

# Animal and Plant Health Inspection Service



## Report of Outreach Activity Fiscal Year 2008 October 1, 2007 to September 30, 2008

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Steve Shelor  
Assistant Director  
Program Delivery, Outreach and Compliance  
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Date

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Anna P Grayson  
Director  
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Date

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## **APHIS Outreach Program**

Outreach is a critical part of the Animal and Plant Health Inspection Service (APHIS) civil rights program. APHIS conducts outreach at the local, state, regional and national levels to ensure that information on its programs and activities is widely disseminated and available so that all potential beneficiaries have the opportunity to participate in those programs and activities. The review, monitoring, and reporting of outreach is coordinated by the APHIS Civil Rights Enforcement and Compliance (CREC) staff. For coordination and reporting purposes, outreach is categorized in three components, Educational, Program Delivery, and Communicating APHIS Program Information to the Public/Stakeholders.

Educational outreach is achieved in part through APHIS' long-standing and active involvement with scholarship and intern programs, including the USDA/1890 Scholars Program, a partnership between USDA and the 1890 Historically Black Colleges and Universities (HBCU), and the Hispanic Association of Colleges and Universities (HACU) intern program. APHIS is also committed to working with elementary, middle and high schools throughout the United States; participating in career and science fairs and sponsoring events.

Program Delivery outreach is primarily conducted through the many APHIS field locations throughout the United States. APHIS personnel participate in numerous events and activities in each state to ensure that information is available to the public and state and local governments. One such program that has been aggressively promoted is the National Animal Identification Program, with substantial outreach to stakeholders including Native American Tribes.

Outreach is also accomplished thru Communicating APHIS Program Information to the Public/Stakeholders. APHIS' Legislative and Public Affairs program office has conducted numerous campaigns via the APHIS website, publications, newspapers, informational pamphlets and public service announcements. Public information has been provided in different languages to ensure the distribution across numerous groups and communities.

This report includes highlights of Educational, Program Delivery, and Communicating APHIS Program Information to Public/Stakeholders outreach during Fiscal Year 2008, covering the period October 1, 2007 to September 30, 2008.

### **Report Summary**

**Educational Outreach:** During Fiscal Year 2008 APHIS Ag-Discovery programs were implemented on six university campus. Ninety-four students from across the U.S, between the ages of 12-17, participated in the program. APHIS provided funding of \$184,421 to deliver six programs. More than 80 APHIS employees volunteered as mentors and tutors at over 30 elementary, middle, junior high and high schools the Partnership In Education (PIE) Program. APHIS spent more than \$100,000 for eleven scholars attending nine 1890 Historically Black College and Universities. APHIS supported three Public Service Leadership Scholars and continued its long standing partnership in the Washington Internship for Native Students (WINS) by sponsoring six interns with funding of \$58,400. APHIS employees across the U.S volunteered at numerous other educational outreach activities, working with thousands of elementary through college age students.

**Program Delivery Outreach:** APHIS' outreach program objectives to improve the delivery of programs and services to existing and underserved customers was clearly demonstrated through partnerships with Tribal Nations including providing funding of \$1.7M to implement programs such as the National Animal Identification System (NAIS), Chronic Wasting Disease (CWS), Noxious Weeds, Emerald Ash Borer, and Tuberculosis. APHIS worked closely with the National Congress of American Indians, Indian Nations Conservation Alliance and American Indian Higher Education Consortium to identify and provide solutions for issues affecting Tribal Nations. The APHIS Native American Working Group (ANAWG) is supported by representatives of all major APHIS program areas and actively participates in outreach efforts to improve the delivery of programs and activities to Tribal Nations.

**Communicating APHIS Information to the Public/Stakeholders:** All APHIS programs areas and office place a high priority on communication to keep customers and stakeholders informed via newsletters, fact sheets, newspaper and radio advertisements, town hall meeting, websites and participation in county and state fairs. Leading that effort is APHIS' Legislative and Public Affairs (LPA) office via their programs designed to provide information to current and potential beneficiaries of APHIS programs. These include campaigns to reach hunters and bird-watchers to support wild bird sampling to help monitor for Avian Influenza (AI); backyard poultry producers to monitor for highly contagious poultry diseases. LPA also worked to provide over 150 Future Farmers of America and 4-H clubs with "fair packages" to enable those clubs to distribute information at state and county fairs. The campaign to promote the National Animal Identification System featured a partner collaboration website and Community Outreach Event. The Asian Longhorned Beetle (ALB) programs included advertising in mass transit vehicles and stations and providing a curriculum for use with elementary school students.

**APHIS Mission**

To protect the health and value of American agriculture and natural resources.

**APHIS Outreach Mission**

Enhance and expand opportunities for current and potential beneficiaries to participate in and benefit from APHIS program and services.

**APHIS Outreach Vision**

Be a leader at USDA and among Federal agencies in delivering programs and services in the most equitable manner to all current and potential customers.

**Outreach Program Objectives**

Improve the delivery of programs and services to existing customers.

Develop and increase program delivery outreach efforts to under served customers.

