

INVASIVE SPECIES AWARENESS WEEK 2016

Results & Recommendations

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Department of
Environmental
Conservation

BACKGROUND

- Recommendation from the NY Invasive Species Taskforce
- First official ISAW in 2014
- Goal is to promote knowledge and understanding of invasive species and the harm they can cause by engaging citizens in a variety of activities and empowering them to take action to help stop the spread
- www.nyis.info/blog



JULY 10-16, 2016

DATA COLLECTION

- 2 Survey Monkey online surveys
 - Event organizer – 48 respondents
 - Event participant – 61 respondents
 - *49 respondents willing to participate in follow-up survey within next 6 mos.*
- Developed by ISAW 2016 chair & PRISM leaders
- Ideas for improving survey response rate?



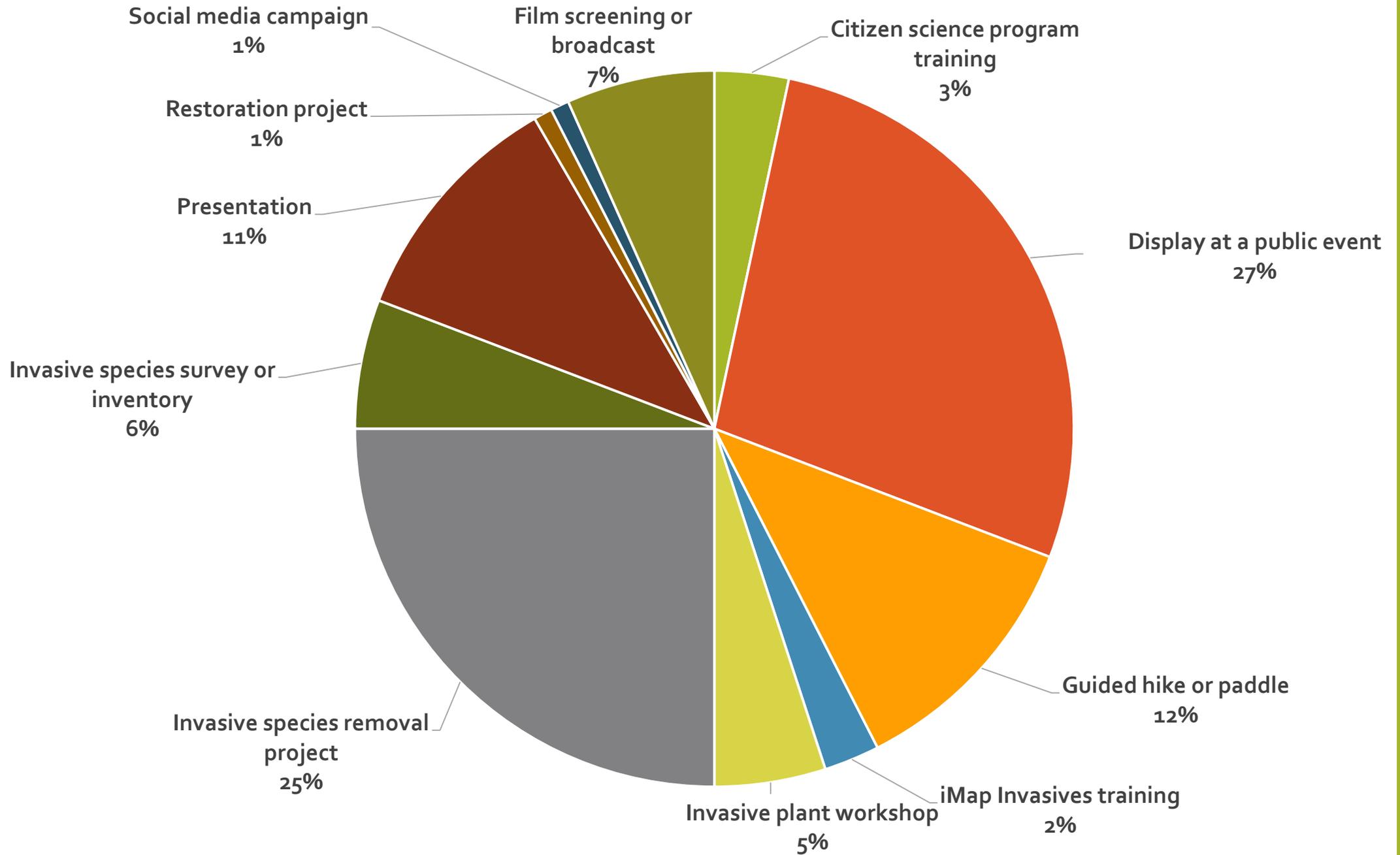
THE RESULTS

8 PRISMs, the Invasive Species Council agencies, Advisory Committee organizations, and partner orgs hosted **120 EVENTS** over the course of **7 DAYS** with more than **2,000 PARTICIPANTS** in attendance.



63% of these events were created especially for ISAW.

EVENT TYPE



STATEWIDE EFFORTS

- Water chestnut chasers project
 - 28 records total
 - Capital Mohawk PRISM had greatest # of total records
 - Daniel Langer from Kinderhook Lake Corp. reported most individual records
- Hemlock woolly adelgid documentary aired on 4 PBS TV stations



Meg Wilkinson (right) presents Water Chestnut Chaser award to Laurel Gailor of the CapMo PRISM.

