

A large sea turtle is resting on a sandy beach. In the background, two people are standing near the water's edge. A red rope is stretched across the sand, and a black sign on a tripod is visible on the right. The text is overlaid on the image.


***OUTREACH AND RESEARCH
POLICY AND BIOLOGY
300 DAYS OF THE LANIAKEA
"SHOW TURTLES ALOHA"
CAMPAIGN***

“Show Turtles Aloha” Campaign Objective


To enhance public appreciation of the recovering Hawaiian green turtle population through respectful viewing that imparts the Spirit of Aloha to both turtles and people.



WHAT MAKES LANIAKEA SPECIAL

- **World famous surfing site**
 - **Panoramic view of the ocean**
 - **Easy access from Kamehameha Hwy**
 - **Sandy-bottom swimming cove**
 - **Sea turtles basking and foraging**
- 

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THE LANIAKEA SEA TURTLE APPEAL

Love - Curiosity - Culture

- See and take pictures of turtles in the wild
- Symbol of long life and good luck
- 'Aumākua protective family spirit for some Hawaiian families
- Food as sustenance and source of cultural identity for some Hawaiians

A showcase for sea turtle restoration
unlike any other worldwide

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RESEARCH ELEMENTS

- **Basking**
- Foraging
- Diving profiles
- Residency- site fixity
- Breeding migrations
- Growth rates
- Fibropapilloma tumors
- Fishing interactions
- Remote camera imaging

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OUTREACH ELEMENTS

Founded upon NOAA Policy Guidelines
for Respectful Wildlife Viewing

- **Web site**
- **On-site**
- **Statewide**

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GOALS OF THE “SHOW TURTLES ALOHA” CAMPAIGN

Past - Present - Future

The background of the slide is a solid blue color. At the bottom, there are several faint, concentric circular ripples that resemble water droplets or raindrops, scattered across the lower half of the page.

PAST GOAL

Significantly reduce feeding,
touching, crowding and
teasing –

Achieved

The background of the slide features several faint, concentric circular ripples, resembling water droplets, scattered across the bottom half of the blue background.

PRESENT GOAL

Maintain an atmosphere of respectful viewing for both turtles and people –

Taking place



OUTREACH AUDIENCE

- Hawaii residents
 - Tourists
 - Tour group companies
 - Native Hawaiians
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ON-SITE TECHNIQUES AND TOOLS

Sensitive to North Shore community concerns

- Presence and visibility of volunteers and noaa staff to walk and talk in the friendly role of “Honu Guardians”
- Signage: semi-permanent, portable and mainly ocean-facing
- Handouts- English and Japanese for kids and adults

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- Flexibility and goodwill
- Red ropes
- “Miniphones”
- Visitors logbook

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REASONS WHY YOU SHOULD NOT:

- Feed
- Tease
- Touch or handle
- Crowd
- Chase

Perception vs. Reality



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COMMON MISUNDERSTANDINGS

- Turtles emerging to bask
- “Sand castles” – sand flipping
- Swimming in the shallows
- Raising your head to breathe
- Parading
- Turtles are bothered by the presence of people

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WHAT THE FUTURE HOLDS FOR “Show Turtles Aloha” AT LANIAKEA

- **Build upon volunteers**
- Self-regulating positive peer pressure
- Additional language handouts
- Creative transportable signage
- Native Hawaiian organizations
- Conceive, test and fine tune
- Shifting baselines of concern

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Laniakea



Laniakea Beach *

Lauhulu

Kawalloa Beach

Kamehameha Hwy

83

Maeaea *

Lokoea

Haleiwa Bridge

Lokcea Pk

Kawalloa Dr

© 2006 Europa Technologies

Image © 2006 DigitalGlobe
© 2006 Navteq

© 2005 Google

Pointer 21°35'57.97" N 158°05'38.21" W

Streaming ||||| 100%

Eye alt 11575 ft



Protect Marine Wildlife
While Enjoying Their
Natural Beauty



Hawaii Marine Mammal
& Sea Turtle Viewing
Guidelines

PLEASE TAKE ONE

HAWAIIAN HONU

SEA TURTLE INFO

野生の
海ガメと
遊ぶ!

