

Title: Public Outreach & Education in Kaua'i County
Organization: Kaua'i Invasive Species Committee



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.

Achievements in FY14

Published professional quality e-newsletters: KISC's annual e-newsletter focused on "Invasive pests around the world" and incorporated many articles submitted by partners regarding collaborative projects.

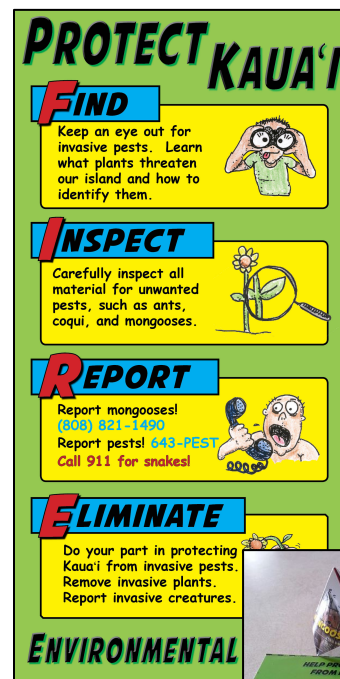
- <http://www.kauaiisc.org/wp-content/uploads/2014KiaiMokuVol7Iss1.pdf>

Pest alerts and flyers: Informational and educational materials are an important tool when communicating not only with the general public, but also with partners and conservation collaborators. Flyers this year focused on early detection species as well as Miconia survey information. *Published ~2,000 pieces.*

Informative website and social media: KISC maintains the website www.kauaiisc.org, KISC's Facebook page (<https://www.facebook.com/pages/Kauai-Invasive-Species-Committee/103663463003431>), as well as the KISC's Instagram Page, making sure that all materials are relevant and up-to-date. *KISC's total Facebook posts reached 13,208 people.*

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

Sparky Fire Trailer Display: By partnering with the Kauai Fire Department, KISC was able to install 2 educational banners on the KFD Sparky Fire Trailer. The Sparky Fire Trailer travels to all Kauai Elementary Schools as well as key community events. These "Environmental Safety" Banners (see picture above) are accompanied by an educational take-home widget to help the students bring the information home. (*Potential annual target audience ~20,000+*)



*Sparky Fire Trailer
Poster and widget*



Traveling Mongoose display: To engage and educate the people of Kauai about mongoose, the treats they bring to our island, and the importance of reporting mongoose on Kauai, KISC designed a natural history display for the public. (*~600 people reached*)

Other Activities in FY13

Participated in fairs and events: Throughout the year, KISC participates in fairs and events: (*4,630 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.kauaiisc.org/kisc-reports/>

KISC in the Media: KISC has been featured in articles, interviews, and special guest spots in the media on Kauai and across the state.

- KKCR Garden Show, The Garden Island Newspaper, The Star Advertiser, KITV News, and Hawaii News Now

Conducted Early Detection Workshops as part of “Eyes & Ears ED Network”: *117 people reached*

- Kauai Forest Bird Recovery Project, Kauai Endangered Seabird Recovery Project, Kokee Resource Conservation Project/HYCC interns, Hawaii Department of Transportation SNIPP, Master Gardeners, Kilauea Point National Wildlife Refuge

Presentations and school group interactions: *1151 people reached*

- KISC updates presented at multiple meetings across the island including Kauai Landscape Industry Council, Kauai Watershed Alliance, Kauai Conservation Alliance, Garden Island Resource Conservation Development, Feral Cat Task Force, National Tropical Botanical Garden, Soil and Water Management, as well as, meetings with the Legislators including Mayor Carvalho and Derek Kawakami
- Presentations given to Master Gardners, Kamehameha Ipukukui Spring Teachers, Project Learning Tree – Secondary Education workshop, and Lihue Business Association
- School Presentations included Kauai Economic O School, 5th Graders of Kauai Elementary Schools, Kauai Community College, Kapaa High School, and Waimea High School

Contact Information

For more information, please contact: William Lucey, KISC Project Manager, kiscmgr@hawaii.edu, 808-821-1490, www.kauaiisc.org



*Mongoose Display at the
Kapaa Public Library*