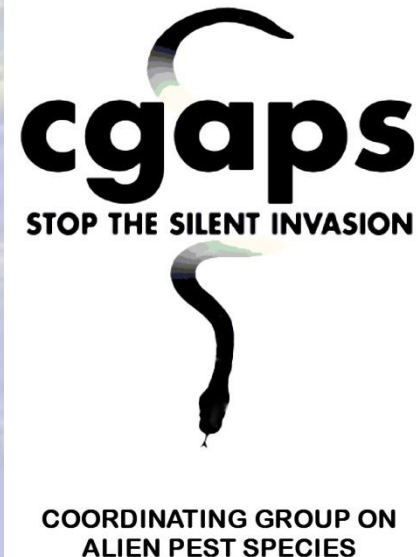


Tipping Points and Sticking Points: Hawaii Resident Awareness of Invasive Species

***The Wildlife Society
Waikoloa, Hawaii, November 5-10, 2011***

Presented by:
Christy Martin
Pacific Cooperative Studies Unit/
Hawaii Coordinating Group on Alien Pest Species
www.cgaps.org
(808) 722-0995



Most of what you will see in Hawaii is NOT NATIVE



Background: *We're Number 1, We're number 1!!*

Two separate reports found that Hawaii's alien pest problem was **the worst in the nation** due to the lack of a coordinated and comprehensive program to address the issue.

Opportunities for Improvement:

- Better communication within and between agencies
- New policies and procedural changes
- Raising public awareness of invasive species issues

Led to the 1995 formation of CGAPS—the Coordinating Group on Alien Pest Species—is a statewide partnership of agencies and organizations working to close the gaps in Hawaii's biosecurity system.

*1992 Natural Resources Defense Council/The Nature Conservancy; 1994 Office of Technology Assessment)



Invasive Species Prevention & Control Programs pre-1950: All agencies and business

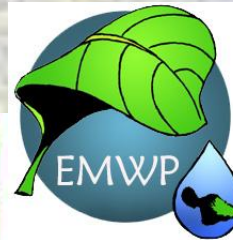


Hawaii Sugar
Planters Association



United States Department of Agriculture

Invasive Species P & C programs today



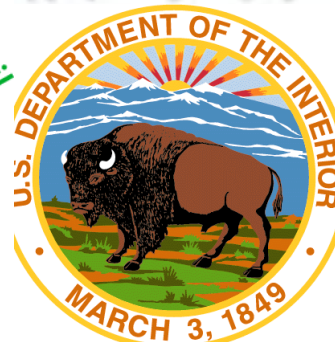
U.S. Customs and Border Protection



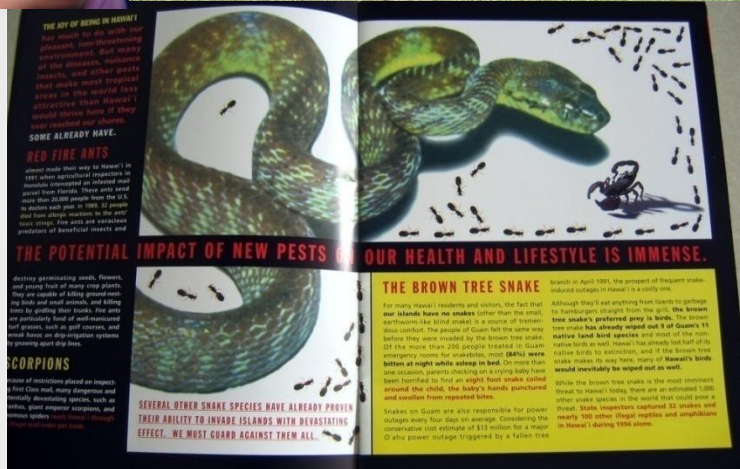
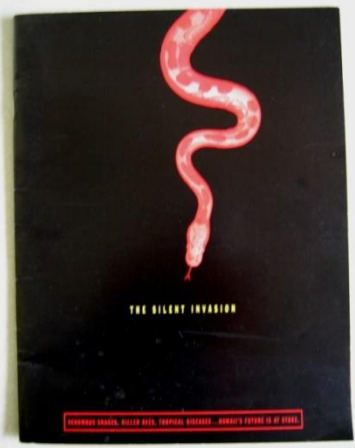
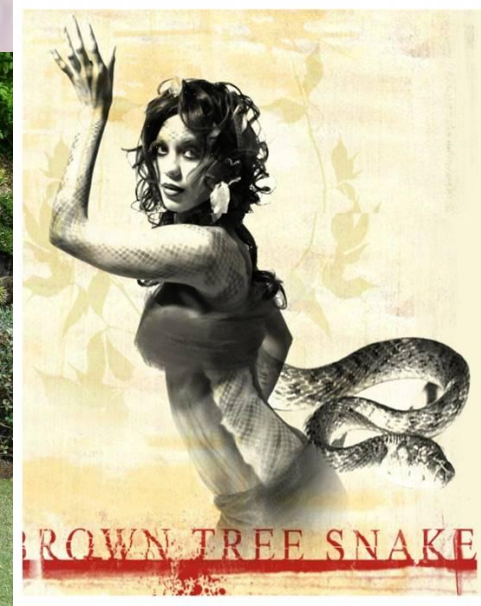
PAEPAE O HE'EIA
FRIENDS OF HE'EIA FISHPOND



