

G4. Education and Outreach

Goal 4: *The Lower Hudson PRISM reaches out to new audiences and delivers education that communicates the positive impacts of invasive species management on ecosystems. The Lower Hudson PRISM offers clear steps for action on personal and community levels.*

Priority Strategies (ranked): (we focused on #1, 2, 3 for this first year with #5 incorporated into the first 3, and #5 for next year)

1. Coordinating PRISM Education and Outreach message
2. Public Education and Outreach
3. Volunteer training
4. Local Government Engagement
5. Reporting (incorporated throughout)

*Note: ED/RR outreach message

YEAR ONE (2014)		
Objectives	Actions	Outputs
<p>Coordinating LH PRISM outreach and education message</p> <p>4.1 Evaluate and respond to education and outreach needs identified by Partner survey. (See also G6: Information exchange)</p> <p>4.2. Communicate with other PRISMs to see which outreach resources have worked and especially which didn't.</p>	<p>4.1.1. Coordinate LH PRISM message within the PRISM partners and with other PRISMs based on needs assessment</p> <p>4.1.2 Use LH PRISM, DEC Clearinghouse bookshelf, NY-NJ Trail Conference websites to host partner resources available for educators and volunteers.</p> <p>4.2.1 Communicate findings to LH PRISM about those outreach methods or programs that did or didn't work.</p>	<p>4.1.1a. Resource list of existing Invasive Species outreach materials based on identified needs.</p> <p>4.1.2a. Trail Conference website hosts a comprehensive list of outreach and education resources</p> <p>4.2.1a. Presentation at a PRISM meeting of those outreach efforts that did or did not work.</p>
<p>Public Education and Outreach</p> <p>4.3. Engage with local PRISM partnering organizations to deliver IS education and materials.</p>	<p>4.3.1 Participate concertedly in Invasive Species Awareness Week (second week in July) to raise visibility of LH PRISM as well as Invasive Species)</p> <p>4.3.2. Provide content for LH PRISM partners for Invasive Species Awareness Week and</p>	<p>4.3.1a. Deliver X outreach programs in each of all six counties of LHPRISM during IS week at libraries/farmer's markets/fairs etc.</p> <p>4.3.1b. Publish press release</p> <p>4.3.2a. Each partner includes in their regular outreach</p>

YEAR ONE (2014)		
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<p>4.4. Create a reporting method for PRISM partners to collect and report back to PRISM program participant numbers.</p>	<p>other outreach efforts</p> <p>4.3.3. Supply Invasive Species management information to the public at events (may include hands on programs)</p> <p>4.4.1. Develop reporting method from PRISM Partners to collect participant numbers and report back.</p>	<p>(newsletter, webpage, etc.) or some Invasive Species message during Invasive Species week.</p> <p>4.3.3a. Conduct X programs in each PRISM county at times other than Awareness Week.</p> <p>4.4.1a. X number of participants reached through PRISM partnering organizations during IS awareness week.</p>
<p>Volunteer & Educator Training</p> <p>4.5. Engage with LH PRISM Partners to Deliver Invasive Species Education and Materials to Volunteers and Educators.</p>	<p>4.5.1 Offer outreach materials to partnering organizations to train volunteers and educators to deliver Invasive Species education.</p> <p>4.5.2 Increase collaboration on volunteer and educator training between Partners.</p>	<p>4.5.1a. Among the PRISM partners there will be X number of volunteer trainings in 2014 (based on needs and resource assessment).</p> <p>4.5.1b. X iMap invasive training per year</p> <p>4.5.1c. X first detector trainings for volunteers and PRISM partner staff/educators.</p> <p>4.5.2a. Create central calendar (List serve) for PRISM partners for volunteer and educator training events open to other partners. (Check with G6 for resources)</p>
<p>Local Government Engagement</p> <p>4.6 Engage with LH PRISM partnering organizations to determine needs for IS education and outreach to municipalities and utilities</p>	<p>4.6.1. Engage with local PRISM partnering organizations to deliver IS education and materials based on assessed needs, suitable for outreach to municipalities via board meetings and citizen advisory committees.</p> <p>4.6.2 Engage with local PRISM partnering organizations to deliver IS education and</p>	<p>4.6.1a. Present materials at X meetings in 2015.</p> <p>4.6.1b. Report municipal outreach to LH PRISM for annual reporting</p> <p>4.6.2a Offer X First Detector Training in LH PRISM Area</p>

YEAR ONE (2014)		
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	materials based on assessed needs, suitable for outreach to DOT and municipal and private utilities.	4.6.2b Report DOT and Utilities outreach to LH PRISM for annual reporting