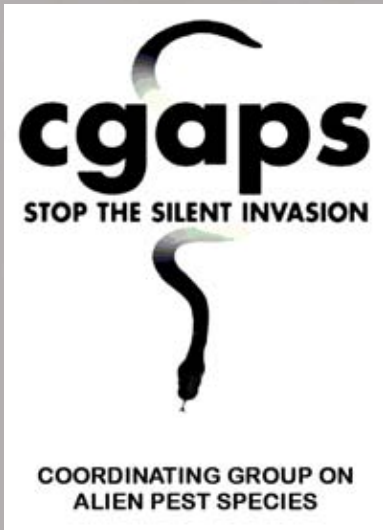


Who, What and How: *Audience, Message and Delivery Method*

**Or,
*Outreach: what works, what
doesn't, and why.***



Presented by:

Christy Martin, Public Information Officer

Hawai'i Coordinating Group on Alien Pest Species

www.cgaps.org

(808) 722-0995

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.

Hawai‘i Department of Agriculture, Hawai‘i Department of Health, Hawai‘i Department of Land and Natural Resource, Hawai‘i Department of Transportation, Hawai‘i Farm Bureau Federation, Hawai‘i Tourism Authority, Hawai‘i Visitors and Convention Bureau, University of Hawai‘i, Pacific Cooperative Studies Unit, The Nature Conservancy of Hawai‘i, Bernice P. Bishop Museum, the Island Invasive Species Committees, USDA Animal Plant Health Inspection Service, USDA Forest Service, USDA Natural Resource Conservation Service, US Fish and Wildlife Service, US Geological Survey—Biological Resource Division, National Park Service, US Air Force, US Army, US Marine Corps, US Navy, US Customs Service, US Postal Inspection Service, US Postal Service



**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” ...



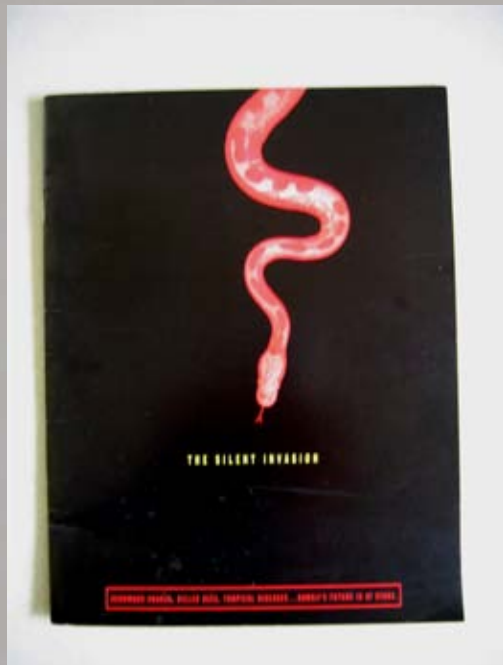
66% of people “have heard of brown treesnakes”

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

New threat, old fight

Fire ant at state's dock little money to stop it

By Ian Tomlin

The red imported fire ant, a creature with a wasp-like chest to attack its pack, is in Hawaii, right up there in the middle, according to a report about invasive species.

It's a pestiferous away from Mike Jack, head of the Forestry and Wildlife. And say the effort to keep out the most other dangerous species. The state has several more facing the state.

The South American and Southern region of the United States, and its most recent people, wherever it stops, and never more than 20,000 people each year.

While the past few years, fire ant has been found in California, where state officials and 180 million over the years. "That's where we get most of it and all it takes is one of the shipping containers," he said.



LEFT: In Hilo, Russell Suzuki pulls the ant out of a nest. TOP: A red imported fire ant. MIDDLE: A red imported fire ant. BOTTOM: Coral tree frogs found in Hawaii.



HAWAII'S DEADLY ALIEN INVADERS

Hawaii's native species have felt the harmful effects of thousands of alien species more than any other place on Earth.

Where in the world did they come from?

STOP PRESS

Hawaii's Latin invasion

Island-bopping frogs make a racket

By Alex Salkever

GREETS AND MANAERS of several kinds in Hawaii are having their usual made annually since by an invasion of extremely noisy frogs from Puerto Rico.

Biologists report that the frogs have established about 30 colonies on Maui and 12 on the Big Island, and its distinctive low-key cry has also been heard on Oahu. The frogs, populations of which can reach 1,000 per acre, likely hitched a ride on plant cuttings and nursery materials shipped from the Caribbean.

But whereas the frogs are a beloved inhabitant of the Puerto Rican rain forest, in Hawaii, they are considered a symbol of the island—it has already worn its welcome in much of their favorite foods.

"They were a nuisance," complains Tom Hinkle, public relations manager of the Koa Last Hotel Suites & Villas in Waikiki, which now claims to be frog-free. "You would be sitting in the restaurant in the evening and you'd hear them."



