

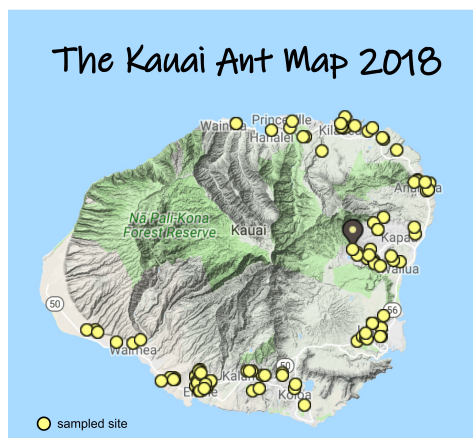
Title: Kaua'i Invasive Species Committee Outreach
Organization: Kaua'i Invasive Species Committee, Pacific Cooperative Studies Unit, UH
Award: \$48,679



Introduction: 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. Invasive species outreach and education is an integral component of on-the-ground detection and control efforts by KISC. Community collaboration is essential in the discovery, prevention, and control of target and early detection invasive species.

Achievements in 2018

Citizen Science: A new Citizen Science campaign was created to engage Kaua'i students in little fire ant (LFA) awareness and testing. Students collected samples at home and participated in hands-on labs to examine their ants in class. In a popular feature of the program, the students entered their own data online, using the CitSci.org platform, contributing in realtime to building an island-wide collaborative map. Ten elementary and middle school classes participated, involving *231 students, who collected 149 samples, comprising 669 popsicle sticks, of which 443 had ants* (no LFA were found). Program successes included excellent island coverage in testing plus enthusiastic engagement and knowledge carried back into the community by the students involved.



LFA Month: KISC participated in the HISC partnership campaign, “Spot the Ant, Stop the Ant” month throughout October. In addition to the Citizen Science project for schools described above, LFA outreach for the campaign included *240 x 30-second radio announcements, one newspaper article, 12 social media posts, weekly online message-board postings, and a blog feature*. Test kits were distributed via *six libraries, two veterinary clinics, and the Kaua'i Humane Society*, in keeping with the year's theme of Protecting Pets. The assistance of veterinary clinic staff was successfully solicited to distribute LFA information and fliers during the month to pet owners. LFA information was also the featured element in KISC displays at two community events during the campaign.

Pono Endorsement Program: The Pono Endorsement Program was developed in partnership with Plant Pono, a program of the Coordinating Group on Alien Pest Species. The Pono Endorsement Program is a voluntary partnership between any nursery or landscaping business, Plant Pono, and KISC. Pono Endorsed businesses are those who practice and promote making “pono” plant decisions that will benefit the health and wellbeing of Kaua'i. This program seeks to address invasive species directly linked to the nursery and landscaping trade by encouraging businesses to voluntarily remove target high-risk plants from nursery stock and to adopt best management practices that reduce the risk of spreading invasive pests and disease. Activity in 2018 focused on building industry connections, strengthening commitment of endorsed businesses, and gathering feedback on experiences from the first two years of the program. *Survey questionnaires were completed by 16 business units* and the compiled results will inform areas for improvement going forward. One new Pono business was endorsed and one was in process at year-end, for a total of *20 Endorsed Business Units (Nursery and Landscaping)*.

Guardian of the Garden Isle: (*Digital members: 365*) KISC's membership network engages residents and visitors on an individual level with email updates, newsletters, volunteer days, workshops, and presentations.

- **Volunteer Work Days:** KISC partnered with local conservation organizations to offer the public ways to get involved with invasive species removal, including volunteer work days with Kokee Resource Conservation Program in Kokee State Park, Mālama Hulei'a, and the Waipā (*38 people*).
- **Early Detection Workshops and Presentations:** Kaua'i Forest Bird Recovery Project, Kaua'i Endangered Seabird Recovery Project, Kaua'i Nursery and Landscaping, Biosanitation Workshop, non-profits and community groups (*142 people*).

