

**Title: Outreach for Kaua'i County**  
**Organization: The Kaua'i Invasive Species Committee**  
**Award: \$19,800**



In FY2011, KISC Outreach continued working on goals outlined by the HISC Public Outreach Working Group Strategic Plan. Priority was given to educating the community regarding the importance of Early Detection and providing them with ways to report new species sightings. KISC also participated in various education programs and community events across Kaua'i, highlighting not only state-wide invasive species concerns, but KISC local priority targets as well. KISC works on raising awareness, building participation and partnerships, and connecting with community on a grassroots level.

### **HISC Public Outreach Working Group: Measures of Effectiveness**

#### **Number of people reached through talks and displays:**

KISC presentations and displays targeted Priority Audiences of the HISC strategic plan: the General Public and Students. All presentations and displays were developed to raise awareness of invasive species issues on the island, educating the public about target species as well as Early Detection species.

- KISC presented to public schools and rotary clubs across the island. Students and Public reached: 140
- KISC provided library displays to inform the local community members about target species in their community. Estimated public reached: 2,000
- KISC developed partnerships with local nurseries as well as big-box stores to display plant point-of-purchase coqui outreach. Estimated plant buyers reached: 10,000



*Giant LFA for interactive outreach*

#### **Number of invasive species educational programs and community events implemented by staff:**



*KISC booth at Farm Bureau Fair*

KISC participated in various educational programs and community events around the island targeting multiple Priority Audiences of the HISC strategic plan: Special Interest Groups, Students, and the General Public. Special Interest Groups included plant sellers and growers, environmental professionals, and state workers. Programs focused on gaining public support on invasive species issues as well as education on identification of KISC target species.

- KISC participated in the Kauai Farm Bureau Agriculture Awareness day with both lectures and display booths. Presentations to the elementary students focused on introducing the

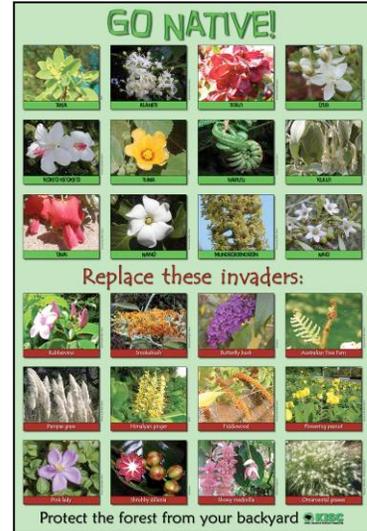
impacts of invasive species to the students and raising their awareness. Estimated Students and Teachers reached: 400

- KISC displays were present at community events across the island including: Kauai Farm Fair, Garden Fair, Arbor Day, Banana Poka Roundup, and Kauai Community College Earth Day. Estimated Public reached: 5,700
- As part of the Hawai'i Early Detection Network, KISC continued to promote and hold workshops on Kauai. Early Detection workshops were geared towards different Special Interest Groups including Neighborhood Associations and Conservation partners. Estimated reached: 90

**Number of educational materials produced:**

Educational materials, take-away items and “prizes” are some of the best forms of public outreach. KISC continued to promote the messages in the Strategic Plan.

- KISC produced posters promoting the messages: “Plant Native Species”, “Don’t Buy a Pest”, “Protect Hawai’i”, and “Don’t Plant a Pest”. Estimated public reached: 2,000
- Priority species informative postcards were given at events and to targeted landowners. Estimated public reached: 800
- KISC also handed out multiple “prizes” promoting the Pest Hotline and invasive species awareness. Estimated public reached: 2,000
- KISC produced and published a Keiki Activity Book focusing on agricultural pests. Estimated students reached: 600
- KISC produced and e-published its annual newsletter “Kia ‘i moku” (<http://www.hear.org/kisc/newsletter/pdfs/kiaimoku2011v4n1.pdf>). Estimated public reached: 500



*Go Native! Banner*

**Specific Proposal Deliverables:**

**Display materials for two top priority species: coqui frogs and little fire ant.**

Coqui frogs and little fire ant awareness was the priority of KISC educational displays this year. A larger-than-life replica of the LFA was created to draw public interest to the species. KISC maintained a partnership with local nurseries and developed partnerships with Big-box stores to display plant point-of-purchase coqui outreach materials.



*Materials with Pest Hotline*

**Take-away items for public to help them remember that there is a way to report pests (to state-wide Pest Hotline)**

All items given to the public include information on reporting invasive pests to both KISC and the state-wide Pest Hotline.

**Continue to develop KISC’s Early Detection program through workshops with community members, partners, and students.**

KISC continued to promote and develop KISC’s Early Detection program. Early Detection workshops were held for the Division of

Forestry and Wildlife (DOFAW) and environmental professionals from conservation groups working in Kauai’s remote forests. These workshops focused on identification of early detection species and priority species to watch out for in the field. Early Detection workshops were also held for public groups focusing on KISC targets and early detection species.