



**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



K

+



A

+



IC

+



BR

→



BC

→



TR

→

CR

Attitude

Barrier
Removal

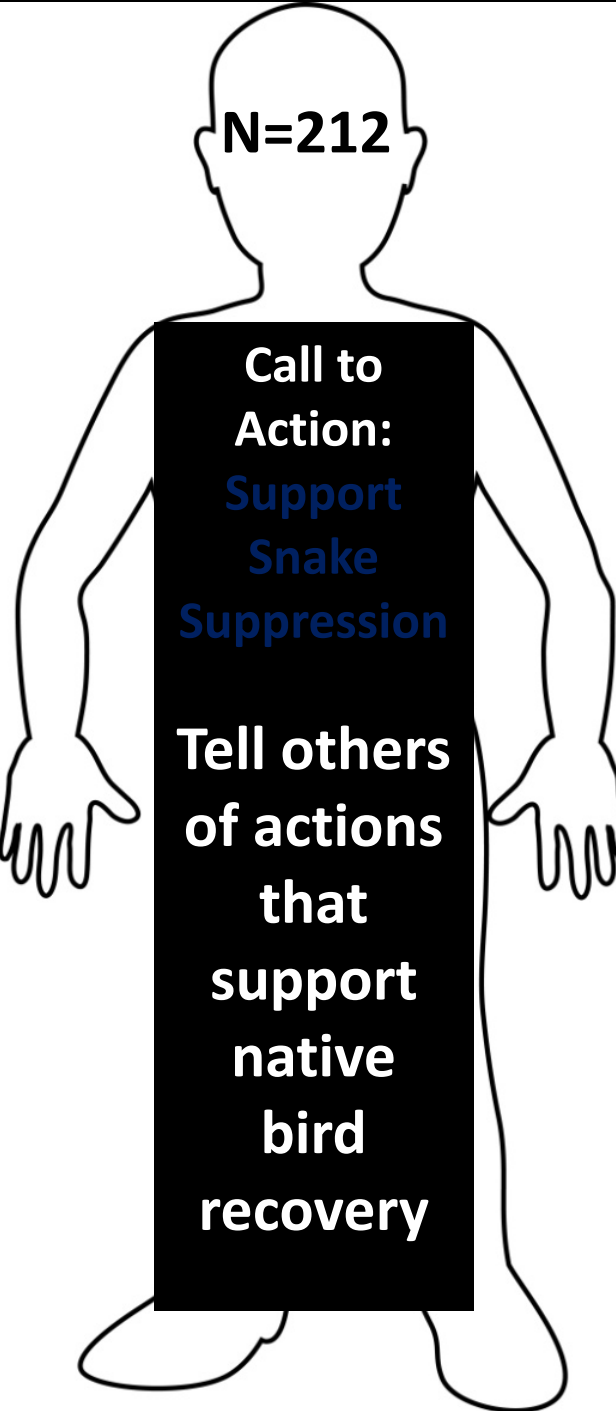
Threat
Reduction

Interpersonal
Communication

Behavior
Change

Conservation
Result





N=212

**Call to
Action:
Support
Snake
Suppression**

**Tell others
of actions
that
support
native
bird
recovery**

think

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

feel

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

talk

Majority talked about BTS eradication or reducing populations.

- Pre-data: 65% lethal management

do

Tell others about the benefits of snake suppression and what they could do about it.

Pre-data: 63% N/A

Rare's Theory of Change



Conservation
Result



90%

Kill
birds

42%

Invasive

69%

Negative
feelings

65%

Lethal
mgt

69%

N/A

Threat
Reduction

**Target
audiences:**

**Landowners
Youth
Mayors
Professionals
Community
Chamorro
groups**

think

Media outlets

- 33% newspaper
- 22% news/media
- 5% TV



feel

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
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groups**



do

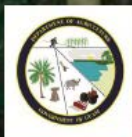
- Cocos Island guided tours - mixed
- Partnerships - mixed
- Brown treesnake control workshops – mayors
- Presentations, events, conferences, etc.