SURVEY, REMOVAL, RESTORATION PROJECTS

>4 acres surveyed

~20 acres controlled and/or restored

~255 trash bags (55 gallon size) of material removed

~25% of projects reported to iMap Invasives database



Top: DEC staff haul water chestnut removed from the Seneca River, photo by Jim Eckler.

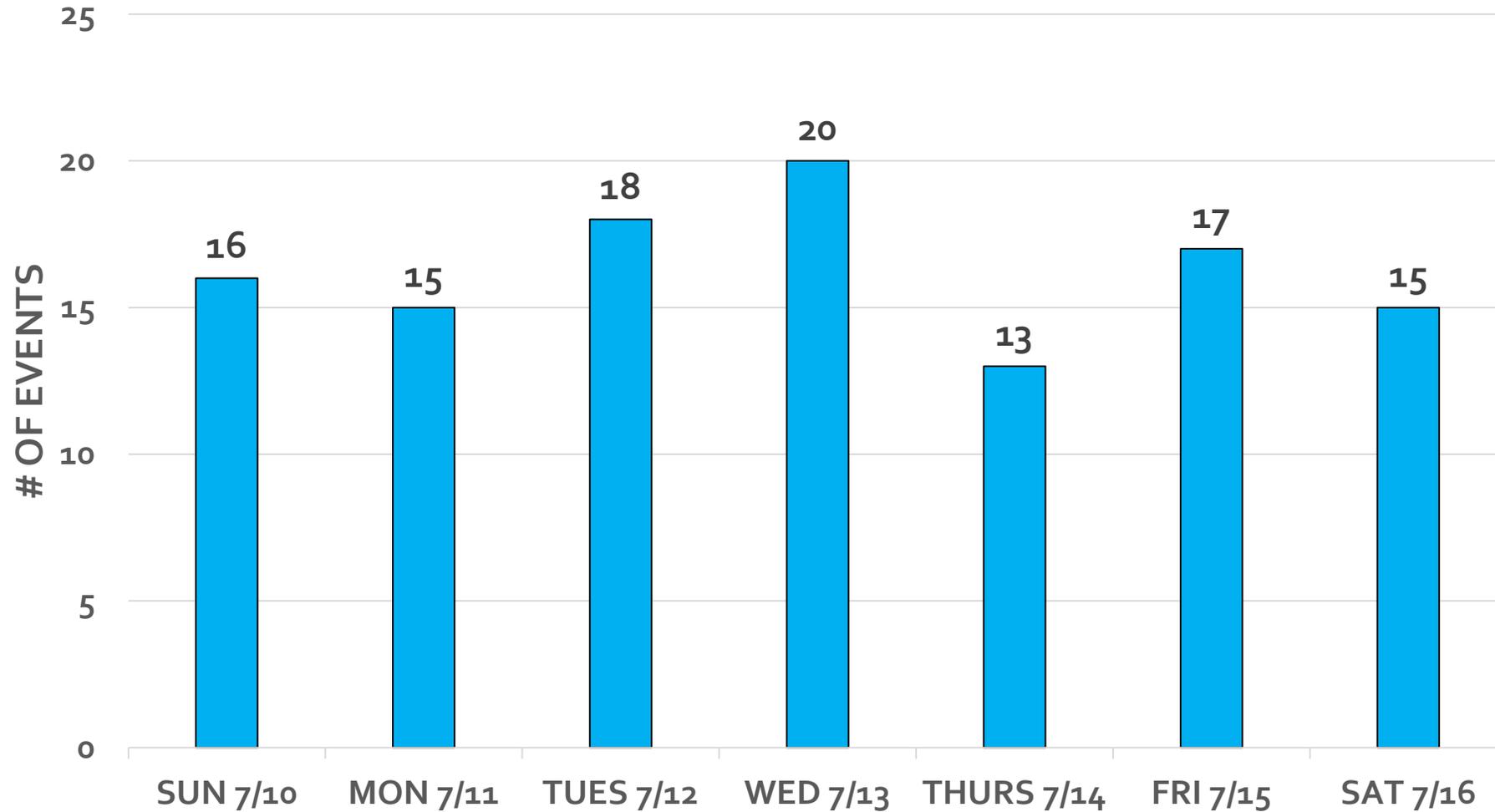
Bottom: Volunteers pull mile-a-minute on the Jones Bike Path in the LH PRISM, photo by Christine O'Neill.