Ensure that internal policies, practices and systems support fair and equitable delivery of programs and services.

Ensure that managers, supervisors and employees are accountable for program delivery outreach.

**Reporting Categories**

Category 1 - Educational Outreach

Category 2 - Delivery of Programs and Initiatives to Indian Tribes/Tribal Organizations

Category 3 – Communicating APHIS Program Information to the Public/Stakeholders

## **APHIS Program Area/Office Functions**

### **Animal Care (AC)**

AC provides leadership in establishing acceptable standards of humane animal care and treatment and to monitor and achieve compliance with the Animal Welfare Act through inspections, education, and cooperative efforts.

### **Biotechnology Regulatory Services (BRS)**

BRS regulates the field testing, movement, and importation of genetically engineered (GE) organisms that are known to be or could be plant pests. BRS issues various types of permits for each of these activities. The BRS compliance program inspects, audits, and oversees activities under the permit process. BRS also evaluates petitions for deregulation to ensure that products being considered for removal from regulation do not pose a threat to U.S. agricultural or environmental health.

### **International Services (IS)**

IS provides internationally-based animal and plant health expertise that enhances USDA's capacity to safeguard American agricultural health and promote agricultural trade.

### **Legislative and Public Affairs (LPA)**

LPA works to achieve understanding and support for APHIS programs and policies by establishing and maintaining mutual lines of communication with people who are interested in or need to know about those programs and policies.

### **Marketing and Regulatory Programs-Business Services (MRPBS)**

Marketing and Regulatory Programs-Business Services (MRPBS) plans and provides resource management and administrative services to support APHIS objectives in the areas of budget, finance, human resources, information technology, procurement, property management and related administrative services. Primary responsibilities include developing administrative management policy and procedures, implementing and operating administrative servicing systems, providing administrative support to agency units and programs, and evaluating agency administrative systems.

### **Plant Protection and Quarantine (PPQ)**

PPQ safeguards agriculture and natural resources from the risks associated with the entry, establishment, and spread of animal and plant pests and noxious weeds. Fulfillment of its safeguarding role ensures an abundant, high-quality, and varied food supply, strengthens the marketability of U.S. agriculture in domestic and international commerce, and contributes to the preservation of the global environment.

**Veterinary Services (VS)**

VS protects and improves the health, quality, and marketability of our nation's animal products and veterinary biologics by preventing, controlling and/or eliminating animal diseases, and by monitoring and promoting animal health productivity.

**Wildlife Services (WS)**

WS provides Federal leadership in managing problems caused by wildlife. WS recognizes that wildlife is an important public resource greatly valued by the American people. By its very nature, however, wildlife is a highly dynamic and mobile resource that can damage agricultural and industrial resources, pose risk to human health and safety, and affect other natural resources. The WS program carries out the Federal responsibility for helping to solve problems that occur when human activity and wildlife are in conflict with one another.

## **Outreach Accomplishments by Categories**

### **Category 1 – Educational Outreach**

#### **APHIS AgDiscovery Programs**

AgDiscovery outreach programs are designed to give students between the ages of 12-17 an opportunity to learn about agriculture, the mission of APHIS and about careers in various APHIS programs. Each summer program is facilitated through a cooperative agreement with a partnering university and is funded by one or several APHIS programs. Participating students spend two to three weeks living on a University campus and are engaged in activities that will allow them to gain experience and knowledge through hand-on labs, workshops and field trip.

APHIS Ag-Discovery programs were implemented on six university campuses. Ninety-four students from across the U.S. participated in the programs. APHIS provided funding in the amount of \$184,421 to deliver the six programs. The hosting universities were as follows: Kentucky State University held a two week program sponsored by Veterinary Services (VS); 16 students attended. North Carolina State University held a two week program sponsored by Plant Protection and Quarantine (PPQ); 15 students attended. Alcorn State University held a two week program sponsored by VS; 15 students attended. Florida Agricultural and Mechanical University held a three week program sponsored by Animal Care (AC); 19 students attended. University of Maryland held a two week program sponsored by AC, PPQ, Biotechnology Regulatory Service (BRS), Wildlife Services (WS), and Legislative and Public Affairs (LPA); 16 students attended. University of Arkansas at Pine Bluff held a two week program sponsored by PPQ, VS, WS, Investigative and Enforcement Services (IES), and Program Planning and Development (PPD); 16 students attended.

#### **Partnership in Education (PIE)**

APHIS provides up to two hours of administrative leave per week for employees to volunteer as mentors and tutors in APHIS-sponsored or American Promise related mentoring programs. More than APHIS 80 employees are participating under Memorandums of Understanding with over 30 elementary, middle, junior and high schools throughout the United States. APHIS employees participated in Dr. Seuss Read Across America Day, Career Days, special monthly lesson days, judged science fairs and expos, sponsored agriculture-related educational field trips, collected and donated food receipts for school equipment, and arranged for donation of excess computers to schools. The following are examples of related activities at educational institutions:

APHIS-MRPBS-Investigative and Enforcement Services (IES) provided APHIS career information to area high school consumer science students at their annual Northeast Arkansas regional competition. Approximately 100 students from at least ten Arkansas High Schools participated. IES investigators also served as an evaluator in the school's Verbal and Visual Presentation competition.

