

## Maui Invasive Species Committee (MISC): Outreach: 2010 Highlights



The public outreach goal for the HISC is to educate public and private sectors about invasive species in order to positively affect perception, action and funding for invasive species. MISC's strategic plan for engaging the public includes a comprehensive media program, participation in community events, involvement with the landscape industry, and a strong education program. MISC's outreach program has been essential in helping to maintain strong support from the County of Maui and for detection and control of invasive species. Support from private individuals has continued, both in direct and in-kind contributions.

Efforts over the last year have also included a heightened focus on raising awareness about LFA as a result of its detection on Maui in October 2009. School programs, early detection workshops, public events, and trainings with landscape and nursery industry professionals have reached over 1,000 people, with an emphasis on identification and reporting of suspect ants. This major campaign has included installing posters on county buses, posting flyers at nurseries and businesses, and creating a website about LFA. Anecdotal reports from the public during community events indicated a heightened awareness of the issue.

### HISC Public Outreach: Measures of Effectiveness

#### Agency adoption of rules and policies against invasive species:

- The November 2009 meeting of MISC focused on identifying regulatory and enforcement gaps in Hawaii's legal system that impede progress on control of invasive species.
- MISC staff are working with other members of the Maui Conservation Alliance to address issues related to recalcitrant landowners – those who deny access to private property. An ordinance will be developed over the next year for consideration by the Maui County Council to address property access for high-priority species. Such an ordinance would be the first of its kind in the state.
- As appropriate, MISC provided testimony related to invasive species regulation before the State Legislature.



*UH Maui College Agriculture Professor Ann Emmsley received the 2009 Mālama i ka 'Āina award*

#### Adoption of Codes of Conduct by businesses:

- Support from the business community depends on developing and maintaining a positive relationship with affected industries. MISC outreach professionals attended meetings and

participated in events of the Maui Association of Landscape Professionals. MISC also has developed a positive relationship with the Maui Cattlemen's Association.

- Continued recognition of proactive members of the landscape industry through the Mālama i ka 'Āina award program.
- Presented information to landscapers, nursery owners and golf course staff about early detection of the LFA.
- Twenty-eight businesses participated in MISC's Coqui-Free Certification Program for 2010.

**Track number of print and broadcast media mentions:**

There were 20 articles in the Maui News mentioning invasive species, MISC targets, or MISC in the past year. Additionally MISC staff and committee members authored 10 articles as part for the Kia'i Moku column in the Maui News for a total of 30 mentions in the last year.

- "Kia'i Moku: Residents urged to report unusual stinging fire ants," November 8, 2009, The Maui News.
- "MCC agriculture professor wins landscapers' Mālama award," December 6, 2009, The Maui News.
- "Kia'i Moku: 'Gambinos' of the plant world must be stopped," December 13, 2009, The Maui News.
- "Kia'i Moku: Fireweed has gotten a foothold," January 10, 2010, The Maui News.
- "Little Fire Ants spread across Big Island," January 28, 2010, The Maui News.
- "Teams make gain in little fire ant fight," February 12, 2010, The Maui News.
- "Kia'i Moku: New technology pivotal amid fight against invasive weeds" February 14, 2010, The Maui News.
- "OHA funds will help endangered seabirds," February 14, 2010, The Maui News.
- "TAT partnership at risk," February 21, 2010, The Maui News.
- "Invasive species talk topic," March 10, 2010, The Maui News.
- "Imported wasp saving the wiliwili," March 11, 2010, The Maui News.
- "Kia'i Moku: A most unwanted neighbor—coqui frogs," March 14, 2010, The Maui News.
- "Plant quarantine inspectors may get back on job," March 16, 2010, The Maui News.
- "Sacrifices needed from all—Mayor on budget," March 16, 2010, The Maui News.
- "State wins against gall wasp," March 27, 2010, The Maui News.
- "MISC official to speak to Rotary," April 4, 2010, The Maui News.
- "House kills coqui frog eradication bill," April 7, 2010, The Maui News.
- "Kia'i Moku: Imported wasp saving the wiliwili," April 11, 2010, The Maui News.
- "Council confronts nonprofit cuts," April 11, 2010, The Maui News.
- "Kia'i Moku: Nothing wrong with eradication," May 9, 2010, The Maui News.
- "Tiny insect used in fight against nettle caterpillar," June 10, 2010, The Maui News.
- "Kia'i Moku: Maui naio could face threat from thrips," June 13, 2010, The Maui News.
- "Fire, water, and air," June 12, 2010, The Maui News.
- "Plant control plan comments sought," June 28, 2010, The Maui News.
- "Kia'i Moku: Biological enemy to stinging nettle caterpillar to be set free on Maui," July, 2010, The Maui News.
- "Wasps used to control pesky caterpillars," August 4, 2010, The Maui News.
- "Kia'i Moku: Noxious tumbleweed rolls on Maui," August 8, 2010, The Maui News.