Website and social media:

KISC maintains and updates the KISC website www.kauaiisc.org. We also contribute to the Plant Pono website www.pono.org which is currently undergoing overhaul. KISC also maintains an active social media presence on Facebook [/kauaiisc](https://www.facebook.com/kauaiisc) and Instagram [@kauaiisc](https://www.instagram.com/kauaiisc).

Total KISC web site visits: 17,645. Unique web visitors: 7,596. Total social media posts for 2018: 112. Facebook posts: 72. Instagram posts: 40. Facebook total reach: 41,924. Instagram total likes: 2,247. Facebook followers at year-end: 998. Instagram followers at year-end: 618.

An analysis of our social media performance was conducted at year-end using Insight statistics provided by Facebook. The detail results provide a perspective on areas of strength and weakness and will be used to inform social media outreach for 2019. The report is available on request.

Professional quality e-newsletter: KISC's annual newsletter focused on partnership projects including miconia, coqui, and little fire ants, together with news about the 2018 discovery of ROD on Kaua'i and essential biosanitation measures. The newsletter was distributed electronically in December and promoted through social media, from where it was also picked up by the Kaua'i newspaper.

KISC in the Media: KISC has been featured or mentioned in articles, interviews, and special guest spots in the media on Kaua'i and across the state.

- *Printed articles: 10; Internet articles: 15; TV news stories: 2.* (Of 15 total stories, 5 appeared online only, 10 appeared online and in print, and 2 appeared online and on TV, for a total of 27 individual news items.) All print stories were front page above the fold, published in The Garden Island newspaper with *print circulation 11,267 daily*. Numbers do not include ROD stories.

Fairs and events: (4,314 people reached)

- Throughout the year, KISC participates in community fairs and events, including: Arbor Day, Kaua'i Garden Fair, Agriculture Awareness Day, Banana Poka Roundup, Kaua'i County Farm Bureau Fair, National Wildlife Refuge Day.

At these events KISC is represented by staffed information booths or tables, with continuous interactive discussion providing a valuable channel for communication with the community.

School visits: (1,626 students reached)

- Presentations were given to students at Eleele School, Island School, Kalaheo Elementary School, Kanuikapono, Kilauea Elementary School, Koloa Elementary School, and Kaua'i Community College. KISC staff also led activities at the annual Department of Water Make-A-Splash event, emphasizing impacts from invasive species on the health of our watershed.

Rapid Ohia Death: Rapid 'Ōhi'a Death specific outreach efforts totaled *five community presentations, reaching 110 people*. These presentations included the incoming Kauai County Council, the Kauai premiere of "Saving 'Ōhi'a," the inaugural bio-sanitation workshop, cabin leaseholders in Kokee, and trailside briefings of birders participating in the annual Christmas Bird Count in Kokee. Two Kauai ROD detection news releases generated *41 known online and print media articles*. The AP news wire picked up the release, and it generated stories in local media, as well as, state and national media.

Interviews, meetings, and conferences: KISC maintains a well-established outreach program involving the continued partnership and relationships with the local community, various private businesses, and government agency partners. Highlights: Chair of Kaua'i Conservation Alliance, Chair of Kaua'i Rose-Ringed Parakeet Working Group, Kaua'i Rapid Ohia Death Advisory Committee, member of the Kaua'i County Farm Bureau Commodity Committee, and member of the Kaua'i Landscape Industry Council.

Conference Presentations:

Brock K, Keanini T. 2018. Weighing Potential Impacts against Control Feasibility to Prioritize Invasive Plans for Eradication on Kaua'i. Poster presented at the Hawai'i Conservation Conference; 2018 July; Honolulu (HI)

Displays: KISC continues to maintain the educational port signage displays focusing on general environmental education, inter-island species movement, early detection and reporting (*3 signs at Nawiliwili Harbor, 1 (5) panel display at Nawiliwili Harbor, 3 (5) panel displays at Lihue Airport*).

Pest alerts, flyers, and brochures: Informational and educational materials are important tools when communicating not only with the general public, but also with partners and conservation collaborators. An updated KISC brochure was produced in 2018, focusing on the importance of early detection work, our key target species. Flyers and brochures distributed this year focused on early detection species and the Pono Endorsement Program information. *Distributed pieces ~2,000*

Contact Information

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