"IT'S THE BROWN TREE SNAKE TURNING HIMSELF IN; ALL THOSE BIRDS WITH THE WEST NILE VIRUS HAVE 'EM SPOOKED..."



The CROAK of this Puerto Rican native sometimes hits 100 DECIBELS

quiescent Hawaii. The amphibians can tolerate with endemic populations of birds, insects, and snails, but the more immediate problem is the arrival of this two-inch creature, which sometimes hits 100 decibels. "That's the equivalent of loud traffic noise," says Fern Dowell, a biologist with the Hawaii Department of Land and Natural Resources. "Hawaii has had guests complaining about the noise."

Some resorts have tried to chase the frogs away by clearing the brush areas.

Rinker says hotel personnel used to complain all of the afternoon—which turned out to be only three frogs, two of which were using the same croak as an echo chamber.

Other properties have been less fortunate. When Rinker was staying in one of a particularly noisy West Maui hotel in late April, he remarked that there had to be dozens of the frogs croaking off. "The employees said, 'Oh, no, we have hundreds,'" he recalls. "It was very annoying."

—Alex Salkever

Who: General Public

What: Work off of previous effort, messages

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: ? 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

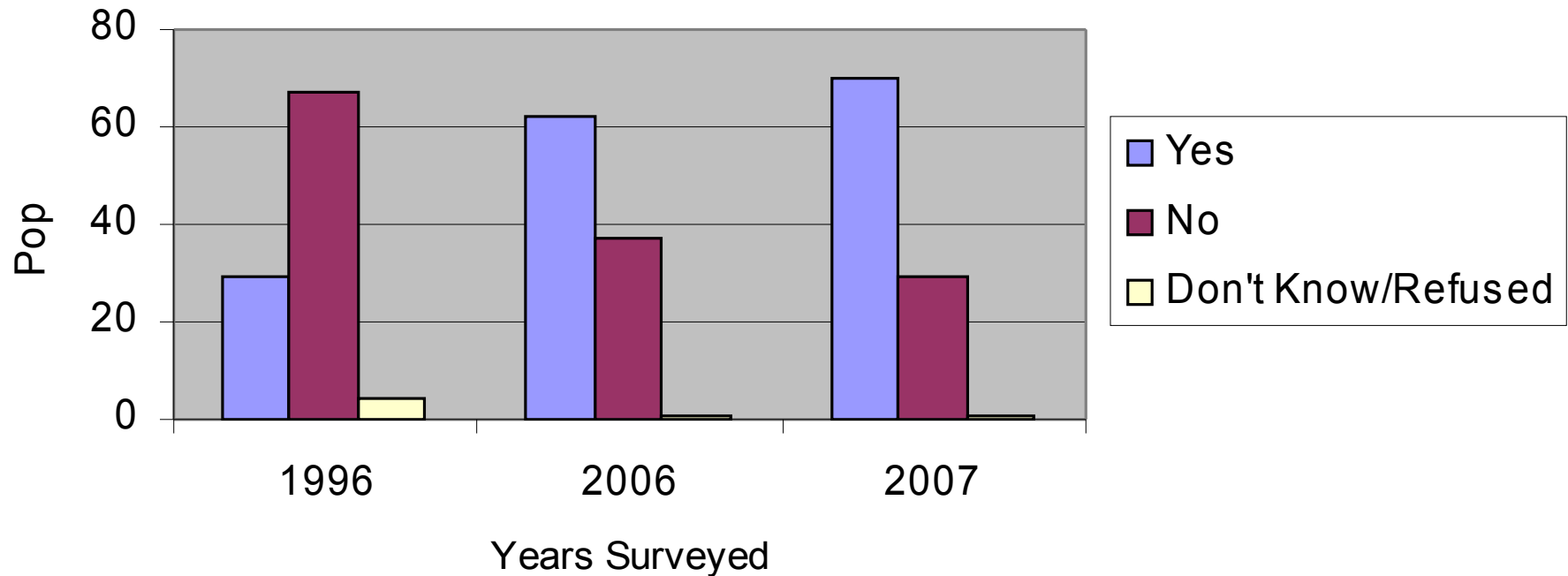
Refined Snake Message based on public input:

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

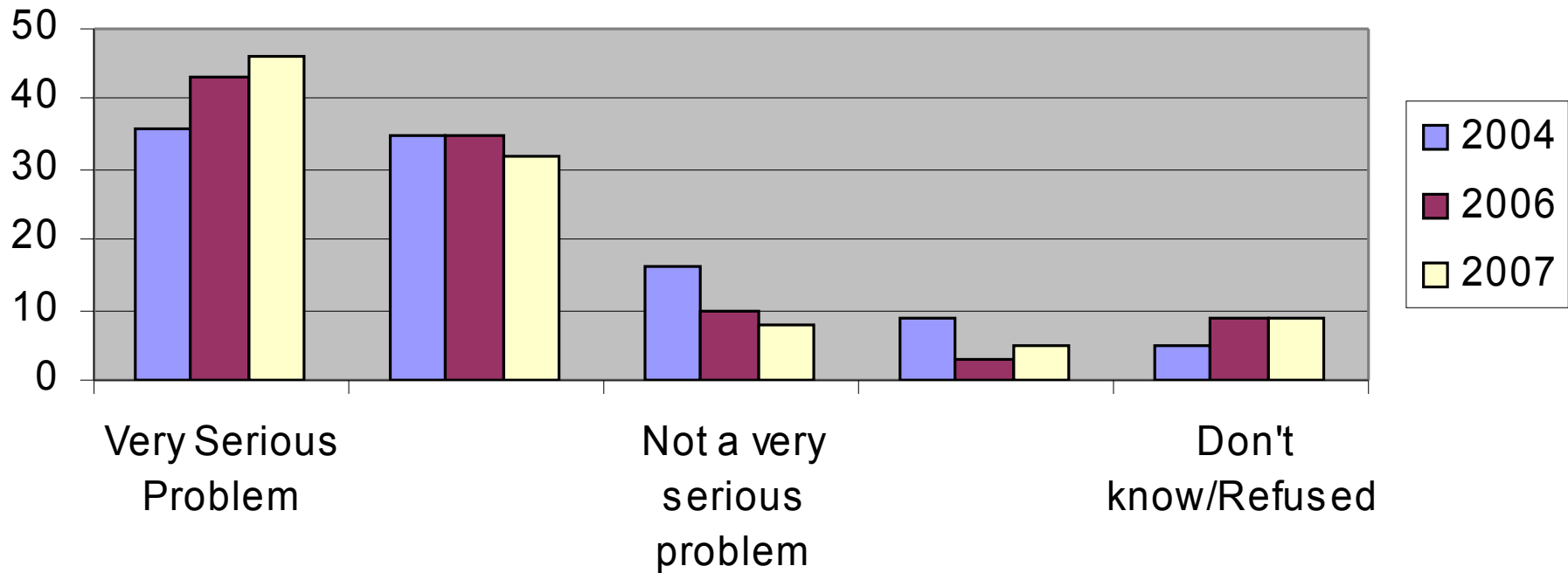
Activities since 1996 have helped with awareness.

Have You Heard of the Concept known as "Alien Pest Species" or "Invasive Species?"



