

Notes from January 26, 2011 CISMA call

The following CISMAs gave brief updates as well as highlights of events they have planned for National Invasive Species Awareness Week (NISAW), running from Feb 26 through Mar 6, 2011.

Heartland CISMA X
First Coast ISWG X
Bradford CWMA X
Central Florida CISMA X
Treasure Coast CISMA X
Apalachicola IWG X
East Central Florida CISMA X
Everglades CISMA X

Notes from discussion on possible statewide theme for all CISMAs to use in media outreach during NISAW and.

- Remove invaders from your backyard. Link them to FLEPPC and FISP.
- Specific to TC-CISMA - Do you have Scaevola in your back yard - do you have Chinese tallow in your backyard - report so we can do something
- Learn more about what's in your yard
- Do you have invaders in your backyard? Go to www.FLEPPC.org to learn to identify Florida's worst invaders.

Actions that would be helpful for media outreach

- Recreate 6 easy steps (TNC) for CISMAs <http://www.nature.org/initiatives/invasivespecies/help/>
- Add a homeowner section to FISP How To web page
- Get CISMAs to start thinking about adding a "key invaders section" to website

Kris S-K notes typed on screen during WebEx:



The slide features the NISAW logo (National Invasive Species Awareness Week) in the top left corner. The main title is 'Media Tips?'. The content includes a list of bullet points and several lines of red text providing additional context or notes.

NISAW
National Invasive Species Awareness Week

Media Tips?

- Press release
- Lead time ASAP
- Best ways to generate local coverage:
 - Getting reporters to events

-what are the potential outlets in your area - from traditional print to independent blog sites. What contacts do you already have?
-think outside the "typical news section" - so maybe more consumer oriented stories.
-think about an op ed. Letters to the editor
-take your own photos - there are some media outlets where you can post with text. Photos with people doing things

identify key invaders in each CISMA area - if the goal is to get the average citizen to take action here is the 1 thing that I really want to look for

Great ideas that came up on the side:

From TC-CISMA member: This year the Treasure Coast Envirothon competition will be focusing on Invasive Exotic species and their impact on the landscape ecology of the Indian River Lagoon and habitat support for native species. We have included the invasives website in their study materials and will be including exotic wildlife in our presentations (including pythons, iguanas, lion fish, and several plant species like the beach naupaka).

You can help stop the introduction and spread of invasive species. Help protect native plants and animals by following these six easy guidelines:

* Don't harbor invaders in your backyard. Verify that the plants you are buying for your yard or garden are not invasive and replace invasive plants in your garden with non-invasive alternatives. Go to www.FLEPPC.org to learn more about invasive plants in your area of Florida.

* Practice good hygiene. Clean your boat thoroughly before transporting it to a different body of water to avoid moving invasive stowaways. Clean your boots before you hike in a new area to get rid of hitchhiking weed seeds and pathogens. Learn how to protect our waterways at www.protectyourwaters.net.

* Don't "pack a pest" when traveling and don't move firewood. Fruits and vegetables, plants, insects and animals can carry pests or become invasive themselves and firewood can harbor forest pests. Find out more about your powers to protect at www.dontmovefirewood.org.

* Don't let it loose! Don't release aquarium fish and plants, live bait or other exotic animals into the wild. If you plan to own an exotic pet, do your research and plan ahead to make sure you can commit to looking after it. Go to <http://stjohns.ifas.ufl.edu/sea/DontRelease.html> for more information.

* Get involved! Volunteer at your local park, refuge or other wildlife area or with your local Cooperative Invasive Species Management Area (CISMA) to help remove invasive species. Go to www.FloridaInvasives.org to get started!