- “Brown tree snake detection workshop offered,” August 24, 2010, The Maui News.
- “Ulupalakua Cares set for Sept. 5,” August 25, 2010, The Maui News.
- “Government partnership smells a rat and wants action,” August 30, 2010, The Maui News.

**OTHER MEDIA**

- Interview about invasive species in *Ho‘okele Wa‘a: Turning the Canoe* Screened June 17, 2010, Maui Film Festival.
- Efforts to combat coqui in Maliko, June 29, 2010, Hawaii Public Radio.

**Number of “hits” on invasive species web page:**

- Developed [www.fireantfreemaui.org](http://www.fireantfreemaui.org) website in partnership with USGS-PBIN.

**Number of education materials produced:**

- 1,500 copies of the MISC newsletter on the findings of the 2009 International Miconia Conference. Approximately 750 have been distributed, of which 500 were mailed directly to funders, attendees, and the general public.
- 500 11”x17” LFA posters printed—150 distributed
- 2,500 LFA postcards for identifying and reporting small stinging ants—approximately 1,500 distributed.
- 1,044 LFA kits distributed (contains card, detection stick & instructions).
- 30 LFA posters to outfit all Maui buses.
- 500 revised / updated copies of the Maui County Early Detection Guide.



*Little Fire Ant posters detailing the impacts, identification, and reporting of suspicious ants are on all Maui busses.*

*Little Fire Ant display at the Maui Swap Meet, we handed out 160 ant detection kits consisting of a card with identifying characteristics and instructions for baiting, material for baiting labeling, and reporting*



**Number of people reached through talks and displays:**

- Audience for presentations: 356. Presentations to rotary clubs and community groups covered information about little fire ants, biological control, and impacts to the watershed and reef from invasive species.
- A display at the Kahului Airport featured hitchhiking pests: stinging nettle caterpillar, banana bunchy top virus, and the LFA.

- Community events: 2,655. Ten community events included the Maui County Fair, Maui County Agricultural Festival, East Maui Taro Festival, and Maui Swap Meet. MISC was present at events throughout the Island, from central Maui to Ulupalakua and Hana.
- MISC has become a regular participant in local parades and participated in three parades with total audience of approximately 5,000.

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

- Educational program reached 2,114 students through classroom visits by MISC staff. Schools throughout Maui County including Hāna, Lāna‘i, and Moloka‘i were visited.
- Classroom visits focused on little fire ants reached 754 students.
- Professional development workshops for public school teachers trained 15 teachers on use of the Hō‘ike o

Haleakalā curriculum. To receive professional development credits, each teacher must teach 6 lessons from the curriculum.

- Continued development of a new module of the Hō‘ike o Haleakalā curriculum focused on invasive species.



*MISC's float for the 2010 Paniolo Parade featured an oversized coqui keeping a sleepy person awake.*



*Teachers participating in the Hō‘ike o Haleakalā professional development workshop watch an i‘iwi feed on an‘ōh‘ia blossom*



*Students at St. Anthony grade school replicate the impacts of invasive species in the water shed.*

**Number of volunteers recruited and/or referred to invasive species projects:**

- Volunteer activities varying in length from one day to one week had 224 participants.

**Additional activities that also helped achieve HISC objectives:**

- Three articles authored by MISC staff discussed the use of biocontrol for specific pests.
- Biocontrol messages were incorporated into presentations and outreach displays.
- Early Detection: Trained 234 individuals through Early Detection Workshops on invasive species in Maui County.





