

HISC FY 2022 Funding Report

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UH Mānoa CTAHR

Title: Outreach and Extension for Rapid 'Ōhi'a Death, DLNR PO C20887

Fiscal year: January 2022 to March 2023

Amount: \$29,250

What was accomplished:

- We held an in-person 'Ōhi'a Love Fest, an event celebrating 'ōhi'a and 'ōhi'a forests, in November 2022 in Pahoa on Hawai'i island and coordinated this event with in-person events on Maui, O'ahu, and Kaua'i. Other groups at the Pahoa event included the Big Island Invasive Species Committee, the Hawai'i Forest Industry Association, Malama o Puna, and Terraformation. Statewide the 'Ōhi'a Love Fest drew over 1,000 participants. An 'ōhi'a seed saving workshop in Kona was part of the week-long celebration.
- We hosted an informational booth on ROD at the April 2022 Merrie Monarch Craft Fair in Hilo. We recruited 15 individuals knowledgeable about ROD to help staff the booth over four days. We were able to interact with the public face to face, answer questions, teach best practices for dealing with ROD trees, pruning 'ōhia (including the use of sealants), decontaminating boots, gear, cars, etc. We also handed out educational materials, hundreds of stickers and coloring books, as well as decontamination kits, which were very appreciated by all. We interacted with hundreds of grateful people wanting to learn how to help 'ōhi'a and prevent the spread of ROD. This was the first time that Craft Fair had entertained educational booths.
- In 2022, we held a virtual weekly event for 5 weeks to train-the-trainers on Rapid 'Ōhi'a Death, aimed at natural resource professionals. We alternated science updates with updates and information on how to conduct effective extension programs. We had Josh Atwood (DLNR) provide five short lessons on creating videos for outreach.
- We coordinated a symposium on ROD with eight online talks at the 2022 Hawai'i Conservation Conference. A total of 865 people attended.
- We hosted informational tables at the Wiliwili Festival in Kona, the Grow Hawaiian festival at the Amy BH Greenwell Ethnobotanical Garden in Kona, and 9 other events. Over 900 people were contacted at these events.
- We communicated with the community through our social media accounts throughout the year (facebook.com/RapidOhiaDeath, 5,881 followers, 56 posts; instagram.com/ohialife, 5,934 followers, 56 posts). Invasive Species Month occurs in February, so in 2023, we made reels highlighting the latest research on ROD (entomology, resistance studies) and created posts for our upcoming events (Wiliwili and Grow Hawaiian Festivals). Women's History month is in March, so in March 2023, we focused on "Women Making ROD History" posts to Instagram and Facebook to highlight the women involved in ROD research, outreach, and field work. April is Hawaiian native plant month, Merrie Monarch Festival, Earth Day, and 'Ōhi'a Lehua Day so in both 2022 and 2023, posts were centered around the importance of 'ōhia.
- We maintained and updated our informational website on ROD (www.RapidOhiaDeath.org or cms.ctahr.hawaii.edu/rod) which had 13,000 users and 28,000 pageviews April 2022 through March 2023.
- We continue to field hundreds of calls and emails annually about ROD.

Outcomes:

- We surveyed participants from our 2022 outreach extension workshop and found that for each of 21 online sessions, an average of 69% of the participants reported increases in knowledge and 83% reported that they would use the information gained in their own outreach programs.