REPORTED & CONTROLLED SPECIES

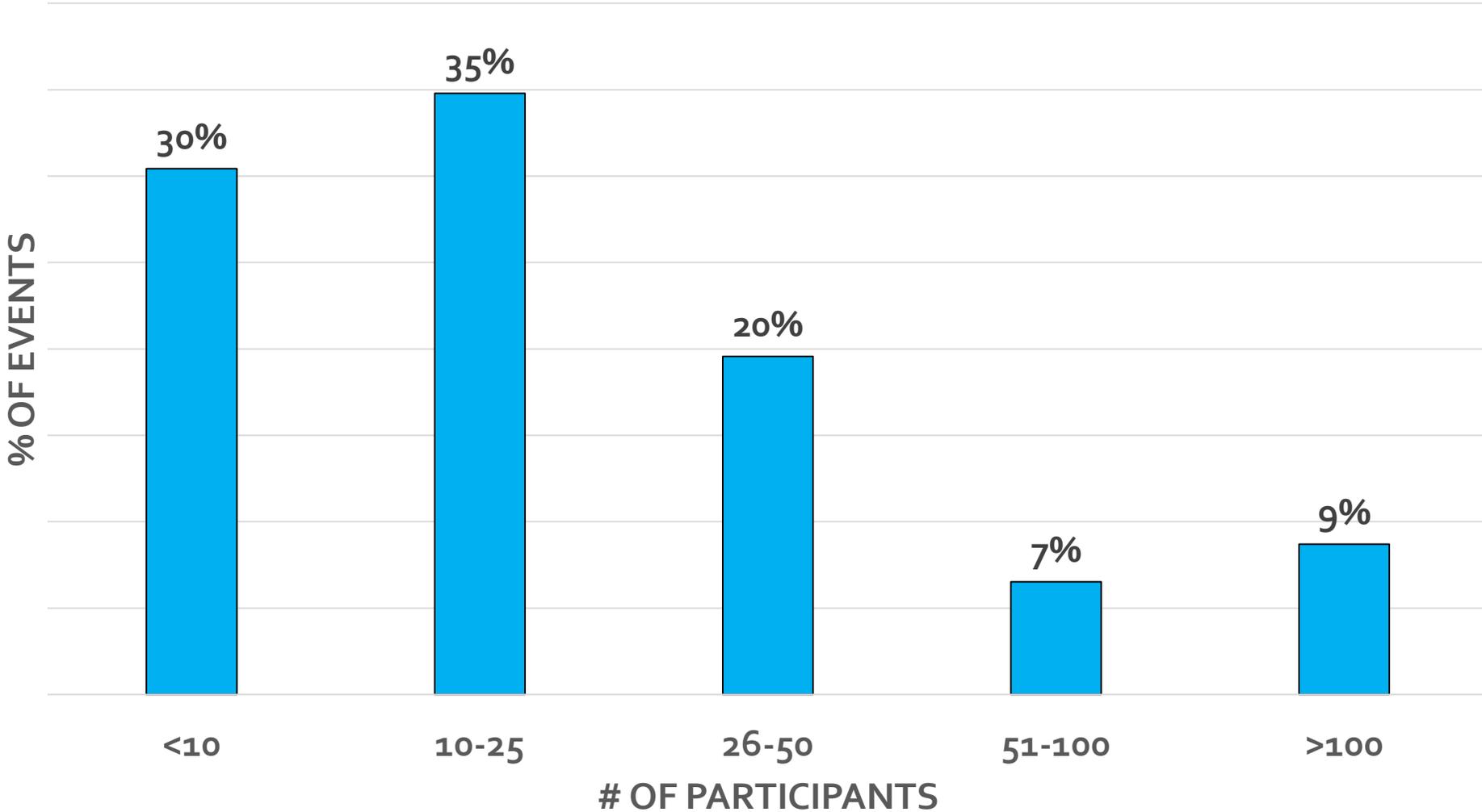
- Japanese barberry
- Oriental bittersweet
- Honeysuckle
- Japanese knotweed
- Common buckthorn
- Multiflora rose
- Black locust
- Phragmites
- Mugwort
- Spotted knapweed
- Garlic mustard
- Porcelain berry
- Mile-a-minute
- Water chestnut
- Asian clam
- Sweet autumn virginsbower