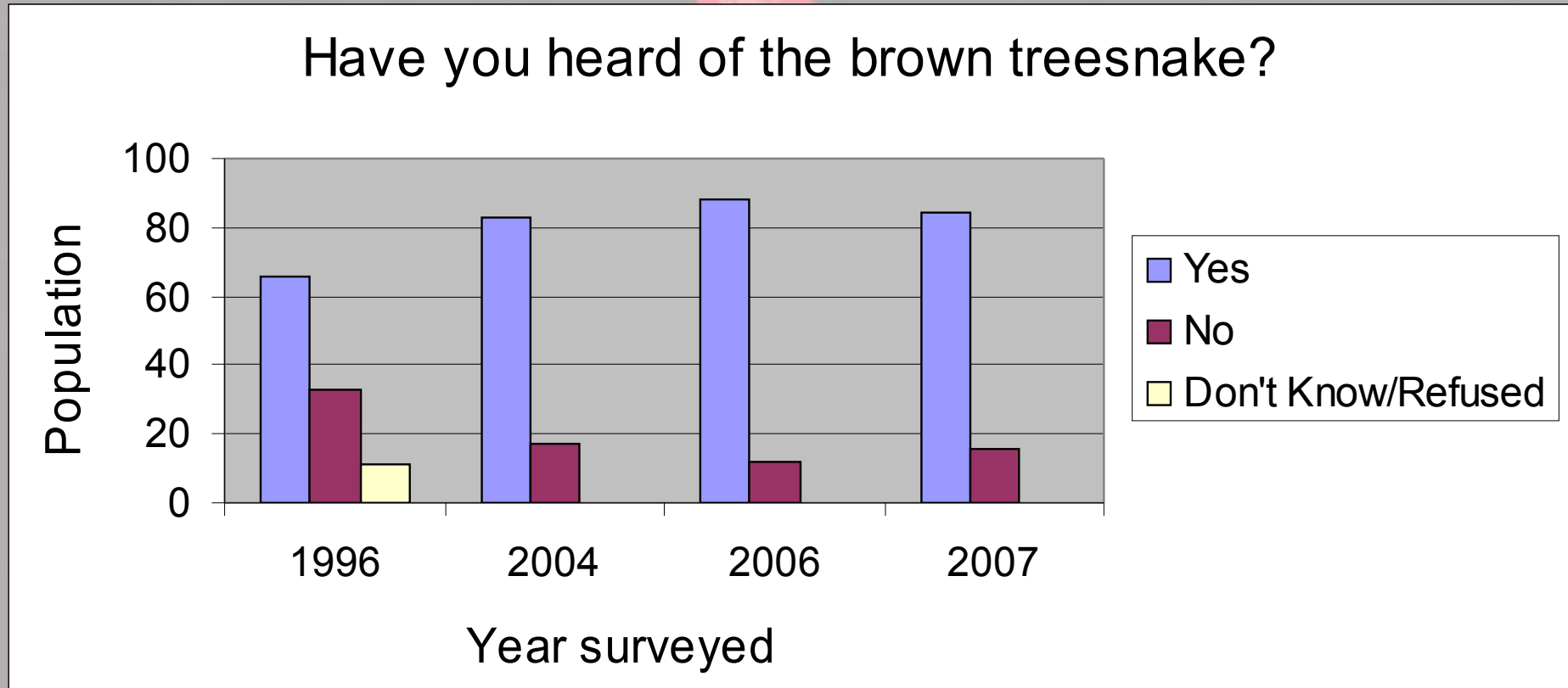
Evaluating who, what, how

From what you may have read or heard, would you say that Hawaii's invasive species are a...



Evaluating who, what, how

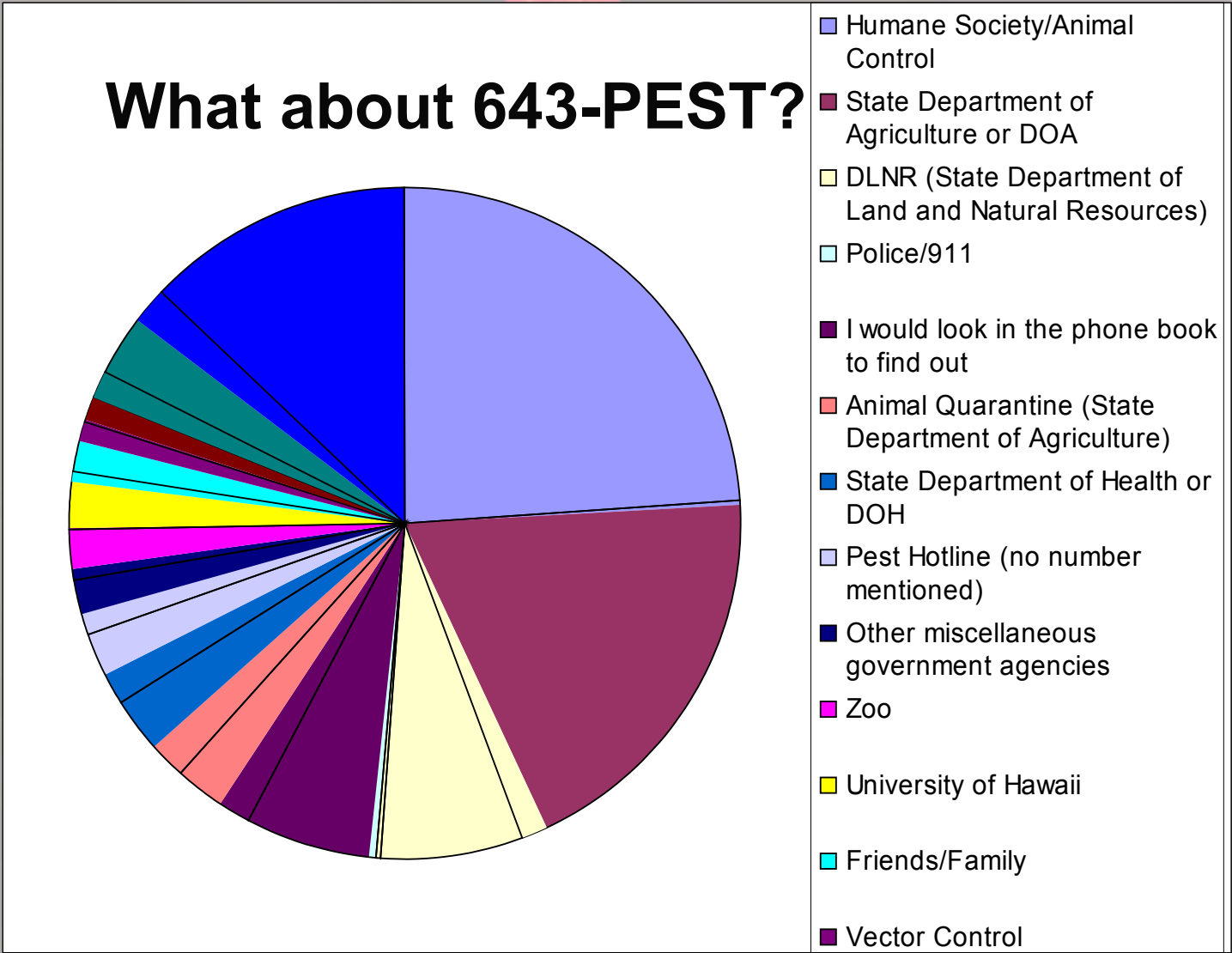
Snake messages in particular have helped awareness.



