

Title: Public Outreach and Education for Maui County
Organization: Maui Invasive Species Committee
Award: \$30,000



Introduction: Outreach and education are integrated components of the MISC and MoMISC projects. Comprehensive outreach programs have a strong basis in field experience. This report covers HISC funding expended over the period from December 2012 through August 31, 2013. HISC funds covered approximately 32% of outreach efforts in Maui County.

Achievements in FY13

Deliverable 1: Publish 12 monthly articles on invasive species topics and create press releases generating media mentions. The proposed deliverable was based on a full 12 months. MISC published 9 monthly articles; an additional 9 articles mentioned MISC. Articles appeared locally in the Maui News and Maui Weekly as well as statewide in Honolulu Magazine.

Deliverable 2: Use broadcast media to inform the public about invasive species in general and specifically about the little fire ant. Public service announcements about the little fire ant aired 248 times on Maui County cable stations and reached an estimated 52,600 viewers. PSAs also aired on the Maui County's public access station Akakū. MISC staff provided on-air interviews for the *Sparks Your Interest* program on local radio station PYCC, and on Hawai'i Public Radio's *The Conversation*.

Deliverable 3: Create and staff informative displays at 10 community events reaching more than 2,000 people. MISC and MoMISC participated in or coordinated 8 community events reaching approximately 6,300 people. Events included the week-long "Spot the Ant & Stop the Ant" radio contest, Moloka'i Earth Day, and Akakū's Walk of Heroes.

Deliverable 4: Present annual award to a landscape professional or educator for proactive role on addressing invasive species. The annual Mālama i ka 'Āina award will be presented at the usual time - Fall 2013, which did not occur during the reporting period. Outreach staff continued to work closely with local landscape industry members by attending association meetings and giving presentations.

Deliverable 5: Reach 50-100 people during presentations to community groups. Give presentations at one or more professional meetings. MISC's outreach program reached approximately 289 people via presentations and workshops. Two professional presentations occurred at the Hawai'i Conservation Conference.



Parade float for the Makawao Fourth of July Parade, highlighting work on pampas grass in local watersheds.



Field crew leader Dennis Green explains symptoms of banana bunchy top virus to attendees at the Maui County Agricultural Festival.

Deliverable 6: Bring the invasive species message to more than 500 students during classroom visits.

MISC reached approximately 1,410 students in Maui County. Outreach staff covered 64 different classes over 36 days of visits. Many of the visits helped with testing activities for the Hō'ike o Haleakalā Invasive Species module, developed by MISC and designed for statewide use.

Deliverable 7: Lead 2 volunteer trips. MISC led 14 local students on a week-long trip to remove miconia from East Maui and students from Kīhei Charter School assisted with coqui control.

Deliverable 8: Conduct curriculum workshop on Hō'ike o Haleakalā, Maui's science-based curriculum.

Staff conducted a three-day teacher workshop in August 2013 for 7 local teachers. This workshop was conducted in partnership with the Department of Education; successful completion requires implementation of 6 classroom lessons and provides teachers with credit towards pay increases.

Deliverable 9: Host interns from a recognized internship program. MISC hosted 3 AmeriCorps summer interns in addition to 1 year-round intern and worked closely with the Haleakalā National Park's internship program.

Other Activities in FY13

Other activity 1: Online presence. MISC and MoMISC maintain 7 Internet and social media sites: mauisc.org, momisc.org, mauiiinvasive.org, coquifreemaui.org, lfa-hawaii.org, hoikecurriculum.org, and the MISC Facebook page. Pageviews on these sites within a portion of the reporting period (Jan-June 2013) totaled 11,731.

Other activity 2: Early Detection outreach. MISC staff worked closely with outreach professionals from the East Maui Watershed Partnership and Maui Forest Bird Recovery Project to develop a training program on natural resources and conservation for local tour guides and tour operators. Trainings are scheduled to begin in Fall 2013. MoMISC staff developed a targeted outreach campaign to raise awareness about fireweed, an incipient weed on Moloka'i, and reached approximately 100 people in the ranching community.

Other activity 3: Response center. MISC and MoMISC are recognized in their respective communities as resources for invasive species issues and field numerous phone calls about species not directly related to funded work on target pests. An estimated 30 phone calls were fielded by MISC and MoMISC.

Additional Information

The proposal for funding covered a full twelve months, while the reporting period covers only nine months. Despite that discrepancy, achievements exceeded most of the proposed deliverables. MISC and MoMISC are projects of the University of Hawai'i – Pacific Cooperative Studies Unit.

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