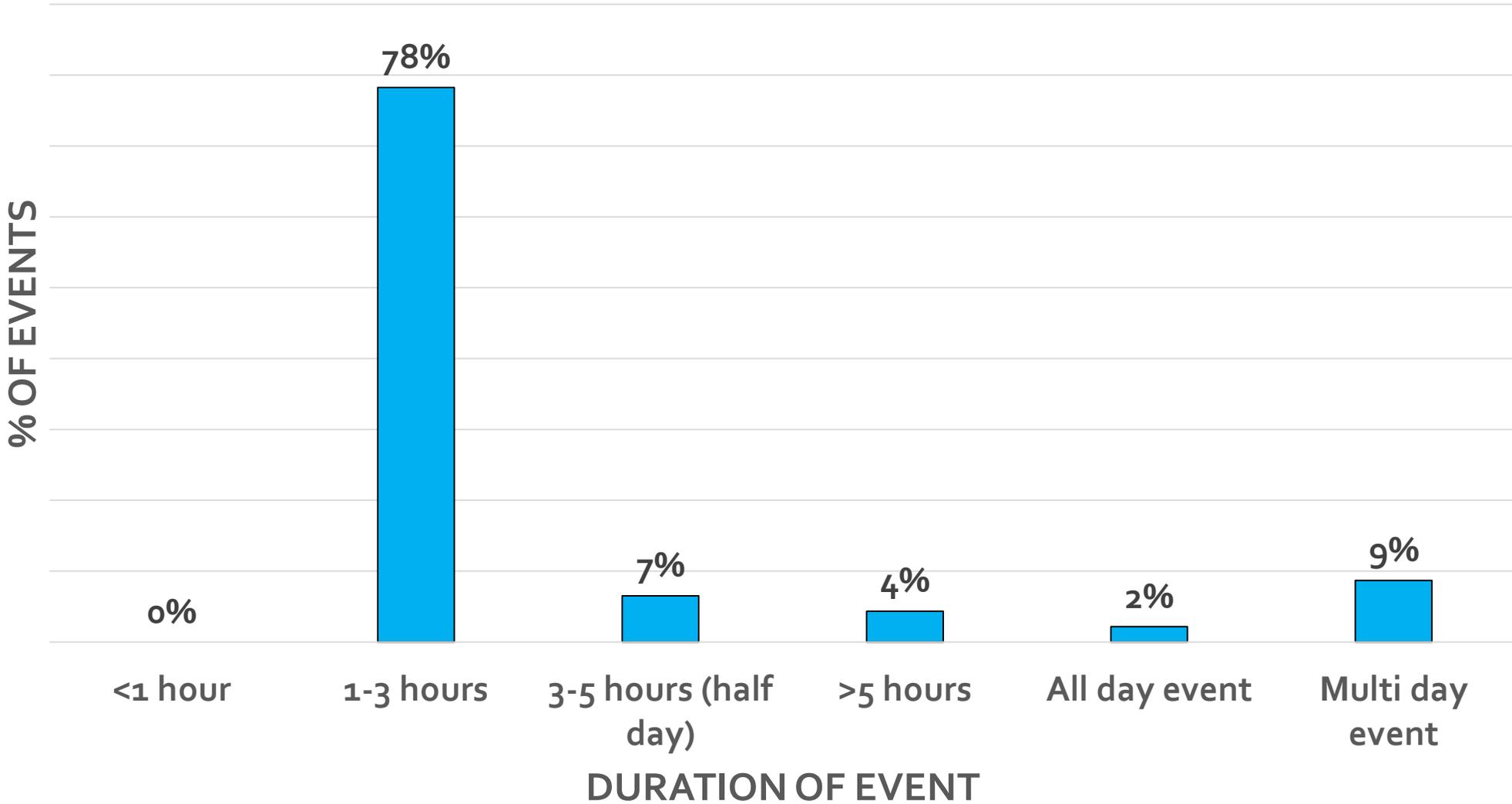
DAY OF THE WEEK



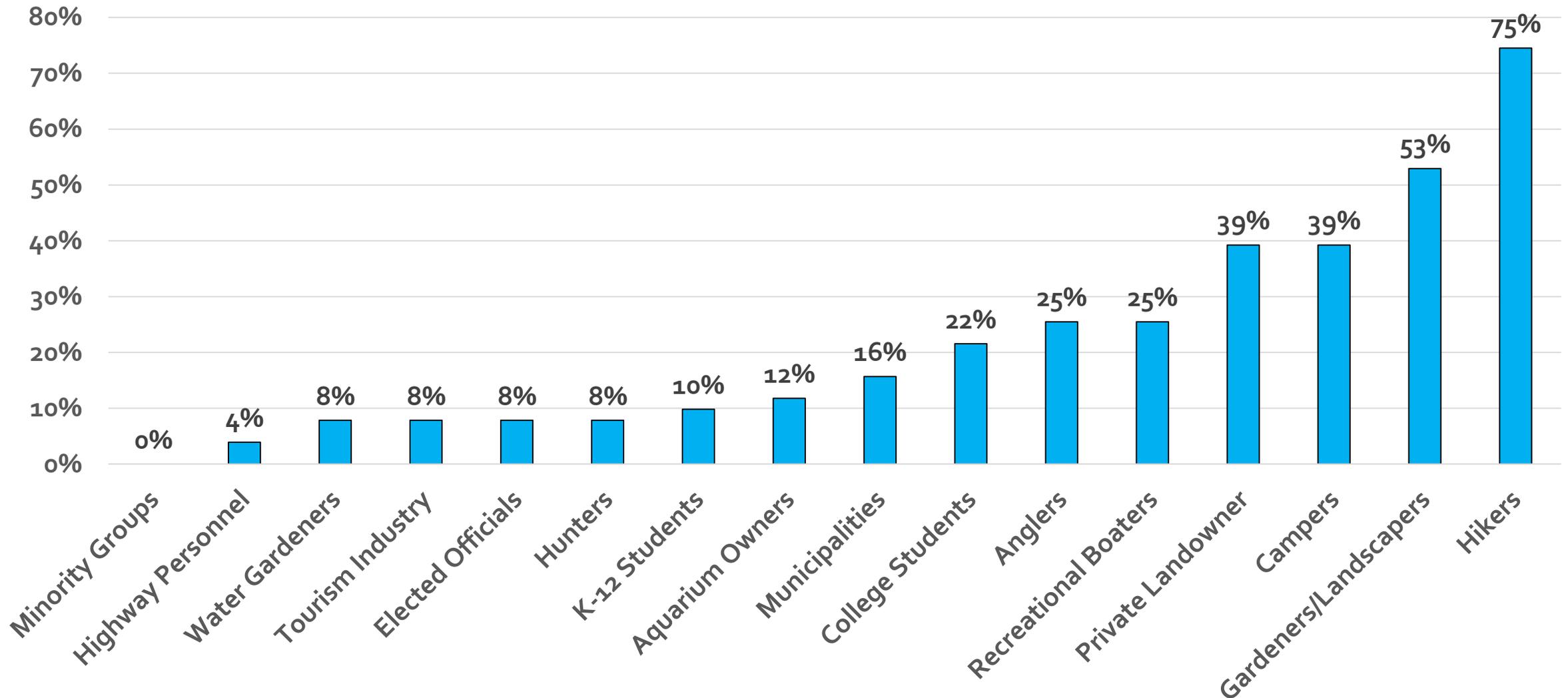
PARTICIPATION



DURATION OF EVENT



PARTICIPANT USER GROUP AFFILIATION



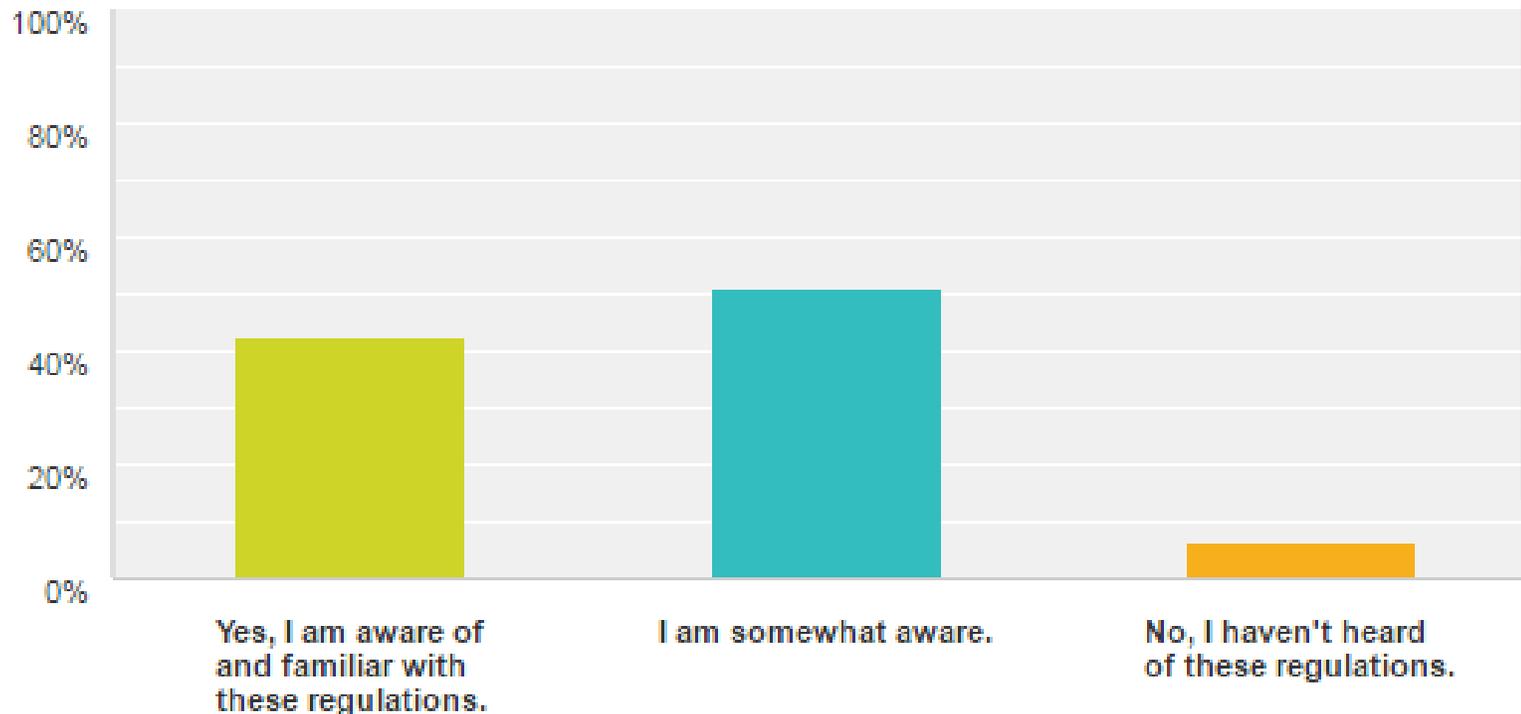
PARTICIPANT SKILL LEVEL

Participants were asked to rate his or her knowledge before and after attending the event. 1 = no knowledge or skill, 5 = very knowledgeable or skilled.

Skill	Before	After	% Change
Understanding of what an IS is	4.21	4.63	9%
