

# **SLELO PRISM**

## **Community Education and Outreach**

*Field Report - Summer 2013*



*Report drafted by Shelby Delgado Alavekios, 8/6/2013*

### **Introduction and Background**

Educating the general public on various issues related to invasive species is at the forefront of any long term management effort. Educational efforts are tailored to meet the needs of each stakeholder group. Increasing the stakeholders' awareness of invasive species literacy, negative impacts, and strategies for limiting negative impacts is a goal of SLELO's educational efforts. The public needs to be aware of the numerous ways in which invasive species impact our daily lives and how they can help address the issue<sup>1</sup>. Within the SLELO PRISM's Strategic Plan, there are three objectives and eighteen strategies listed, this report reflects the strategies that were implemented in 2013.

## **Invasive Species Public Information Sessions**

May 16th - June 20<sup>th</sup>, 2013

In accordance with the Education/Outreach strategies outlined in the SLELO Strategic Plan<sup>1</sup>, five informational workshops were held in May and June of 2013. An "Invasive Species Public Information Session" was held in each of the five counties covered by the SLELO PRISM. The purpose of the workshops was to:

- 1. Increase awareness of the SLELO PRISM.**

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<sup>1</sup> SLELO PRISM Strategic Plan 2012 – 2016. Available from <http://www.sleloinvasives.org/links-resources/>

2. Discuss invasive species in the region including their ecological impacts and their impact on local economies.
3. Encourage individual involvement in prevention and eradication efforts.

Each of these targets helped to meet our Education/Outreach objective of “Educate various groups to identify priority invasive species, understand their impacts, and management options” as outlined in the Strategic Plan.

**Locations:** In each of the five counties served by the SLELO PRISM, one Invasive Species Public Information Session was held between May 16<sup>th</sup> and June 20<sup>th</sup> 2013. Locations of the information session within each of the five SLELO counties are presented in Table 1.

**Table 1.** : Locations of Invasive Species Sessions by County.

County	Venue	Location	Date
Lewis	CCE Office	Lowville, NY	May 16 <sup>th</sup>
St. Lawrence	CCE Learning Farm	Canton, NY	May 30 <sup>th</sup>
Jefferson	CCE Office	Watertown, NY	June 6 <sup>th</sup>
Oswego	Edick Hamlink VFW	Mexico, NY	June 11 <sup>th</sup>
Oneida	Madison Oneida BOCES TriPlexus	Verona, NY	June 20 <sup>th</sup>

**Target Audience:** Information Sessions were offered to the general public. This includes but is not limited to, SLELO PRISM partners, highway personnel, sportsmen boaters, gardeners, landscapers, hikers, birders, photographers, farmers, campers, and other interested persons.

**Registration:** Two methods of registration were made available. Interested persons could sign up by emailing [sdelgado@tnc.org](mailto:sdelgado@tnc.org), by calling (315) 387-3600 x23.

**Program/Content:** The Invasive Species Public Information Sessions followed a general outline which included: an overview of the SLELO-PRISM; invasive species information, including transport mechanisms, facts, and examples; local eradication and prevention efforts and ways to make a difference through volunteer monitoring<sup>2</sup>. Figure 1 shows seasonal employee Mike McHale presenting. Local partner representatives that presented at the information sessions are presented in Table 2.

<sup>2</sup> Presented by R. Williams, S. Alevekios, Mike McHale, Logan West and a local partner representative.



**Figure 1:** Mike McHale talks about local efforts in Oneida County.

**Table 2:** Local Partner Representative by County.

County	Presenter	Official Title
Lewis	Nichelle Billhardt	District Manager, Soil and Water
St. Lawrence	Paul Hetzler	Horticulture and Natural Resources Educator, Cooperative Extension
Jefferson	Sue Gwise	Horticulture Educator, Cooperative Extension
Oswego	Joe Chairvolotti	District Forester, Soil and Water
Oneida	Logan West and Mike McHale	Ecological Restoration Crew Members, The Nature Conservancy

**Attendance:** Overall, attendance was lower in 2013 than 2012, the reason for which is not clear. Lewis County was the only county where more individuals attended in 2013. Education committee members and respective partner organizations agree that information sessions will be held by request only in each of the five SLELO counties in 2014. Partners acting as County representatives will be responsible for gaining support and press for the event. In 2013 a total of 15 individuals were reached directly as indicated in Table 3. Each attendee received a folder with information on the SLELO-PRISM, partner organizations, priority species in the SLELO region, and ways to help stop the spread of invasive species.

