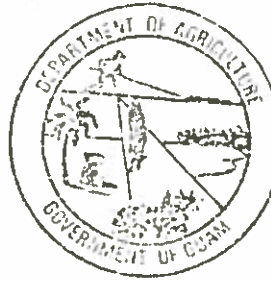


PUBLIC INFORMATION/EDUCATION REPORT
ON GUAM'S AQUATIC & WILDLIFE RESOURCES

Prepared by: Judy Beaver
Department of Agriculture
1983

PETER R. NELSON
DIRECTOR

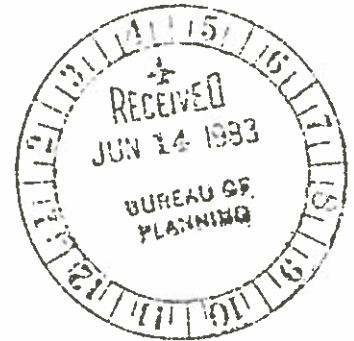


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June 8, 1983

MEMORANDUM

To: Director of Planning
From: Director of Agriculture
Subject: Public Information/Education Report.

Enclosed is a report prepared by the Coastal Zone Management funded Public Information Officer, Judy Beaver. This report outlines the basic accomplishments of this program over the past three years.

Peter R. Nelson
PETER NELSON

Enclosure

cc: Cliff Kindel

The Public Awareness/Conservation Education Program was established to develop and implement a natural resources extension program aimed at developing a "conservation ethic" among the people of Guam. Evolution from a subsistence economy to a monetary one without the retention of cultural taboos against imprudent harvesting techniques has resulted in increased pressure on Guam's aquatic and wildlife resources. This increase in harvest along with habitat loss has resulted in the recommendation that fifteen of Guam's wildlife species be listed as "endangered". This program is designed to increase public awareness of the need to manage these resources in such a manner that they are not further depleted. Funds for the Public Awareness/Conservation Education Program were made available through the Guam Coastal Management Program for the position of a Public Information Officer (PIO) within the Department of Agriculture. The PIO has developed a program aimed at both school-aged children and the general public. The goals of this program include:

- (a) Familiarization of the public with Guam's wildlife resources, their natural history and the status of ongoing research efforts;
- (b) The cultural and historical values of Guam's fish and wildlife resources;
- (c) The causes of the decline of Guam's wildlife resources, including habitat loss, exploitation, pollution, and other factors;
- (d) The need to protect endangered species and the development of public support for the extension of such protection to native species of Guam;

- (e) The need to protect and manage fish and game species, and the development of public familiarity and respect for the protective laws and regulations;
- (f) The systems approach to natural resource management. The relation of wildlife and fisheries management to the management of other resources.

Identifying major problems while managing all aquatic and wildlife resources in a prudent manner has been the goal of the division. Certain problems have been designated as critical. These include the use of dynamite and chlorine for fishing, poaching, and the potential loss of all of Guam's native forest birds. Thus the thrust of the public information program has been to give these areas major attention.

Target Audience

Because the natural resources of Guam belong to the people of the island, the general public needs to be educated as to their responsibility in helping to preserve these resources. Within the general public, two other groups were selected for special attention. These were school-aged young people and those responsible for enforcing Guam's laws.

Methods and Procedures

A highly successful media campaign was launched utilizing press releases, radio and television public service announcements, feature articles, slide programs and brochures on each segment of the program. Public meetings coordinated through the village commissioners were well received and have been a means for increasing public environmental awareness. Two posters - one on poaching and one on illegal fishing both titled "Stop a Thief" were developed to encourage public involvement in apprehending violators. An attractive brochure on Guam's fishing laws

and regulations was printed and distributed island wide. Each campaign was intergrated for maximum impact. For example, the Guam rail campaign started with a press conference on the rails' plight. This was followed by "Save the Guam Rail" bumper stickers, a feature article on the Guam rail, t-shirts, press releases and radio and television public service announcements as well as meetings with senators on the rail. Biologists and the PIO appeared on radio programs and on television news programs. In addition Guam Wildlife Week was declared by Acting Governor Reyes with the theme "Save the Guam Rail". Displays were set up for two days at the Agana Shopping Center featuring the Guam rail but including displays on all wildlife related problems. Wildlife art work by the island's school children was displayed and slide programs presented at the mall. After the initial Guam rail thrust, re-enforcement was provided by periodic updates to the public via press releases, news stories, radio and television P.S.A.'s and radio and television appearances by staff members. This same approach was utilized with anti-poaching and anti-illegal fishing campaigns.

