

**Title:** Public Outreach & Education in Maui County  
**Organization:** Maui Invasive Species Committee  
Moloka'i Invasive Species Committee



**Award:** \$35,000

**Introduction:** The Maui Invasive Species Committee and Moloka'i Invasive Species Committee have a combined experience of nearly twenty-five years building invasive species awareness across Maui County. Outreach and education are integrated components of the MISC and MoMISC projects. Staff involved in outreach activities have exceptional longevity with the projects, frequently serving as resources for other conservation and education programs within Hawai'i. Outreach messaging has a strong basis in field experience which ensures that outreach messages and delivery are grounded in the real world. MISC and MoMISC are projects of the Pacific Cooperative Studies Unit, University of Hawai'i.

Funds from the Hawai'i Invasive Species Council provided partial support with county and federal funding sources helping to round out a comprehensive strategy to strengthen public awareness and support for work on invasive species.

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### ***Achievements in FY12***

The primary goal for outreach and education activities under this project was to positively affect perception, action, and funding for invasive species. The MISC and MoMISC strategic approach for engaging the public includes a comprehensive media program, participation in community events, involvement with the landscape industry, and a strong education program. The outreach programs effectively targeted all priority target audiences:

- Decision makers: Personal visits to Maui County legislators and County Council members helped ensure they have relevant information about invasive species issues.
- Special interest groups: MISC and MoMISC have developed positive working relationships with members of the landscape industry through the Maui Association of Landscape Professionals and by having a regular presence at community events. MISC is strengthening its connection to the farming and ranching communities by participating in the Maui Deer Working Group.
- Students: The Hō'ike curriculum has provided a natural pathway for "teaching the teachers" about invasive species issues and for direct interactions with Maui's students.
- General public: In addition to MISC and MoMISC's extensive presence via events, newspaper articles, and presentations, some of the most effective communication occurs during field work in the community. Much of the work takes place on private property and often includes an educational component.



*Invasive species "jenga" with the keiki*

The impacts of these activities are evident in sustained county support, access to private property, and a high degree of public awareness about invasive species issues.

HISC supported the following achievements with FY2012 funding:

- **Track number of print and broadcast media mentions:**
  - Print media: Published 12 monthly articles on invasive species topics in the *Maui News* (circulation of 22,000); 13 other media mentions in the *Maui News*, *Molokai Dispatch*, and other publications in Maui County. MISC's newsletter featuring little fire ant was distributed via mail and email to an estimated 600 people.
  - Broadcast Media: Little fire ant PSAs ran four different times on public cable stations and regularly on the local public access station. MISC work was featured in two videos (OC 16 and KGMB). A local video project created two short PSAs about miconia. Work continued on a little fire ant video with additional footage obtained from the Big Island. Staff assisted with filming a video on axis deer.
- **Number of "hits" on invasive species web pages:** MISC and MoMISC maintained six different Internet sites; estimated reach: 10,000 pageviews.
- **Number of people reached through talks and displays:**
  - Displays: booths at 15 community events; estimated reach: 4,393 people.
  - Presentations: Gave eight presentations to community groups / professional conferences; estimated reach: 250
- **Number of educational programs:** A total of 28 activities, focused on school groups across the islands, reached 1,273 students.
- **Number of volunteers recruited:** Staff led three volunteer trips; total reach: 107 students and teachers.
- **Early detection workshops:** Natural resource workers with the Maui Forest Bird Recovery Project learned about different target species during an Early Detection workshop training.
- **Number of teachers trained:** Conducted three curriculum workshops for teachers using the Maui-based Hō'ike o Haleakalā science curriculum; 14 participants.
- **Interns hosted:** MISC hosted four AmeriCorps summer interns and four Student Conservation Association interns. Staff collaborated with Haleakalā National Park's summer high school internship program.
- **Develop support from landscape Industry:** MISC presented the 9<sup>th</sup> annual Mālama i ka 'Āina award to two landscape professionals for their proactive efforts to stop the spread of invasive species; staff attended meetings of the Maui Association of Landscape Professionals.



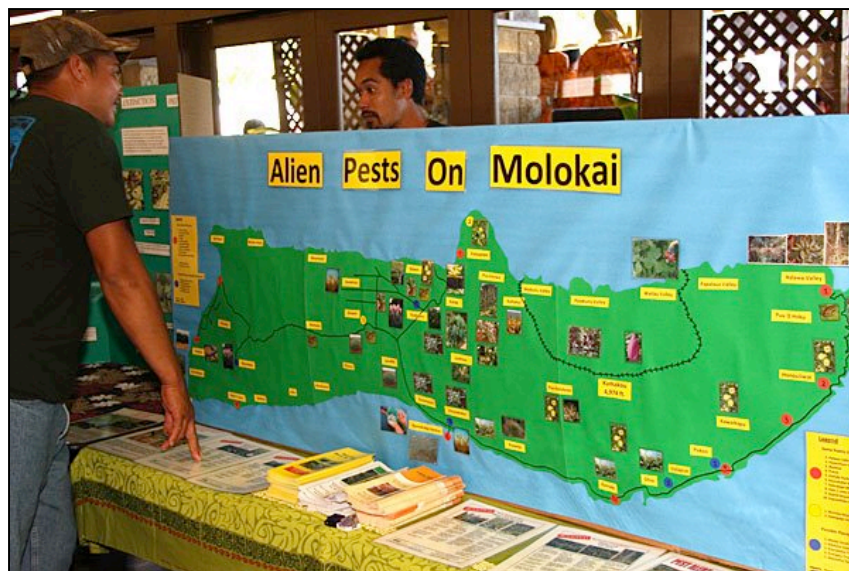
Award to local landscapers featuring native damselfly

### **Contact Information**

**For more information, please contact:**

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*Outreach on Moloka'i*