

Title: Outreach for Kaua'i County
Organization: Kaua'i Invasive Species Committee
Award: \$31,360



In FY 2012, KISC Outreach continued working on goals outlined by the HISC Public Outreach Working Group Strategic Plan. Priority was given to educating the community and country workers 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. Outreach included personal interactions with the public as well as many media mentions.

Achievements in FY12

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, neighborhood association, conservation groups, and the Department of Transportation. Students and Public reached: 270
- KISC provided library displays to inform the students at Kauai Community College about target species in their community. Estimated students reached: 500
- KISC developed an interactive display entitled "STOP Invasive Species". Estimated signatures: 500
- Guest on Mayor's show "Together We Can." Estimated public reached: 2,000

http://kauai.granicus.com/MediaPlayer.php?view_id=2&clip_id=654



Interactive display at events

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



Agriculture Awareness Day Booth

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 county and state workers. Programs focused on gaining public support on invasive species issues as well as education on identification of KISC target species.

- As part of the Hawai'i Early Detection Network, KISC continued to promote and hold workshops on Kauai. Estimated reached: 136
- KISC participated in the Kauai Farm Bureau Agriculture

Awareness day with both lectures and a display booth. 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: 500

- KISC displays were present at community events across the island including: Kauai Farm Fair, Garden Fair, Arbor Day, Banana Poka Roundup, Kauai Conservation Awareness Day, After hours Chamber of Commerce, and Kauai Community College Earth Day. Estimated Public reached: 3,900

Number of education 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: 1,000
<http://www.hawaiiinvasivespecies.org/iscs/kisc/targetspecies/>
- KISC also handed out multiple “prizes” promoting the Pest Hotline and invasive species awareness. Estimated public reached: 2,000
- KISC produced a supplement to the Kauai Early Detection Field Guide based on plants found on the Roadside survey. Estimated public reached: 140



KISC Early Detection Species Poster

Other Activities in FY12

Codes of Conduct adopted by the Kauai Landscaping Industry Council (KLIC) updated: In 2006, KISC formed a relationship with KLIC and passed the first Voluntary Codes of Conduct by KLIC. In 2012, KISC updated the Codes of Conduct with KLIC having them agree to avoid selling and promoting any plant deemed high risk and to restrict sales of plants on the Landscape Industry Council of Hawaii invasive list.

Continued development of Kauai’s Early Detection program through workshops with County workers and conservation groups: KISC continued to promote KISC’s Early Detection program. Early Detection workshops were held for County of Kauai workers from various departments including Department of Water, Department of Waste, Public Works, and Parks and Recreation.

Newsletters: KISC produced and e-published its annual newsletter “Kia ‘i moku”, this year’s focused on successes throughout the year including the eradication of the Lāwa’i infestation of coqui frog and the first live mongoose caught on Kauai (<http://www.hear.org/kisc/newsletter/pdfs/kiaimoku2012v5n1.pdf>). KISC also produced bi-weekly newsletters regarding coqui frog work (http://www.hear.org/kisc/coqui_news/), as well as the Quarterly Newsletter <http://www.hawaiiinvasivespecies.org/iscs/kisc/pdfs/kisc2012fyq3report.pdf>.

Contact Information

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