

## O‘ahu Invasive Species Committee Outreach: 2010 Highlights

During the reporting period OISC reached 1,333 people through talks and displays and had assistance from 54 volunteers. OISC did not have a full time outreach specialist on staff during the past year due to the inability to fund a full-time position. OISC split outreach activities among other staff and prioritized events and presentations to schools, volunteer events and presentations to priority audiences such as nurseries and gardeners. We were therefore able to maintain a presence in the community and communicate key invasive species messages to the public despite the loss of outreach staff.

### HISC Public Outreach: Measures of Effectiveness

#### Agency adoption of rules and policies against invasive species:

- Worked with Kiewit Pacific employees to implement the invasive species specifications included in Hawai‘i Department of Transportation’s North-South Road project.

#### Adoption of Codes of Conduct by businesses:

- OISC personnel visited retail nurseries and home improvement stores with information about coqui frog and pest hotline materials.

#### Track number of print and broadcast media mentions:

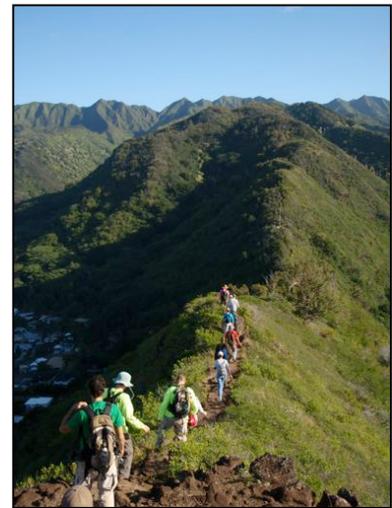
- Interview about invasive species and OISC, May 19<sup>th</sup>, 2010, Think Tech Hawai‘i.
- Article about removing pampas grass from golf courses, May/June 2010, Landscape Hawai‘i.

#### Number of education materials produced:

- OISC re-vamped its display to sharpen its message at public events. The display aims to explain to the public the ecosystem effects of invasive species such as increasing brush fires and erosion. Previous displays were very species-specific; the current display teaches the public how invasive species can affect their everyday lives. The display also incorporates the HISC priority messages, especially “Protect Hawai‘i” and “Report a Pest to 643-PEST (7378)”.

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

- 1,333 people reached through talks and displays.
- OISC personnel staffed an educational display at 10 different events, including the Makahiki Maoli Festival, Agricultural Awareness Day in Waimānalo and the launch of the Million Trees of Aloha project.



*OISC volunteers hiking out to the worksite along the Lanipō trail.*

- OISC personnel gave 12 presentations about invasive species topics to elementary school students, college classes and the North Shore chapter of the Outdoor Circle. The presentation to the North Shore chapter of the Outdoor Circle specifically incorporated the “Don’t plant a pest” priority message by introducing the Weed Risk Assessment to the group.

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

- OISC outreach specialist participated in annual watershed educational event at ‘Aiea Intermediate School. OISC led a short hike and talked to students about watershed issues and invasive species.
- OISC participated in 2 talk story sessions organized by Hui o Ko‘olaupoko—a nonprofit organization whose mission is to improve watershed health for the protection of ocean resources from Makapu‘u to Kualoa.



*Chelsea Arnott shares information with Governor Lingle and HISC Co-Chair Sandra Kunimoto at Agriculture Day at the Legislature*

**Number of volunteers recruited and/or referred to invasive species projects:**

OISC recruits volunteers to accompany the field crew on invasive species surveys.

- During the reporting period, OISC had help surveying for and removing invasive species from 54 volunteers. Several of these volunteers regularly accompany the field crew on miconia surveys. In total, volunteers contributed 600 hours to OISC field operations.