**Table 3:** Event Participation by County.

County	Number of Attendees	Attendee Organizations Affiliation
Lewis	2	Concerned/Interested Citizens
St. Lawrence	4	Concerned/Interested Citizens, 1- Region 6 Forester
Jefferson	3	Goose Bay Remediation
Oswego	6	1-Forestry Industry, 5-Concerned/Interested Citizens
Oneida	0	N/A

**Overview/Summary:** Overall, the Invasive Species Public Information Sessions were successful in meeting the objectives and strategies outlined in the Strategic Plan. Although we were only able to reach 15 individuals directly, we hope the message of the SLELO PRISM will reverberate through persons within each community. As a result of promoting the information sessions, we received media coverage (print news) within our 5 county area. This has helped SLELO-PRISM in two ways:

1. Getting the word out about the partnership and invasive species.
2. Establishing and extending relationships between partners and other organizations.

Due to low attendance it has been affirmed at Education Committee and partner meetings that future information sessions / presentations will only be held upon partner or county request.

## Presentations by Request

In addition to our public information sessions, other presentations were provided based upon request. Requested presentations are presented in Table 4 below.

**Table 4:** Requested presentations not including the Public Information Sessions.

Topic	Location	Date	No. of Attendees
Salmon River Initiative	Salmon River Fish Hatchery	March 7	8
Community Preparedness	Local Government Conference - Watertown	March 28	38
NYS PRISM Network	AIS Conference - Canada	April 24	29
Regional ED/RR Techniques	AIS Conference - Canada	April 25	18
Community Preparedness	St. Lawrence County EMC	March 20	9
Erosion & Sediment Control and Inv. Spp. - virtual	Volney, NY	March	42
			144 Total

## Community Training and Educational Events

### ➤ iMapInvasives Software Training

#### **Introduction and Background**

In accordance with the Education/Outreach strategies outlined in the SLELO PRISM Strategic Plan<sup>1</sup>, SLELO hosted an iMap Training session on May 23<sup>rd</sup> 2013. The purpose of this event was to:

1. Increase awareness of the SLELO PRISM.
2. Encourage individual involvement monitoring and mapping invasive species in iMap.

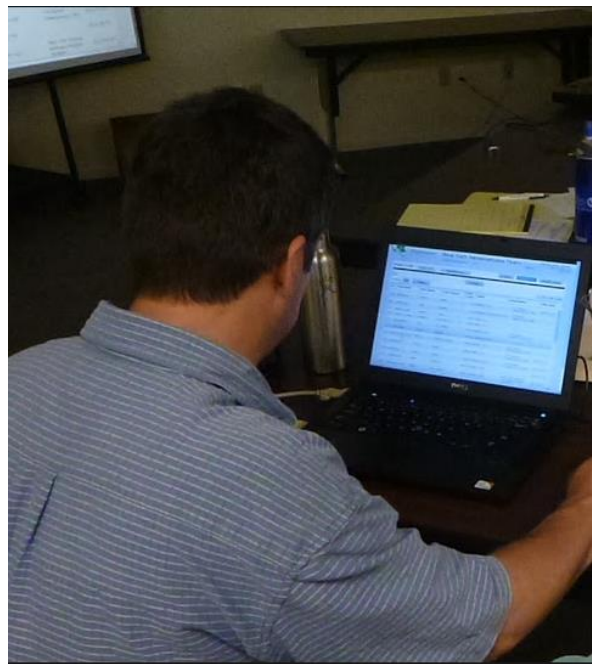
Each of these targets helped to meet Education/Outreach Objective of “Educate various groups to identify priority invasive species, understand their impacts, and management options” as outlined in the Strategic Plan.

**Locations:** The iMap invasive training session was held at the Jefferson County Cornell Cooperative Extension Office in Watertown, NY (Figure 2). CCE was instrumental to the success of this training as they helped to facilitate the use of their internet server to 32 guest computers with no lost connections.

