

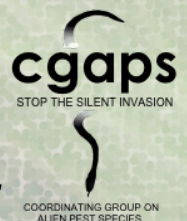


Hawaii Invasive Species Council Strategic Planning ***Public Outreach Working Group Strategies Meeting Packet***

Contents:

- Priorities and rankings as identified at January 9-10 HISC/CGAPS Strategic Planning Workshop
- Implementation Strategies for: Coordinated messaging and strategic professional marketing for outreach
- Wall Safe

*In partnership with the
Coordinating Group on Alien Pest Species*



Priorities and rankings as identified at January 9-10 HISC/CGAPS Strategic Planning Workshop:
The items are listed in no particular order. The HISC Priority Ranking Score number indicates how many votes an item received during a dot exercise performed by the stakeholders at the workshop (the number = how many dots the item received, higher number = higher priority)

Outreach	
Strengths	HISC Priority Ranking Score
Really good outreach on each island	1
Island Invasive Species Committees	6
Media is interested	
Hawaii residents more aware in general (75% would support a tax etc.)	
Expanded outreach through social media by watershed partnerships, island invasive species committees, etc. and all sharing	
Kupu, Hawaii Youth Conservation Corp, etc.	2
UH Extension, CTAHR-Cooperative Extension Service	3
Having the island based community approaches	
Big Island Invasive Species Committee professional public relations contract	
Legislative field trips	1
Invasive species information boards in Hawaii airports	
Additional notes: in rural areas main buy-in to conservation is job building, Kau Forest Reserve management plan process hired and worked with people from the local community	
Weaknesses	HISC Priority Ranking Score
Statewide coordination of outreach	6
Capacity on Oahu and across the state	
Media doesn't always pick up the stories	
Public commentary responses to media display so much misinformation/misunderstanding	1
Messages get lost	
Digital communication not as effective in rural areas, need to build relationships	
It is hard to know if you are having an impact	1
Divide between agricultural and conservation communities	4
Lack of really targeted strategy for specific stakeholders specifically to get funding	3
Gaps in UH extension	
Oahu-centric	
With technology people are only going to hear what they want to hear (selective media choices)	
Reluctance at administrative level to get honest feedback from the community, hear what they are really saying: outreach coupled with listening	1
The community doesn't feel heard	
Legislative outreach	1
Cultural barriers	2
State does not highlight invasive species management success in North West Hawaiian Islands	
Need to coordinate with Hawaii Tourism Authority, Department of Transportation, Federal Aviation Administration, Department of Land and Natural Resources to require a video and announcement on all flights into Hawaii about the impacts of invasive species and why they	3

have to fill out customs declarations	
Game Changers	HISC Priority Ranking Score
Coordinated messaging (but with the flexibility and getting the right messenger) and unified professional strategic marketing	8
Platform/ mechanism to debunk misinformation	
The upcoming agro-security position to bridge divide between agriculture and conservation	1
Biosecurity program – it's own comprehensive discipline at the University of Hawaii	
Securing tax dollars for consistent funds from support	2
Cost-effective ways to get your message out	
Getting outreach targeted at right age groups (educate the kids)	
Engaging community to work in the field	1
Benefit of more joint messaging by groups in the room (HISC, federal and state agencies, UH, Private Orgs etc.)	3
Drones	
Understand the culture we are working for	
Engaging the kapuna	3
Change up the type of outreach/community involvement	
More people will be engaged if they do more than weed removal work	
Try different media (radio, video blog, etc.)	
Discussion forums on Invasive Species Committee websites for community members to ask questions and get answers	

Implementation Strategies for: Coordinated messaging and strategic professional marketing for outreach

- Dedicate funding through the HISC POWG competitive process? RFF competitive process?
- Get industry to support messages reflective of their mission/needs/impact – eg Monsanto support pest & pesticide messaging)
- Don't be afraid to outsource PR, Marketing
- Define and properly use the terms: Outreach, Communication, Education, Marketing, and Public Relations

Coordinated Messaging:

- Develop a culture of inclusivity
 - ✓ Ensure mechanisms are in place for coordinated autonomy
 - ✓ Give all partners the opportunity to disseminate messages
- Develop communications plan that is reflective of partner needs
 - ✓ Define outcomes
 - ✓ Determine priorities/goals
- Define audiences and messages for each audience (proactive and responsive): Cultural practitioners, scientific community, legislators, DOE/K-12 education system, Recreators, Industry, etc.
- Strategies and platforms to deliver the messages: PSA, Multimedia
- Integration of outreach into rapid response

Strategic, Professional Marketing

- Ensure marketing is:
 - ✓ Culturally appropriate for the targeted audience.
 - ✓ Respectful of our host culture
- HISC is responsible for big picture messages (invasives are bad, etc.) and determining key messages that are consistent with the mission of the 6 partner agencies and ISCS For Example: Invasive species have a negative impact on our economy (might use an example like LFA can cost you\$xx.xx, but the marketing is focused on the big idea of invasive species impact on economy)

<i>Wall Safe</i>	
	HISC Priority Ranking Score
Administrative rules for departments should be part of strategic plan and the definition of invasive species	4
Invasive species definition should go into chapter 194	5
Internal audit/self assessment of state agencies	4
Challenge: A plan and mechanism to deliver to new administration, etc. for steady coordinated progress. Must last and be prioritized regardless of administration or staff	3
A point was made that the HISC coordinator and support staff should not be DOFAW employees because this slants the mission toward DLNR/DOFAW mission at the expense of others. HISC should be housed within the Governors office (like the old agricultural council). It would be less biased and have more clout.	
Incorporate aloha aina concept in all HISC does	4
Don't forget the bigger picture of our vision. Be able to incorporate more culturally-related elements to vision of HISC	
Control: Need an environmental toxicologist to address misinformation about pesticide use. Carl Winter fills this position at UC-Davis	
Domestic airline departure has agricultural inspectors to mainland only	
Engaging non-conservation agencies at different levels, i.e. road crew for EDRR, planners in prevention	
Definition of invasive species must not be limited to species on a declared list or prevention and preemption become impossible	2
EDRR vs. Control: • Early Detection is the 1st step in determining a control strategy • Rapid Response can range from intensifying monitoring, trapping, control, mitigation etc. • Control – goals can vary from eradication to containment to exclusion • Eradication, to be successful, requires effective early detection <i>These are typical land manager definitions but can be viewed as artificial distinctions to some scientists</i>	