



WNV/AI Outreach Update on Dead Bird Reporting

Submitted for the period of Sept. 1, 2007 - August 31, 2008 by Christy Martin, CGAPS PIO

The Coordinating Group on Alien Pest Species (CGAPS) assists with efforts to increase public awareness about (and reporting of) dead birds to aid in the early detection of West Nile Virus and avian influenza. The single message is to report dead birds to the 211 hotline, or online at www.gotdeadbird.com. Prioritized audiences as follows: 1) outreach to outdoor and conservation workers or enthusiasts that have a greater chance of finding dead migratory birds; 2) outdoor workers that have a greater chance of finding dead birds; 3) general public. CGAPS also provides WNV and AI information in general outreach presentations to groups and in displays at community events.

The following products and services were funded by a one-time grant from the U.S. Fish & Wildlife Service (USFWS) to aid in the reporting of dead birds for detecting avian influenza, except where noted. Staff time of the CGAPS PIO is funded by the Department of Land and Natural Resources and USFWS.

Website:

Contracted website design for www.gotdeadbird.org to aid in outreach and online reporting in August 2007. There have been 1,212 unique visitors to the site during this period. See Google Analytics for website visit history and use between September 1, 2007 and August 15, 2008, note the increase in visits from May, 2008 in conjunction with radio ads.

Advertising:

A logo and slogan was developed to help people remember the website and desired actions. This logo was printed on pens which were distributed to 800 Hawai'i Conservation Conference attendees in July, 2008, at the Hawai'i Science Teachers Association meeting, Earth Day events, and other similar venues. Refrigerator magnets were also printed and distributed in each county, at Earth Day and County fairs. Website statistics for direct traffic is very high, due in part to the logo items.



Press:

The CGAPS PIO wrote and submitted articles to target the first and second priority audiences. Articles appeared in the Sierra Club Hawai'i Chapter journal Mālama I Ka Honua (Vol. 38, No. 3 July-Sept 2007 and Vol. 39, No. 4, Oct-Dec 2007), the Conservation Council for Hawai'i newsletter Kōlea (Vol. 57, Spring/Summer 2007), the Honolulu Zoological Society magazine Zoo View (Vol. 38, No 3, Fall 2007), the Landscape Industry Council of Hawai'i newspaper Hawai'i Landscape (July/August 2007), and the Building Management Hawai'i magazine Feb/Mar 2008 issue <http://www.buildingmanagementhawaii.com/gotdead.htm>. Similar articles also appeared in the spring Division of Forestry and Wildlife and Kaua'i Invasive Species Committee newsletters.

CGAPS also sent a press release on 8/3/07: Agencies look to the public to help detect diseases: "got dead bird?" Articles appeared in the Honolulu Advertiser, Honolulu Star

Bulletin, Hawai'i Tribune Herald, several free-press publications statewide, and also resulted in some TV news stories.

A 3/20/08 press release sent by CGAPS resulted in stories as follows: 3/12 Garden Island News, 3/13 West Hawai'i Today, 3/18 Moloka'i Island Times, 4/2 Hawai'i Tribune Herald.

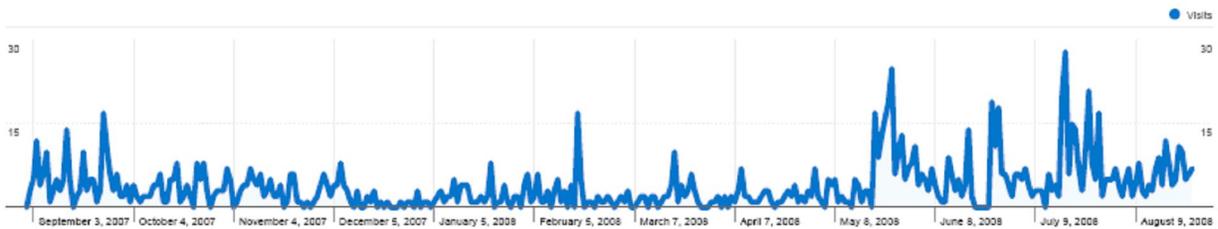
Television & Radio:

CGAPS received a television public service announcement campaign sponsorship from the internet provider Earthlink, which supported the filming and airing of five 30-second PSAs, one of which featured the report dead birds WNV/AI message. This PSA was broadcast multiple times on the local ABC television affiliate during the Sept-Nov, 2007 period. This sponsorship was worth \$54,000 in production and advertising time from Earthlink, and the USFWS contributed an additional \$15,000 to the effort.

In an effort to gain more “top-of-mind” awareness of this issue, the USFWS supported the statewide radio broadcast of a 30-second radio ad which began on May 12, 2008 and will run on alternate weeks through –November 30, 2008 when funding runs out. The results have been positive, with the number of people calling to report dead birds on the rise, and the number of website visitors also on the rise since May. Radio production and broadcast buy was \$30,000.

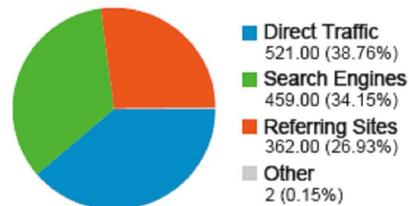
The radio ad and television ad may be re-used by the Hawai'i Department of Health or other partner agency that would like to fund the broadcast time.

www.gotdeadbird.org Sep 1, 2007 - Aug 15, 2008
Traffic Sources Overview Comparing to: Site



All traffic sources sent a total of 1,344 visits

- 38.76%** Direct Traffic
- 26.93%** Referring Sites
- 34.15%** Search Engines



Top Traffic Sources

Sources	Visits	% visits	Keywords	Visits	% visits
(direct) ((none))	521	38.76%	got dead bird	34	7.41%
google (organic)	347	25.82%	dead bird	28	6.10%
hawaii.gov (referral)	72	5.36%	gotdeadbird.org	27	5.88%
yahoo (organic)	55	4.09%	gotdeadbird	26	5.66%
hear.org (referral)	45	3.35%	dead bird hawaii	24	5.23%