

Reaching novel audiences with information about invasive species

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Audiences for invasive species information

Invasive species managers,
land managers, biologists

- Information about ecology, detection, management, policy
- Sources:
 - Cal IPC
 - UC IPM/UCCE
 - WMA's
 - Ag Commissioners
 - CDFA, USDA



Others?

- **Public:**
 - Homeowners
 - Recreational users
 - Youth
- **“Unrelated” agencies and staff**
- **Policy/decision makers**

Novel audiences need to know

What

- Why invasive species are a problem
- Which invasives in their areas
- How to recognize and report
- How to prevent

Why

- Prevent introduction
- Prevent spread
- Treatment
 - When to call a professional
- Political/financial support



How to reach novel audiences

- Direct education on invasives
 - Media, social media, public outreach events
- Professional education
 - On the job training
- Informal education

Link to values

- Environmentalists
- Volunteers
- Health, safety, property
- STEM for youth

The collage features three main elements:

- Facebook Post:** A screenshot of a Facebook post from the page "California Naturalist". The post is titled "BOATING ENVIRONMENTAL FORUM" and includes the text "Environmental issues affecting recreational boat owners and boating businesses". It also shows a search bar, a "Subscribe" button, and a list of "Recent Photos" including "Red-Eared Invaders Threaten Native Turtles and Human Health!".
- Beach Photo:** A photograph showing a group of people sitting on a sandy beach, engaged in an outdoor activity, possibly a field study or educational session.
- News Article:** A screenshot of a news article titled "Red-Eared Invaders Threaten Native Turtles and Human Health!". The article is dated September 23, 2013, and is written by Leigh Taylor Johnson. It discusses the impact of red-eared sliders on native turtles and human health.

UCCE programs

- Sustainable And Fire safe (SAFE) Landscapes
- Aquatic Invasive Species Training for Public Works Field Personnel
- California Naturalist
- (GSOB.org/
OakMapper/
PSHB)

The screenshot shows a webpage from the University of California, titled "Pest and Diseases of Southern California Oaks". The page features a navigation menu with links to "Polyphagous Shot Hole Borer", "Gold Spotted Oak Borer", and "Thousand Canker Disease of Walnuts". A sidebar on the left contains a "Home" link and a "Report a pest" button, along with a list of resources including "Resources on oak pests", "Polyphagous Shot Hole Borer", "Gold Spotted Oak Borer", "Sudden Oak Death", "Thousand Canker Disease of Walnuts", "California Firewood Task Force", "Oak Woodland Management", "Don't Move Firewood", "UCR Center for Invasive Species Research", "Have you seen a Polyphagous Shot Hole Borer?", "UCCE Los Angeles County", "RCD of the Santa Monica Mountains", and "Huntington Library and Botanical Gardens". The main content area features an article titled "New pests threaten our native trees" with a sub-image of "Typical Southern California oak woodlands" and a paragraph discussing the threats to oaks. A "Report a Pest" button is visible in the bottom right corner.

University of California
Pest and Diseases of Southern California Oaks

SKIP TO CONTENT SITE MAP Enter Search Terms

Polyphagous Shot Hole Borer Gold Spotted Oak Borer Thousand Canker Disease of Walnuts

Home
Report a pest
Resources on oak pests
Polyphagous Shot Hole Borer
Gold Spotted Oak Borer
Sudden Oak Death
Thousand Canker Disease of Walnuts
California Firewood Task Force
Oak Woodland Management
Don't Move Firewood
UCR Center for Invasive Species Research
Have you seen a Polyphagous Shot Hole Borer?
UCCE Los Angeles County
RCD of the Santa Monica Mountains
Huntington Library and Botanical Gardens
Los Angeles County Forestry

New pests threaten our native trees

Typical Southern California oak woodlands

Oaks are emblematic to the California landscape. An important source of food for past Californians, we still come to these trees today for shelter, shade, and beauty, in addition to the values they provide as wildlife habitat. Oak woodlands cover more than 7 million acres, and oaks provide refuges in parks, backyards, and along streets in urban and suburban areas. But oaks in Southern California are faced with several serious threats, including changing land uses, fire, and insects and diseases.

New and old pest species are affecting these iconic trees. New threats include the [Goldspotted Oak Borer](#) and the [Polyphagous Shot Hole Borer](#), and woodlands in the northern part of the state have been devastated by [Sudden Oak Death](#).