APHIS-PPQ-Eastern Region held career/job/informational fairs for students at the college, high school, middle and elementary school levels. These fairs were held to increase awareness of various programs such as Gypsy Moth and Emerald Ash Borer to promote an interest in science



and provide information on employment opportunities. The region also sent personnel to participate in the Kids Fun Day educational activity at the United States Botanic Garden. This event provided education activities, materials and lesson plans for invasive weed related topics.

A Cooperative program between APHIS/Veterinary Services and North Carolina State University provides minority students with opportunities for exposure to aspects of veterinary medicine and regulatory veterinary laboratory diagnostics, thus enhancing their prospects for gaining admission to colleges of veterinary medicine.

APHIS-Wildlife Services continue their sponsorship of the Students through the Student Career Experience Program (SCEP). Four New Mexico University students participated in summer internships assignments. In addition, a new agreement with the University of Arkansas, Pine Bluff will provide additional SCEP opportunities in the future. Wildlife Services participated in career fairs at the following universities. Purdue Agriculture Career Day, Indiana; Michigan State University; and Central Michigan University. In addition, Wildlife Services' National Wildlife Research Center (NWRC) provided support for 68 students at 23 universities. Students' studies focused on information and methods development to resolve human-wildlife conflicts. They also provided funding (\$1.8M) to universities through cooperative agreements to support collaborative research in the development of methods to resolve conflicts between human and wildlife.

### **USDA 1890 National Scholars Program**

This scholarship program represents the joint efforts of USDA and the 1890 Land Grant Universities and Tuskegee University to increase the number of students studying agriculture and related disciplines; and make students more aware of careers at USDA and agriculture in general. APHIS provided more than \$100,000 for eleven scholars to attend the following Universities: Alcorn State University (1); Delaware State University (2); Florida A&M University (1); Fort Valley State University (1); Lincoln University (1); North Carolina A&T University (2); Tuskegee University (2) and University of Maryland – Eastern Shore (1). This total covered expenses for tuition, fees, and books. The attending university covered expenses for housing and meals. In support of the scholars, the various APHIS programs covered salaries and benefits, summer lodging and travel costs associated with summer internships. The following programs had 1890 Scholars: Animal Care (2), Civil Rights Enforcement and Compliance (1), Biotechnology Regulatory Services (1), Policy and Program Development (1), Marketing and Regulatory Program Business Services –Information Technology Division (2) Marketing and Regulatory Program Business Services –Administrative Services Division (1); Veterinary Services (1); International Services (1); and Plant Protection and Quarantine (1).

### **Public Service Leadership Scholars Program**

This scholarship program designed to promote public service and to provide access to higher education for undergraduate and graduate students at Hispanic Serving Institutions. It is administered by the Hispanic Association of Colleges and Universities (HACU) National Internship Program. APHIS had three Public Service Leaders Scholars; one each working Plant Protection and Quarantine, Legislative and Public Affairs, and Policy and Program Development.

### **Washington Internships for Native American Students (WINS)**

This program offers students of sovereign American Indian, Alaska Native, and Native Hawaiian (AI/AN/NH) nations the opportunity to build leadership skills while living, studying, and interning in Washington, DC through American University. APHIS continued its long standing participation in the WINS program by sponsoring six interns with funding of \$58,400. The six interns worked in the following program areas: one each in Biotechnology Regulatory Services and International Services, and four in Plant Protection and Quarantine.

### **Other Educational Outreach**

VS initiated the development and provided (funding) of the following projects with Iowa State University; 1) Industry specific response manuals for swine and dairy and illustrated operational guides for biosecurity and cleaning and disinfection (\$384,400); web-based module on volunteering and deploying for the National Animal Health Emergency Response Corps (\$59,400); 3) website for delivery and tracking of National Animal Health Emergency Response Corps training (\$139,700), and 4) National Animal Health Emergency Management System (NAHEMS) guidelines, web-based modules, and tactical field manuals for the NAHEMS and NAHERC. (\$299,200).

VS also completed agreements to with several other colleges and universities including providing funding to: 1) University of Minnesota- \$693,606 to facilitate national preparedness for animal health emergencies; 2) Colorado State University-\$140,200 to support foot-and-mouth disease scenario/analysis work, and 3) University of Georgia-\$350,000 to develop and evaluate data relative to disease relationships that may simultaneously involve wildlife, domestic livestock, and poultry; and be constantly prepared to respond to emergency situations involving foreign and domestic threats through the Southeastern Cooperative Wildlife Disease Study.

VS assisted in the 4-H poultry project across the state of Kansas through Avian Influenza and Salmonella pullorum-typhoid testing of poultry. Biosafety and disease eradication were discussed with over 400 4-H participants.

PPQ supported a two week Summer Internship for Native American teenagers "Safeguarding Natural Heritage: Tohono Land Connections" through a cooperative agreement with the Tohono O'odham Community College.

