

Title: Public Outreach & Education in Maui County
Organizations: Maui & Moloka'i Invasive Species Committees
Award: \$63,922



Introduction: Outreach and education activities are critical to increasing public reporting of invasive species; improving access to private property for survey and control actions; minimizing the spread of invasive species; and generating support from county, state, and federal funders.

HISC funding helped retain highly trained outreach and education staff who work with the public and local educators and students. Approaches included: print and broadcast media; website maintenance; and classroom visits and teacher workshops. Additional activities included: partnering with other conservation organizations to offer a tour guide conservation awareness training program; and strengthening ties with the landscape industry. MISC launched a 30-minute little fire ant (LFA) video which helped generate awareness about and support for stopping the spread of little fire ants.

Achievements in FY14

- **Print Media:** Published 12 monthly articles on invasive species topics in the *Maui News*; specific topics included: a 3-part series on decontamination, coconut rhinoceros beetle, little fire ants, climate change and silverswords, fireweed biocontrol, coqui frogs, hoary bats, pueo and barn owls, Christmas berry, and conservation work. An additional 38 other media mentions included the *Maui News*, local weeklies and statewide publications. MoMISC had articles in TNC's *Newsflash*, which is mailed to 3,000 Moloka'i residents
- **Broadcast Media:** MISC produced two versions (28-minute and 7-minute lengths) of the documentary *Invasion: Little Fire Ants in Hawaii*. The full length version aired four times on KITV across the state. Subsequent media attention resulted in 8 television or radio interviews. Little fire ant PSAs and the video ran regularly on the Maui public access cable station, Akakū. A separate video focused on LFA in Tahiti was also produced. MISC's work on miconia and coqui frogs was featured in videos created by students in an after-school program supported by Maui County funding. Radio PSAs about LFA broadcast on 2 local stations with an estimated reach of 3,698 and MISC staff were interviewed on two different stations.
- **Internet presence:** Maintained seven different Internet sites: hawaiiinvasivespecies/misc; MISC blog mauiinvasive.org; the coqui-free certification program www.coquifreemaui.org, LFA outreach www.lfa-hawaii.org, the Hō'ike curriculum www.hoikecurriculum.org, and Facebook and YouTube pages. These sites provide tailored messages for targeted audiences and allow staff to update information easily. Estimated reach was more than 72,000. The LFA videos are available on YouTube and had more than 15,300 views. MISC's online



videos cover coqui frogs, banana bunchy top virus, and miconia. Staff collaborated with the HISC Public Outreach Working Group to design new websites. The MISC blog has been integrated into the primary website.

- **Community Events:** Staff created informative displays for 14 different community events about MISC targets and information specific to little fire ants and held premieres for the little fire ant video on Maui, O'ahu, and Kaua'i. County Mayors spoke at their neighbor island premieres and the Governor spoke at the O'ahu event. The estimated reach for all community events was 5,112 people.
- **Landscape Industry:** MISC's annual Mālama i ka 'Āina award was given to Christina Chang, an organic farmer who found the first known infestation of little fire ants on Maui. Staff attended meetings of the Maui Association of Landscape Professionals and joined the MALP board.
- **Presentations:** A total of 28 presentations were given to community groups or at professional conferences. Estimated reach was 1,005 people.
- **Classroom Visits:** For MISC and MoMISC, a total of 25 visits to 15 different schools or youth groups occurred, with 65 classes. Total reach was 1,483 students. Most lessons utilized the Hō'ike curriculum; approximately 85% of included little fire ants as a topic.
- **Volunteer & Interns:** MISC led 2 volunteer trips involving 20 students and teachers working in Hāna controlling miconia. MISC hosted 2 summer and 1 year-long AmeriCorps interns. Interns worked on the plant and frog crews.
- **Workshops:** Staff participated in 9 Early Detection workshops for local tour guides and conservation groups. Staff gave presentations and provided info graphics about invasive species topics. Total reach was 58 guides and 5 conservation professionals.
- **Teacher Training:** Staff conducted or participated in 5 professional development workshops for teachers with a 135 participants. One of these workshops was hosted and conducted by MISC for professional Department of Education credit. Staff presented information on the Hō'ike curriculum at workshops hosted by other organizations.



Additional Information

MISC and MoMISC are projects of the University of Hawai'i – Pacific Cooperative Studies Unit.

Contact Information

Lissa Strohecker
MISC PR Specialist
P.O. Box 983
Makawao, HI 96768
Ph: 808-573-6472 (MISC)
Email: miscpr@hawaii.edu

Lori Buchanan
MoMISC Coordinator
P.O. Box 220
Kualapu'u, HI 96767
Ph: 808-954-6585
Email: lbuchanan@tnc.org