特別企画、超人気の人数限定ツアー! **ドリームシャトル**

元祖 ノースショア直行便!



歴史的な街「ハレ・イフ」
でのショッピング
も楽しめます!

「一生忘れられない」
海ガメと遊び癒される瞬間!

フロアがご案内する
ノースショアの
食べる・見る・遊ぶ!

堂々6時間のツアー
(全行程8時間)
11:00出発 \$48)



本誌持参で
ツアー参加の方に
ギフト進呈
致します!

☎ **739-0800** 受付9:00~21:00

ハワイレーシングツアーズ

★本場アメリカのレース観戦ツアー(\$55)も実施しています!



優雅に泳ぐ亀は龍宮城の案内役にぴったり!

**ハワイアンジュエリー
進呈**

●予約時に提示 ●ツアー参加の女性のみ ●1枚につき1名様 ●他券との併用不可 ●05年4月14日まで

Receive a free Hawaiian jewelry with a tour. Present coupon when you make a reservation. 1 coupon per person. Female participants only. Not combinable with other offer. Exp 04/14/05

**ワイルドルフィンネット
Wild Dolphin Net**
(ワイキキ送迎有り)

☎387-9356

386-4830 国際電話

● イルカと遊ぶツアー

● 営 7:00~17:00

● 休 無休

● 他 www.wilddolphin.net

某旅行サイトで、「ノースの海ガメとB級グルメブームの創始者」と評される“達人ガイド”がご案内！

1000往復
突破の実績！
野生の海ガメ
と遊ぶ！

元祖！ ノースショア・ドリームシャトル

ネット書き込みで絶賛☆☆☆☆大人気リピーター続出の決定版！
ノース専門限定ツアー・全行程優々8時間・11:00～19:00



リピーター続出！ ノース・ビギナーにお薦め！ ガイドブックに載っていない穴場を、達人ガイドがご案内！

「超人気のオリジナルコース」 **\$58**
(B級グルメ・ビーチ・海ガメ・ショッピング)

ネット書き込みで絶賛！ ノースブームの創始者と噂され、「世界のカリスマガイド」のハワイ代表としてノミネートされた、山咲尤輝の決定版、「オリジナル・ノースショア・ドリームシャトル」。

ノース・リピーターにピッタリ！
自由時間たっぷりのお気楽ツアー！

毎日、
人数限定！

「気ままにノース便コース」 **\$32**
カウカウ読者特別価格

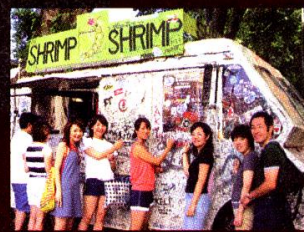
ビーチ 2 時間半、ハレイワ 2 時間でのフリータイム、他。

ワイキキ帰着時オプション：タンタラスの夜景&レナーズ
(マラサダ)→特別価格 8 ドル！

ノースショア・ドリームシャトル

お泊りのホテルまで送迎します。 受付 9:00～21:00(年中無休)

☎ **739-0800** (日本語でどうぞ)







SHOW TURTLES ALOHA

カメにエサを与えたり、
触ったりしないで下さい。

DO NOT FEED OR TEASE THE TURTLES

DO NOT CROWD.

SHOW TURTLES ALOHA

カメにエサを与えたり、
触ったりしないで下さい

RESPECT THE TURTLES

**PLEASE DO NOT CROWD,
HANDLE, FEED OR TEASE**



FEEDING MAKES TURTLES AGGRESSIVE



OTHER PEOPLE & KIDS GET BITTEN



PLEASE DO NOT FEED THE TURTLES





PLEASE DO NOT CHASE THE
TURTLES.
PLEASE STAY BEHIND THE RED
ROPE.