**Target Audience:** The target audience for this event was partners of the PRISM and their employees as well as educators and the general public.

**Registration:** Registration for this event was offered by calling the SLELO PRISM Coordinator at 315- 387-3600 ext. 25.

**Program/Content:** The training was opened with updates from the PRISM Coordinator and round table updates from partners. The training was administered in three parts (beginner-mastery level) by Heidi Krahling from the iMap Invasives team.



**Figure 2:** Participant at the SLELO PRISM iMap Spring Training Session in Watertown, NY

**Summary/Overview:** Of all iMap trainings administered across the state the SLELO PRISM event was the largest. Thirty Seven participants were in attendance from various partner organizations including but not limited to The Nature Conservancy, Fort Drum Military Installation, Cornell Cooperative Extension, and Sea Grant.

## ➤ **Agricultural Safety Day**

### **Introduction and Background**

The SLELO PRISM Educational and Outreach Coordinator participated in the 11<sup>th</sup> annual Oswego County Progressive Agricultural Safety Day on June 5<sup>th</sup>, 2013. This event was geared toward fifth grade students, teachers and parents. It involved a simple “How to identify dangerous invasive species” followed by a hands on “How to dress for the outdoors” activity.

The purpose of the workshops was to:

1. Increase awareness of the SLELO PRISM.
2. Discuss invasive species in the region including their ecological impacts and their impact on human health.
3. Encourage individual awareness, involvement in prevention and eradication efforts.

Each of these targets helped to meet Education/Outreach Objective of “Educate various groups to identify priority invasive species, understand their impacts, and management options” as outlined in the Strategic Plan.

**Location:** This event was held at the Oswego County Fairgrounds in Oswego, NY. A standard booth was designated by the principle sponsor and SLELO PRISM partner, Oswego County Soil and Water Conservation District.

**Target Audience:** This event was geared toward fifth grade students, teachers and parents. All children that participated were directly educated while parents and teachers were indirectly reached by sending home Giant Hogweed and SLELO PRISM brochures in goody bags. Over 450 students were in attendance making the extended audience reached (chaperones, teachers, parents) well over 500 individuals.

**Program/Content:** Participation in this event was on an invite only basis. The Education and Outreach Coordinator was given the task of preparing a 20min long activity related to the topic of plant safety and invasive species. To incorporate the message of the PRISM invasive species that are a health hazards were incorporated into the program. These included Giant Hogweed and its associated look alikes including Wild Parsnip. Each student was also briefly educated on Emerald Ash borer and given EAB tattoos. All children received Giant Hogweed and SLELO PRISM brochures to be given to their primary caretaker/ guardian.



**Summary/ Overview:** Over 500 individuals were reached by SLELO PRISMS involvement with Oswego County's Agricultural Safety Day. Children learned about the dangers of invasive species such as Giant Hogweed. By utilizing Partner events the SLELO PRISM can effectively reach individuals and interest groups they otherwise could not.

## Volunteer Monitoring Training and Community Water Chestnut Pull

### **Introduction and Background Introduction and Background:**

The SLELO PRISM in cooperation with partners from the Oswego County Soil and Water Conservation District, planned a two part volunteer monitoring invasive species training and a community Water Chestnut pull on July 13<sup>th</sup> 2013 (Figure 3). The purpose of this event was to:

1. Increase awareness of the SLELO PRISM and the Water Chestnut infestation near the Salmon River Estuary in Port Ontario on the Salmon River.
2. Discuss invasive species in the region including their ecological impacts and their impact on local economies.
3. Encourage volunteer monitoring by teaching the skills to monitor other landscapes and water bodies.

Each of these targets helped to meet Education/Outreach Objective of "Educate various groups to identify priority invasive species, understand their impacts, and management options" as outlined in the Strategic Plan.

**Location:** This event was held within the Salmon River Estuary at the Pine Grove Boat Launch.

**Target Audience:** The audience for this event was the general public. This includes but is not limited to SLELO PRISM partners, highway personnel, sportsmen and women, boaters, gardeners, landscapers, hikers, birders, photographers, farmers, campers and other interested persons.



