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

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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**



Dry Cliff Wetland Non-native

Wet Cliff

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.



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











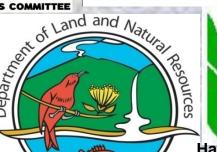
United States Department of Agriculture

Invasive Species P & C programs today























U.S. Customs and **Border Protection**



'Ōla'a-Kīlauea Partnership









SAVING THE LAST GREAT PLACES ON EARTH



COORDINATING GROUP ON

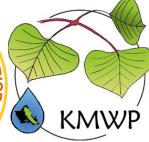
ALIEN PEST SPECIES

United States Department of Agriculture







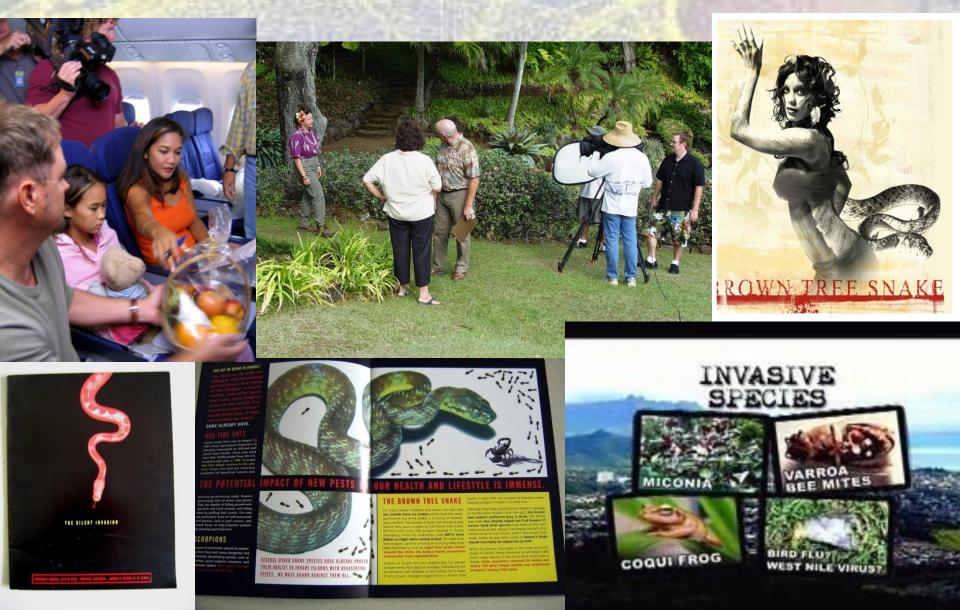


Ko'olau Mountains Watershed Partnership





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



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



No More Invasive

I estate

in IRA?

Ornamental Plants, Please!

TAKING ISLES BACK FROM ALIEN PLANTS

role **New threat, old fight** the U.S. Department of Transportation's Web site rises.

On 1997 LAST COLD FIGURE 1. The U.S. State Popular than the U.S. State Popular than

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

The red imported fire ant, a venome

cerned about invading to do the job. Buck co

ened people wherever

species " said Christy

TOP: A red imported fire ant stings and bites a

(travel.state.gov/y2kca .html). . Don't assume that les

baggage-han-fling systems (a developed nations will suffer more. Flights from countries that are not heavily computer-dependent and systems run by several diffare accustomed to powe works), so consider bean islands-may fare carrying your luggage on board or shipping clothes better than those from highly automated airports. and gifts ahead.

day. Some hoteliers may down a big nonrefundable have inaccurately predicted the number of no-shows deposit. Most insurance policies won't cover Y2K and thus may have overrelated claims, but CSA Travel Protection in San booked. You're less likely to be turned away if you ar-Diego is insuring travelers rive early. Call 24 hours interrupted, or delayed for Carry plenty of cash Y2K-related reasons-

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a breakdown in the Global Positioning Consider the Y2K eadiness of overseas desti- System prevents your percent of the world's airport. Note that you're cov ports were not yet Y2K compliant, according to ered for only \$100 per day (800-711-1197; www.csa Continue these precau-

whether your tour compa-

ny loses your reser-vation, the traffic

lights in Paris stop

working and you

miss your plane, or

going to be a monu-

have had guests complaining chase the frogs away by

Hawaii's Latin invasion

Island-hopping frogs make a racket

UESTS AND MANA

solutely loca by an y raucous frogs from Puer

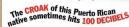
the *coqui* has established about 30 colonies on Maui and 12 on the Big Island, and its distinctive ko-KEE cry has also been heard on Oahu. The frogs, popula-tions of which can reach 8,000 per acre, likely hitched a ride on plant cuttings and

nursery materials shipped from the Caribbean s a beloved inhabitant of the Puerto Rican forest-the frog is, in fact, considered a symbol of the sland-it has already worn

Department of Land and

clearing the brush areas

"They were a nuisance. Kea Lani Hotel Suites now claims to be frog-free restaurant in the even out its welcome in much ing and you'd hear them.