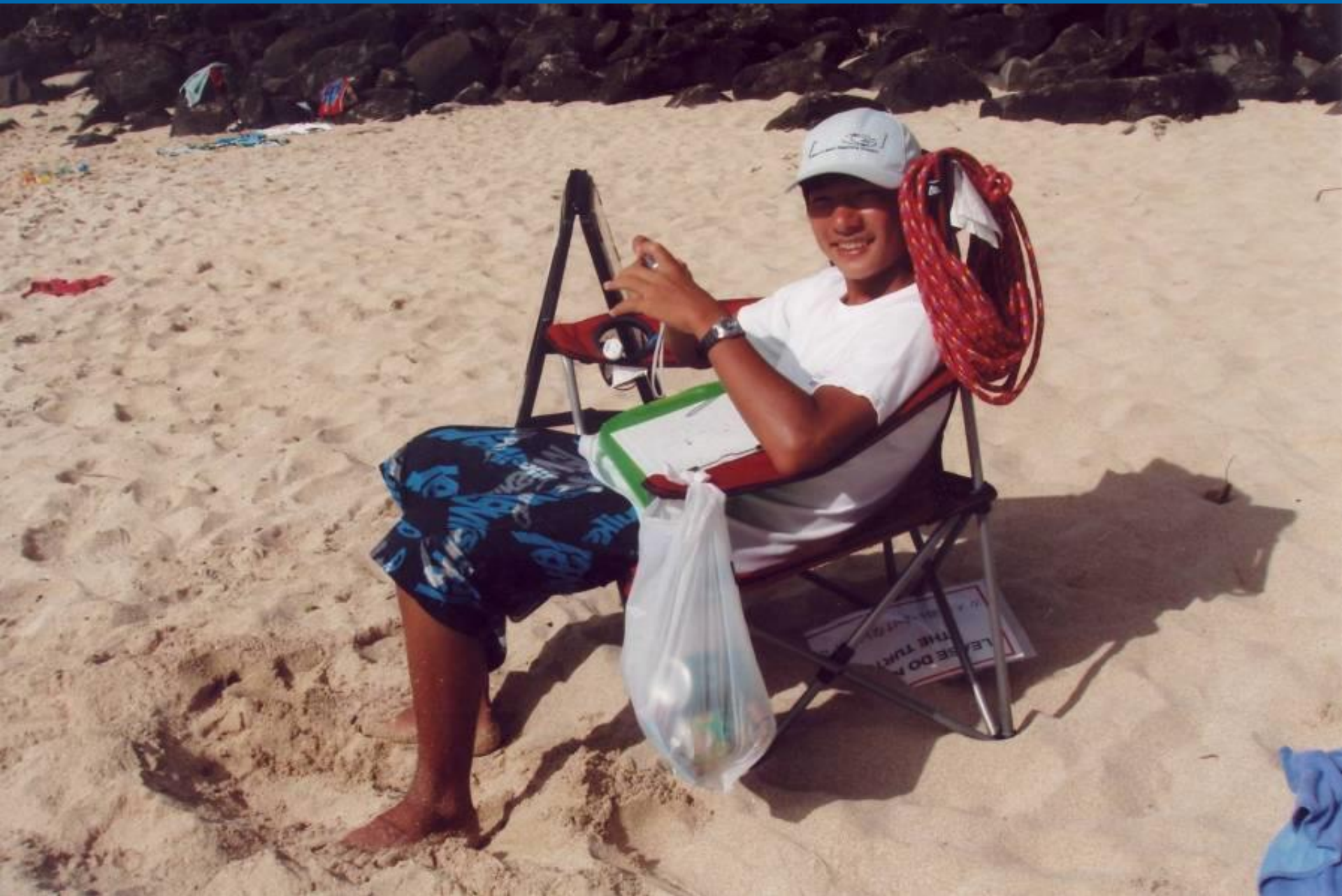


PLEASE DO NOT CHASE SEASIDE
TURTLES.
PLEASE STAY BEHIND THE RED
ROPE.