AC field inspectors and regional office and headquarters staff participated in more than 39 Career Fairs at colleges and universities, high schools and middle schools.

BRS organized a collection for school supplies for the students of New Orleans, Louisiana in July and August 2008 in an effort to help replenish the schools affected by the Hurricane Katrina disaster.

BRS attended the Biology and Biomedical Sciences Career Workshop at Washington University in May 2008. This workshop was held in part to expose graduate students to diverse career paths in biology and biomedicine. Approximately 100 graduate and undergraduate, post doctorate students the University attended. Also in attendance were graduate student office personnel and advisors.

IES and PPQ participated in a summer academic/enrichment program offered to high school juniors and seniors at Prairie View A&M University, Prairie View, Texas.

An IES Investigator and representatives from PPQ and VS participated in the Murray State University (MSU), Murray, Kentucky, 2008 Agriculture Career Day.

VS participated in over 100 outreach events, career fairs and national conferences across the United States to bring awareness to employment opportunities and helped organize and train approximately 140 veterinary students at the Ohio State University College of Veterinary Medicine through an interactive case scenario veterinary accreditation orientation.

## **Category 2 - Program Delivery**

### **Native American Program Delivery**

APHIS partnered with Indian Tribal Leaders providing Federal Assistance in the form of MOUs in the amount of \$1.7M for Implementation of the National Animal Identification System (NAIS), Chronic Wasting Disease (CWD), Emergency Program Support, Emerging Plant Pest, Emerald Ash Borer, Tuberculosis, Viral Hemorrhagic Septicemia, and Animal Welfare.

PPQ Tribal Liaison provided significant levels of cooperation with Native American Tribes and officials on a variety of programs and issues including:

Each Emergency Program New Pest Guidelines now includes a one-page summary relating to the relationship between the federal government and tribal governments and provides guidance on land access, government-to-government consultation, and contacting the tribal liaison.

Assisted the Riverdale and California State Office staffs in preparing consultation contacts for changes to *Phytophthora ramorum* regulations (compost rule) affecting California and Oregon tribes.

Participated with State Plant Health Directors from Montana and Wyoming and attended the Montana/Wyoming Tribal Leader's Council Meeting in Billings, Montana in February 2008. Participants promoted the execution of a Memorandum of Understanding for plant health emergency preparedness and response between individual tribes and PPQ. This represents an on-going effort to introduce tribes to plant health issues and the first presentation before a tribal leadership body. The Montana Wyoming Indian Stockgrowers Association assisted PPQ in engaging Montana and Wyoming tribal leaders.

Assisted the Arizona State Director's Office in preparing Arizona Onionweed Eradication Program communication and consultation information for tribes.

Provided guidance to Emerald Ash Borer staff on cross-border contacts with the St. Regis Mohawk Reservation, Akwesasne community which straddles the U. S. Canadian border and encompasses two New York counties and two Canadian provinces.

Assisted APHIS Agreements Staff in developing a draft MOU template for use between tribal conservation districts and PPQ. This template was requested by the Indian Nations Conservations Alliance and will be used between PPQ and Tribal Conservation Districts and their respective Tribes. The agreement template focuses on mutual respect and protection of natural resources, communication, and information sharing. The advantage of establishing MOUs is that relationship is forged well before plant health events.

PPQ Tribal Liaison also provided advice to Plum Pox Project Director about contacts with New York tribes and the consultation process.

WS – National Wildlife Research Center scientists collaborated with the Navajo Nation to test the effectiveness of GonaCon™, an immuno-contraceptive vaccine on feral dogs. This collaboration also involved the WS National Rabies Program and the Centers for Disease Control and Prevention. The goal of the study was to determine whether feral dog contraception-rabies vaccination efforts could reduce rabies transmission in feral dog populations on the Navajo Nation.

Maine WS personnel worked with the Penobscot Indian Nation and the Passamaquoddy Tribe of Maine to develop a cooperative partnership for conducting avian influenza surveillance in wild birds. The two Maine tribes will receive funding for conducting avian influenza surveillance in cooperation with Maine WS on tribal lands.

VS Tribal Liaison was able to enhance surveillance activities by identifying new ways to partner with various tribal organizations. Organizations representing from 15 to 56 tribes were utilized as mechanism to deliver information to a broader audience much faster with a greater “trust factor” and at a savings. The Liaison was able to develop a new partnership with the Great Lakes Indian Fish & Wildlife Commission, through a cooperative agreement to assist several tribes in the Midwest with their surveillance activities.

Tribal Liaison has been successful in partnering with repeat tribes to assist in outreach and training on the National Animal Identification System Program to the Confederated Salish & Kootenai Tribes of the Flathead Reservation. They have also agreed to help USDA conduct NAIS training and gather information about the status of NAIS implementation of the tribes in Montana & Wyoming. Another partnership was developed with the South and Eastern Tribes, who will also assist USDA with NAIS outreach training with its member tribes. They will also help tribes develop emergency response plans to respond to plant and animal emergency issues. An agreement was developed with USWT Inc, a firm that will work with five tribes to develop emergency response plans to respond to both plant and animal emergencies. The Tribal CWD Surveillance Program has significantly grown over the past few years with 49 Tribes being offered funding during this fiscal year. NAIS training was delivered in the following states: Washington, Idaho, Oregon, North Dakota, South Dakota, Montana, Wyoming, Nevada and Oklahoma. Five new tribes participated in the Emergency Preparedness Program.