United States Department of Agriculture



CGAPS media campaigns: 1996-1997, 2006, 2007 television, printed materials, radio ads



All: press releases, articles, letters to the ed., & opportunistic media coverage

Hawaii Landscape

OFFICIAL PUBLICATION OF THE LANDSCAPE SOCIETY OF HAWAII

Oahu nursery growers adopt first-ever codes of conduct

By David Otsu

A group of Oahu nursery growers is taking steps to prevent the spread of invasive plants. The group, the Oahu Nursery Growers Association (ONGA), has adopted a code of conduct for its members. The code is the first of its kind in the United States and is designed to help growers prevent the spread of invasive plants. The code includes guidelines for the sale and distribution of plants, the use of pesticides, and the disposal of plant waste. The ONGA is a non-profit organization that represents the interests of nursery growers on Oahu. It has over 100 members and is committed to promoting the growth and development of the nursery industry on Oahu.

The Honolulu Advertiser

HAWAII'S NEWSPAPER

71 January 10, 2008

VENUE FOR TRADE

By [Name]

... [Text] ...

Airport

... [Text] ...

Real Estate

... [Text] ...

Environment

... [Text] ...

Local News

... [Text] ...

New threat, old fight

Fire ant at state's doorstep; little money to stop invaders

By Jan TenBruggen

... [Text] ...

Taking Isles Back From Alien Plants

... [Text] ...

Fort

... [Text] ...

STOP PRESS

... [Text] ...

Hawaii's Latin invasion

... [Text] ...

Coqui

... [Text] ...

Hawaii's Latin invasion

... [Text] ...

Coqui

... [Text] ...

Coqui

... [Text] ...

Help Stop the Little Fire Ant

A new, more dangerous stinging ant is spreading across Hawaii

... [Text] ...

Weekly

... [Text] ...

Snakes on a Plane

... [Text] ...

Fire ant at state's doorstep; little money to stop invaders

... [Text] ...

Coqui

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Coqui

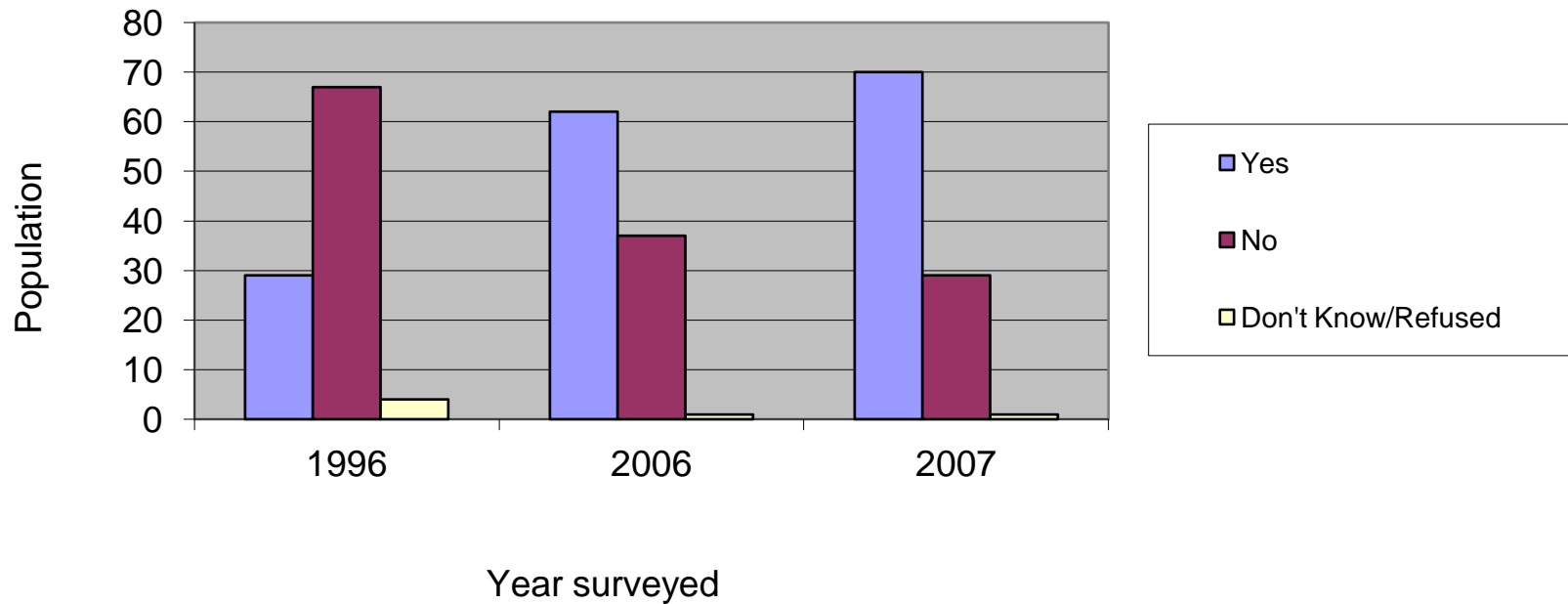
... [Text] ...

