

Annual Report

**CGAPS Public Information Officer
January 1 — December 31, 2006**



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 (shortened to PIO) is to raise the 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. In addition to accomplishing these goals in 2006, a concerted effort resulted in capacity building and better project coordination for outreach statewide.

As in 2005, a single progress report covering the 2006 calendar year has been prepared and distributed. Reports are given 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.

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 continues to be important in the work conducted by the CGAPS PIO, 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 continues to support the PIO by providing an office in St. John Plant Science Laboratory. Office supplies including a FAX line, copy machine and other basic supplies were provided by the Pacific Cooperative Studies Unit (PCSU).
- 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 space is appreciated.
- The rotating chair structure continues to be successful. The CGAPS steering committee and chairs provide guidance and supervision for the PIO. Agencies and NGOs that allow their staff to assume a CGAPS chair or steering committee position contribute immeasurable amounts.

Activities and Accomplishments Between January 1-December 31, 2006

The 2006-2007 CGAPS media plan was submitted and approved by the steering committee in January 2006. (Attachment 1). While no specific timeline was included in the plan, all projects are in various stages of completion. In accounting for time spent by project and target audience, the majority of time (perhaps 40%) was spent on the Silent Invasion media campaign, 35% of my time was spent working with the landscape and nursery industry, 15% of time was spent working on HISC outreach staff issues and project collaborations, and the rest of my time was divided among ongoing projects such as working with news media and giving presentations.

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, at times as the on-camera or on-air personality for shows like KITV morning news and radio interviews on KCCN, KQMQ, KDDDB and KPOI. (Attachments 2-16; Photo 1)
 - Partnered with HISC Outreach Specialist Priscilla Billig to gain media attention for invasive species issues, including setting up interviews to coincide with the premier of the movie Snakes on a Plane.
 - Assisted Outside Hawaii producer Cal Hirai in securing permission to air *Miconia Threatens Maui* video program on OC 16. (Photo 2)
2. Silent Invasion Media Campaign moved into the broadcast phase in January 2006.
 - Drafted and sent the RFP for broadcast time to Lois Hamaguchi of the Governor's Communications Office. Worked with Lois to select broadcast schedules time worth \$90K to air the PSAs between January 23-April 30, and \$33K for May 8-June 26, for nearly 600 spots which aired on the major local network affiliates for CBS, NBS, ABC, and assorted cable stations.
 - Worked with PCSU on sole-source exemptions for broadcast time and served as liaison between television stations and PCSU on contract and billing issues.
 - Worked with Ward Research on conducting and analyzing the second statewide public awareness survey in May 2006. Results are mixed, with awareness of species rising, but knowledge of the pest hotline number remaining low. Also, there appears that awareness and concern is lowest for the 18-34 year olds, and is particularly low for 18-34 year old local Filipino and Hawaiians in some areas including awareness of and reporting of pests. Full results are available online at www.cgaps.org/#pressreleases.
3. Continued meeting with plant industry groups to promote the Code of Conduct project and the Hawaii-Pacific Weed Risk Assessment (HPWRA). The three major points of the Codes are for plant industry to, 1. Voluntarily submit names of plants not know to be present in Hawaii to be screened for invasive potential using the HPWRA; 2. Discontinue use and sale of several invasive ornamentals such as Australian tree fern and rubbervine, and 3. Identify and promote native or non-invasive ornamental plants for use in place of common invasive ornamentals.
 - Worked with the plant industry associations on writing voluntary Codes of Conduct tailored to each industry association. Individual Codes can be found on the LICH website, www.lichawaii.com/invasive_species.htm.
 - Codes of Conduct have been signed by the Oahu Nursery Growers Association, the Kauai Landscape Industry Council (LICH), Wal-Mart Garden Marts of Hawaii, and have received public endorsement by the Landscape Industry Council of Hawaii, the board of directors of the Big Island Association of Nurserymen.
 - CGAPS has presented the Codes project at the following meetings, and the project is at various stages of acceptance with each group: Kauai Landscape Industry Council 2/21, Oahu Nursery Growers Association 3/15, Maui Association of Landscape Professionals 3/28, LICH conference 4/21, and LICH board of directors on 10/11 and 11/14, Hawaii Island Landscape Association 4/29, American Society of Landscape Architects 7/12 and 8/9, Lyon Arboretum 7/19, Wal-Mart 8/8, UH CTAHR Landscape Extension staff 9/22, and Big Island Association of Nurserymen board of directors on 10/18.

