

Community Outreach and Education, Big Island of Hawaii

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Community Education and Outreach

- Increase in attention in 2009
- Situation
- Population
- Outreach activities
- Challenges
- What can be done?



Situation

- Cluster of severe cases in 2008/2009
- Cases received media attention
- Community Outcry



Population

- Puna District of the Big Island
- Comprised of different smaller communities



Outreach Activities

- Updated flier/dissemination
- News releases
- Radio interview with Council Representative
- Contact with smaller local newspapers/journals
- Information line

Outreach Activities

- New community education group
- DHO attends meetings
- Slug/Snail collection and testing
- Presentations
- Slug/Snail Control

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Challenges

- Limited information
- Language and information content
- Geography







Results/Suggestions

- No decrease in cases
- Updated information sent repeatedly
- Information sent through different media:
 - Free journals
 - Local community newspapers
 - Local TV
 - Community Organizer (\$\$ required)
 - Social Media
 - Suggestions?

- QUESTIONS/SUGGESTIONS?