#### **Tribal Liaison Events/Meetings/Activities**

The APHIS Native American Program Delivery Manager (NAPDM) attended the following meetings and conferences in tribal country: The National Congress of American Indians; Intertribal Agriculture Council/Indian Nations Conservation Alliance. These meetings included

presentations and discussions with members of Indian country introducing APHIS programs and are described in more detail as follows:

Hosted a 2-day workshop in Riverdale for managers and supervisors dealing with tribal officials in their work. This training is expected to be replicated during FY09 in Raleigh, North CA and Fort Collins, CO.

Met with chairman of the Nez Perce Tribe at his request to facilitate the switching over the funding process for the tribe's biocontrol agents facility from earmarking process to a normal competitive cooperative agreement. She also participated in a Plant Protection and Quarantine (PPQ) program review of the Nez Perce biocontrol agent facility onsite.

Began laying the groundwork for cooperation between the Yakama Nation and three neighboring tribes in Washington, Oregon, and Idaho on the subject of population control for their feral horses. This issue emerged when she attended the Affiliated Tribes of Northwest Indians' meeting in September 2008 and heard a presentation by the Yakama big-game biologist on this subject. The NAPDM is attempting to broker a support arrangement involving Wildlife Services and Veterinary Services to help the tribes capture, sterilize, and/or euthanize their excess horses, which are destroying rangeland forage to the detriment of livestock and wildlife.

Devised a new protocol for handling drop-in or preplanned visits by tribal officials who want to meet with top APHIS management personnel from the line programs. This protocol includes holding a premeeting with APHIS managers and the NAPDM to scope out the programs' preferred response to topics being brought up by the tribal visitors. The NAPDM will then schedule the formal visit as soon as mutually convenient to all parties.

Helped the USDA's Director of Native American Programs plan and put on a bus tour of three tribal colleges on the Navajo Nation. The purpose was to give tribal-college presidents a chance to meet with representatives of all the USDA agencies and learn how the Department and the colleges can work more closely together in the future.

Edited a proposed strategic plan to strengthen cooperation between USDA and the American Indian Higher Education Consortium, a group made up of the Presidents of the 37 tribal land-grant colleges and universities ("1994 schools").

Developed a cooperative agreement to transfer funds to the Indian Nations Conservation Alliance to support its December 2008 annual meeting.

In March 2008, BRS hired a State and Tribal Liaison. Previously, the position was limited to state liaison responsibilities. The liaison officer serves as communications liaison officer between BRS, state and tribal governments, and national organizations including but not limited to regulatory agencies, environmental agencies, agricultural agencies, and national organizations representing state and tribal interests. Additionally, the liaison officer collects concerns and questions from state and tribal governments on biotechnology matters and consults with appropriate BRS staff to develop responses when necessary.

Animal Care continues to support the APHIS Native American Working Group (ANAWG) program, having multiple representatives on the working group, as well as providing technical

support for the ANAWG web site. ANAWG representatives participate in the annual national meeting for this organization.

### **National Animal Identification System (NAIS) Outreach Sessions**

APHIS continued its aggressive outreach and educational support of the Implementation of the National Animal Identification Program in Indian Country.

APHIS Special Program Manager conducted successful NAIS outreach meetings in Albuquerque, NM and San Antonio, TX resulting in the attendance of 160 Community Based Organizations members, state NAIS coordinators and APHS program personnel. At the request of Community Based Organizations, NAIS discussion was added to the August 2008 USDA's Partners V Conference, a 3-day meeting of CBOs from around the United States.

## **Category 3 – Communicating APHIS Program Information to the Public/Stakeholders**

### **Public Information/Notifications**

AC responded to over 8,000 phone calls, including 600 media calls, about 9,000 letters and e-mails, and 798 FOIA requests.

The Emergency Domestic Noxious Weeds Program manager provided an article in English and Spanish abstract for the proceedings of the Weeds Across Borders trilateral international (Canada/Mexico/USA) meeting. The Program also coordinated production of pest alerts and ID cards related to the Red Palm Mite and the Pink Hibiscus Mealybug in both English and Spanish.

LPA managed several specially funded outreach campaigns on critical APHIS initiatives, including:

Outreach/education campaign supporting wild bird sampling for AI. The campaign targeted hunters and bird-watchers. Efforts included a hunter-focused advertisement that ran 21 times in five publications with a circulation of more than 700,000 subscribers. The campaign also included an advertisement focused on bird watchers that ran nine times in three publications with a circulation of 174,000, as well as the distribution of more than 100,000 wallet cards to hunters that discussed the wild bird sampling program.