**Target
audiences:**

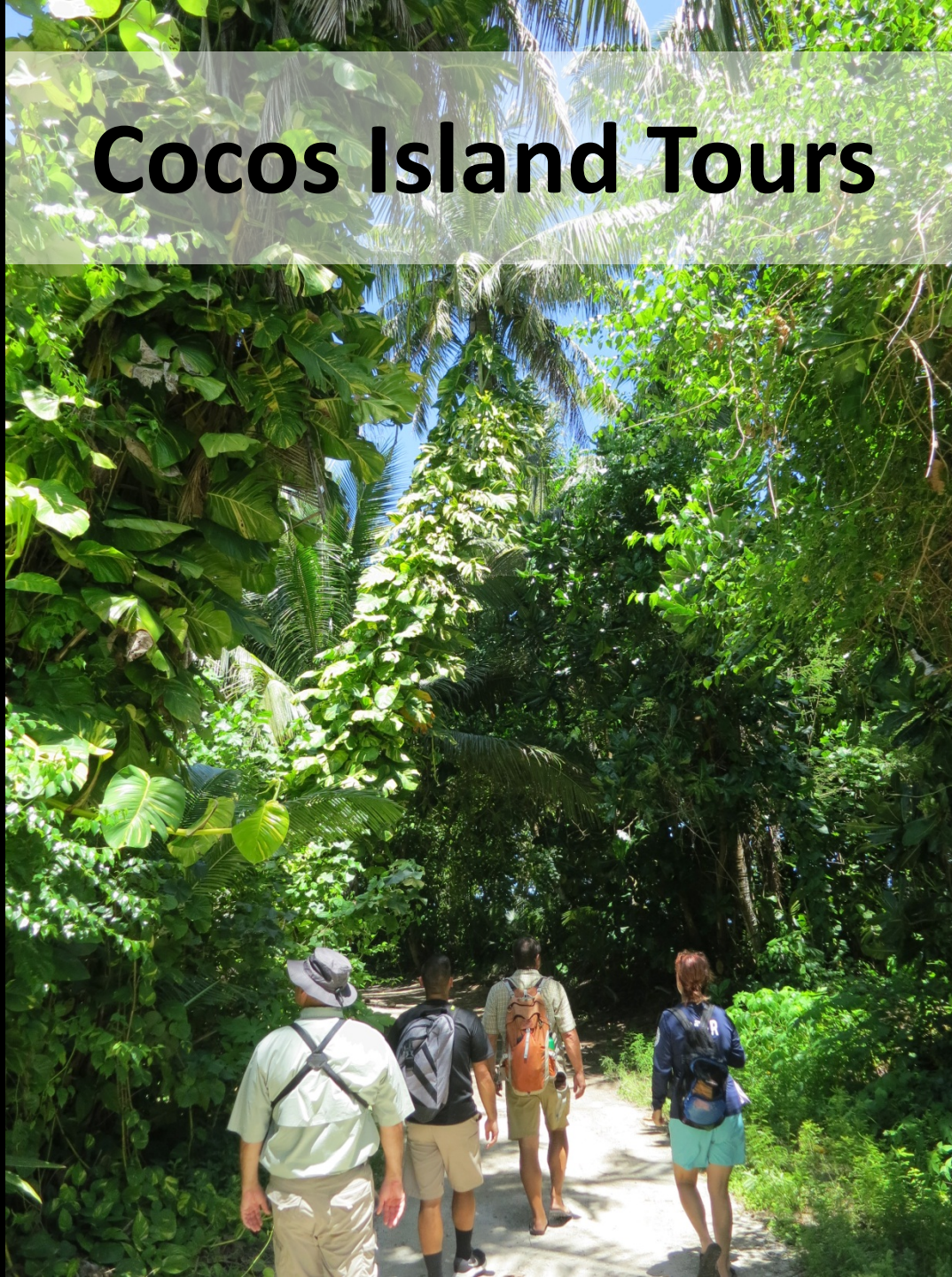
Landowners
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**Building Guam's Riparian
Ecosystems for Guam
Micronesian Kingfishers!**

Division of Aquatic and Wildlife Resources
Jane-Marie Dia



Cocos Island Tours



Disney Wild Animal Kingdom



Brown treesnake control workshops



USDA control tools and technology



Wildlife Services
NWRC
National Wildlife Research Center

How can you help?



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