

Title: Public Outreach & Education in Kaua'i County
Organization: Kaua'i Invasive Species Committee
Award: \$30,000



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.

KISC estimates that its FY13 total funding need exceeded \$900,000, including public outreach activities. Although KISC's annual funding fell far short of this need, HISC provided approximately 37% of KISC's acquired FY13 funding.

Achievements in FY13

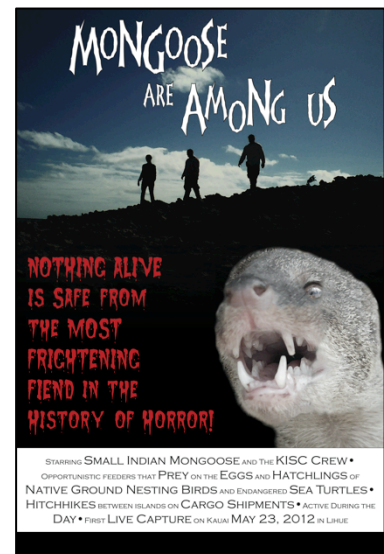
Published professional quality e-newsletters: KISC's annual e-newsletter focused on "A year of learning" and incorporated many articles submitted by partners regarding collaborative projects. KISC also e-published the Mongoose Monitor newsletters that outlined monthly activities regarding mongoose detection.

- <http://www.hawaiiinvasivespecies.org/iscs/kisc/pdfs/KiaiMokuVolume6Issue1.pdf>
- <http://www.hawaiiinvasivespecies.org/iscs/kisc/pests/mongoose/mongoosemonitor.htm>

Pest alerts and flyers: Informational and educational materials are an important tool when communicating with not only with the general public, but also with partners and conservation collaborators. Flyers this year focused on early detection species as well as mongoose reporting information. *Published ~1,000 pieces.*

Informative website and social media: KISC helps to maintain the website www.kauaiisc.org as well as KISC's Facebook page (<https://www.facebook.com/pages/Kauai-Invasive-Species-Committee/103663463003431>), making sure that all materials are relevant and up-to-date. *KISC's total Facebook posts reached 6,827 people.*

Informational banners and posters: KISC's "Admit None" outreach campaign featured B-Horror Movie posters featuring priority target species (pictured above). These posters can also be found online at: <https://www.facebook.com/media/set/?set=a.421713451198429.88276.103663463003431&type=3>.



Movie poster designed for "Admit None" campaign

Port signage regarding inter-island movement: By partnering with the Hawaii Department of Agriculture (HDOA), Young Brothers, Inc., and Hawaii Department of Transportation – Airports Division, KISC was able to install informational and educational signage at Kauai’s Harbor and at the Lihue Airport (in the main lobby and in each baggage claim area). Harbor signage focuses on early detection and reporting, targeting inter-island movement of goods. Signage at the airport focuses on general educational information about native and invasive species in Hawaii as well as what Kauai’s priority invasive species are and how to report sightings. (*Potential annual target audience ~100,000+*)



*Mayor Bernard Carvalho signs KISC
“Admit None” movie marquee*

Interactive display: To engage the public and to gauge whether invasive species information is understood, KISC designs an interactive display for the public. This year, fair-goers were able to sign their name to “Admit None” tickets on a large movie-marquee. (*Target audience ~300 signatures*)

Final Legislative Report: KISC’s legislative report information can be found online at: <http://dlnr.hawaii.gov/hisc/files/2013/02/Invasive-Species-Rpt-FY12-Sec-194-2.pdf>

Other Activities in FY13

Participated in fairs and events: Throughout the year, KISC participates in fairs and events: (*3,801 people reached*)

- Arbor Day, Garden Fair, Earth Day at KCC, Agriculture Awareness and Education event, Banana Poka Roundup, County Fair, Ocean Awareness Day

Published quarterly newsletters: <http://www.hawaiiinvasivespecies.org/iscs/kisc/>

Conducted Early Detection Workshops as part of “Eyes & Ears ED Network”: *75 people reached*

- Kīlauea National Wildlife Refuge
- Kaua’i Forest Bird Recovery Project
- Kapa’a High School JROTC
- Young Brothers port workers

Presentations and school group interactions: *80 people reached*

- Kīlauea Elementary School
 - Master Gardeners
 - Rotary Club of Princeville
 - Hanapepe Library presentation
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Contact Information

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