

**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

**Strategy and Biennial Report Objective Addressed:** 3-D.1  
**Invasive Species Strategic Action Framework Goal:** 2

**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](http://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. As chairs of the ECISMA Outreach Subcommittee from 2011 to 2013, we 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 but has not yet received any external funding directed toward this purpose.

**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.

	2014	2015	2016	2017	2018	Balance to Complete	Total
<b>Federal</b>							
<b>SFWMD**</b>							
<b>University of Florida</b>	\$20,000					\$20,000	<b>\$20,000</b>
<b>Needed</b>		\$40,000	\$40,000	\$40,000	\$40,000	\$160,000	<b>\$160,000</b>
<b>Total</b>	\$20,000	\$40,000	\$40,000	\$40,000	\$40,000	\$180,000	<b>\$180,000</b>

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**Hyperlink:** <http://crocdoc.ifas.ufl.edu/>

**Pictures:**





# Pest Alert

June 2012

## Nonnative Lizards in Nurseries and Groves

Everglades Cooperative Invasive Species Management Area



**UF UNIVERSITY of FLORIDA**  
IFAS Extension  
Design and production provided by University of Florida.



The ECISMA is a formal partnership among federal, state, and local government agencies, tribes, individuals, and various interested groups that manage invasive species in the Greater Everglades area.

For more information about invasive species in south Florida, upcoming FWC Nonnative Pet Amnesty Days, and tips on how you can help, visit:

**EvergladesCISMA.org**



**Oustalet's Chameleon**  
Image Courtesy of University of Florida  
12 to 24 in. Females are various shades of green with white dots along side. Males are tan with brown/black stripes. Spines extend down the center of back. Please REPORT ALL sightings.



**Veiled Chameleon**  
Image Courtesy of Joshua David Holbrook  
12 to 24 in. Bright green with shades of orange, white, and yellow; males have bright yellow bands. Prominent casque on top of head is taller than Oustalet's. Please REPORT ALL sightings.



**Argentine Black & White Tegu**  
Image courtesy of David Bakker  
2 to 4 ft. Dark bands with plentiful white dots between them. Please REPORT ALL sightings.



**Nile Monitor**  
Image Courtesy of U.S. Geological Survey  
4 to 6 ft. Dark brown with yellow spots forming bands around the body. Please REPORT ALL sightings.



**Green Iguana**  
Image Courtesy of University of Florida  
4 to 6 ft. Vibrant shades of green become dull with age. Males have larger spines along back. Please DO NOT report.



**Cuban Knight Anole**  
Image Courtesy of Bill Blythe  
6 to 18 in. Changes from bright green to brown; yellow facial band. Please DO NOT report.

Quickly report all sightings  
of chameleons, tegus, and monitors to:  
888-lvc-got1 or online at [www.lvcgot1.org](http://www.lvcgot1.org)