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



Evaluating who, what, how

We still had some money left for the campaign.

Maybe we aren't using the right methods for this particular message?



Who: General Public

What: One message: 643-PEST

How: Radio



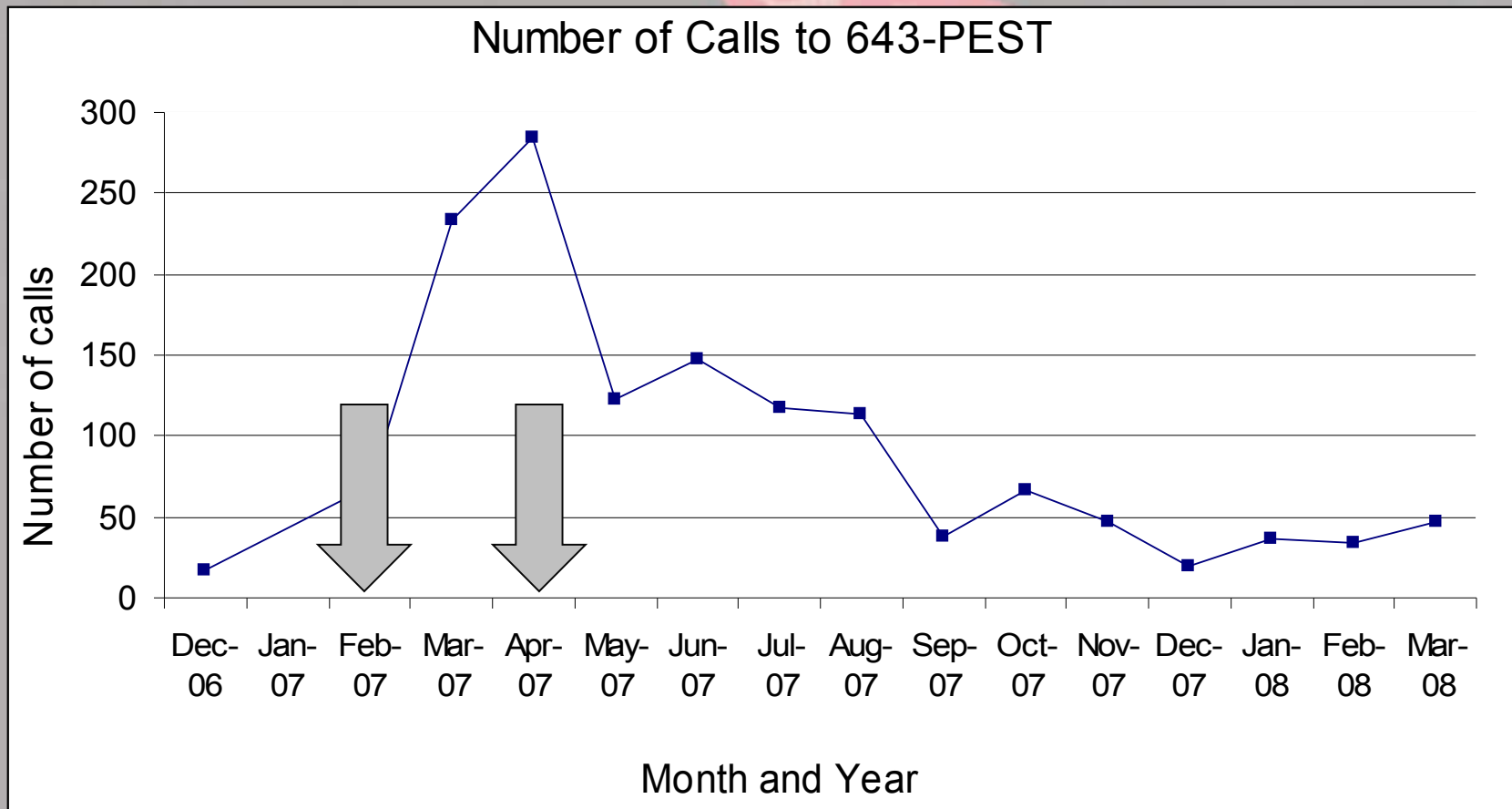
We asked popular Hawai'i funnyman Frank DeLima to come up with a jingle to help advertise the Pest Hotline.

