Program Name: Outreach Support for Invasive Species Management in Florida
Project Name: Public Outreach to Support EDRR Efforts
Project ID: 4204
Lead Agency: University of Florida

Strategic Plan Goal(s) Addressed: Objective 2A-4: Engage the public and provide exotic species reporting mechanisms

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

Project Synopsis: The goal of this project is to engage the south Florida public and key target audiences in helping to detect and report invasive exotic species. The first objective is to develop a coordinated inter-agency public outreach strategy to enhance EDRR efforts. This will involve updating and formalizing the 2012 needs assessment conducted among members of the Everglades Cooperative Invasive Species Management Area (ECISMA). This project will continually coordinate with partners to promote existing invasive species detection resources (e.g., species identification guides, REDDy online training), reporting systems (e.g., 1-888-IVE-GOT1 and IVEGOT1.org, and smart phone apps), and volunteer opportunities (e.g., Python Patrol, EEL workdays). We will also develop and update resources (e.g., Pest Alerts, identification guides) as needed. 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 to conduct targeted outreach—via direct mailings and group trainings—with people who reside or work in areas affected by EDRR species.

This project is being conducted by outreach and human dimensions specialists at University of Florida’s Fort Lauderdale Research and Education Center. UF has 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.

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.
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Contact: Frank Mazzotti, fjma@ufl.edu, 954-577-6338

Hyperlink: http://crocdoc.ifas.ufl.edu/

Pictures: ![Invasive Species Report](www.IveGot1.org)