**Figure 3.** Participants gather at the Water Chestnut Training and Hand Pull event to learn about invasive species.

**Program/Content:** The training session was facilitated by SLELO PRISM staff and had several components. The first part of the training gave a general overview of invasive species and their impacts. This was followed by specific examples including a tutorial on Water Chestnut identification. The second component of the training involved how to monitor for invasive species using HPA assessment. Lastly, efforts within the PRISM were described and a rake toss demonstration was observed. The hand pull that followed the training session was open to all individuals whether or not they attended the training session.

**Summary/Overview:** This collaborative training session and Water Chestnut pull was the most well attended educational event of the 2013 season. Thirty eight participants from as far away as Goose Bay were involved. All participants received hard copies of our invasive species hand books, first aid kits and brochures. In addition, not only were those individuals at the event educated on invasive species impacts, but applied their knowledge in the field by helping in eradication efforts. In all 530 pounds of Water Chestnuts were harvested from this location, helping to protect and ensure the integrity of the Salmon River ecosystem and its fishing industry.

## ➤ BWet Teacher Training Workshop

### **Introduction and Background**

Representatives from the SLELO PRISM were asked to present at the Bwet Teacher Training Workshop on July 23<sup>rd</sup>, 2013. The purpose of the workshops was to:

1. Increase awareness of the SLELO PRISM.
2. Discuss invasive species in the region including their ecological impacts and their impact on local economies.
3. Encourage teachers to implement invasive species monitoring stewardship projects to encourage prevention and eradication efforts.

Each of these targets helped to meet Education/Outreach Objective of “Educate various groups to identify priority invasive species, understand their impacts, and management options” as outlined in the Strategic Plan.

**Locations:** The Bwet Teacher Training Workshop was held at the Salmon River Fish Hatchery on 2133 County Route 22, Altmar, NY 13302 in Oswego County.

**Target Audience:** The target audience for this project was teachers throughout the SLELO PRISM - 5 county region and beyond interested in implementing a stewardship program at their respective schools.



**Program/Content:** The Bwet Teacher Training Workshop followed a general outline which included; an overview of the SLELO-PRISM, general invasive species information, including, facts, and examples, how to implement an invasive species stewardship program, the effectiveness of utilizing the concept of “Highly Probable Areas” (HPA’s) and the importance of early detection and rapid response to infestations.

**Summary/Overview:** Over 23 individuals were reached at the Bwet Teacher Training Event. Of the 23 participants 15 were teachers looking to implement a stewardship project in their school district. As a result, hundreds of individuals, including other teachers, students, parents and faculty will be reached. Two Oswego county teachers from the Bwet training were also present at a SLELO sponsored Ash Tree Tagging event at Rice Creek on August 17<sup>th</sup>, 2013. Both of these teachers expressed interest monitoring for Emerald Ash Borer specifically and initiating Ash Tree Tagging events at their respective schools.

## Emerald Ash Borer - Ash Tree Tagging Events

(July 2nd, August 17<sup>th</sup> , 2013)



**Figure 4:** The SLELO PRISM Outreach Coordinator helps Girl Scouts tag Ash Trees at the Fort Drum Military Facility.

### **Introduction and Background**

In accordance with the program elements outlined on page 34 of the SLELO Strategic Plan, we aim to support our research via citizen science events. To that end, two citizen science Ash Tree Tagging events were held in the summer of 2013. The purpose of these events was to:

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1. Create public awareness of the Emerald Ash Borer.
2. Promote community preparedness.
3. Encourage individual involvement in prevention and eradication efforts.

**Locations:** The first Ash Tree Tagging event was held on Fort Drum in Jefferson County (Figure 4) at the Adirondack Community Center on July 2<sup>nd</sup> 2013. The second event was held at Rice Creek Field Station in Oswego County on August 17<sup>th</sup> 2013.