**PLEASE
DO NOT
TOUCH THE
TURTLES
PLEASE**





Free TV winner

Dave Helms, owner of North Shore TV/VCR stands with Felicidad Ratonel of Wahiawa, winner of a free 25 inch color TV (background) given away at the August 28, 2005 Once A Month Church service at Hale'iwa Beach Park. Helms said his company will donate a free TV every month for the rest of the year. At the same event, Celebrity Tuxedos donated over 70 pairs of men's formal shoes and Malama Market donated 100 pounds of chilled watermelon. (Photo by Heather Ballard)

Time for Sea Turtles?

MALAMA NĀ HONU

Seeking congenial people who would enjoy talking to beachgoers and watching over turtles at Laniakea.

NOAA Campaign
"Show Turtles Aloha"

Training provided to educate and inform the public about respectful wildlife watching.

Please call George Balazs,
NOAA Protected Species Division

983-5733



It's time to reserve your ad space in the

2005

Triple Crown of Surfing Program Guide

• 23rd Anniversary Edition •

FINAL DEADLINE APPROACHING SOON!

Ad deadline is Sept. 30

Reserve your ad space early!

- Hawaiian Pro
- World Cup
- Pipeline Masters

Published by North Shore News

637-3138





1032 favorable/non-negative/neutral
47 primarily negative



DATE	YOUR COMMENTS	NAME & MAILING ADDRESS	YOUR EMAIL ADDRESS
10/14/05	Love this little cove! This is the 2nd time I've stopped here to see the turtles. You're doing good, important work.	Chuck Barney 312 Killingsworth Vacaville Ca. 95687	Cbarney@ cc-times.com
10/14	Thank you for taking care of this beach and the turtles.	DEANNA Burden 90 Beach St Apt 4 Luling, TX 78648	Kulfolks@aol.com
10/14	THANKS FOR MAKING THE WORLD A BETTER PLACE TO LIVE!! KEEP UP THE GOOD WORK... WE LOVE TURTLES...	JOHN DESANTIS LYNN MCECLES EATONTOWN, NEW JERSEY	SOLEMAN1968 @YAHOO.COM