Outreach/education campaign to educate backyard poultry producers on highly contagious and deadly poultry diseases. PA revamped the Biosecurity for Birds web site in April 2008 to enhance its usability and material ordering capabilities. LPA also developed a mirror site in Spanish. The sites are being promoted through the Biosecurity for Birds advertising campaign in newspapers, newsletters and magazines, as well as with a public service announcement and distributed approximately 100,000 Backyard Biosecurity calendars to stakeholders across the country. LPA is continuing its advertising through the March 2009, concentrating on hobby farm and rural electrical cooperative publications, which are proven methods for reaching the backyard poultry owner. Working with the Future Farmers of America and 4-H clubs across the country, LPA continued its county and State fair program. The chapters and clubs receive a

complete fair kit to use as they exhibit and distribute information at their local fairs. LPA distributed more than 150 "fair packages."

Emerald ash borer (EAB) campaign to increase awareness about this invasive beetle, support regulatory initiatives and encourage the public not to move firewood. As part of this effort, Lowe's Motor Speedway and Bristol Raceway included a "Don't Move Firewood" icon on their website that links to EAB information. LPA also developed a website and outreach materials specifically to support the EAB National Survey and also conducted advertising targeted at campers and others who would move firewood.

Asian Longhorned Beetle (ALB) campaign aimed at building grass roots support for the ALB program in Chicago, New York City, and New Jersey including advertising on New York and New Jersey area transit vehicles and in transit stations. Approximated 1,400 interior car cards were placed in buses operating out of bus hubs in areas where ALB quarantines exist in New York and New Jersey. Approximately 90 station posters were placed (Long Island Railroad had 45 and Metro North 45). One thousand interior subway car cards were placed on subway cars, and 120 posters were placed in subway stations. The ads ran from June until August 2008 and generated more calls to the ALB hot lines. The Beetle Busters ALB curriculum, which started in 2005 in Chicago and was updated to be useful to fourth and fifth grade teachers in 2007, continued to be used in 2008.

Campaign to promote and increase participation in the National Animal Identification System (NAIS). This campaign focused on the NAIS partners and increasing cooperation, but also included up-to-date and accurate information for veterinarians and the public. The efforts for the Community Outreach Partners included the development and launch of a partner collaboration website, a highly-successful Community Outreach Event in March 2008, and support for partnership development and maintenance. Other accomplishments include the development of Step Up to 840 materials, research/focus groups with veterinarians, and the development of a Veterinarian's toolkit.

Education and outreach campaign to slow and/or prevent the spread of viral hemorrhagic septicemia (VHS) into aquaculture facilities and from the Great Lakes areas to other waterways. A key component to the outreach campaign has been the formulation of a voluntary "educational alliance" that draws upon the extensive expertise of a number of groups with established networks in the recreational fishing and boating communities for advice and direction with the campaign. LPA produced a wallet card with disease information for anglers that is being distributed by stakeholders in the key States. LPA also conducted advertising targeting boaters, anglers, outdoor enthusiasts and aquaculturists to encourage biosecurity and awareness of VHS. As a result of educational alliance suggestions, The Center for Food Security and Public Health at the University of Iowa is developing a VHS web site with APHIS funding and input. To support outreach efforts, APHIS gave a grant to the Human Dimensions Research Unit at Cornell University to research stakeholders in the Great Lakes Region. The results will help focus APHIS' education and outreach efforts and inform the campaign's future messages and directions.

MRPBS issued two Sources Sought on March 13, 2008, in the Federal Business Opportunity (Fedbizopps) website in support of the Agricultural Marketing Services (AMS) Fruit and Vegetables (F&V) and Poultry and Livestock (P&L) Divisions. The SS was issued to promote

and increase qualified vendor-bases for contracting opportunities of commodity program contracts. Searches are extended through September 30, 2008.

WS-Texas participated in more than 20 local media outreach activities associated with the State's appropriation of \$500K in annual feral swine management.

### **Publication/Presentations/Training Sessions**

BRS translated its brochure, Ensuring Safety in the Development of Genetically Engineered Organisms, into the Chinese language. The brochure was originally printed in 2005 in both English and Spanish. The brochure shares the mission and vision of BRS and the functional program areas of BRS.

PPQ Eastern Region provided employment brochures to the L'Epee Deaf Center in Mississippi and employees in Florida took sign language classes to better communicate with hearing impaired stakeholders.

Several BRS managers and employees attended training in September 2008 on building relationships with Native American Indian Nations. The training was sponsored by the APHIS Civil Rights Enforcement and Compliance (CREC) staff. The two-day training course focused on the legal history of the relationship between the Federal Government and America's 560+ federally recognized tribes and how to deal more effectively with tribal officials in your daily work.

Animal Care employees reached out to the public in FY 2008 through the publication of scientific and animal welfare specific information. Article and book titles include: Handling Rearing Birds; Thermoregulation in California Sea Lions; The Cost of Locomotion in Indian Elephants; Petting Zoos; and Regulation of Animals in Veterinary Schools.