- The LICH board of directors has asked me to organize the invasive species session of the 2007 LICH conference in May. The session will focus on Codes of Conduct.
 - Worked with the HPWRA screener Shahin Ansari to promote and streamline screening services. (Attachment 17)
4. Continued to participate in the HISC Public Outreach and Resources Working Groups.
- Helped coordinate the Leeward Community College (LCC) invasive species video series, a HISC Public Outreach grant project. Worked with Les Matsuura of the LCC Educational Media Center to plan and coordinate filming of four hour-long invasive species programs. Scheduled panelists for filming and functioned as the program host and moderator. Programs on brown treesnakes, West Nile Virus, invasive seaweeds, and miconia will air in the spring of 2007 on community access stations.
 - Coordinated radio PSAs to advertise the Pest Hotline. Contracted Frank DeLima to write and record a new radio PSA to help teach people the 643-PEST number. An RFP for radio broadcast time will be sent in 2007 with a target air-date of February 19, statewide.
 - Wrote and sent RFP to conduct a new statewide survey (HISC Public Outreach funds). Qmark was selected to conduct the 10-question survey via their February 2007 omnibus. Applied for Human Subjects exemption with UH and worked with CGAPS participants and outreach specialists to craft questions.
 - Worked with the BIISC program manager to revise the position description, select applicants and conduct interviews for the HISC public outreach staff position for Big Island. Worked closely with BIISC outreach staff and BIISC program manager during training and functioned as representative of HISC outreach working group in forming BIISC outreach work plan.
 - Assisted in directing outreach staff activities and products to ensure cohesive statewide direction. Provided advice and editorial services for publications and assisted with media on their projects. Provided council to outreach staff.
5. Special outreach and media projects
- Worked with Spunge Media on a new 643-PEST campaign. Sought and contracted an alternative media company to attempt to reach 18-34 year old local population (males being primary targets, females secondary targets) with the Report a Pest message, combined with messages to turn in illegal species. Campaign uses a newly designed website that features video messages about six invasive species, and a “street team” of two young women to deliver advertising post cards and stickers at local events that attract our target audience. The site is also advertised via profiles on MySpace. Planning, preparation and writing of materials for the website took place in fall of 2006, and the website went live at the end of December. The site address is not being advertised in any other way, as we would like to test the efficacy of Spunge’s networking outreach via hits on the new website. (Attachment 18; Photo 3)
 - Rotary Club of Honolulu Environmental Committee Chair. I was asked to chair the Rotary Club of Honolulu’s Environmental Committee for FY2007. We are working on using Rotary connections to spread the word on WNV and the importance of reporting dead birds, among other projects.
6. Outreach presentations and community events:

- Prepared and gave presentations about invasive species issues on 3/2 for the UH Landscape design class; 3/9 for UH Elderhostel; 7/20 for DLNR Landowner Assistance workshop in Hilo; 10/4 for the Marine Option Program class; 10/5 for UH Botany 350; 10/6 for the DoD Pesticide Certification class.
 - Invasive species update for the annual Hawaii Forest Industry Association meeting 1/16. Designed and set up an invasive species display HFIA Woodshow, 9/14-9/24. (Photo 4)
 - Worked as an information resource for Kamehameha Middle School students in their invasive species module, 1/27, 1/30, 3/29.
 - Prepared and gave a presentation about the ISCs, CGAPS and HISC to participants of the USFS's Pacific Islands Committee 2/8.
 - Participated as one of the featured speakers in UH CTAHR's Jumping the Fenceline workshops on 5/31 on the Big Island, 6/7 on Maui, and 10/27 on Oahu. (Photo 5)
7. Coordination of new website design by Info Grafik. Compiled and organized website materials for the ISCs, CGAPS and HISC, submitted materials to designers. Continue to serve as project coordinator.
 - Assumed management of additional (non-HEAR) website urls for ISCs, CGAPS, and the Alien Algae Cleanups, responsible for annual renewal of urls.
 - Beta design is temporarily available at <http://www.infografik.com/cgaps/> (site will be reviewed for corrections and additions in January-February 2007), and the final version will be turned over to PBIN for hosting by April 2007.
 8. Participated in or attended conferences and workshops including the Hawaii Conservation Conference, the Landscape Industry Council Conference, the Brown Treesnake Technical Committee meeting, the Hawaii Agriculture Conference, the Biosecurity Forum, and the Envision Hawaii Conference. Presented talks at all but the Hawaii Agriculture Conference.
 9. Assisted the ISCs and aquatic invasive species staff with media and outreach needs including press releases, providing photos, and other services such as meeting with public officials and funding sources. (Photos 6-8. Attachments 19-21)
 - Attended CGAPS, ISCs and steering committee meetings. Participated in ISC meetings and work days on 2/1, 7/24 with OISC; 6/8-6/9 with MISC; 7/21, 8/11, 8/16, 8/28-29, 10/12, and 12/21 with BIISC.
 - Assisted in aquatic invasive outreach by participating in and providing logistical support for several algae cleanup events.
 - Assisted BIISC by designing kid's coloring pages and staffing their outreach booth at the Hawaii County Fair on 9/16-9/17. Worked with BIISC to plan the coloring activity to keep kids busy while parents looked at the display and talked to staff. Kids got to take home a box of BIISC-labeled crayons, their colored pages, and BIISC magnets to hang them on the refrigerator. (Attachment 22)
 10. Participated in boards and working groups. Continued participation in the Pesticide Safety Working Group as the ISCs/HISC representative, to keep the group abreast of ISC needs and legislative initiatives. Invited and accepted at-large seat on the board of the Hawaii Society of Urban Forestry Professionals. Will help HSUFP with the goals of promoting and protecting the urban forest, while working toward educating participants about selecting non-invasive species.