Enforcement/Efforts

Because enforcement goes hand-in-hand with education, several workshops were conducted by division personnel under the public information program. These were conducted through the Police Academy, Criminal Justice classes at Guam Community College and various military security forces.

Education

Since developing a conservation ethic is a long term process, much of the thrust of this program was centered in the public and private schools. The following materials were developed for use primarily in the

schools although all of these materials are also available to the general public.

1. Production of a filmstrip on the Coral Reef suitable for elementary school children. One side of the tape is in Chamorro for use in the Chamorro language program. A second filmstrip on the Coral Reef was developed for secondary schools and distributed to all public and private secondary schools.
2. Development and printing of 4,000 sets of wildlife flyers depicting the habits of 40 major Guam animals complete with a high quality full color photograph of each depicted species.
3. Development and printing of a 20 page coloring book "Animals of Guam" for distribution to elementary students.
4. Development and printing of 20 page activity workbook dealing with various aspects of Guam's fish and wildlife.
5. Development and printing of 4,000 full color 22x30 in. posters entitled "Man Land and Sea Living in Harmony" depicting the varied ways man, animals, plants and ocean interact in a healthy environment. These posters, along with ideas on how to utilize them in the classroom, were sent to teachers.
6. Development and printing of 4,000 22x30 in. full color posters entitled "Habitats of Guam" depicting Guam's eight major habitats. These posters along with informational sheets

on each habitat and ideas on how to utilize them in the classroom were sent to teachers.

7. Teacher packets were prepared for island teachers. The flyers, posters, coloring books and activity books as well as articles and informational sheets are included in the packets.
8. Slide programs geared to elementary and secondary students were prepared on topics including "Animals of Guam", "Fanihi", "Pollution" and "Importance of Wildlife". These programs, as well as several slide tape programs from the World Wildlife Fund, are presented to classrooms, clubs and organization on request.
9. A conservation oriented puppet program featuring Debbie the Deer, Freddy Fanihi, Charley 11 the Conservation Officer and Pete the poacher was written and performed for primary students on request.

Another school-related activity planned for the program is the production of a fourth 22x30 in. full color poster called "Guam's Vanishing Wildlife". This poster will feature Guam's endangered wildlife.

Because of the expiration of the CZM grant, efforts are currently being made to institutionalize the conservation education program. Efforts in this direction include an environmental workshop for teachers in cooperation with the Department of Education and the University of Guam entitled "Man Land and Sea". If funds are available, filmstrips of the slide programs "Animals of Guam", "Fanihi" and the puppet program "Pete the Poacher Learns a Lesson" will be produced. Scripts on various topics of public interest are being prepared and will become a part of the University of Guam's Cooperative Extension Service's Teletip Program.

Evaluation

Because the development of a conservation ethic takes many years, it is difficult to ascertain the success of a program which has been in existence for only three years. Evidence that the program has been highly successful is based on the following:

- (1) An increase in telephone tips to the division or suspected violations.
- (2) An increase in fines and sentences at the judicial level.
- (3) An increase in interest in conservation by the media.
- (4) An increase in public interest as evidenced by personal visit and telephone calls to the Division on fish and wildlife related matters.
- (5) An increase in requests on the part of Guam residents and off-island residents for conservation education materials.
- (6) A marked increase in requests for slide programs by the PIO in both the public schools and in organizations.
- (7) A marked increase in requests by teachers for conservation education materials.
- (8) An increase in awareness and knowledge on the part of Guam's school-aged children as evidenced by school visits and participation in special projects including the Science Fair. The winner of the 1983 Science Fair presented a project on the damage caused by fishing using chlorine.

- (9) The possible funding of a reward system funded by the Tumon Rotary Club to compensate persons reporting illegal fishing.