ans can interfere with en- were able to capture all of the nsects, and snails, but the to be only three frogs, two more immediate problem is the croak of this two-inch of which were using the critter, which sometimes hits 100 decibels. "That's the equivalent of loud traffic less fortunate. When Risko noise," says Fern Duvall, a piologist with the Hawaii

the frogs sounding off. "The about the noise." employees said, 'Oh, no, we Some resorts have tried to have hundreds,' "he recalls















Presentations, Public Events, Displays





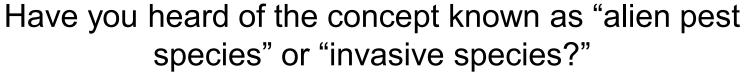


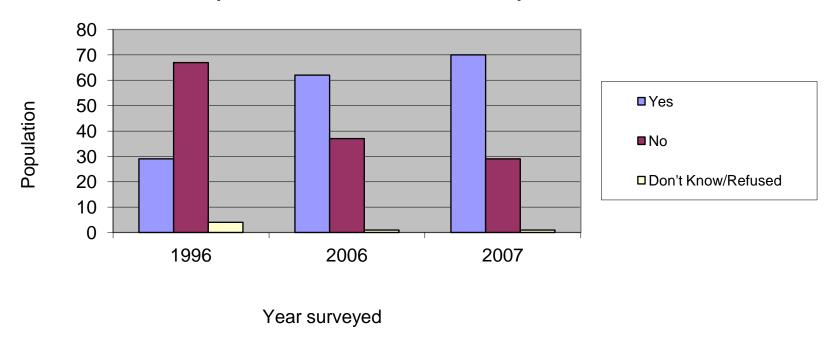






General Public Awareness

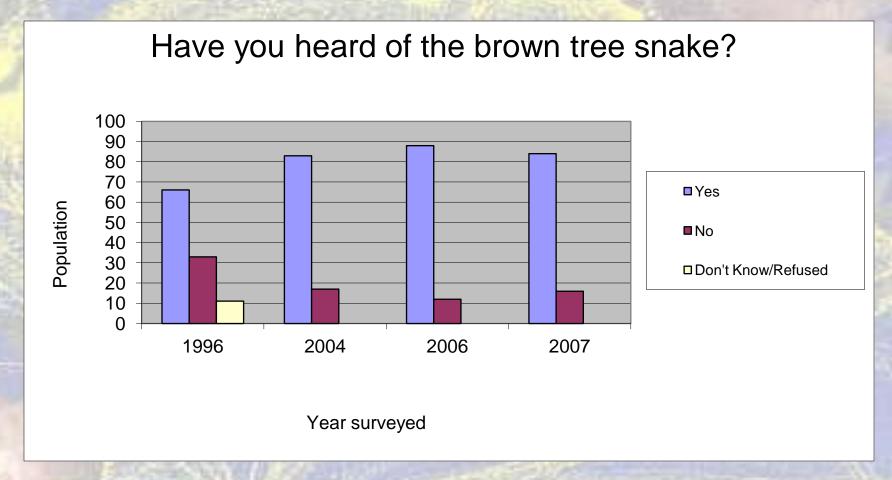




Yes: 29% in 1996 62% in 2006

70% in 2007

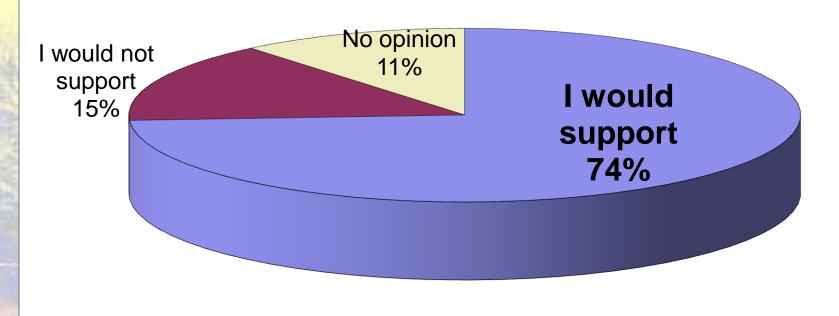
General Public Awareness



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 (Hawaii island is...different; Hawaii islanders have coqui, Wasmannia, nettle caterpillars, etc.)





General Public Awareness



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

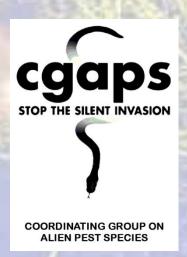
- Plan for, and communicate early and often
- Speak your neighbor's English (pretend you are telling your story to your grandmother—simply, with respect, and try to relate to her life)
- Engage professional and public spokespeople
- Form relationships with the media (or, interest a PIO in your cause)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



Christy Martin christym@rocketmail.com www.cgaps.org (808) 722-0995