



Progress Report

**CGAPS & ISCs Public Information Officer
January 1 – June 30, 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

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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 in the absence of a CGAPS coordinator for most of the report period.

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.

Activities and Accomplishments Between January 1-June 30, 2004

1. Worked with reporters, journalists and other media personnel by providing information, press releases, articles and photos (Photos 1-3). Served as a point of contact on invasive species issues (Attachments 1-8).
2. Silent Invasion Media Campaign: Progress was made in preparing for the Silent Invasion media campaign (progress detailed elsewhere in this report), but two issues have resulted in delays. First, advice from communications professionals is that the airing of PSAs should not be in the election months or holiday season. Unless we were ready to go on the air by June for a June-July-August run, then perhaps we should wait until January 2005. Second, although the Hawaii Tourism Authority Natural Resources \$50k grant was approved in February 2004, issues with the contract resulted in a delay. HTA sent notice in July that the contract was signed and that we may invoice the first installment.
3. Compiled information and wrote, “Island-based Partnerships and Statewide Coordination to Protect Hawaii” the statewide CGAPS and ISCs report for the 2003 calendar year. Copies provided to DLNR as an annual report for funds. Copies also provided to ISCs and major funding agencies, legislators, CGAPS steering committee members and participants of the National Invasive Species Advisory Council meeting. Document available online under ‘Reports’ at <http://www.hear.org/cgaps>.

4. Outreach Presentations:
 - Prepared and gave presentations based on the statewide report at the Brown Treesnake Technical Committee meeting on 2/27, at the National Invasive Species Advisory Council meeting on 3/2 and at the Hawaii Conservation Conference on 6/29.
 - School outreach to Kamehameha Middle School 2/5 and 4/1, serving as an advisor for invasive species unit projects. Outreach to Castle High School on 4/21.
 - Elderhostel outreach presentations on 2/5, 3/11
 - Presented an update on the “Don’t Plant a Pest” portion of the CGAPS media campaign to the Kaulunani Urban Forestry Council on 4/2.
 - Presented information to key members of The Garden Club of Honolulu on the Weed Risk Assessment, CGAPS, the Silent Invasion media campaign, and planning for a Hawaii “Don’t Plant a Pest” brochure on 4/13. The Garden Club of Honolulu has agreed to fund the printing of the brochures and posters through a grant to The Nature Conservancy of Hawaii.
 - Gave a presentation on terrestrial and aquatic invasive species affecting Hawaii and the Northwestern Hawaiian Islands at the Mokupapapa Discovery Center in Hilo 4/15.
 - Presented a talk on invasive plants, the Weed Risk Assessment and a new “Don’t Plant a Pest” brochure for Hawaii to the board of the American Association of Landscape Architects-Hawaii Chapter on 6/8/04.
 - Presented information to landscape architects, landscapers and nurserymen on the Weed Risk Assessment and invasive plants proposed for the “Don’t Plant a Pest” brochure 6/16.
5. Invited to testify as part of a panel before the U.S. House Resources Subcommittee on Fisheries Conservation, Wildlife, and Oceans 4/15. Also provided information on the ISCs and CGAPS to Congressman Case at his request (Attachment 9).
6. Wrote and submitted a grant request to the Hawaii Community Foundation for \$50,000 for 1 FTE for MoMISC and 1 FTE for BIISC to act as volunteer coordinators/public outreach specialists, 1/30. Request was denied. Maintained communications regarding funding for the ISCs and the extension of HCF funds for the coordinator position.
7. Website Project: Met with website designers on 2/9, 2/13, 2/19. Solicited input from CGAPS steering committee and ISC personnel, added CGAPS pages to mock-up by Mele Fong.
8. Helped CGAPS Chair and Deputy Chair prepare a new HISC/CGAPS/ISCs flyer to clarify partnerships, “Leadership, Coordination and Action in Hawaii’s Fight Against Invasive Species: HISC, CGAPS and Island ISCs”. Distributed at the ISAC meeting and the Hawaii State Association of Counties conference. Document available online at <http://www.hear.org/cgaps>.