Gold-spotted Oak Borer

Calendar

Event Name	Date
GSOB Quarterly Update-Fall 2013	10/2/2013
GSOB Training-Santa Barbara County	11/1/2013

Report a Pest

Click for helpful resources about managing oaks and oak pests, and how you can get a 10% discount!

SAFE Landscapes

- Goal – Decrease the intentional introduction of invasive plants in WUI areas
- Incorporate invasive species into fire-safe landscaping education
- Homeowners look to fire agencies and similar for information about fire safe landscaping
- Trusted sources, such as fire agencies, often recommend invasive species

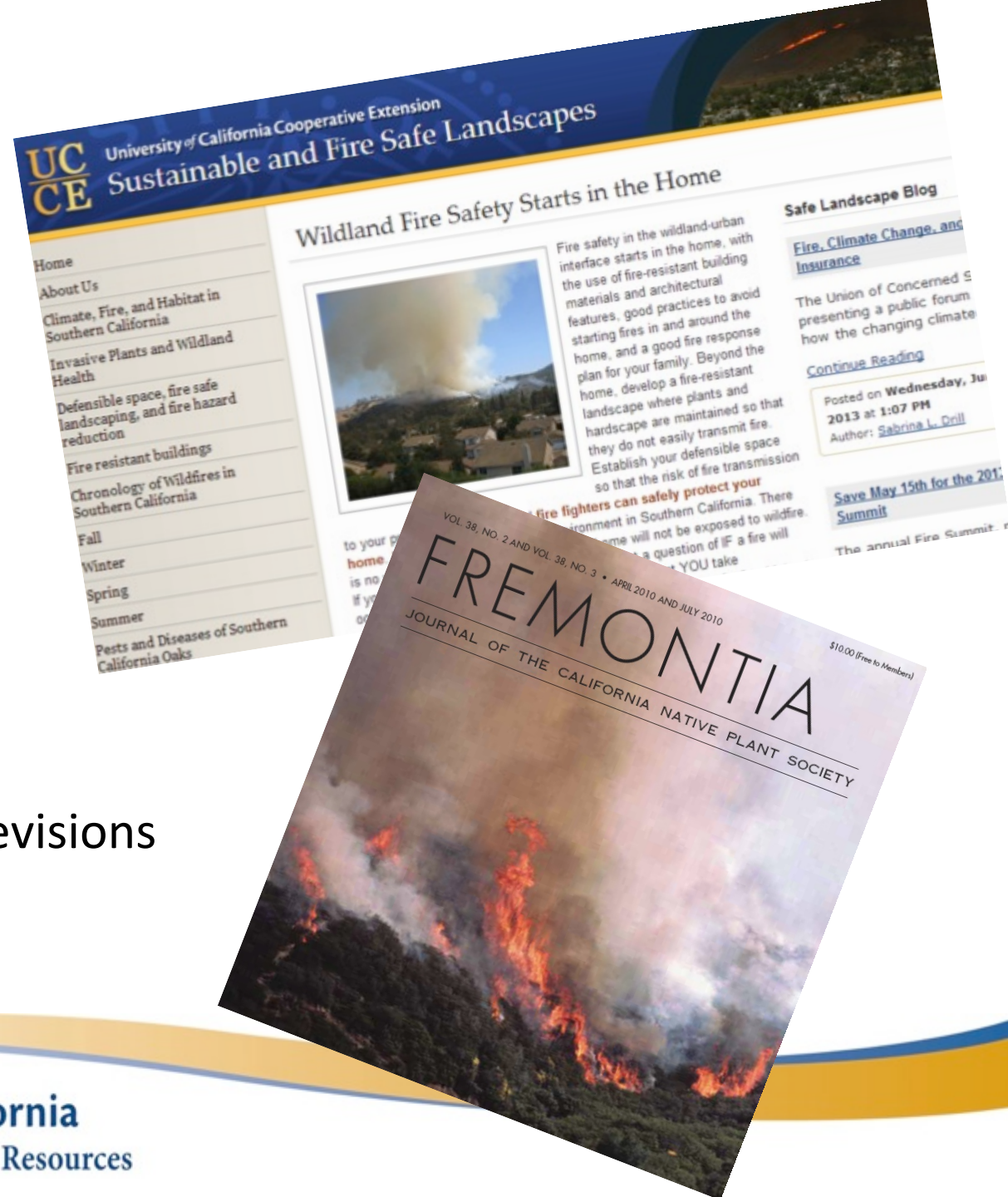
Safe Landscapes

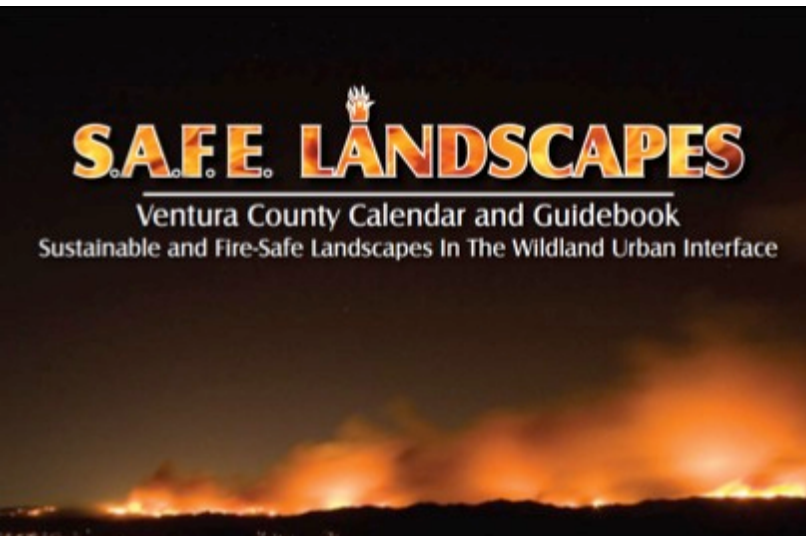
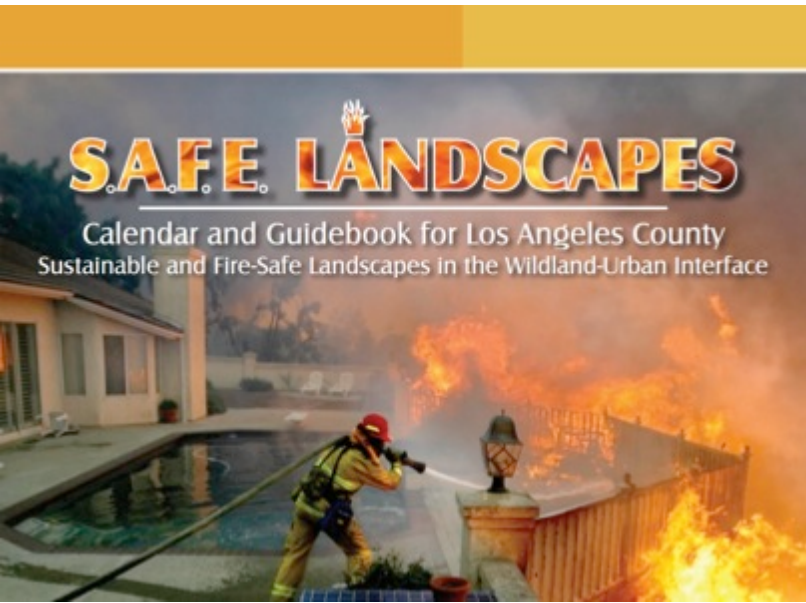
- Audiences
 - WUI Homeowners
 - Fire agencies
 - Planning agencies
 - Landscape designers
- Steering committee
 - Get input, but also form new relationships
 - Fire agencies, native plant advocates, landscape and horticultural industry

SAFE Landscapes

Products

- New networks
- Calendars
- Guidebook
- Website
- Workshops
- Plant list reviews/revisions
- Published articles





Impacts

- 49000 calendars distributed in WUI areas of LA/Ventura
- >1500 individual contacts
 - >80% of participants gained new knowledge
 - 81% avoided buying invasive plants
- Major orgs changed plant lists
 - Lowe's, Monrovia Nursery, LA Co. FD, NRCS

Aquatic Invasive Species (AIS) Training for Public Works Agencies (PWA)

Goals:

- Decrease spread of AIS through public works operations
- Increase early detection of invasive species
 - “eyes in the stream”
- Increase application of BMP’s including workflow, decontamination, and reporting
- Increase ability of PWAs to outreach to the public

AIS for PWA

- Audience
 - Field based O and M staff
 - Personnel spending time in streams daily
 - NOT PWA biologists



AIS for PWA

Products

- AIS training cards
- 181 PWA staff from 7 agencies trained in 4 counties in Southern California, working on ~4000 acres
- Developed hands-on demonstration activities



AIS for PWAs

Impacts

- 99% gained useful information
- >80% about identification, impacts, reporting, decontamination
- >80% likely to recognize/report/decontaminate for AIS
- 2 agencies implementing new decontamination procedures
- 4 agencies extending information through signage, public interaction, permit review
- 3 agencies reported new occurrences of AIS