## Moloka'i / Maui Invasive Species Committee (MoMISC): Outreach: 2010 Highlights

MoMISC worked to educate public and private sectors about invasive species and helped to positively affect public perception and action on invasive species. Through outreach and education activities, MoMISC has become known in the community as an information center and rapid response agency. Creating a positive public perception has led to direct benefits, including persuading local landowners to allow removal of cherished landscape plants, such as the bo tree.

### HISC Public Outreach: Measures of Effectiveness

#### Agency adoption of rules and policies against invasive species:

MoMISC's Field and Outreach Coordinator regularly attends community planning meetings and, where feasible, was successful in getting several private and government projects to incorporate invasive species protocols in their projects. Several projects from residential to commercial buildings have incorporated some best management practices for invasive species as result of MoMISC's recommendations. MoMISC is currently working with DOT and DLNR on invasive species mitigation for a proposed \$5 million dollar harbor improvement project.



*MoMISC Coordinator with Maui County Council Chair, Danny Mateo*

#### Adoption of Codes of Conduct by businesses:

As a result of MoMISC's rapid response to a recent introduction of coqui frog in a shipment of trees for sale at a local farm cooperative, MoMISC was able to convince the importer to incorporate "a code of conduct" to screen for and respond to shipments of live materials. Given the few avenues on Moloka'i for importing landscape material, the cooperation of this business is a significant success.

#### Track number of print and broadcast media mentions:

A number of articles on the subject of invasive species have been reported by MoMISC in The Nature Conservancy's "Nature's Newsflash" and the Moloka'i Dispatch.

#### Number of educational materials produced.

MoMISC provides updates and pest information to the community at the Young Brothers pier office and at public events. MoMISC has produced the following products, many of which can be downloaded off MoMISC's website at [www.momisc.org](http://www.momisc.org)

- Over 40 MoMISC pest flyers, including new target species and other pest of concern.
- Several power point presentations for educational outreach for public and private groups.
- Invasive species workshop materials for Maui Community College's botany class on Moloka'i.

**Number of people reached through talks and displays.**

- In FY2010, MoMISC reached over 3,000 people through public and private displays and presentations. In partnership with the USDA's Plant Quarantine Officer, MoMISC maintains pest information at the Moloka'i Airport, Moloka'i post offices and several other locations island-wide. An invasive species display was created for the annual Earth Day event.

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

MoMISC staff attended several community meetings and events to maintain an awareness of community issues and to ensure a positive reputation for its work.

- Educational workshop for Maui Community College's botany class on Moloka'i.
- Member of the Moloka'i Earth Day planning committee; display for annual Moloka'i Earth Day event.
- Booth at the 1<sup>st</sup> annual Moloka'i Ag Fair where little fire ant and agricultural pest were featured.
- Invasive species workshop for Monsanto field crews focusing on identifying pests in the field.
- Participated with the Nā Pua No'eau Gifted and Talented Youth Program to teach youth leaders the importance of resource protection from invasive species.
- Hosted Steven Ogata from HDOA for a presentation on pesticide safety.



*Outreach at 1<sup>st</sup> Annual Moloka'i Ag Fair*

**Number of volunteers recruited and/or referred to invasive species projects.**

MoMISC prioritizes its time in working to foster long-standing relationships with other conservation partners and their professional trained staff. Through these partnerships, MoMISC's small staff receives needed help for carrying out its mission.

- MoMISC partners contributed over 614 hours.

**Additional activities that also helped achieve HISC objectives:**

MoMISC staff remains flexible when called upon by the Moloka'i community and partner agencies for help. MoMISC truly "fills the gap" in responding to pests that threaten Moloka'i's environment and community. MoMISC's timely and conscientious response to a wide variety of pest issues has proven advantageous in fostering a positive reputation and sense of trust within the community and partner agencies.

- The Moloka'i Land Trust is a new partner agency joining MoMISC.
- MoMISC established a relationship with the Hālawā Valley *kalo* growers and *kupuna* (elders).
- MoMISC joined the efforts of the Moloka'i community in a newly formed 'Aha Kiole Advisory Council. The purpose of the Advisory Council is to provide community-based feedback to agencies on a range of community-based issues focusing on resource protection and management.



*Students at Aka'ula School learning about little fire ants*