

## PPQ COMMUNICATIONS PLAN (Rev. 10 Feb 2006)

Legislative and Public Affairs recommends the following plan be adopted to increase public, organizational, and industry (i.e. nurseries and seed companies) awareness of Federal noxious weed regulations, specifically the regulations concerning the interstate movement of FNW.

### Audiences

- Department of Homeland Security (DHS)
- Nurseries and Seed Companies/Industry
- Trade groups
- Professional associations
- General public

### Goals

- To guide the transition of the port inspection function from PPQ to DHS
- To market and increase awareness of PPQ program activities relating to noxious weeds
- To establish formal linkages and cooperative strategies with other Federal, State, and local weed programs
- To reduce the interstate movement of FNW through audience education

### General Outreach Materials

- Noxious weed identification pocket deck
- Brochure: A small color brochure containing interstate movement requirements and a list a restricted items with accompanying photos.
- Poster: A large poster for public distribution that can also be used as a tabletop display.
- Pest Alerts: A series of pest alerts on FNWs. A list of FNWs will be provided

### Distribution

- PPQ will provide a list of specific audience members for distribution
- Affected States and counties will be provided materials
- Professional and trade groups will be provided materials