California Naturalist

Goal

- Increase understanding and stewardship of California ecosystems
- Build network of citizen science observers

Since 2012

- 12 programs, 436 certified naturalists (100+ more in progress)



California Naturalist

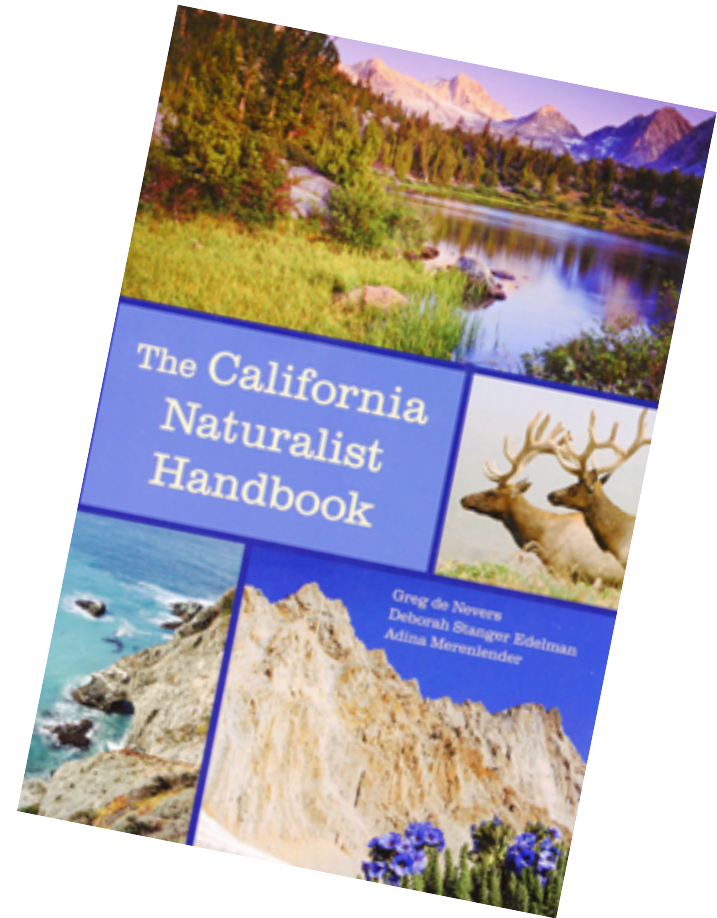
Audience

- Volunteer naturalists
 - Docents, restoration volunteers, committed citizen scientists
- Conservation corps
- JC students



California Naturalist

- Invasive species in chapters on water, plants, forest and rangeland, animals, env. issues
- To do:
 - specific curricula about invasion and invasive species planned
 - citizen monitoring tools for invasive species (pests)



UCCE pest programs

www.GSOB.org

PSHB and other pests

California Firewood Task Force

Protect California Featured Video News Posters

CALIFORNIA FIREWOOD TASK FORCE

California's trees are at risk from insects and diseases that can move on firewood. In San Diego County alone, tens of thousands of oak trees have been killed due to the Goldspotted Oak Borer, an insect researchers believe

Lessons learned

- Think HAACP for people – where are the points of introduction
- Get teams together
- Include members of the target audience
- Find entryway that is meaningful for them
- Find venues/media that work for them



MAY
It's a good time to start conserving greenware!

FEATURED PROBLEM PLANTS OF THE MONTH

BRUSH CLEARANCE INSPECTIONS. Brush Clearance is the highest priority for the jurisdiction to provide required treatment of all vegetation. Inspections are required to determine the risk. You are not allowed to leave the vegetation on your own property. Brush clearance on other property is required. The other vegetation is allowed to grow unmanaged and it becomes a hazard for the brush clearance effort. It is required to be properly removed to avoid the problem.

Some jurisdictions have more specific requirements for brush clearance. Please check with your local jurisdiction for more information.

Inspections are usually conducted by local fire departments. Their regulations and codes may vary. Additional requirements may be made by various jurisdictions. You are responsible for all brush clearance before the end of each year. If you are not sure, please contact your local jurisdiction for more information.

DO NOT remove vegetation to burn site, and do not remove vegetation to burning site. Inspections will remove and maintain canopies. Contact your local jurisdiction for more information. If you are not sure, please contact your local jurisdiction for more information.

Call your local jurisdiction for more information. Call your local jurisdiction for more information.

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
4	5	6	7	8	9	10	11
12	13	14	15	16	17	18	19
25	26	27	28	29	30	31	