Bought radio broadcast time Statewide Feb – April 2007.

Who: General Public

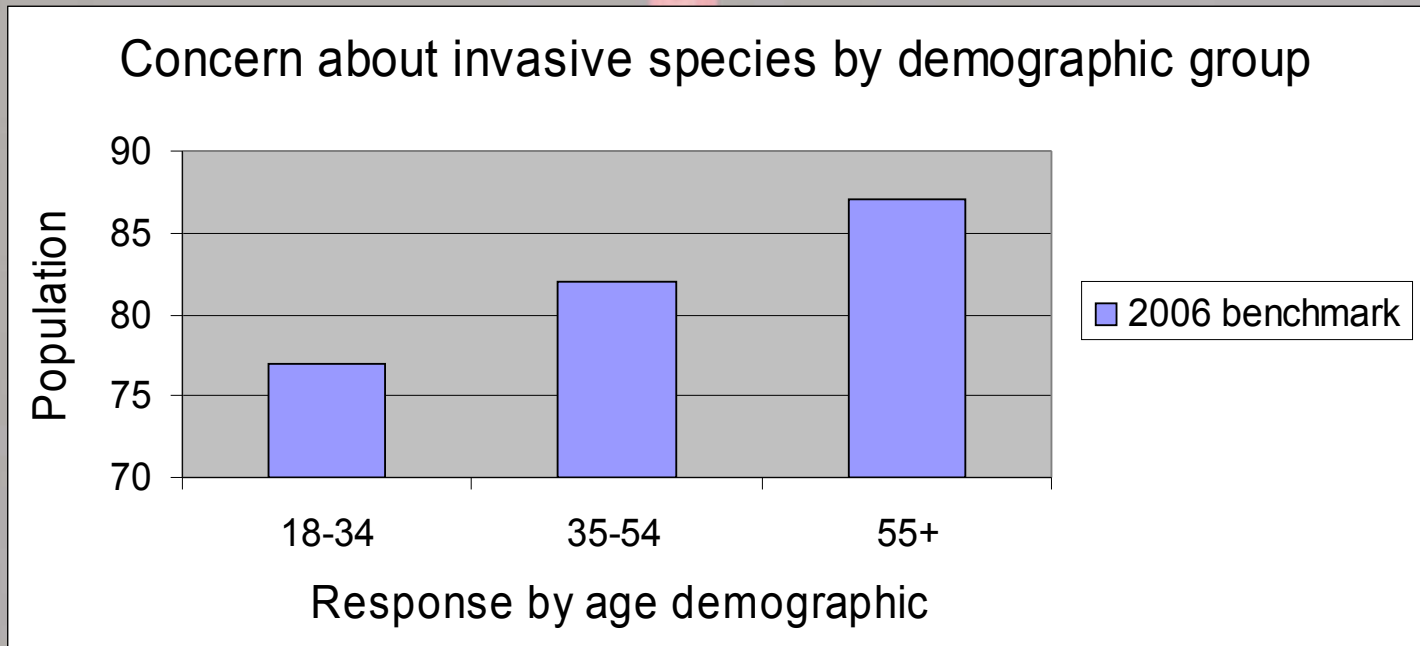
What: One message: 643-PEST

How: Radio ads from Feb-April, 2007



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.



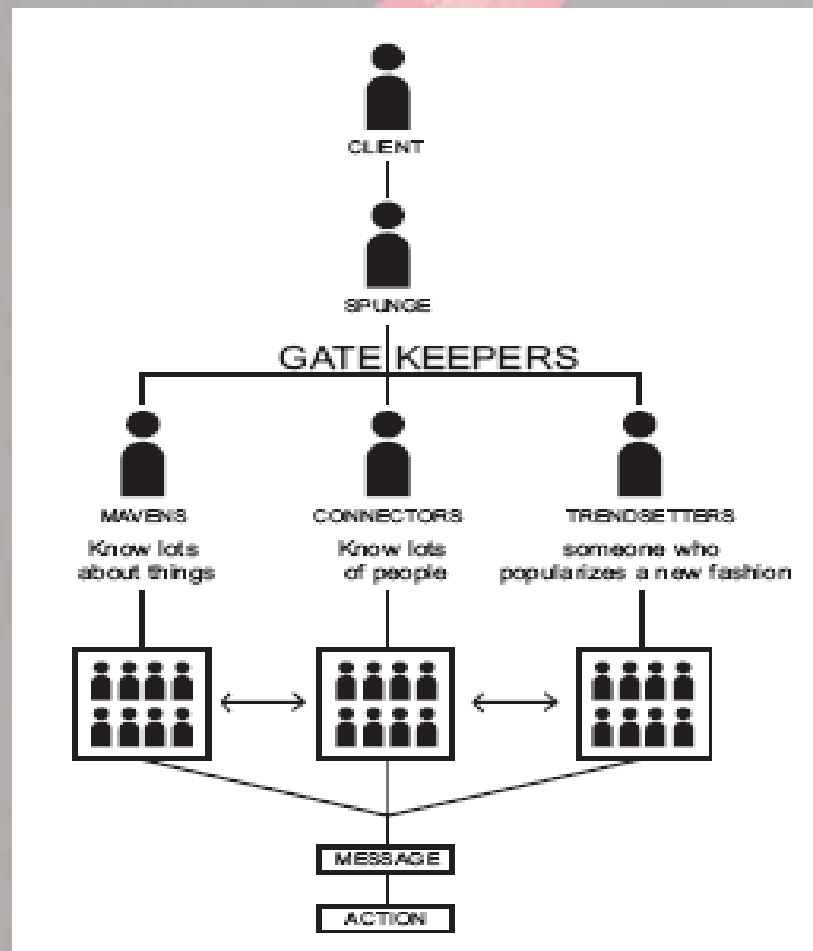
Who: Target audience 18-34 year old males
What: Turn in snakes at 643-PEST (before someone turns you in)
How: Experiment w/ new methods