Understanding of the impacts of IS	4.14	4.63	11%
Ability to identify a new IS	3.05	3.93	22%
Knowledge of methods of surveying, mgmt and removal of IS	3.22	3.89	17%
Understanding of what actions you can take to prevent the spread of IS	3.63	4.26	15%

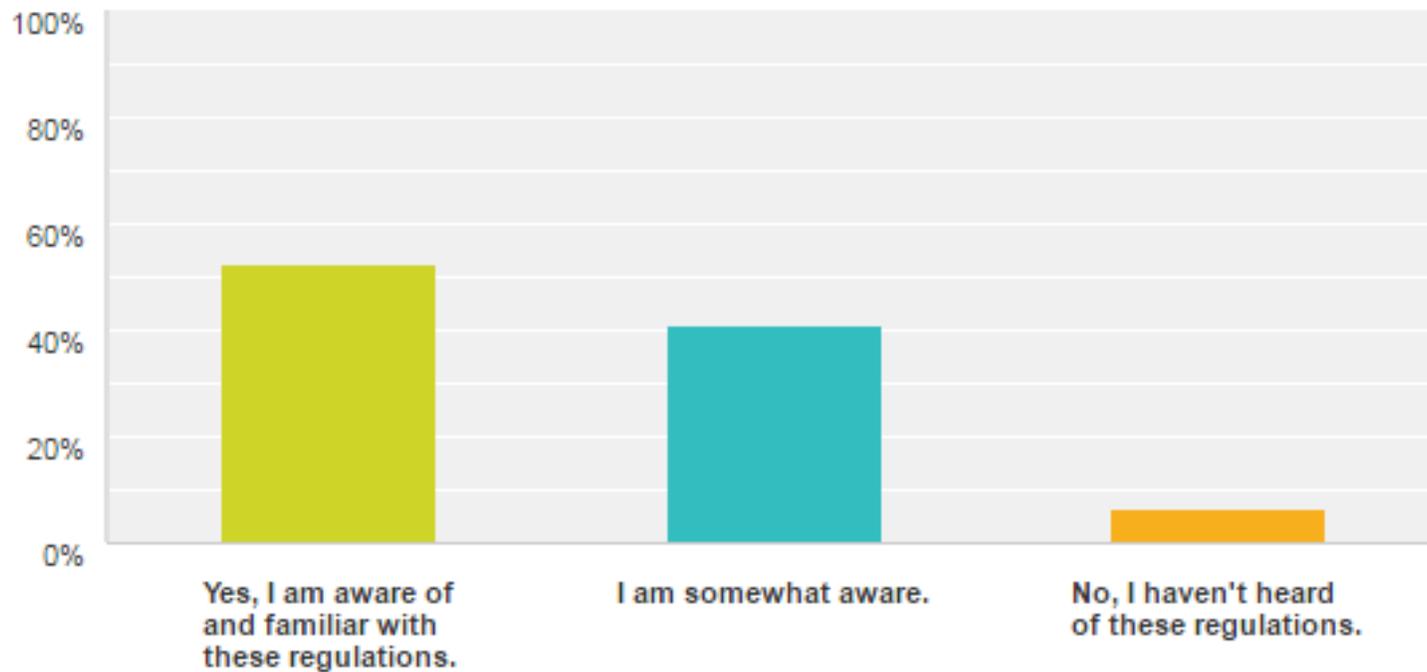
Are you aware of Part 575 regulations, which prohibits or regulates the possession, transport, importation, sale, purchase and introduction of select invasive species?

