

An aerial photograph of a forest landscape. A road or path runs diagonally across the center, flanked by a stream or roadbed. The surrounding area is a mix of green and brown, suggesting a forest with some cleared areas or different vegetation types. The image is slightly faded and serves as a background for the text.

Progress Report

**CGAPS & ISCs Public Information Officer
July 1— December 31, 2003**

**Submitted to:
U.S. Fish & Wildlife Service, DLNR-Division of Forestry
and Wildlife, Hawaii Community Foundation, Pacific
Cooperative Studies Unit, ISCs of Hawaii, and the
CGAPS Steering Committee**

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Submitted 3/26/04

Introduction

October 1, 2003 marked the first year of work for the CGAPS & ISCs Public Information Officer (PIO). 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. Additional duties were also taken on by the PIO, in the absence of a CGAPS coordinator. This report covers progress made in these two areas and a shift in activities in preparation for the new Silent Invasion Media Campaign.

Progress reports on PIO activity are submitted biannually to the CGAPS steering committee, ISC coordinators, Pacific Cooperative Studies Unit Principal Investigator, and major funding sources including the U.S. Fish and Wildlife Service, Department of Land and Natural Resources – Division of Forestry and Wildlife, and the Hawaii Community Foundation.

Activities and Accomplishments

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. (Photos 1, 2; Attachments 1-3)
2. Compiled information and wrote, “Gaps in Hawaii’s Biosecurity Against Invasive Pest Species,” edited by Earl Campbell and Mindy Wilkinson. Distributed at the HISC public information meeting, July 23, 2003. Prepared and gave a presentation describing the issues and the need for the HISC. (Attachment 4).
3. Designed posters for each of the ISCs for display at the Hawaii Conservation Conference on July 10-11. Information and data for the posters were based on the statewide report, “Island-based Partnerships & Statewide Coordination to Protect Hawaii.” (Attachments 5-8)
4. Presented a talk on the formation and success of the ISCs based on the statewide report to the *Invasive Plants in Natural and Managed Systems/Ecology and Management of Alien Plant Invasions* conference in Ft. Lauderdale, Florida in November 2004. Attended talks, evening round-table discussions and a field trip to the Everglades during the six-day conference. (Photo 3, Attachment 9)
5. Wrote and submitted the HCF final report for the ISCs in the absence of the CGAPS coordinator. Maintained communications regarding funding for the ISCs and the extension of HCF funds for the coordinator position.
6. Participated in the Hawaii State Agriculture and Landscape Industry tradeshow and conference on Oct 15-16. Prepared a display about invasive species and the

- Weed Risk Assessment for the day-long tradeshow, attended primarily by landscape and nursery industry personnel. Moderated the Weed Risk Assessment break-out session during the conference and presented information about the media campaign. (Photo 4)
7. Wrote and submitted grant requests for various amounts to the U.S. Fish and Wildlife Service (secured), the Ad2 Media Campaign (submitted once, not secured), the Kaulunani Urban Forestry Program (submitted twice, not secured), the Hawaii Tourism Authority (submitted twice, secured on second submittal), and the Department of the Interior-Office of Insular Affairs (submitted once, secured).
 8. Solicited letters of support for the media campaign. Request for support of the campaign resulted in more than 50 letters of support from representatives of agencies and organizations, association presidents and policymakers. Requests for support also garnered phone calls and emails in support. (Attachment 10)
 9. Prepared and distributed media campaign updates every other month to supporters and policymakers.
 10. Worked with Ward Research to prepare for the media surveys. Prepared questions for focus groups conducted in October and November 2003 to test media messages. (Attachment 11)
 11. Provided ISCs and others with copies of PowerPoint presentations, poster designs, photos and documents, including brochure layouts for ISCs.
 12. Presentations on invasive species were given at the Wahiawa Public Library on 7/1, the Hawaii State Farm Fair on 8/1, UH Outreach College Elderhostel program participants on 10/9, the military Pesticide Applicators class on 10/17, Dr. Duffy's conservation biology class on 10/21. Presented invasive species information and described the Weed Risk Assessment information to the Kauai Farm Bureau on 12/10.
 13. Attended CGAPS, ISCs and steering committee meetings, and individual ISC meetings: CGAPS steering committee on 8/21, CGAPS legislative committee on 10/2, CGAPS/ISCs on 7/9, 10/8, OISC on 9/8, 9/17, KISC on 9/18, ISCs Coordinators on 10/7 MISC on 12/12, and BIISC on 12/16.
 14. Participated in various meetings such as the Year of the Hawaiian Forest PR meeting 7/16, Landscape Industry Council of Hawaii meeting on 7/17, West Nile Virus working group meetings on 8/5, 9/16, 10/23, 12/2, and meetings with PBIN and HINHP staff on 10/22 and 12/15.



Photo 1: Coordinated press for coqui control at Schofield.



Photo 2: HDOA and DLNR conduct coqui control at Schofield. Photo provided to news agencies.



Photo 3: Participated in conferences, workshops, lectures and field trips like the Everglades to further awareness of issues.



Photo 4: Discussed the Weed Risk Assessment and "Don't Plant a Pest" message with LICH president Garrett Webb (right) and member.

List of Attachments

<u>Attachment</u>	<u>Description</u>
1	<i>Isle council urges cooperation to stop invasive species.</i> Honolulu Star Bulletin. 7/24/03.
2	Press Release: Hawaii Invasive Species Council Established. Rewritten from earlier press release, sent to EPPCs and other e-news groups. 9/4/03.
3	<i>Massive spraying targets frogs.</i> The Honolulu Advertiser. 9/9/03, pg. B1.
4	Gaps in Hawaii's Biosecurity Against Invasive Pest Species. 7/03.
5	BIISC poster for the Hawaii Conservation Conference. 7/10-7/11/03.
6	KISC poster for the Hawaii Conservation Conference. 7/10-7/11/03.
7	MISC & MoMISC poster for the Hawaii Conservation Conference. 7/10-7/11/03.
8	OISC poster for the Hawaii Conservation Conference. 7/10-7/11/03.
9	Abstract for IPINAMS conference: Island-based Partnerships and Statewide Coordination to Protect Hawaii.
10	List of CGAPS media campaign supporters (letters, emails, phone calls in support of the messages and methods).
11	Ward Research: Focus Groups among Oahu and Neighbor Island Homeowners. Summary of Focus Group Findings. 11/03.