Presentations, Public Events, Displays



General Public Awareness

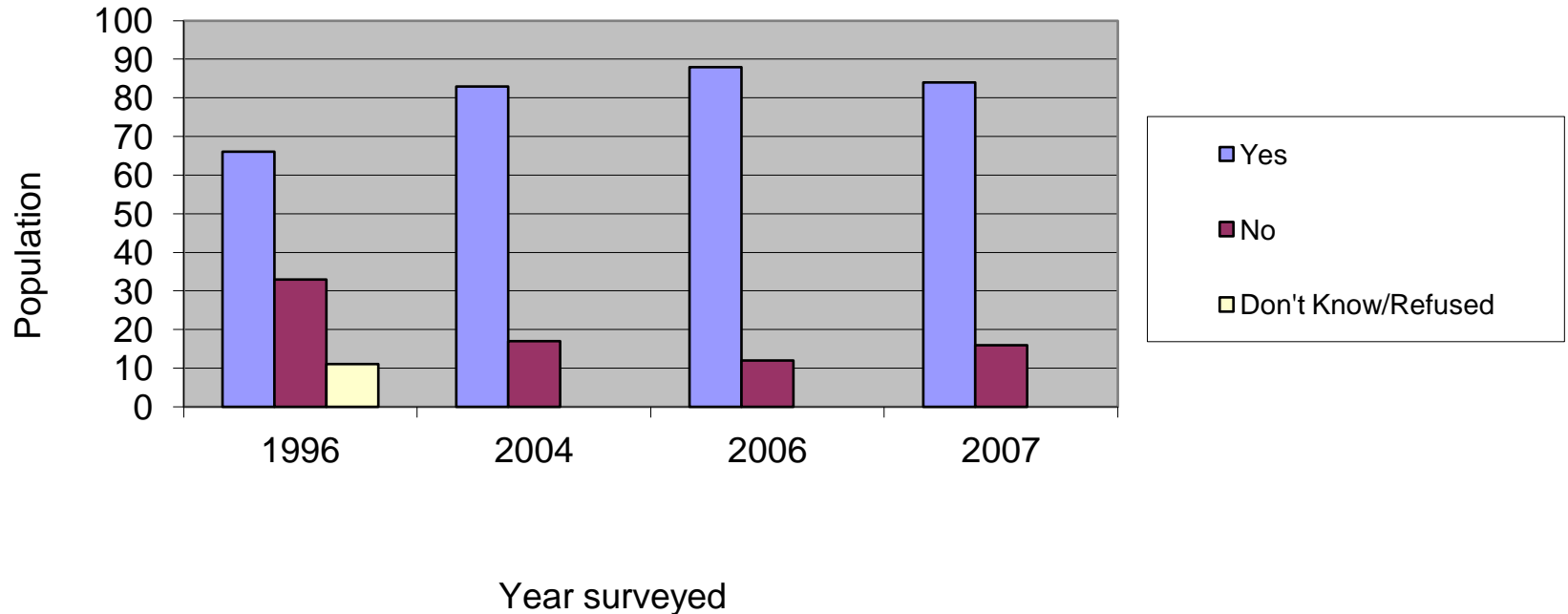
Have you heard of the concept known as “alien pest species” or “invasive species?”