Answered: 61 Skipped: 0



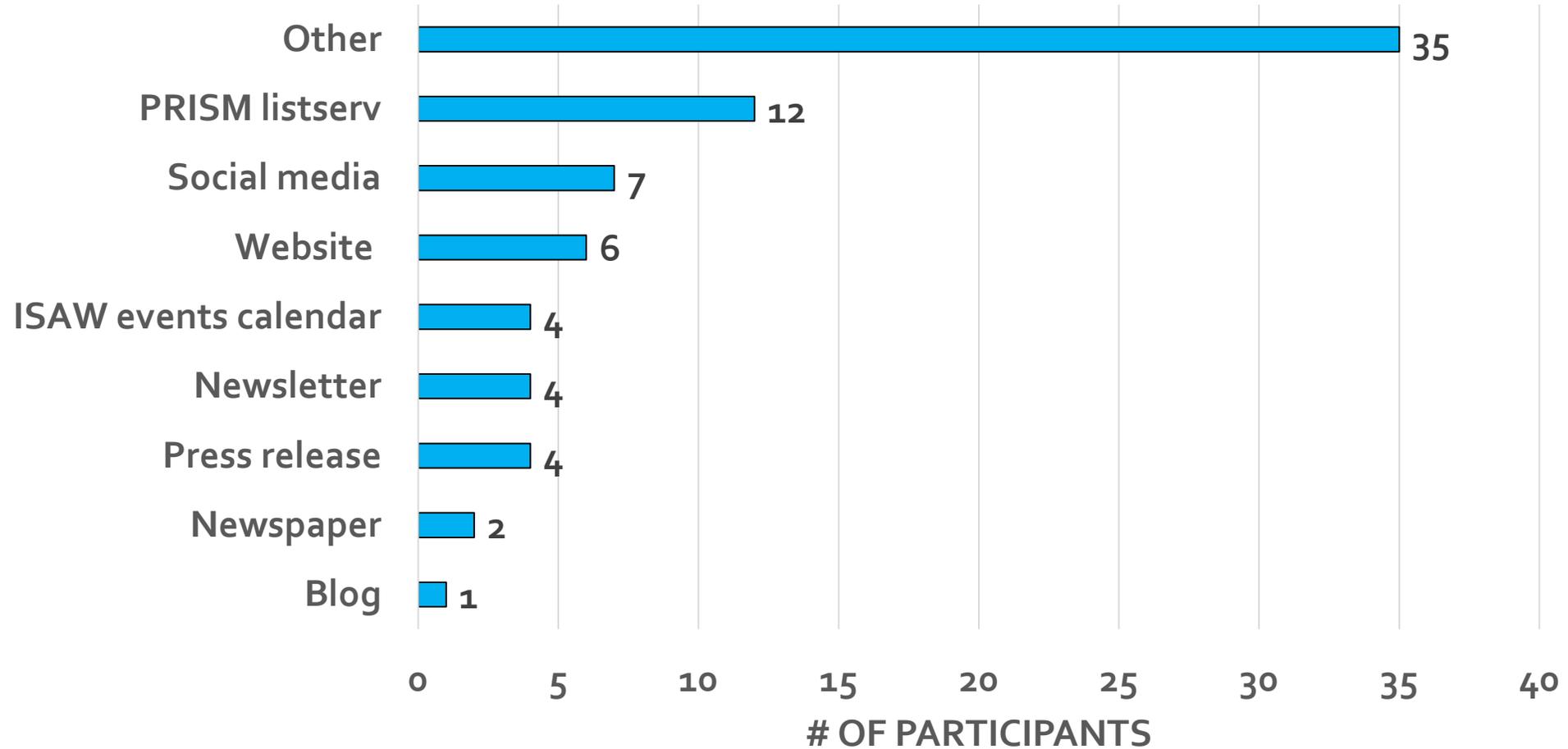
Are you aware of Part 576 regulations, which require that boaters take reasonable precautions to prevent the spread of aquatic invasive species before launching a watercraft or floating dock into public waters of the state?