Photos

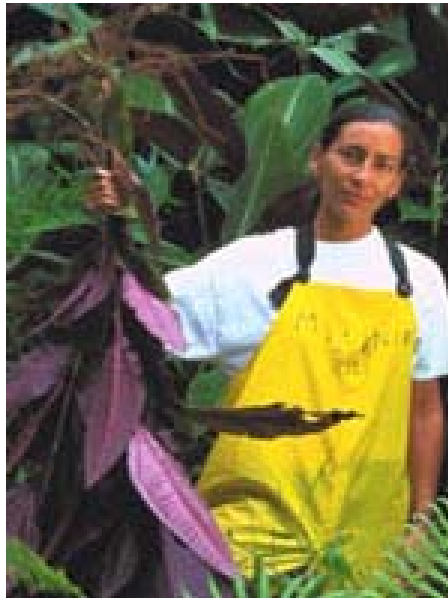


Photo 1: Some examples of work with journalists, editors and partner agencies that resulted in outreach aimed at different audiences.

Photo 2: USFWS funded video *Miconia Threatens Maui* aired statewide on OC 16's Outside Hawaii.



Photo 3: Chris Lucero (center) of Spunge previews new website videos at CGAPS meeting.



Photo 4: CGAPS display at the Forest Industry Association's Hawaii Woodshow at Aloha Tower.

Photos



Photo 5: CTAHR Extension Forester J.B. Friday points out forest invasives at the Jumping the Fenceline workshop in Waimea.



Photo 6: Kids color miconia, coqui, little fire ant and brown treesnake pictures at the BIISC booth at the Hawaii County Fair.



Photo 7: Celia Smith, Deputy Secretary of the Interior Lynn Scarlett, Eric Co and Signe Opheim discuss invasive seaweeds.



Photo 8: MISC field crew Elisse Deleissegues finds and treats ivy gourd (vine, flower hanging) in Kapalua.

List of Attachments

<u>Attachment</u>	<u>Description</u>
1	2006-2007 CGAPS PIO Work Plan
2	Article: Ontai, Dean (2006). Oahu nursery growers adopt first ever codes of conduct. <i>Hawaii Landscape</i> . January/February 2006, pg 1.
3	Press Release: Invasive species awareness campaign kicks off Monday. 1/19/06.
4	Article: Tanji, Edwin. Toll-free invasive pest hot line to be staffed 7 days a week. <i>Maui News</i> . 1/23/06.
5	Article: Nakaso, Dan. Nurseries take a hit to protect environment. <i>Honolulu Advertiser</i> . 3/10/06, C 1.
6	Press Release: Brown treesnake technical committee to hold an update. 3/20/07.
7	Article: Dawson, Teresa. Oahu nursery group signs code of conduct regarding the sale of invasive plant species. <i>Environment Hawaii</i> . April 2006, p. 7.
8	Article Submitted: How you can help stop the silent invasion. Printed in the sustainability issue of the <i>Honolulu Weekly</i> . 4/19/06.
9	Article Submitted: How you can help stop the silent invasion. Printed in the sustainability issue of the <i>Hawaii Island Journal</i> . 4/19/06.
10	Article: Conrow, Joan. Bio-insecurity—Trade agreements take precedence over stopping invasive species. <i>Honolulu Weekly</i> . 5/10/06, p. 5.
11	Press Release: Federal and state agencies to meet on invasive species prevention issues. 5/30/06. Release sent on behalf of the Hawaii Conservation Alliance.
12	Article: Tenbruggencate, Jan. Taking islands back from invasive plants. <i>Honolulu Advertiser</i> . 8/10/06, p. A-1.
13	Article: Conrow, Joan. Snakes on a Plane. New Zealand gets tough on invasive species. <i>Honolulu Weekly</i> . 8/23/06.
14	Article: Ready, Boyd. Tune in January 11 for meeting. Article printed in <i>Hawaii Landscape</i> . November/December 2006. Article by LICH president formally announces LICH support for Codes program, urges all industry associations to participate.

- 15 Article: Godvin, Tara. Invasive species trouble Hawaii. 11/29/06. AP article printed in multiple publications nationwide, including *Honolulu Advertiser* and the online *Yahoo News*.
- 16 Article Submitted: No more invasive ornamentals, please. Printed in *Building Management Hawaii*. 12/2006, p. 24-25.
- 17 Article Submitted: Program hires full-time plant screener. Printed in *Hawaii Landscape*. July/August 2006, p. 1.
- 18 New pest hotline website video scripts for the six highlighted species.
- 19 Press Release: Hawaii agencies and pet stores work to prevent pet dumping. 12/6/06. Resulted in several articles statewide, all with slightly different angles, two provided here.
- 20 Article: Woolard, Charlotte. Aquarium fish return program benefits Kauai ecosystems. *The Garden Island*. 12/11/06.
- 21 Article: Staff. Hawaii agencies, pet stores work to prevent dumping of aquarium fish and plants. *Hawaii Tribune Herald*. 12/11/06.
- 22 BIISC Coloring Book pages