Yes: 29% in 1996
 62% in 2006
 70% in 2007

General Public Awareness

Have you heard of the brown tree snake?

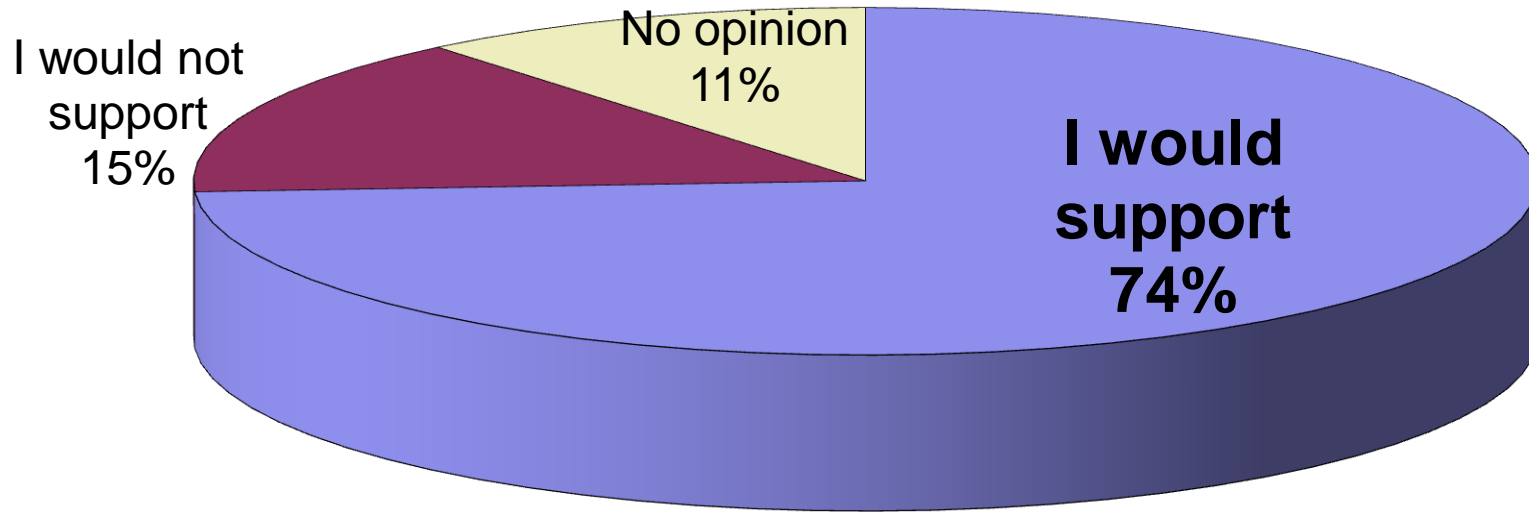


Yes:

- 66% in 1996
- 83% in 2004
- 88% in 2006
- 84% in 2007

2007 Public Opinion: Tipping Point

Would you support a new fee on imported cargo to support invasive species inspection?



2006: unsuccessful attempt to pass a bill taxing imports

Feb. 2007: survey conducted, provided to legislators

2007: \$1 on sea cargo container passes

2008: Air cargo added, standardized to \$.50/1,000 lbs

2011: Fee raised to \$.75/1,000 lbs

Strawberry guava: sticking point?

2008 draft EA proposing the introduction of strawberry guava's natural biological control by USFS touched a few nerves. Why?

- Case for control not adequately made (e.g., disconnect between residents and “native forest”)
- Fairly successful misinformation campaign by a local activist which won over a key support group
- Location, location, location (Hawaii island is...different; Hawaii islanders have coqui, *Wasmannia*, nettle caterpillars, etc.)



