Who, What and How: 
Audience, Message and Delivery Method

Or, 
Outreach: what works, what doesn’t, and why.

Presented by:
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What is CGAPS?

CGAPS—the Coordinating Group on Alien Pest Species is a statewide voluntary partnership of agencies and organizations working to close the gaps in Hawai‘i’s biosecurity system.

Goal of Public Outreach:
To educate the public, public officials and special interest groups (e.g. the landscape and nursery industry) about invasive species in order to effect a change in perception (awareness), actions, laws, or funding for invasive species issues.

Some of CGAPS’ messages, audiences, methods & efficacy
Who: General Public

First statewide survey on invasives in 1996 (n=407):

Q: In terms of problems facing Hawai‘i, have you read or heard about the concept known as “alien pest species”?

29% yes
67% no
4% unsure

However, people know “Poster Species”...

66% of people “have heard of brown treesnakes”
Who: General public
What: Poster species & their effects on us
How: 1996-1997 Silent Invasion Media Campaign

- "The Silent Invasion" booklet co-authored by all 14 CGAPS member agencies.

- Television spots and public service announcements (PSAs) on KITV about poster-species and how these species affect us.
Opportunistic media coverage, mostly through television and print news
Again with the snake message (and others)

1. Snakes are bad for Hawai‘i; (awareness)
2. Snakes are illegal to import or own; (awareness)
3. If you see a snake, call the Hawai‘i Department of Agriculture (HDOA) to report it; (action)
4. People with illegal pet snakes should take advantage of HDOA’s amnesty program to surrender snakes without fear of prosecution. (action)

Who: General Public
What: Work off of previous effort, messages
Who: General public
What: ? Check messages
How: 2006 Television PSAs

- Focus groups in 2003 to test messages
- New, toll-free Pest Hotline, 643-PEST, implemented in January 2006
- Pre-campaign baseline survey conducted in 2004
Who: General Public
What: Multiple messages, single action
How: Television PSA

Refined Snake Message based on public input:

1. Snakes are bad for Hawai‘i; (awareness)
2. Snakes are illegal to import or own; (awareness)
3. If you see a snake, call 643-PEST to report it; (action)
4. People with illegal pet snakes should take advantage of HDOA’s amnesty program to surrender snakes without fear of prosecution by calling 643-PEST. (action)

- Snake PSA (with 4 other PSAs) on all major TV stations between January and July 2006 (two w/ the Pest Hotline).
- Benchmark surveys conducted in 2006 and 2007
Evaluating who, what, how

Activities since 1996 have helped with awareness.

Have You Heard of the Concept known as "Alien Pest Species" or "Invasive Species?"
From what you may have read or heard, would you say that Hawaii's invasive species are a...
Evaluating who, what, how

Snake messages in particular have helped awareness.

Have you heard of the brown treesnake?

Note that awareness peaked in 2006, during the television PSA...coincidence? Maybe.
Evaluating who, what, how
Is the 643-PEST message getting across? Umm...no

What about 643-PEST?
We still had some money left for the campaign.

Maybe we aren’t using the right methods for this particular message?
We asked popular Hawai‘i funnyman Frank DeLima to come up with a jingle to help advertise the Pest Hotline.

Bought radio broadcast time Statewide Feb – April 2007.
Who: General Public
What: One message: 643-PEST
How: Radio ads from Feb-April, 2007

Number of Calls to 643-PEST

Month and Year

Number of calls
Snakes are still showing up in Hawai‘i… who & why?

Smuggling snakes is relatively easy. Until this is addressed, outreach needs to try to ensure snakes are turned in, not released.

![Graph showing concern about invasive species by demographic group.](image)
Who: Target audience 18-34 year old males
What: Turn in snakes at 643-PEST (before someone turns you in)
How: Experiment w/ new methods
Spunge uses principles from “The Tipping Point” by Malcolm Gladwell, 2002 ©, in the context of marketing for today’s 18-34 year olds.

Networking, e-everything and short-attention span rules.
December 2006: Website Launch (643-PEST.com) Cards given at Hot Import Nights Cards given Funky 4 Corners

January 2007: MySpace launched

February 2007: Craigslist Personal Ad Cards given at BobFest MySpace messaging

February 2007: MySpace messaging
Networking works…

Unique website visitors

<table>
<thead>
<tr>
<th>Date</th>
<th>Unique Website Visitors</th>
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<tbody>
<tr>
<td>12/26/06 launch</td>
<td>100</td>
</tr>
<tr>
<td>12/3 event</td>
<td>200</td>
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<tr>
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<td>200</td>
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<td>12/31 MySpace</td>
<td>800</td>
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<td>1/28 MySpace</td>
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<td>2/18 MySpace</td>
<td>200</td>
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<tr>
<td>3/4/07 MySpace</td>
<td>100</td>
</tr>
</tbody>
</table>
60 days (and nights) later…

**Website:** 2,421 page views
*(67,798 Hits)*

**Youtube:** 1,598 Views

**MySpace:** 374 Friends, 1,054 Profile Views

**Flyers:** 1,350 Distributed
Summary

-Surveys and other measures of efficacy must be used

-Television & print news is free, but unreliable for ongoing messages

-Radio is good for action messages

-Periodic television campaigns are helpful for relaying more information, but are expensive

-Social networking & E-marketing concepts must be integrated into outreach methods
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- NOAA

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