**Target Audience:** The audience for this event was the general public and other interested participants, Table 5.

**Table 5:** Participation Information by County.

County	Principal Partner Event Sponsor	Number of Participants	Interest Groups Reached
Jefferson	Fort Drum Military Installation – Environmental Division	13	<ul style="list-style-type: none"> <li>➤ Fort Drum Military Installation employees, families</li> <li>➤ Girl Scouts- Fort Drum</li> <li>➤ Interested Citizens</li> <li>➤ The Nature Conservancy</li> </ul>
Oswego	Oswego County Soil and Water Conservation District	21	<ul style="list-style-type: none"> <li>➤ Oswego County Soil and Water Conservation District</li> <li>➤ The Nature Conservancy</li> <li>➤ Concerned Citizens</li> <li>➤ Oswego Tree Stewards</li> <li>➤ Oswego County Teachers and students</li> </ul>

**Program/Content:** Both SLELO PRISM Ash Tree Tagging events followed the same general format

1. Brief introduction to the SLELO PRISM (SLELO Educator).
2. Introduction to the Emerald Ash Borer, its impacts, how to look for signs of the Emerald Ash Borer (SLELO Educator).
3. How to Identify an Ash Tree (County Forester).

**Summary/Overview:** Over 34 individuals from various interest groups were reached through this program. Awareness tags (Figure 5) remain on Ash Trees until winter months when most are removed for recycling. As a result, the tags provide education and outreach to hundreds of citizens indirectly. Moreover, thousands of individuals have been indirectly reached through media avenues. On Fort Drum two newspaper stories and one digital news story reported on this event.



**Figure 5:** Awareness tags as displayed on Ash Trees.

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The Ash Tree Tagging at Rice Creek Field Station was the top YNN story for Northern New York on August 17<sup>th</sup>, potentially reaching tens of thousands of individuals within the region.

## Digital Short Video (DSV)



**Figure 6:** Segment clip from the Digital Short Video.

### **Introduction and Background:**

The SLELO PRISM Education and Outreach Committee created a digital short video (Figure 6) about the SLELO PRISM. The purpose behind the development of this multimedia tool was to:

1. Increase awareness of the SLELO PRISM and its mission.
2. Generally, discuss invasive species in the region including their ecological impacts and their impact on local economies.
3. Encourage individual involvement in prevention and eradication efforts, volunteerism and to promote the PRISM.

Each of these targets helped to meet Education/Outreach Objective of “Educate various groups to identify priority invasive species, understand their impacts, and management options” as outlined in the Strategic Plan.

**Target Audience:** The Digital short was developed to target the general public. This includes but is not limited to SLELO PRISM partners, highway personnel, sportsmen and women, boaters, gardeners, landscapers, hikers, birders, photographers, farmers, campers and other interested persons.

**Program/Content:** The digital short opens with invasive species education impacts to the local economy and environment, and an introduction to the SLELO PRISM and its mission. This was concluded with information on how to get involved, contact information and a partner list.

**Summary/Overview:** The digital short received two rounds of peer review from our partners before being approved for the public. We believe it will be an excellent resource for partner events, booths, information sessions and delivering general information to the public. It is currently posted on YouTube and can be obtained in CD version from the SLELO PRISM.

## Exhibits and Displays

### **Introduction and Background:**

In accordance with the Education/Outreach strategies outlined in the SLELO Strategic Plan<sup>1</sup>, the SLELO PRISM “attended events to promote the SLELO PRIM and mission” with their traveling display. The purpose of this was to:

1. Increase awareness of the SLELO PRISM.
2. Discuss invasive species in the region including their ecological impacts and their impact on local economies.
3. Encourage individual involvement in prevention and eradication efforts.

Each of these targets helped to meet Education/Outreach Objective of “Educate various groups to identify priority invasive species, understand their impacts, and management options” as outlined in the Strategic Plan. Table 6, summarizes locations of events where the SLELO PRISM exhibit was displayed.

**Table 6:** Locations of events where the PRISM display was utilized.

Event Name	Event location	Principle Partner
Derby Hill Bird Festival	Oswego County, 36 Grand View Ave, Mexico, NY 13114.	Audubon
Black River Watershed Conference	Lewis County, Lowville Fire Hall.	NYS Tug Hill Commission
Dune Coalition Forum	Oswego County, Sandy Pond Sportsman’s Association, County Route 15, Pulaski, NY	Eastern Lake Ontario Dune Coalition

**Target Audience:** Displays targeted event attendees including SLELO PRISM partners, highway personnel, sportsmen and women, boaters, gardeners, landscapers, hikers, birders, photographers, farmers, campers and other interested persons.