spunqe
Forward Thinking Marketing Solutions

INVASIVE SPECIES CAMPAIGN

The advertisement features three overlapping faces of women wearing glasses. The faces are rendered in a high-contrast, digital style with orange and red tones. The background includes a grid of circles and lines, suggesting a data-driven or technological theme. The text 'spunqe' is prominently displayed in a bold, lowercase font, with 'Forward Thinking Marketing Solutions' in a smaller font below it. At the bottom, a black bar contains the text 'INVASIVE SPECIES CAMPAIGN' in white, uppercase letters.



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.

Target Audience experiment...643-PEST.com



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:

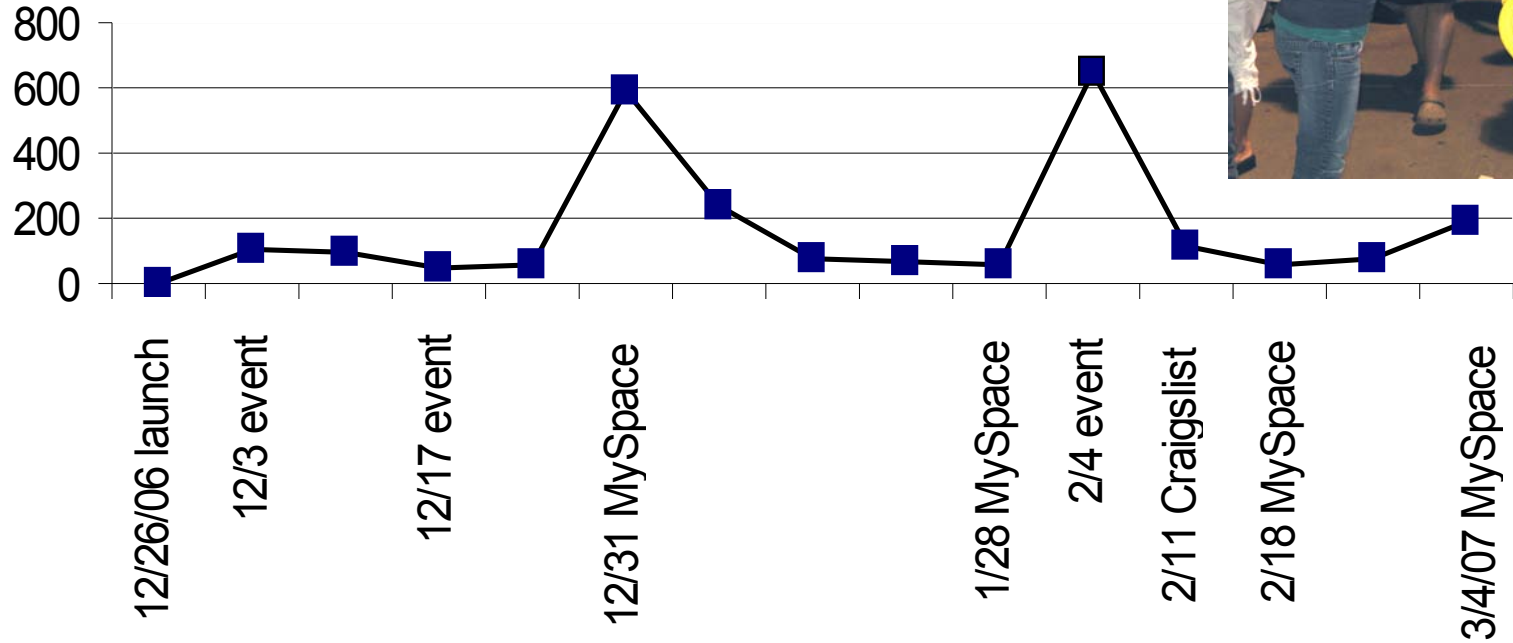
MySpace messaging



Networking works...



