIO Support**

Funding for the PIO is through the U.S. Fish and Wildlife Service and the Department of Land and Natural Resources-Division of Forestry and Wildlife, and it is gratefully acknowledged. Similarly, in-kind support has always been important in the work conducted by CGAPS staff. The most basic staff needs are met through in-kind support, including (but not limited to) the following:

- UH College of Tropical Agriculture and Human Resources (CTAHR) Tropical Plants and Soil Sciences Chair Dr. Robert Paull agreed to give an office in St. John Plant Science Laboratory to the Weed Risk Liaison. Dr. Paull offered half of the office to the CGAPS PIO, who moved from a temporary office in the Pacific Cooperative Studies Unit (PCSU). The in-kind contributions of office space and resources by PCSU and CTAHR, and the continuing support of the USGS BRD PIERC office for copying and office equipment use have been tremendous.
- Hawaii Department of Agriculture (HDOA) has graciously allowed CGAPS and ISC-related meetings to be held at their conference room. The use of this exceptional meeting room deserves mention.
- The rotating chair structure has been a great success, particularly in supervising and providing guidance for the PIO. Agencies and NGOs that allow their staff to take on a CGAPS chair position or steering committee position contribute immeasurably.

**Activities and Accomplishments Between July 1-December 31, 2004**

1. Worked with reporters, journalists and other media personnel by providing information, press releases, articles and photos. Served as a point of contact on invasive species issues (Attachments 1-12).

2. Silent Invasion Media Campaign: Progress continued in preparing for the campaign (short description and timeline Attachment 13).
  - Worked with PIOs, CGAPS members and Ward Research staff to prepare questions for a baseline awareness survey that was conducted in August by Ward Research as part of their omnibus telephone survey. Five hundred and one residents statewide were polled on their general awareness of key invasive pests and issues. (See *“Baseline Awareness of and Attitudes Toward Invasive Species in Hawaii: A Telephone Survey of Statewide Residents”* at <http://www.hear.org/cgaps/> under “Reports and White Papers”.
  - Continued meeting with plant industry groups about the “Don’t plant a pest” brochure. The brochure project stalled in October as industry concerns about the Weed Risk Assessment came to the forefront. While the brochure as a product is a campaign objective, industry awareness about invasive plants is also a general objective. Engaging industry members in discussions about how their industry is partly responsible is beneficial, if not immediately productive (see the brochure update, Attachment 14),
  - Pest hotline issues also came to light. HDOA voiced concerns over the costs of having a toll-free number and resulting awareness/information issues with changing the existing number.
  - Worked with UH-Hilo Hawaiian Immersion Program student Kari Shozuya, HDOA, OISC and DLNR staff to re-design the HDOA airport display with the “Don’t pack a pest” message. (see before and after photos 1, 2).
  - Worked with AIS coordinator Bruce Cassler, DAR staff Tony Montgomery, and Randy Honebrink to include an aquatic message in the Silent Invasion campaign. DAR received funding from NOAA to conduct a *Carijoa* rapid response on Kauai, and to conduct outreach. Up to \$20,000 of the DAR/NOAA funds from this grant will be used in conjunction with existing funds to add a 5<sup>th</sup> PSA and purchase additional television placement time for all 5 messages. One production company will be selected to produce all 5 PSAs, and the negotiation time for the entire package will be beneficial to all.
  
3. Continued to participate in and support the HISC Public Outreach Working Group
  - Participated in HISC Public Outreach Working Group meetings on 7/21, 8/25, 9/22, 10/20 and 12/15.
  - Served as main point of contact, meeting preparation, record minutes, disseminating information to working group members.
  - Worked with working group members to write the HISC Public Outreach Project RFP. Served as the point of contact for applicants, compiled proposals, covers and budgets and distributed packets to the subcommittee for review.
  - Worked with coordinators of BIISC and KISC, and with Kim Langley and Tony Montgomery to conduct interviews for the HISC public outreach staff positions for Big Island, Kauai and Oahu.
  - Participated in HISC Resources Working Group meetings on 9/30, 10/28, HISC Prevention Working Group meetings on 8/6, 9/15 and the general HISC meeting on 9/21 to crosswalk information between groups.

