Kontra I Kulepbla
KIK Campaign Overview

• What is KIK?
• Theory of change
• Baseline data
• Target audience
• Partnerships
• Upcoming events
What is Kontra I Kulepbla?

- Challenge the Snake!
- To teach about native birds and recovery efforts
- To promote benefits of snake suppression
- To increase public support of BTS control tools

IMAGINE GUAM WITHOUT BROWN TREESNAKES!
Rare’s Theory of Change

Knowledge + Attitude + Interpersonal Communication + Barrier Removal → Behavior Change → Threat Reduction → Conservation Result
Target audiences know about BTS issues and believe that less snakes will benefit Guam’s environment.
- Pre-data: 90% BTS kill birds, eggs, loss of birds
- Pre-data: 42% know BTS are invasive/non-native

Majority want to be involved in activities for snake suppression, native bird recovery, or protect natural resources.
- Pre-data: 69% have negative feelings about BTS

Majority talked about BTS eradication or reducing populations.
- Pre-data: 65% lethal management

Tell others about the benefits of snake suppression and what they could do about it.
Pre-data: 63% N/A

Call to Action: Support Snake Suppression
Tell others of actions that support native bird recovery

N=212
Rare’s **Theory of Change**

**Conservation Result**

**K** (90% Kill birds) + **A** (69% Negative feelings) + **IC** (65% Lethal mgt) → **BR** → **BC** (69% N/A) → **TR** → **CR** (Threat Reduction)

- 90% Kill birds
- 69% Negative feelings
- 65% Lethal management
- Threat Reduction
Target audiences:
- Landowners
- Youth
- Mayors
- Professionals
- Community
- Chamorro groups

Media outlets
- 33% newspaper
- 22% news/media
- 5% TV
Target audiences:

- Landowners
- Youth
- Mayors
- Professionals
- Community
- Chamorro groups

SWAG
- Sun shades – landowners
- Sport towels – youth
- Java sleeves – professionals
- Chamorro groups – bird posters with CH names
Target audiences:

- Landowners
- Youth
- Mayors
- Professionals
- Community
- Chamorro groups

**talk**

Events - mixed target audience
- Wall murals with Café to Go
- :30 and :60 second media spots; animated ppt
- Island-wide basketball games
Target audiences:
- Landowners
- Youth
- Mayors
- Professionals
- Community Chamorro groups

**do**

- Cocos Island guided tours - mixed
- Partnerships - mixed
- Brown treesnake control workshops – mayors
- Presentations, events, conferences, etc.

**Building Guam’s Riparian Ecosystems for Guam Micronesian Kingfishers!**

Division of Aquatic and Wildlife Resources
Jane-Marie Dia
Brown treesnake control workshops
USDA control tools and technology
How can you help?

November 30, 2017 Latte Hall of Freedom 3-5pm
Need 9-18 volunteers to be table hosts