Answered: 61 Skipped: 0



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HOW DID PARTICIPANTS LEARN OF EVENTS?

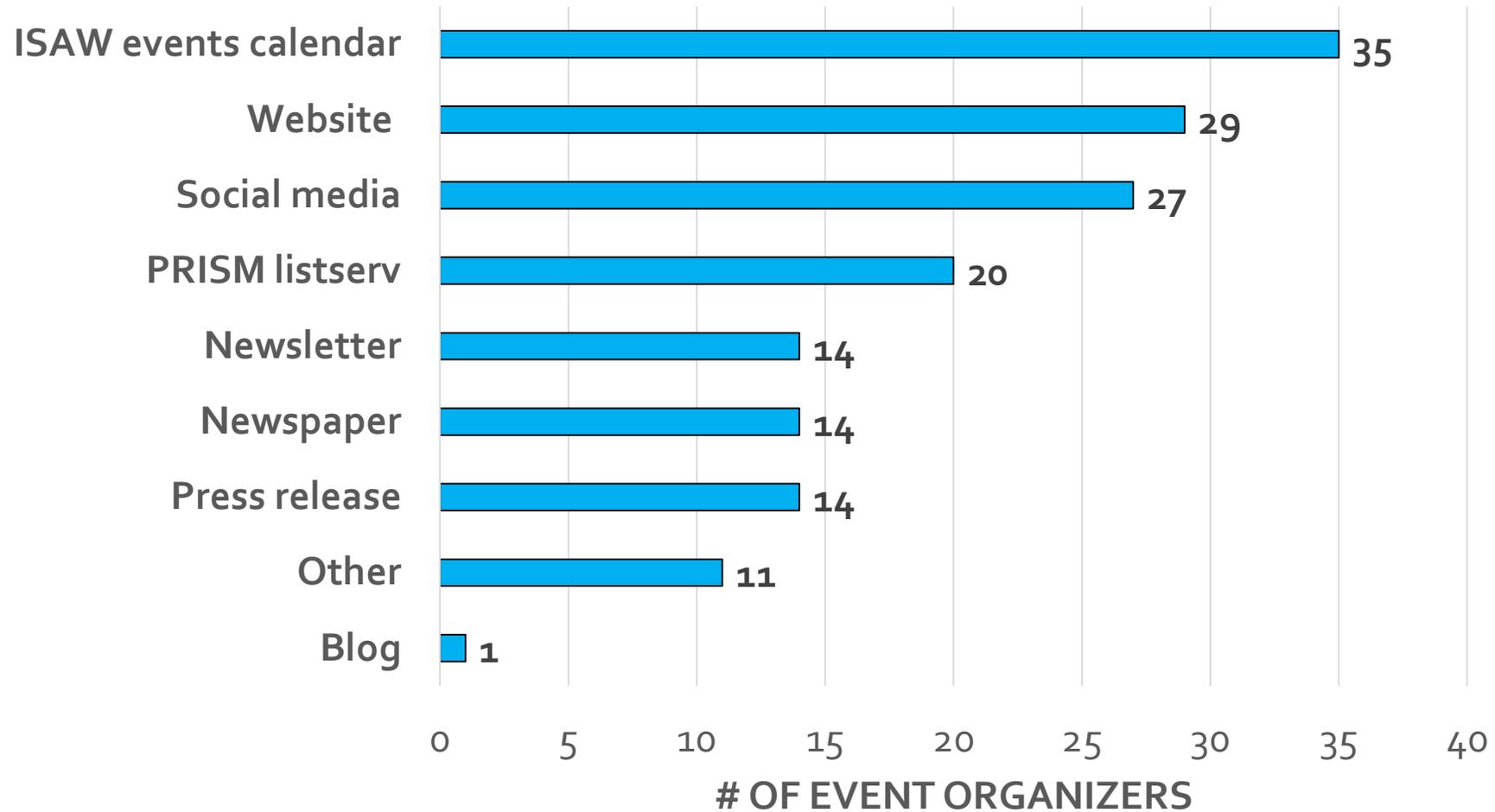


“OTHER” WAYS PARTICIPANTS HEARD OF EVENTS INCLUDED:

- Direct e-mail invitation
- Conservation association meeting
- Word of mouth
- Co-workers/friends
- Organization’s website
- Cornell Cooperative Extension office



WHERE DID ORGANIZERS ADVERTISE?



OUTREACH MATERIAL

- At 80% of events, outreach material was distributed
- What types of materials would be helpful for next year?

2016 New York Invasive Species Awareness Week FACT SHEET



What is NY ISAW?	The mission of the New York Invasive Species Awareness Week (ISAW) is to promote knowledge and understanding of invasive species and the harm they can cause by engaging citizens in a wide range of activities across the state, and empowering them to take action to help stop the spread. ISAW is comprised of various outreach initiatives and events led by partner organizations across the state. Activities include interpretive walks, invasive plant removal and restoration projects, displays, webinars, radio programming, and more.
When is NY ISAW?	The third annual NY ISAW is July 10 – 16, 2016. Visit www.nyis.info/blog/events for event times and locations.
What is an invasive species?	An invasive species is a non-native species (plant, animal, insect, or disease) that is accidentally or intentionally introduced and causes harm, or has the potential to cause harm, to the environment, the economy, or human health.
Why are invasive species a problem?	Invasive species cause harm because of their ability to reproduce quickly, outcompete native species, and adapt to new environments. Because invasive species did not evolve with the other species in their new location, they often do not have natural predators and diseases that would normally control their population within their native habitat. Economists estimate that invasive species cost the United States more than \$120 billion in damages every year.
Which invasive species are of concern in NY?	NY has a number of invasive plants, animals and diseases. Visit www.nyis.info , http://www.dec.ny.gov/animals/265.html or http://www.agriculture.ny.gov/PI/PIHome.html for specific species