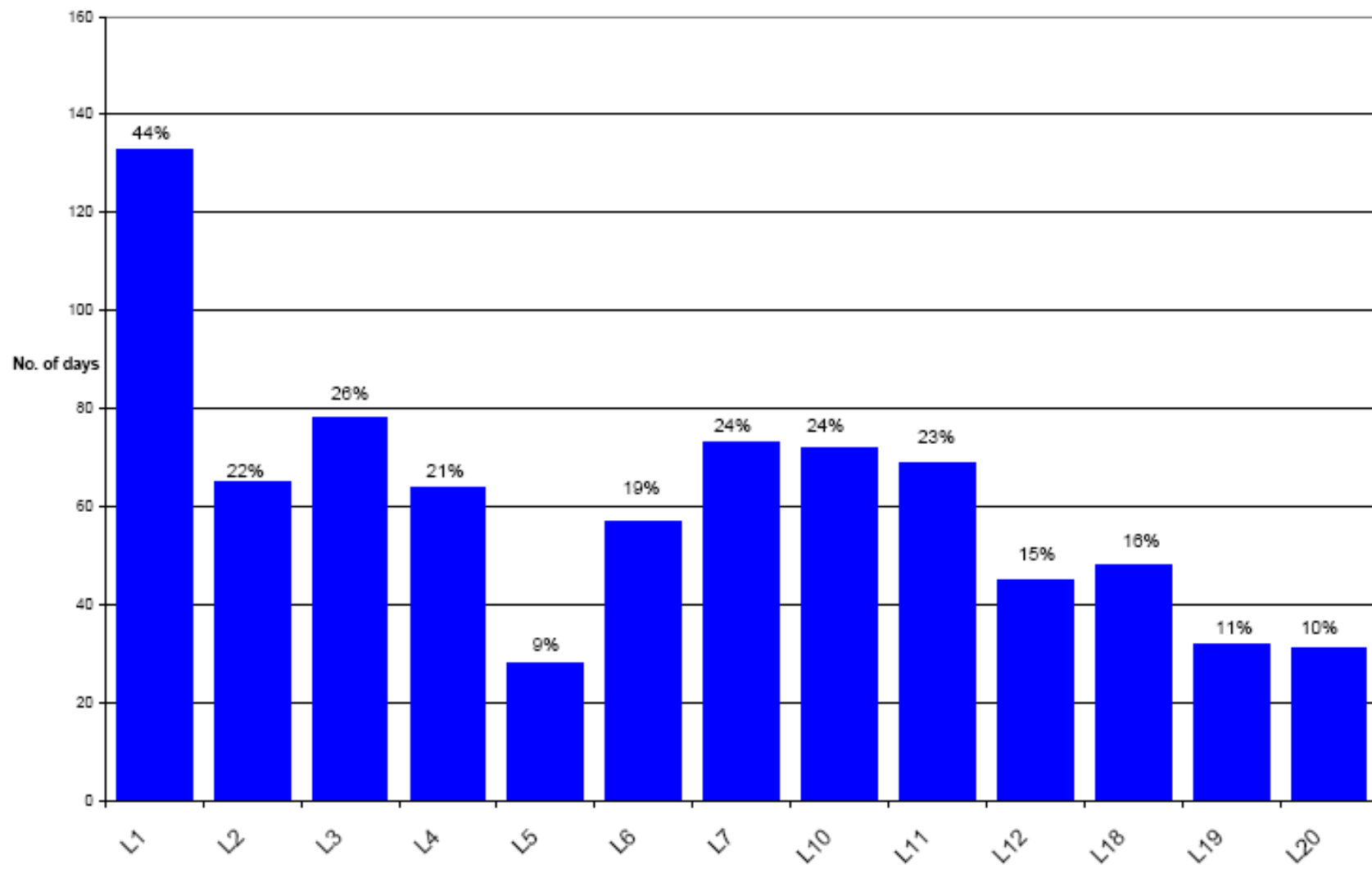
DATE	YOUR COMMENTS	NAME & MAILING ADDRESS	YOUR EMAIL ADDRESS
9/10/05	Why are people allowed on this beach when the turtles are here? how can anyone be sure they are protected?		
8/17/05	Hello, I think tour buses should be restricted from this beach to prevent major crowding		
4/5/06	No Make House, go HOME! KEEP HAWAIIAN LANDS IN HAWAIIANS HANDS!		
3-25-06	This was once a great place, you should take all your signs out of here. you are ruining the area. Get out with all the garb...	Sunset Beach	

Volunteer Here:

www.turtles.org/Laniakea

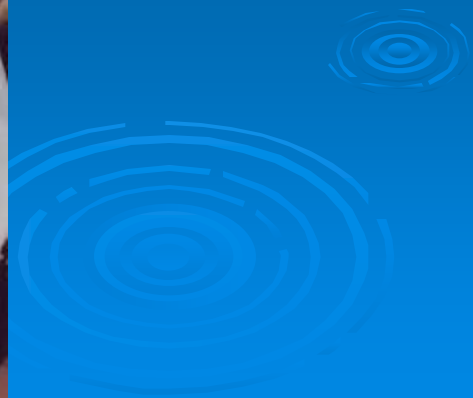


Numbers of days individual turtles were observed basking N= 300 days of observation (July 2005 to May 2006)









VISITORS STILL FLOCKING TO PARADISE IN RECORD NUMBERS