9. Designed, set up and staffed an invasive species display at the Hawaii State Association of Counties conference held on Maui, attended by County Councilors and staff, department heads and legislators from across the state. 6/9-6/10. The booth (and jar of live coqui provided by MISC) generated a lot of interest and attention, particularly since the meeting was held at the Ritz Carlton Kapalua, where there is quite the population of coqui.
10. Set up the first HISC public outreach working group meeting, invited participants and coordinated information. Continue to assist in coordinating this group by taking notes, sending information to participants, assisting Chair Laura Lott of HDOA and Mindy Wilkinson of DLNR-DOFAW. Group has met three times, 3/17, 5/5 and 6/23.
11. Added a new product to the planned Silent Invasion campaign, the “Don’t Plant a Pest” brochure, modeled after the CalEPPC brochure by the same name. A proposal sent for CGAPS by The Nature Conservancy of Hawaii to The Garden Club of Honolulu was approved. Coordinated a meeting with key stakeholders in conservation and the plant industry to discuss the project on 5/6. A subsequent meeting was held at The Plant Place, a nursery in Waimanalo in order to poll landscape architects, nursery owners and landscapers about which ornamentals they might agree to place on a brochure as examples of what not to plant.
12. Participated as a group facilitator in the West Nile Virus Workshop 1/7-1/8/04. Participated in WNV working group meetings 1/6, 1/29, 3/11, 3/22, 4/6 and 5/27. Promoted WNV awareness by connecting reporters to WNV working group leaders, adding slides and information to presentations and the CGAPS display.
13. Participated in legislature by providing information on behalf of CGAPS and the ISCs on selected bills. Letters were sent for hearings although in-person participation was not at the level it had been in previous years (see some example letters, Attachments 10-15).
14. Attended the Brown Treesnake Rapid Response refresher course on Guam, 5/10-5/19. Also began filming portions of a BTS television public service announcements for Pacific islands that are BTS-free.
15. Other Meetings: Hawaii Forest Industry Association annual meeting 1/19, HDOA/PBIN meeting 2/18, PCSU/CESU meeting 2/23, CTAHR meeting 2/12, BTS technical committee meeting 2/25 and 2/27, ISAC ANS field trip 3/5 (Photo 4), HISC meetings 3/2 and 3/31, WRA meetings 1/9, 3/22, and 4/30, met with the Director of the Hawaii Nature Center 4/6, the Hawaii Conservation Conference on 6/29 and 6/30.
16. Attended CGAPS, ISCs and steering committee meetings 1/21, 1/27, 4/8, 5/4, 6/17, and ISC, ISC coordinators meetings 1/22, 1/28, 4/30, 6/4. Unable to attend KISC, MoMISC meetings in the past 6 months, I will attend upcoming meetings.

I took few action photos during this period. However, I did attempt to collect new images of invasive species to use in pest alerts and other outreach products.



Photo 1: Rubbervine (*Cryptostegia* spp.) flowers, buds, seed pods.



Photo 2: Bushy beardgrass (*Schyzacrium condensatum*).



Photo 3: Brown treesnake (*Boigia irregularis*)



Photo 4: Celia Smith (right) presents information on invasive algae to members of the ISAC.

List of Attachments

<u>Attachment</u>	<u>Description</u>
1	Article Written: <i>Invasive species targeted</i> . Hawaii Landscape. January/February 2004, Volume 8, No 1.
2	Press Release: <i>Dreaded fire ant found in New Zealand</i> . 2/18/04. Resulted in print stories in the Honolulu Advertiser and Star-Bulletin.
3	Article: <i>New Zealand ant case exposes threat to Hawaii</i> . The Honolulu Advertiser. 2/23/04, page B 3.
4	Press Release: <i>Brown Tree Snake in a Bottle Found at Airport Departure Check Point on Guam</i> . 2/20/04. Resulted in television and print stories.
5	Press Release: <i>Mongoose sighted on Kauai</i> . 2/24/04. Resulted in television and print stories, mentioned by Governor Lingle in talks, media interviews.
6	Article: <i>Kauai lays traps after mongoose sighting</i> . The Honolulu Advertiser. 2/25/04, page A 1-2.
7	<i>Unwanted: Dead or Alive: How Invasive Species Could Kill our Economy</i> . Hawaii Business. April 2004. Provided information and contacts for this coverstory by David Choo.
8	Article Written: <i>Alien Bird Seen on Big Island</i> . Hawaii Landscape. May/June 2004, Volume 8, No 3.
9	Response letter to Congressman Case regarding CGAPS and ISCs.
10	Letter Sent: HB 2051 Relating to the Department of Agriculture. 2/11/04.
11	Letter Sent: HB 2495 Relating to animal control from aircraft. 2/26/04.
12	Letter Sent: SB 2247 SD1 Making an appropriation for the control of invasive species. 3/18/04.
13	Letter Sent: HB 1800 HD1 Relating to the State budget. 3/30/04.
14	Letter Sent: SB 2134 Relating to the environment. 4/1/04.
15	Letter Sent: HR 3479 The brown tree snake control and eradication act of 2003. 5/13/04.