STOP THE INVASION PROTECT NEW YORK FROM INVASIVE SPECIES



Department of Environmental Conservation

PARTNERSHIPS FOR REGIONAL INVASIVE SPECIES MANAGEMENT New York State PRISMs

Invasive species means a species that is nonnative to the ecosystem under consideration, and whose introduction causes or is likely to cause harm to the environment, the economy, or the health of humans.

What are PRISMs?

Partnerships for Regional Invasive Species Management (PRISMs), comprising diverse stakeholder groups, were created to address threats posed by invasive species across New York State. PRISMs are key to New York's integrated approach to invasive species management. Partners include federal and state agencies, resource managers, non-governmental organizations, industry, recreationists, and interested citizens. The New York State Department of Environmental Conservation provides financial support, via the Environmental Protection Fund, to the host organizations that coordinate each of the eight PRISMs, resulting in statewide coverage.

What Do PRISMs Do?

- Plan regional invasive species management activities
- Implement invasive species prevention programs
- Conduct surveillance and mapping of invasive species infestations
- Detect new infestations early and respond rapidly
- Implement control projects
- Implement habitat restoration and monitoring
- Educate stakeholders on invasive species and their impacts
- Coordinate PRISM partners
- Recruit and train volunteers

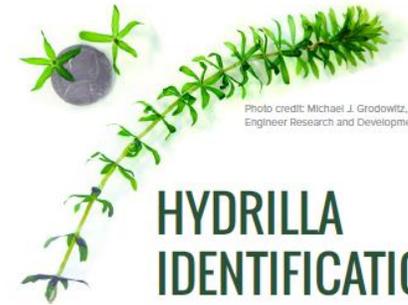
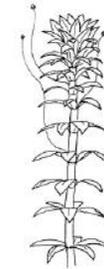


Photo credit: Michael J. Grodowitz, U.S. Army Engineer Research and Development Center

HYDRILLA IDENTIFICATION



- Whorls of more than 3 leaves
- Leaves often have visibly toothed edge
- Leaf vein often has small visible spines

Credit: Illustrations from Center for Aquatic and Invasive Plants, University of Florida

Notice the toothed edges and whorls of more than three leaves.



Photo credit: Robert Vidéki, Doronicum Kft., Bugwood.org

Think you've found hydrilla?

Email us a picture of the plant stem against a light-colored background. If you can't send a digital picture, email us at isinfo@dec.ny.gov and we'll contact you.

SOCIAL MEDIA



Catskill Mountain Foundation shared NYS Department of Environmental Conservation's photo — **Attention Hemlock Woolly Adelgid: A Film About the Loss of an Ecosystem** at **Doctorow Center for the Arts**.
July 13 · Hunter · 🌐

Today at the Doctorow Center for the Arts, a FREE screening of **Hemlock Woolly Adelgid: A Film about the Loss of an Ecosystem**. Our friends from the Catskill Center will be on hand with experts for a Q&A session!

[#NYInvasiveAwareness](#)



SenecaParkZoo @SenecaParkZoo · Jul 8
Register by noon for iMapInvasives training and a guided hike with **@FLPRISM**
July 13: ow.ly/1oOT3021LpW



NYS Department of Environmental Conservation ✓
July 16 · 🌐

Invasive species negatively impact our ecosystems. You can help stop their spread by learning about the invasive species present in your area. For more information visit: <http://www.dec.ny.gov/animals/105650.html>
[#NYInvasiveAwareness](#) [#NYISAW](#)



Audubon Society of the Capital Region added 3 new photos.
July 15 · 🌐

the lunchtime crowd on the Empire State Plaza to learn about our many **invasive** species in our important Bird Areas as well as checking out our new showing off their successful **invasive** programs during Invasive Awareness Week. NY iMapInvasives, in partnership with Cornell Cooperative Extension Albany County, was held public this past Wednesday!



WOULD YOU ATTEND A SIMILAR EVENT IN THE FUTURE?

“Absolutely, I love learning and making a difference!”

“Yes, this was the third year that I have participated in this event.”

“Yes, this type of activity is something that I am passionate about and can help prepare me for experiences as both a student and a future member of the work force.”

“Yes. The event was relevant, interesting, and actionable.”

“Yes, and I’d like my kids to attend as well.”

RECOMMENDATIONS

- Include trainings/activities that qualify for DEC pesticide applicator education credits
- Reach a larger audience with messages by utilizing radio spots and op-eds
- More media coverage at events
- Advertise events further in advance
- Working with non-traditional partners can help organizations reach a broader audience

FUTURE TOPICS

- Restore areas where invasive species have been removed
- Water chestnut statewide survey and reporting effort
- Lobbying visits in district and state offices
- Wild parsnip/giant hogweed
- Showcase success stories, restored sites
- Chemical controls for invasive species and public perception
- Biocontrol research and applications
- Invasive species related films/documentaries
- BMPs for landowners



ISAW 2017

- Summer dates TBD – syncing up with national campaign
- NISAW “in the capital” – February 26 – March 4
- Themes?



QUESTIONS?



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