4. Outreach Presentations and Community Fairs:
  - Prepared and gave presentations about invasive plant issues to plant industry groups including the CTAHR Molokai Small Tree Plantation Workshop 8/19-8/20, Kauai Landscape Industry Association on 8/24, CTAHR Early Detection Workshop 10/19, the Hawaii Island Landscape Association 11/16, and the Big Island Association of Nurserymen on 11/17.
  - Designed, set up and staffed an invasive species display at the EcoFair at Manoa Gym on 10/23 (see photo 3).
  - Prepared and gave general invasives presentation to the participants of the Navy Pesticide Applicator Re-Certification Course on 10/8.
  - Assisted KISC by staffing their outreach booth at the Kauai County Fair on 8/29.
  - Assisted MISC by staffing their outreach booth at the Maui County Fair on 10/1 and 10/2.
5. Website Project: Revised website draft to include pages on HISC, for a comprehensive ISCs/CGAPS/HISC site. Co-wrote the website design RFP. Collected proposals and coordinated committee review and selection of winning proposal. Worked with Pacific Cooperative Studies Unit, Kim Langley and USGS website staff on the selection justification, the contract, scope of work and related issues.
6. Participated in interviews for the WRA Liaison, and in training the new hire, Carter Smith in PCSU staff procedures including purchasing, travel, and other administrative requirements. Worked with Carter on developing his presentation and handouts, and on crafting his early communications to plant industry members. Assisted in editing an introductory article for the Hawaii Landscape newspaper. Continue to serve as a sounding board on WRA issues.
7. Co-wrote two grants for Hawaii Invasive Species Council Public Outreach funds. "Public Outreach via Radio to Encourage Coqui Frog Reports" co-written with KISC and OISC received full funding \$10,000 (Attachment 15). "Landscape Industry Council of Hawaii Green Industry Conference" co-written with Jay Deputy of CTAHR and LICH received partial funding at \$3,610 to support an invasive species session at the annual LICH conference.
8. Attended CGAPS, ISCs and steering committee meetings 7/28, 9/9, 10/27, 12/15. Attended KISC meetings on 7/15, 11/15; OISC meetings on 8/4, 9/29; MoMISC on 8/2, MISC on 8/27 and BIISC on 12/10.
9. Participated in other meetings including the ISC data meeting with PBIN staff on 7/29, the American Association of Landscape Architects-Hawaii Chapter annual meeting on 8/1 (see photo 4), plant industry/WRA meetings on 8/10, 9/21, 9/24; and the Aquatic Invasive Species Workshop on 12/8.

## Photos



Photo 1 and 2: Old HDOA airport display (left) revised to new display (right) through a collaborative project between UH-Hilo Hip Intern Kari Shozuya, OISC, HDOA, DOFAW and CGAPS.

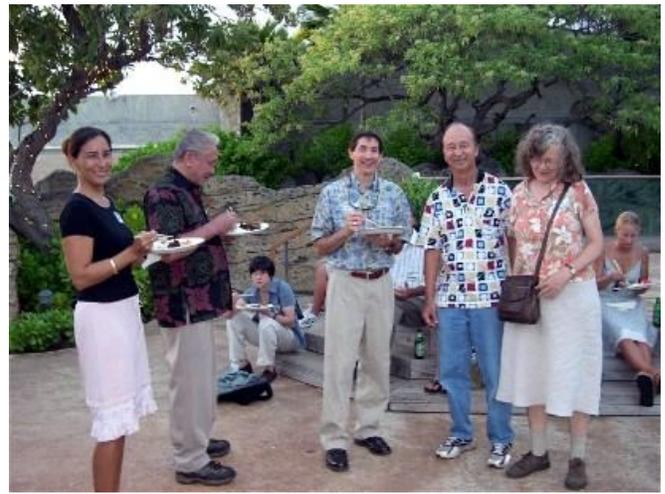


photo by Chris Aguinaldo

Photo 3: More than 1,000 people visited the CGAPS booth at the EcoFair. Organizers required attendees to answer “challenge questions” at each booth to qualify for prizes.

Photo 4: American Association of Landscape Architects Hawaii Chapter annual meeting. With me are (L-R) Mel Wong, Andy Kaufman of UH CTAHR, and Lester Inouye, Janet Gilmar, landscape architects.

## List of Attachments

<u>Attachment</u>	<u>Description</u>
1	Radio Public Service Announcements: <i>Coqui Frog Alert</i> . 7/3/04. PSA request, 30-second script and CD with frog calls sent to Kauai, Maui County, and Oahu radio stations. Resulted in donated PSAs and air-time.
2	Press Release: <i>Guam brown treesnake containment activities cut</i> . 8/30/04. Resulted in print and television news stories statewide.
3	Article: <i>Homeland defense takes on a new meaning when you're battling invasive species</i> . Malamalama. Volume 29, number 3, Sept. 2004, pgs 12-14.
4	Article: <i>Guam's anti-snake budget cut worrisome</i> . The Honolulu Advertiser. 9/2/04, page B 1.
5	Article: <i>U.S. cuts snake interdiction</i> . The Honolulu Star-Bulletin. 9/6/04.
6	Article: <i>Have snake, will travel</i> . The Honolulu Weekly. Volume 14, number 37, 9/15-21/04, page 4.
7	Press Release Prepared: <i>Trapped mongoose proves population on Kauai</i> . 9/28/04. Prepared for KISC in preparation for the event.
8	Press Release: <i>Funds received for invasive species awareness campaign</i> . 10/5/04. Sent to media contacts.
9	Press Release Forwarded: <i>Passage of federal brown treesnake bill</i> . 10/12/04. Forwarded to local media contacts from Guam Delegate Bordallo.
10	Press Release: <i>Update on BTS program and funding</i> . Sent to individual reporters working on expanded stories. Resulted in television news stories
11	Article: <i>At risk of slipping through</i> . Honolulu Star-Bulletin. 10/24/04.
12	Article: <i>Serpent could slither into Hawaii through budget gap</i> . Honolulu Advertiser. 10/25/04.
13	The CGAPS Silent Invasion Media Campaign and Timeline: December 2004 update.
14	"Protect Hawaii--Don't Plant a Pest" Brochure and Poster Update. 10/25/04.
15	Grant co-written: "Public Outreach via Radio to Encourage Coqui Frog Reports"