Unique website visitors



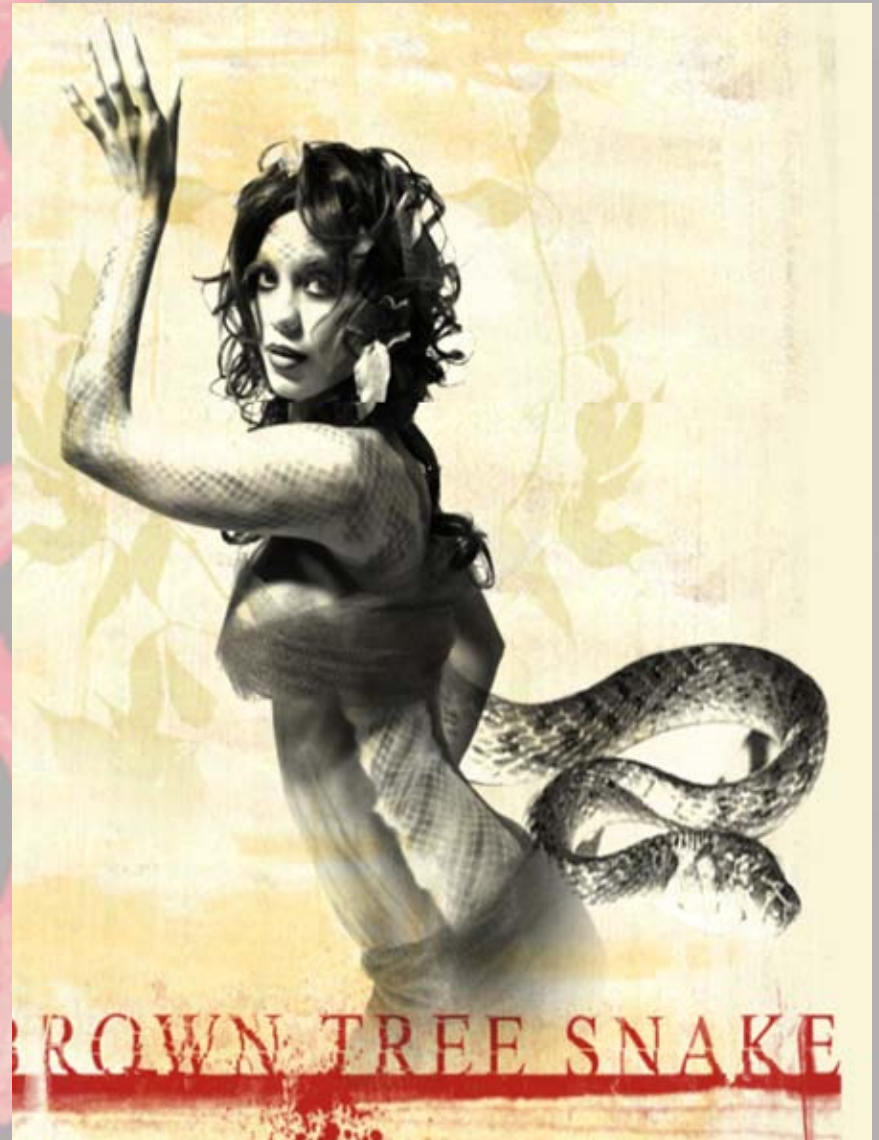
60 days (and nights) later...

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

\$500.00 A Snake Trade-in
Maximum 6 Snakes for any Car or Truck in stock.

WE ♥ YOU GUAM

Mitsubishi Pickup
Mighty Max 4WD, 4WD

Mitsubishi Mirage
Family Favorite

Mitsubishi Love Bus
7 Passenger
Space & Comfort

Mitsubishi Montero
Civilized 4WD

Plymouth Acclaim
Stylish & Refined

Snakes must be in good condition, engine not running. NO squashed ones please—fresh.

Free Hot Dogs, Pepsi Cola & 7-up
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SALES
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REPAIRS

Mahalo.

Questions?

The CGAPS Steering Committee and PIO would like to thank these sources for supporting this project:

- Hawai'i Department of Agriculture
- DLNR-Division of Aquatic Resources and Division of Forestry and Wildlife
- Hawai'i Tourism Authority
- Hawai'i Invasive Species Council
- U.S. Fish and Wildlife Service
- U.S. Department of the Interior-Office of Insular Affairs
- NOAA

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