VS employees participated in numerous trainings, meetings, conventions, and tabletop exercises to discuss food safety, biosecurity, customs and border protection with state, federal, industry

APHIS Emergency Management Leadership Council (EMLC) developed two new sets of web pages to underscore APHIS' commitment to emergency preparedness and response, explain our roles and responsibilities, and provide information and tools to our stakeholders and our employees.

AC provided expert input into APHIS' avian influenza (AI) programs, utilizing one of our veterinarians in cooperation with other Agency and worldwide experts to reach out and educate poultry industry and other aviculture organizations on the surveillance, control, treatment, and monitoring of AI in the United States and overseas locations in Indonesia and Africa.

WS-NWRC published 115 scientific studies in 45 different professional scientific journals and proceedings ranging in disciplines; including economics, ecology, reproductive biology, chemistry, wildlife diseases, and wildlife biology. NWRC scientists made a total of 271 presentations at professional scientific forums. This effort included 27 presentations at international scientific conferences, 56 presentations at domestic scientific conferences, 35 presentations at professional APHIS forums, and 169 presentations at professional workshops,



universities, stakeholder meetings and workshops. These presentations focused on new control methods and information on invasive species, diseases as they impact human and domestic animal health.

### **Stakeholders Meetings and Conferences**

MRPBS participated in the U. S. Women's Chamber of Commerce (USWCC) Small Business Conference on March 27, 2008, providing guidance on business opportunities with APHIS.

USDA First Tuesday Association Breakfast APHIS Hosted – APHIS co-hosted an event on February 4, 2008, with the USDA Office of Small Disadvantaged Business Utilization (OSDBU) for Vendors interested in doing business with the USDA. The event promoted an exchange of technical and administrative information between the vendor and federal agencies. The speakers for APHIS were the Acting Chief Information Officer, Assistant Deputy Administrator, and APHIS Small Business Coordinator.

MRPBS conducted the 3<sup>rd</sup> Annual AbilityOne Awareness Event in January 2008. The event was conducted to promote awareness of the federally mandated program to purchase goods and services from businesses that employ people who have severe disabilities. The event year highlighted NIB/NISH new Documents Imaging initiative. There were sixteen vendors present who provided supplies and services under the AbilityOne program.

MRPBS conducted the 2<sup>nd</sup> Annual Service Disabled Veterans-owned Small (SDVOSB) Vendor recognition Day in March 2008. Twenty-one SDVOSB vendors participated and were involved in one-on-one counseling sessions. Vendors also participate in a panel discussion. This discussion provided information on APHIS' upcoming opportunities; type of skill sets required for participation, and role of APHIS project managers in the process.

AC employees represented APHIS at over 60 stakeholder meetings, and made over 40 presentations on such diverse topics as thermoregulation in seal lions, IACUC and research training, and emergency management and disaster planning were presented.

PPQ, VS and BRS Tribal Liaisons and other APHIS Native American Working Group (ANAWG) members, including the APHIS Native American Program Manager attended and participated in the following meetings and conferences: American Fish and Wildlife Society Bi-Annual Conference, National Congress of American Indians Convention, American Indian Science & Engineering Society Seminar, and Intertribal Agriculture Council/Indian Nations Conservation Alliance.

AC developed and sponsored customer-focused information meetings and training, including five Canine Care workshops, aimed at providing up-to-date information for dog breeders, whether regulated by APHIS or not. These seminars were free to the public and held at multiple locations. Training was also provided for Designated Qualified Persons needed for Horse Industry Organizations to hold gaited-horse horse shows. These sessions were also free and located in areas near major horse industry operations.

BRS sponsored a stakeholder meeting in Riverdale, Maryland on October 15-16, 2008 to provide stakeholders with updates on changes made to their risk assessment and compliance processes

over the past couple of years, including: the ePermits system; review of notifications and permits including revised NEPA analysis; reassessment of isolation distances; and respective roles of risk assessment and compliance groups.

BRS held Public Meetings for 340 Proposed Rule in order to provide additional opportunities for the public to comment on the rule governing their regulatory framework. APHIS held three public meetings, one each in Davis, California; Kansas City, Missouri; and Riverdale, Maryland. These informal meetings were designed to engage interested individuals from the public and elicit comments related to the proposed rule. Participants had the opportunity, if desired, to record brief oral comments with a court reporter or to submit comments in writing, following directions provided at the comment stations. The purpose of these public meetings was to allow the public a venue in which to interact with APHIS representatives and to allow APHIS to solicit further information from the public on the proposed rule.

BRS secured an exhibit space at the BIO International Convention in San Diego, California and used that opportunity to provide education and outreach to industry participants and others on the roles of BRS and ongoing/future initiatives. (BIO is the world's largest biotechnology organization, providing advocacy, business development and communications services for more than 1,150 members worldwide)

IES Investigator attended a Tribal Outreach Conference held in Bozeman, Montana. The tribes presented included The Blackfeet Nation, Confederated Salish & Kootenai Tribes, Assiniboine and Gros Ventre, Northern Cheyenne, Crow, Chippewa Cree, and Sioux.

