

Title: Public Outreach & Education in Kaua'i County
Organization: Kaua'i Invasive Species Committee



Introduction: The continued introduction and spread of unwanted pest and invasive organisms harms our economy, water supply, native bio-diversity, health, and the lifestyle and culture unique to this island. The Kaua'i Invasive Species Committee (KISC) is a voluntary partnership of government, private, non-profit organizations, and individuals working together to: prevent the introduction of potentially damaging pest species to the island, eliminate recently arrived (incipient) pests before they spread beyond control, manage established pests in order to reduce their negative impacts, and **educate and involve the public** as to the magnitude of the invasive species problem and the need for control programs such as KISC. KISC works in partnership with existing programs and aims to assist in the coordination of efforts island-wide. KISC's priorities are those species that are recognized as having the greatest potential to harm human welfare and native biodiversity, and where the use of limited resources is most likely to be successful.

Achievements in 2015

Published professional quality e-newsletters: KISC's annual e-newsletter focused on KISC's expansion, as KISC's crew has grown by four, one of which was a full-time Outreach Specialist, hired in January of 2015. In the newsletter, there were various articles from different KISC crew members, highlighting the variety of work that is done at KISC.

<http://www.kauaiisc.org/wp-content/uploads/2015-KiaiMoku-Vol8Iss1.pdf>

Guardians of the Garden Isle: KISC launched a new campaign in 2015 called "Guardians of the Garden Isle". This is a donation based membership program, where people sign up to receive emails and choose a membership level. The public can sign up on the KISC website, <http://www.kauaiisc.org/get-involved/beaguardian/>. When a person signs up, they receive a small gift and a membership card. Posters and brochures were made for this campaign, and are displayed at every outreach event that KISC attends. Guardian's of the Garden Isle receive exclusive updates on KISC events, work, and invasive species information. In August 2015, KISC held a Guardian's of the Garden Isle launch event. KISC partnered with 10 different local conservations agencies and organizations for this event and received funding from the Pacific Islands Fish and Wildlife Office's "Connecting People with Nature" Grant.
Total number of attendees to event: 50. 75 people signed up to be Guardians of the Garden Isle in 2015



Pest alerts and flyers: Informational and educational materials are important tools when communicating not only with the general public, but also with partners and conservation collaborators. Flyers this year focused on early detection species as well as Miconia survey information. *Distributed pieces ~1,200*

Informative website and social media: KISC maintains the website www.kauaiisc.org, and made various updates to the website in 2015. The KISC Outreach Specialist started a blog, <http://www.kauaiisc.org/kiscblog/> in June 2015, which now has 28 followers. A total 10 blog posts were made in 2015.

KISC's Facebook page, <https://www.facebook.com/Kauaiisc/>, has remained active throughout 2015, with posts reaching 8,374 people through posts 45 posts.

KISC's Instagram page has remained active with posts relating to pest alerts, crew updates, and KISC events. KISC's Instagram followers increased from 11 to 67 in 2015, with 27 posts to KISC's Instagram page.

Other Activities in 2015

Participated in fairs and events: Throughout the year, KISC participates in fairs and events: (3,688 people reached)

- Arbor Day, Garden Fair, Earth Day at PMRF, Malama Kauai Earth Day Rising, Agriculture Awareness Day, Banana Poka Roundup, County Fair, Ocean Awareness Day, Kilauea Music Festival, Waipa Music and Mango Festival, Guardians of the Garden Isle, and Invasive Fish Dive Tournament



Volunteer Work Days: KISC partnered with various conservation organizations to offer the public ways to get involved with invasive species removal. (52 people reached)

- Division of Forestry and Wildlife at Kawaieie Waterbird Sanctuary
- Kokee Resource Conservation Program on Pihea Trail in Kokee State Park
- Makauwahi Cave Reserve on the Makauwahi Nature Trail



Conducted Early Detection Workshops as part of “Eyes & Ears ED Network”: *(45 people reached)*

- Kauai Forest Bird Recovery Project, Kauai Endangered Seabird Recovery Project, and Division of Forestry and Wildlife Interns

KISC in the Media: KISC has been featured in articles, interviews, and special guest spots in the media on Kauai and across the state.

- KKCR Garden Show, KKCR Makai Watch Show, The Garden Island Newspaper, The Star Advertiser, and KITV News.

Presentations and school visits: *(968 people reached)*

- KISC updates presented at multiple meetings across the island including Kauai Landscape Industry Council, Kauai Conservation Alliance, Garden Island Resource Conservation Development, Feral Cat Task Force, National Tropical Botanical Garden, as well as, meetings with the Legislators including Mayor Carvoliho, County of Kauai Council, House Committee on Finance, Senator Kouchi, Senator Gabbard, and Rep. Yamane.
- Presentations given to general public at Kauai Nursery & Landscaping, Kauai Garden Fair
- Presentations given to specific groups such as, Project Learning Tree – Secondary Education workshop, Lihue Rotary Club, National Council of Officials, Kauai Farmer’s Union, International Leadership Council, Kilauea Neighborhood Association, Kauai Landscaping & Industry Council, Kauai ECO Roundtable, Kiwanis Key Club, West Side Rotary Club
- School Presentations given to classes at Kapaa High School, Island School Elementary, Kilauea Elementary School, Kauai High School, Koloa Elementary School, Kalaheo Elementary School, Wilcox Elementary School

Contact Information

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