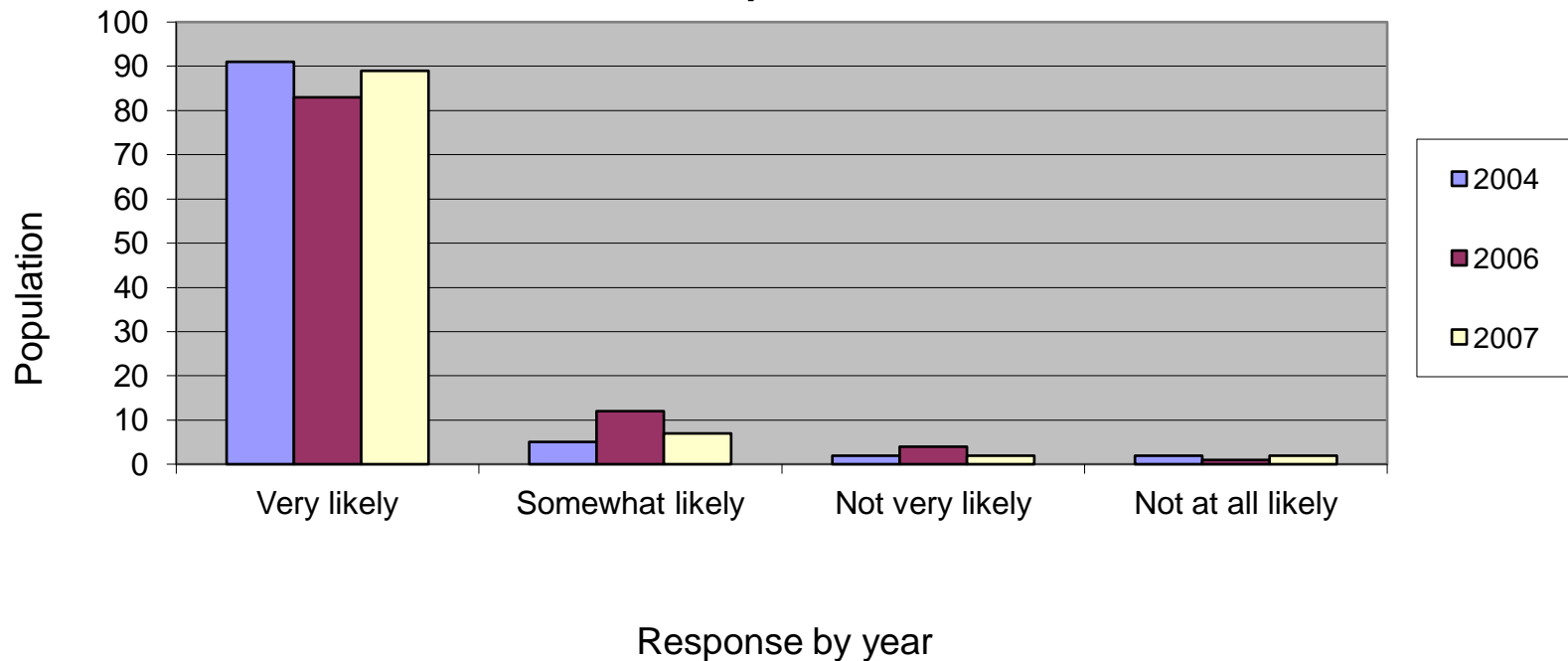
Photo courtesy of Carnegie Airborne Observatory



Photo: Save the Strawberry Guava

General Public Awareness

If you saw a snake, how likely would you be to report it?



All years very likely, but...

...every year there are between 9% and 17% that are not so sure

Tipping Point: Crime Stoppers & Amnesty Programs

- Between 1990 and 2000, there was an average of 11.5 smuggled snakes recovered each year
- Between June 29 and Sept 6 2011, there were 7 snakes recovered (along with 9 other illegal species)
- Media began reporting the option of calling Crime Stoppers to report illegal species (\$1,000 reward for information that, “brings results”)
- Perhaps the media attention on the July trial & conviction in the case of the Florida toddler that was killed by the family python?



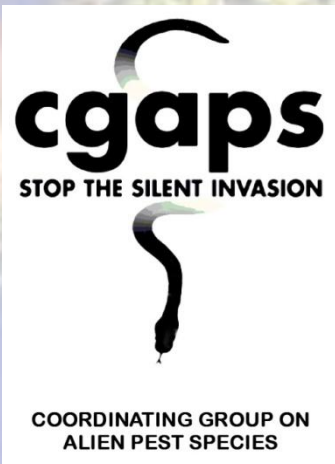
Thoughts

- Plan for, and communicate early and often
- Speak your neighbor's English (pretend you are telling your story to your grandmother—simply, with respect, and try to relate to her life)
- Engage professional and public spokespeople
- Form relationships with the media (or, interest a PIO in your cause)
- Remember, even the science that seems sensible has naysayers



Mahalo!

Mahalo to the following for information, guidance, slides and/or photos:
The Nature Conservancy of Hawaii, HDOA Plant Pest Control and HDOA Plant Quarantine, Lloyd Loope (USGS-BRD), Carol Okada (HDOA-PQ), Rob Hauff (DLNR-DOFAW), Fred Kraus (Bishop Museum), Philip Thomas (HEAR.org), Forest & Kim Starr (PCSU), Jack Jeffrey Photography, the Invasive Species Committees of Hawaii, and the Pacific Cooperative Studies Unit. Public awareness surveys conducted by Ward Research and Qmark Research.



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