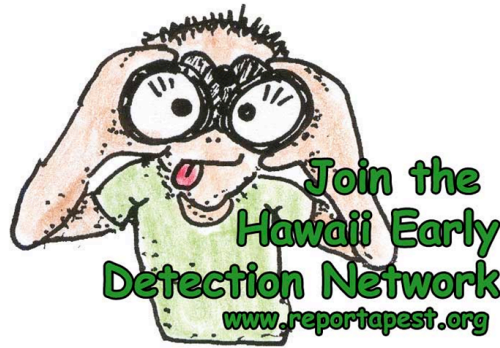


USGS-Pacific Basin Information Node Hawaii Cooperative Studies Unit Outreach: 2010 Highlights

The Hawaii Early Detection Network is a partnership of the Island Invasive Species Committees (ISCs), state, university, and federal collaborators working together to foster and support active community surveillance for island-specific incipient invasive plants and animals. In FY2010 the network expanded from a pilot program in Maui County to develop “eyes and ears” programs on Big Island and Kauai. The program supports both HISC Public Outreach Working Group statewide messaging objectives, as well as the individual ISC outreach efforts pertaining to invasive species early detection for the community at large, as well as special interest groups such as transportation agencies, conservation field workers, and companies in the agricultural industry, to name a few.



HISC Public Outreach: Measures of Effectiveness

Track number of print and broadcast media mentions:

- West Hawaii Today, 8 August 2010, “Early Detection Helps Control Invasive Species”. This article highlights the need for community involvement in invasive species early detection, as well as highlighted the Big Island Invasive Species Committee and the Hawaii Early Detection Network.

Number of “hits” on invasive species web page:

- The Hawaii Early Detection Network maintains web materials (www.reportapest.org) including identification information for early detection targets on Kauai, Maui, Molokai, Lanai, and Hawaii, and rapid identification and assessment support via an online web-form and a multi-user, queriable database. This website received **11,349 web page views** between January and October 2010. (Web statistics are only available for these date ranges.)
- The Hawaii Early Detection Network has a Facebook fan page which has **98 fans**, most of which reside in Hawaii.
- A network “hit list” web widget was created which includes a slide show of target species. A web widget is a small application that can be installed and executed within a web page by an end user (2010 Wikipedia).

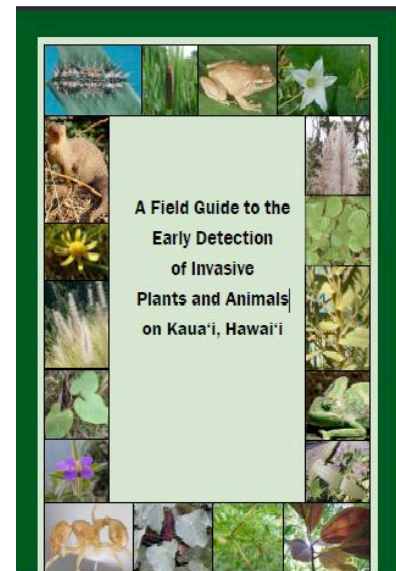
Number pest reports:

- Twenty eight reports were submitted via the online reporting form at www.reportapest.org. These reports were assessed, and if valid, sent to the appropriate rapid response agency. All reports were responded to within 48 hours with either an email and/or a phone call, and whenever possible the reporter was given details regarding the resolution of their report.

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Number of education materials produced:

- **One thousand full color invasive species early detection field guides** were printed for the island of Kauai. The field guide highlights 23 of plants and animals and provides island-specific reporting information. Field guides will be distributed to all Kauai schools and libraries, and will be given to participants in the Hawaii Early Detection Network workshops.
- The popular **Maui Early Detection Field Guide** was redesigned, the target species were updated, and **500 additional copies** were printed. This guide highlights 18 plants and animals, as well as island-specific reporting information.
- Digital versions of both field guides are available on the Hawaii Early Detection Network website (www.reportapest.org).



The Kauai (above) and Maui (right) Early Detection Field Guides.

Number of people reached through talks and displays:

- The Hawaii Early Detection Network held **12 in-depth workshops on Maui and Lanai for 234 people**. Workshop participants learned about the importance of early detection and rapid response for successful invasive species management, identification characteristics for 3-5 target species, and reporting methods. All participants also received a full-color field guide. Workshops were targeted at special-interest groups such as golf course workers, landscapers, hikers, and semi-professional parataxonomists and conservation workers such as DLNR-DOFAW, USDA-APHIS, and TNC (to name a few).
- The “eyes and ears” early detection network workshops have become part of the standard training for new employees, seasonal employees, and volunteers for several groups such as Maui DLNR, the Maui Forest Bird Recovery Project, and the East and West Maui Watershed Partnerships.



USDA-APHIS baggage inspectors learning to conduct surveys for the little fire ant.

Additional activities that also helped achieve HISC objectives:

The Hawaii Early Detection Network is the outreach component of statewide early detection survey and eradication programs already in place throughout the state, and supports the HISC strategic goals regarding increasing early detection activities to “consistently and systematically survey for newly establishing species, identify these species correctly and use mapping and data management to identify where all known individuals are located” and “[d]eveloping new tools for effective early detection and monitoring of terrestrial and aquatic invasive species”.