IES participated in a conference with the Three Affiliated Tribes (the Arikara, Hidatsa, and Mandan) in Bismarck, North Dakota. The conference was attended by representatives from VS and the State Department of Agriculture with the topic of discussion being Tuberculosis issues on tribal lands. An IES Investigator also worked in cooperation with the Tribal Police (Sioux) regarding animal issues involving a dog dealer and slaughter horse transportation on tribal lands.

IES Investigator provided an overview and training session in APHIS activities to approximately 30 state employees of the Texas Animal Health Commission.

Investigator also provided a "hands on" overview of farm life relating to the care of livestock to approximately 30 mentally challenged adults from Abilities Unlimited in northeast Arkansas.

IES Investigators participated in numerous meetings in Utah, including: (1) the Federal Bureau of Investigation's Joint Terrorism Task Force Meeting, (2) the Utah Global Terrorism Conference; (3) the International Livestock Identification Association Annual Conference; (4) the Utah Veterinary Medical Association Meeting.

PPQ Tribal Liaison attended the Annual Conference of the United South and Eastern Tribes in Marksville, Louisiana in October 2008. He also met with members of the Natural Resources Committee and tribal leaders to discuss APHIS programs and provided information packages to tribal members.

PPQ Tribal Liaison participated in the Annual Conference of the Indian Nations Conservation Alliance (INCA) and Intertribal Agriculture Council; meeting with representatives including executive director of INCA pursuant to the development of a memorandum of understanding

template between USDA and tribal conservation districts. PPQ also met with members of the Montana Wyoming Indian Stockgrowers Association to discuss PPQ-Tribal plant health emergency preparedness MOU pilot project.

ANAWG worked in close cooperation with the Native American Fish and Wildlife Society to conduct the biannual meeting of the APHIS Native American Working Group at the same time as the NAFWS annual conference in Yakima, Washington-assisting with logistics, speakers, and other forms of support. This is the biannual conference of the ANAWG and approximately 60 APHIS employees attended. A special training session was included to provide Tribal Relations Training to all APHIS attendees.

PPQ Tribal Liaison participated with State Plant Health Directors from Montana and Wyoming and attended the Montana/Wyoming Tribal Leader's Council Meeting in Billings, Montana in February 2008. Participants promoted the execution of a Memorandum of Understanding for plant health emergency preparedness and response between individual tribes and PPQ. This represents an on-going effort to introduce tribes to plant health issues and the first presentation before a tribal leadership body. The Montana Wyoming Indian Stockgrowers Association assisted PPQ in engaging Montana and Wyoming tribal leaders. He also attended the annual conference of the National Tribal Environmental Council (NTEC). Formed in 1991, NTEC represents 184 member tribes. NTEC is well-respected by tribal governments and also respected by the United States government as a knowledgeable body on matters of tribal environmental issues. PPQ continued to work with the NTEC executive director and policy analysts in order to develop effective methods to share PPQ information with its member tribes.

PPQ Tribal Liaison participated in the following events: Emerald Ash Borer Clinic presented by PPQ's Emerald Ash Borer Project Headquarters on Brighton, Michigan, Southwest Region Native American Fish and Wildlife Society conference held in Flagstaff, Arizona, Affiliated Tribes of Northwest Indians annual conference in Pendleton, OR, Nevada Intertribal Agriculture Conference in Las Vegas, NV.

PPQ Eastern Region Staff gave a presentation at Chilean and American Chamber of Commerce, at the Port of Wilmington Chilean Fruit Stakeholders Meeting, at a meeting with Ecuadorean producers and exporters, to NPPO officials from the Dominican Republic, at a meeting of the Association of Flower Importers of Florida, to a delegation from several East African countries including Kenya, Tanzania, Uganda, and Ethiopia, to the US Virgin Islands Department of Health and Division of Environmental Health, to US Fish and Wildlife personnel and volunteers in WV on EAB, to ACE Adventure Resort Guide Meeting in WV on EAB, to the WV Conservation Agency on EAB.

The VS Center for Veterinary Biologics (CVB) sponsored the 14th APHIS Veterinary Biologics Public Meeting at Iowa State University, Ames, Iowa. There were approximately 232 attendees representing manufacturers and consumers of veterinary biological products, as well as other national regulatory authorities from the U.S. and foreign countries. Information was presented to attendees on current VS activities, including overviews of influenzas across species, regulatory initiatives, and emergency preparedness activities. A special session focused on vaccines such as pre-harvest intervention for E. coli O157:H7. Speakers from several universities, the Department of Defense, St. Jude Children's Research Hospital, Centers for Disease Control and Prevention, National Cattlemen's Beef Association, Agriculture Research Service, and the VS

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National Veterinary Services Laboratories (NVSL) provided presentations on a wide range of biologics development topics. Twelve individual information stations gave attendees the opportunity to interact with APHIS staff at poster-style displays that also covered a variety of current and emerging issues.

CVB staff attended the Association of Veterinary Biologics Companies (AVBC) and Animal Health Industry meetings. CVB staff presented information on current program activities, the National Centers for Animal Health (NCAH), and information relative to policy development for in-vitro potency assay validation.