



2012 Agriculture Stakeholder Conference
"Pests, Pathways, and Partnerships"
July 17 – July 18



Day 2 Panel Discussion:
Outreach
Plant Pest Breakout Session

Facilitator: Sarah Trujillo- (USDA-PPQ)
Note Taker: Day Two- Nicole Leonard (CBP)
Highlights: Day Two – Matthew Rhoads (USDA-PPQ)

Topic: Outreach, Communication– *How can Federal, State and private organizations identify the common outreach and communication themes on plant pests (current and future threats) between agencies and organizations to develop a road map for improvement.*

Goal: *To identify the common outreach and communication themes on plant pests (current and future threats) between agencies and organizations to develop a road map for improvement.*

Breakout Session Purpose (Day 2):

- Actively engage government and industry representatives.
- To discuss new ways to communicate the importance of pest exclusion
- To discuss how we can improve communication between government agencies and industry.

Notes – Day Two:

Questions presented to the group by facilitator:

- What is working well with communication and outreach efforts?
- Ideas for improvement and best practices

What's working well?

- Personal relationships. State Plant Health Directors and CBP agriculture liaisons build lines of trust.
- APHIS PPQ alerts of newly detected pests and diseases.
 - Must provide context for these alerts and avoid constant 'pinging'
 - Not as useful from a general public point-of-view. Missing alerts if don't check off all of them on the stakeholder registry.



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Areas of improvement:

- When there is a new technology to be introduced and implemented into inspection protocol, has to be vetted through stakeholders and operations CFA to ensure that it runs smoothly.
 - Include in outreach to stakeholders
 - Fast-track approval process. For example, cheaper IFA chemical treatments still in approval process 5 years later.
 - Try to vet processes/new technologies during slow/off seasons.
- Include registry of pest risk committee members. Include more people from different agencies, industry, and other interest groups. By knowing who is on each committee, will know who else to add.
 - Include stakeholders in pest risk committees?
- Outreach supporting the case of having phytosanitary programs in the first place.
 - How do you persuade the media/decision makers that you need to do more if you don't tell them where the problems are?
 - Accurately define the problem (especially when it comes to lobbying and asking for funding) and set reasonable goals.
 - Avoid inundating the public with information about the newest pest. Craft your message and choose your audience wisely.
 - Boxwood blight: example of cooperation between NPB, government, stakeholders, and researchers.
 - Need to strategically target outreach audiences.
 - Find ways to relate problems at a universal level/relate to big picture.
- Overlapping messages—link all existing public outreach products.
 - CBP AM radio for those crossing the Mexican border—opportunity to include HungryPests
 - Reinforce a unified message through various venues.
- Appoint task force to identify all those entities which create risk and craft effective, personalized messages for those groups.
- Articulate the role of land grants and extension systems and build their capacity to play a bigger role.
 - “army of eyes” and portal to APHIS/CBP
- Bring in industry earlier to achieve buy-in
- Create guides to share at workshops for regulators to meet industry to talk about concerns in advance of problems
- APHIS has a lot of information at a high public value—how do you inform the public without jeopardizing trade issues?
 - Form a different body to translate information and disseminate to the public.
 - Hire a grad student, assign a project



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New ways to communicate importance of pest exclusion:

- Expanding shores/communications across borders
- Utilizing social media: Facebook, Twitter, apps. Have to make communication smart, sexy, and funny. How do you make it relevant to general public?
- Is this our charter? Should we just be regulators and utilize extension and other sources for outreach and prevention?

How to improve communication across government agencies:

- Make data more accessible to the right people. Share information. Getting out of established circles and dedicate resources to getting people engaged who have public affairs/communications backgrounds.
 - Must maintain data accuracy.
- Analysis of different sectors of regulated community and tailor your outreach accordingly (knowing offenders, oblivious offenders, compliant)
- Need to know the exact location of an offender instead of just a ZIP code. Why is some information so secretive?
 - Change congressional statute.
 - *From CBP*: What information on the AEA’s would you like to see?
 - Repetitions, expansion of AQI system, feedback from SITC/CBP
 - If repeat violator: address, commodity, country of origin

END