



Guam's Public Outreach & Education Efforts

Island Pride Campaign

- A multi-agency / organization effort.
- Promotes environmental awareness.
- Promotes environmental stewardship.
- Educates the general public.

Island Pride Campaign

- Develop Partnerships
- Government of Guam – GEPA, GCMP, DAWR, Forestry, WESTPAC Fisheries Council, UOG Marine Lab, DOE, GVB, Office of the Governor, etc...
- NGO
- Private Companies – GHRA, Pepsi Co., UnderWater World, Market Wholesale, Guam Chamber of Commerce, & PDN

Environmental Awareness



Environmental Education



Island Pride Events

- **Mañahak Run**
- **Kids Fishing Derby**
- **Sleep with the Sharks**
- **Earth Day**
- **Liberation Day**
- **Fisherman's Festival**



Mañahak Run





Earth
Day

Fisherman's Festival & Tree Planting



Man, Land & Sea Newsletter

- Quarterly newsletter
- Promotes environmental education & awareness
- Provides environmental tips
- Distributed to public & private sectors and Guam schools

MAN, LAND & SEA
News of Guam and Her Ocean Environment

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Coral Reef Workshop Receives Positive Reviews




The Coral Reef Protection Workshop attended by representatives from the private sector, local and federal governments, the military and youth environmental clubs was well received. In cooperation with the Department of Agriculture, Division of Aquaculture and Wildlife Resources (DAWR), the Bureau of Fisheries and the Guam Coastal Management Program hosted the workshop with the intent to provide marine water recreational users on the impact of recreational use on Guam's coral reefs and increase the number of interested individuals in the field to understand how to protect the sensitive natural resources not just for the people of Guam but for future generations. In recognizing the importance of preserving and promoting the coral reefs, participants requested official recognition of getting the message out to the public. Our way was to advertise on print and television media. In addition to the workshops, attendees from George Washington High School, Marine Mania, Awelele Middle School participated in a roundtable discussion with Governor Padoa-Schioppa.

As a result, relationships were formed and several groups expressed interest in a partnership with the Guam Coastal Management Program to raise awareness within the community. Contact Altagracia Aguirre, "great fun, not just a wonderful job planning and executing a wonderful and beneficial event."

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What In The World Is This



inches, and a body covered by thousands of long, stiff, venomous spines, this starfish poses a significant risk to anyone who comes in contact with the animal.

The crown-of-thorns starfish prey on live corals, and have been linked to the decimation of entire sections of reef in Palau and Guam.



Scientific Name: *Acanthaster planci*
Common Name: Crown-of-Thorns Starfish

Crown-of-thorns starfish are found on reefs in the tropics. The crown-of-thorns starfish is harmful to both humans and corals alike. They spread out over coral and secrete its digestive juices, which kills the coral.

These dangerous sea critters have about 4 to 23 arms and the spines are extremely sharp that it can easily slide through skin and most gloves without much pressure.

With a maximum diameter of about 20

Photo by Dave Burdick

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Guam Coastal Management Program
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GCMP Donates Lifesaving Gear

Protecting Guam's coral reefs as well as the lives of others are some of the main goals of the Guam Coastal Management Program (GCMP). And for this reason, lifeguards from the Department of Parks and Recreation (GCMP's network agency) receive life saving equipment donated by the Guam Visitors Bureau (GVB) and GCMP. The lifesaving gear included a kayak, with oars, rescue boards, fins, first aid kit, bull horns, and flares.

According to Evangeline Lujan, GCMP Administrator, "Lifeguards are one of the first responders at the beach and in addition to their daily tasks of saving lives, they can easily detect any recreational misuse on Guam's coral reefs." Secondly, the lifeguards are assisting GCMP by educating the public on the importance of the coral reef and the marine environment.

GCMP is sponsoring a workshop in March on the protection of our reefs for lifeguards, dive operators, boat owners, fishermen, and other recreational users. Contact GCMP for more information on the workshop.



Guam Visitors Bureau
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Department of Parks and Recreation officials and lifeguards receive the lifesaving equipment from GCMP officials Evangeline Lujan (center) and Walter Torres (right). From left: Pepe Villagomez, Greg Plasencia, Frank San Nicolas, Lujan, Chen Bantua, Terry Moberly, and Torres.

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A Night With The Sharks

December's Island Pride activity afforded an opportunity for several families to "Sleep With The Sharks" at Under Water World by simply donating reusable household goods to Guam's schools.

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What In The World Is This



feel. The poisonous fruit of this multi-branched tree is round with a size similar to that of a golf ball.

According to Dave Limstaco of the Department of Agriculture's Division of Forestry, the trunk of a Disk tree may be used for building canoes, shelves, or cabinets. This tree may also be used as a buffer in parking lots or for median plantings in the highway. Disk trees can be seen along Marine Corp Drive in Hagåtña.



Scientific Name: *Cataphyllium inophyllum*
Pronunciation: kah-oh-FILL-um EYE-no-FILL-um
Common Names: Disk Tree, Beauty Leaf

The Disk tree or Beauty Leaf is a shrubby, evergreen tree with fragrant white flowers. It grows to about 50 feet in height with a 30 to 40 foot spread. It is usually found growing near the ocean for its resistance to the salt spray and wind. Although Disk trees may grow slowly, its crown is thick with foliage and makes a great canopy for shade. The leaves of this tree are thick and glossy with a leathery

Photo by Francis LG Dizon

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Man, Land, & Sea TV Show

- Television show airs monthly
- Features environmental education and awareness
- Special segment: “What In The World Is That?”
 - Features a specific topic, i.e. marine life, plants, animals, watershed, events, etc..
 - Targets both adults and youth



Professor Kika Clearwater Campaign

Professor Kika Clearwater Campaign

- Deciding on an Icon
- Banners
- Coloring Books
- Calendars
- Theater Slide
- In-flight Video
- On all Products



Guam Environmental Protection Agency



Recycling
Project



**Thank You
and
Si Yu'us Ma'ase'**