**Program/Content:** The content displayed at each event was tailored to the specific needs of the audience. For example the Derby Hills expo included information on invasive species transport by waterfowl.

**Summary/Overview:** By using the traveling display (Figure 7) at partner events the SLELO PRISM is reaching out to various audiences to



**Figure 7:** PRISM Coordinator Rob Williams, staffing our exhibit at the Derby Hill Bird Festival.

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promote the PRISM as described in the Strategic Plan. In doing this the partnership is also learning about the invasive species needs of particular partners and their associated audiences.

## **Distribution of Outreach and Education Materials**

### **Brochure Distribution**

#### **Introduction and Background:**

In 2013, partners of the SLELO PRISM distributed brochures to various locations within the 5 county SLELO PRISM region during the summer of 2013 (May-July). The purpose of this was to:

1. Increase awareness of the SLELO PRISM and its mission.
2. Educate readers about the ecological and economic impacts of invasive species.
3. Encourage individual involvement in prevention and eradication efforts.

Each of these targets helped to meet Education/Outreach Objective of “Educate various groups to identify priority invasive species, understand their impacts, and management options” as outlined in the Strategic Plan.

**Locations:** Brochure distribution sites were divided by county. Each of the five counties within the PRISM (St. Lawrence, Jefferson, Oneida, Lewis, Oswego) were serviced. Distribution sites ranged from local businesses to State Parks in order to provide outreach to a large and varied audience.

**Target Audience:** Brochures were for viewing of the general public. This includes but is not limited to SLELO PRISM partners, highway personnel, sportsmen and women, boaters, gardeners, landscapers, hikers, birders, photographers, farmers, campers and other interested persons.

**Program/Content:** Brochures included General invasive species information, the SLELO PRISM mission and objectives, information on invasive species in our region, contact information and a partner list.

**Summary/Overview:** In order to distribute brochures more efficiently, and to save funds, SLELO PRISM partners within each county serviced, will be asked to pick up brochures at a partner meeting and bring them to the locations within their county.

#### **SLELO Brochures Distribution Sites by County:**

##### *St. Lawrence County*

- 1) Cooperative Extension 1894 St. Route 68 CANTON
- 2) St. Lawrence County Planning Department CANTON
- 3) GLST Kiosk Water Street MORRISTOWN

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- 4) GLST Kiosk Rt. 37 OSWEGATCHIE
- 5) GLST Kiosk Rt. 812 OGDENSBURG
- 6) GLST Kiosk WADDINGTON

*Jefferson County*

- 1) Clayton Marina 50 State St. CLAYTON (Rob has business card)
- 2) GLST Kiosk Boat launch CLAYTON
- 3) GLST Kiosk in SACKETT'S HARBOR
- 4) Cooperative Extension 203 N. Hamilton St. WATERTOWN
- 5) GLST Kiosk Rt. 3 ELLISBURG
- 6) GLST Kiosk Thousand Islands Information Center COLLINGS LANDING

*Lewis County*

- 1) Lewis County Dept. of Rec. Trails
- 2) Cooperative Extension Outer Stowe St. LOWVILLE

*Oneida County*

- 1) Cooperative Extension 121 Second St. ORISKANY

*Oswego County*

- 1) Cooperative Extension 3288 Main St. MEXICO
- 2) GLST Kiosk Rt. 3 Bridge PORT ONTARIO –no brochure holders at this location
- 3] The Oswego County Soil & Water Conservation District

**Anticipated Events - Fall 2013**

- Information Session – Camp Hollis, Oswego NY (September 9<sup>th</sup>)
- Ash Tree Tagging Oswego Middle School (September 13<sup>th</sup>)
- Invasive Species Event, Fulton NY (September 15<sup>th</sup>)
- Oneida Conservation Field Days, Lake Delta NY (September 17<sup>th</sup>, 24<sup>th</sup>)
- Salmon River Fish Hatchery – Open House (September 28<sup>th</sup>)