

**Lower Hudson Partnership for Regional Invasive Species Management (PRISM) Contract
Number: 22-004**

Using Carnival Cutouts as a New Outreach and Education Method.

Final Report January 2023

Cornell Cooperative Extension of Ulster County has working on SLF Awareness in Ulster County since 202 working with local farmer and doing traditional tabling events doing outreach. We want to find a new and creative way to conduct outreach in the county. CCE Ulster will create three carnival cutouts in the likeness of spotted lanternfly (SLF) for a fun and engaging type of outreach to raise awareness of the invasive SLF. Cutouts serve as a fun way to snap a quick, memorable photo, and learn more about SLF. There will also be a QR code on the cutout for people to scan, and get additional information. CCE Ulster Staff were present to engage the public and tell them about SLF while they take a photo during the events. The public will be asked to post the photos to Instagram using the hashtags #spottedlanternflyawareness and #starnigrophoto.

CCE Ulster worked with local artist Star Nigro. Star Nigro is an award winning photographer and interdisciplinary artist. She was born and raised in Woodstock, NY. Star is the Program director for the non-profit My Kingston Kids and facilitates creative workshops for families and youth. She designed and created the original artwork on the carnival cutouts.

My Kingston Kids was given one of the carnival cutouts to put on display at their events. My Kingston Kids also puts out a guide several times a year and dedicates a full page to SLF awareness.

CCE Ulster took the carnival cutout to the following events;

- Jim O'Connell, Sr. Ag. Resource Educator and Courtney Churchill Master Gardiner Coordinator at CCEUC brought the SLF cutout to the Walkway Over the Hudson on June 5th and June 6th, they were joined by members of the USDA.
- June 10th – outreach to students and teachers at Bennett Elementary School all 120 elementary students and 9 teachers, including the principal, took photos in the carnival cutout.
- Two of the carnival cut out were on display at the Ulster County Fair. One was entered in the home arts building and received a blue ribbon and judges choice ribbon. The second was display in the Youth Building along with printed SLF information.

- NYSIPM has a carnival cutout on tour since August 8th.
- On Friday, August 26th, Jim O’Connell participated in an outreach event at SUNY New Paltz. It was orientation day for new students and local vendors set up tables with information about their organizations
- October 29th the carnival cut out was on display at the My Kingston Kids Halloween Fest that approximately 500 people attended.

CCE Ulster believes that the carnival cutout enabled us to reach individuals who would normally pass by a table with traditional information displayed and gave us access to events where typically we wouldn’t have been invited to table at. NYS IPM is still touring with a SLF Carnival Cutout and My Kingston Kids continues to display theirs.



CCE Staff Jim O’Connell and local farmer Ali Yaghoubi pose with the SLF Carnival Cutout.