

How do we
get public
“buy in”?

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annnnnd
WHY SHOULD
I CARE?

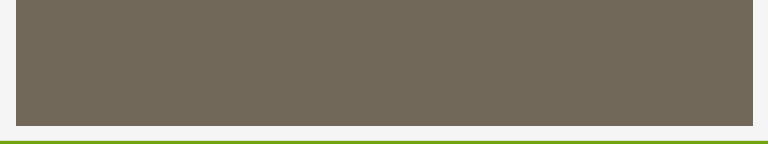
Direct Shipping



“Bottoms Up” Approach

When governments don't prioritize necessities...
the people have to make them listen





**HOW DO WE GET PEOPLE TO
CARE AND LISTEN?**

Extension/Outreach



Extension/Outreach

- 1) What triggers emotions?**
- 2) What motivates action?**
- 3) How do we get the message out?**

Extension/Outreach

1) What triggers emotions?

2) What motivates action?

3) How do we get the message out?

Personal Values



Personal impact (getting stung)

Personal Values



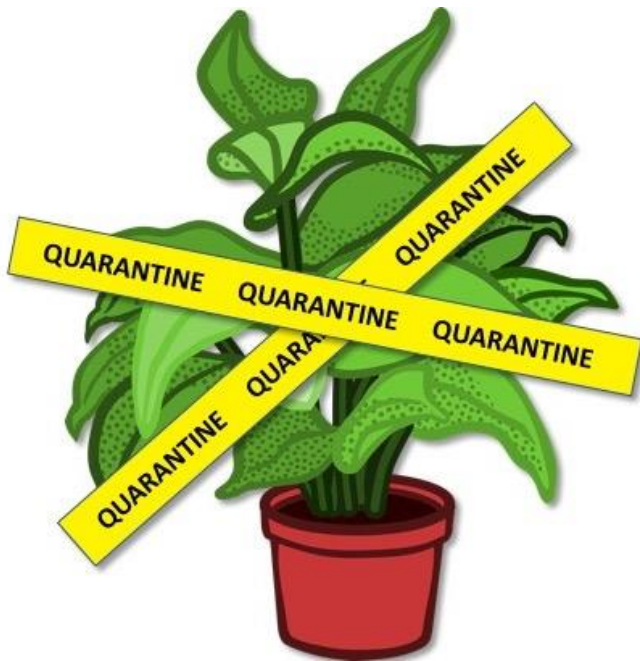
Impacts to pets (blinding)

Personal Values



Impacts to Wildlife

Personal Values



Lost Revenue or increased operating costs

Social Pressure



Extension/Outreach

1) What triggers emotions?

2) What motivates action?

3) How do we get the message out?

Marketing

Build your
BRAND



[illegible]

product labels mentioned in this fact sheet by going to the Hazard Pesticide Information National System (HPINS) maintained by University of Hawaii College of Tropical Agriculture and Human Resources at Hilo. Data available for use on or near food plants include the following:

- **Tango™** is registered for use on and under food plants also. It contains

[illegible]

**CONTROLLING ANTS IN
TALL VEGETATION**

Safety precautions for all pesticides

ALWAYS read the label of the product you buy
very carefully to make sure your pest species
and situation is listed.

Follow ALL safety directions on the label.

ALWAYS make sure to cross other people out

be well controlled with standard E applications, because the tree crowns are too dense to spray. The ground must be bare and granular and so can't be applied to trees. Hawaii Aul's® is a spray-on herbicide that can be applied to trees so this is often the only effective herbicide option in trees. For more information on the Hawaii Aul's Gel Salt, see Fact Sheet 5.

Little fire ants (LFA) live both on the ground and in trees. LFA in tall trees will not necessarily come down to feed on bait granules applied to the ground. If you have trees over 6 ft. tall, you need to apply a gel bait th

no

Grand

yes

yes

Boils

Gel Boils

100

7

Educational booths



Community Workshops



Schools

Kids are eager to share what they learn with their parents

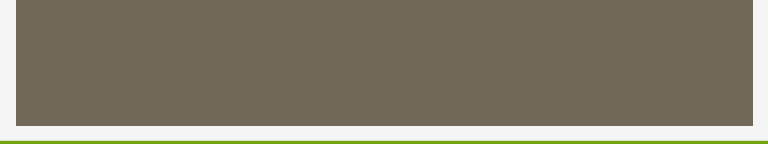


Community Leadership





Ultimately, the fight against invasive species requires public awareness, support and participation. Building a dedicated extension and outreach team that utilizes as many different engagement tactics as possible is as important as policy making, regulatory authority/staffing, and pest management expertise.



Thank you