

Program Name: Outreach Support for Invasive Species Management in Florida
Project Name: Public Outreach to Support Containment Efforts
Project ID: 4203
Lead Agency: University of Florida

Strategic Plan Goal(s) Addressed: Objective 3B-4: Improve public awareness of the need for ongoing containment efforts

Measurable Output(s): Website visits, social media followers, outreach products distributed, number of people reached at events and presentations

Project Synopsis: In cases when an invasive species can no longer be eradicated, outreach to the public and decision makers is important to generate political and financial support for ongoing containment and management. This project aims to improve public understanding of containment efforts on an ongoing basis as strategies are continually being assessed and adapted. Communication messages will target a general audience with information about research findings, development of control tools, impacts of invasive species, and benefits of containment for Everglades restoration. Online outreach will be conducted via a redesigned, public-oriented dontletitloose.org website, regular social media posts, a monthly blog, and an events calendar. Face-to-face outreach will be conducted through event exhibits and group presentations, facilitated by the development of a “traveling trunk” of hands-on educational materials. Another important component of this project is the development of fact sheets, as needed, to convey invasive species science and management needs to decision makers (e.g., see [The Invasion of Exotic Reptiles and Amphibians in Florida](#)).

The project is being conducted by outreach and human dimensions specialists at University of Florida’s Fort Lauderdale Research and Education Center. As chairs of the Outreach Subcommittee of the Everglades Cooperative Invasive Species Management Area (ECISMA) from 2011 to 2013, we produced educational materials (e.g., fact sheets, identification guides, newsletters, bookmark, bumper sticker), coordinated outreach at community events, and conducted an assessment of needs and priorities for an ongoing collaborative outreach program.

Current Status: University of Florida has been coordinating invasive species outreach efforts since 2011 but has not yet received any external funding directed toward this purpose (with the exception of a \$10,000 grant from the Miccosukee Tribe of Florida for tegu outreach and newsletter development – see below).

Project Schedule:

Start Date: 2011
Finish Date: None

Detailed Project Budget Information

The budget includes salaries of an Environmental Education Coordinator and a Designer/Web Developer. From 2015–2018, the annual budget for the program (“Outreach Support for Invasive Species Management in Florida”) is \$100,000, divided among this and two other projects. Through 2014, University of Florida has self-funded a portion of the outreach program.

	2014	2015	2016	2017	2018	Balance to Complete	Total
Federal							
SFWMD**							
Tribal			\$10,000			\$10,000	\$10,000
University of Florida	\$10,000					\$10,000	\$10,000
Needed		\$20,000	\$10,000	\$20,000	\$20,000	\$70,000	\$70,000
Total	\$10,000	\$20,000	\$20,000	\$20,000	\$20,000	\$90,000	\$90,000

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Pictures:





Map of area: