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

Photo: Don'tmovefirewood.org
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
UCCE programs

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