

Questions and Answers with Communication and Outreach Presenters

Patty Douglas: Forest Pest Outreach and Survey Project

Q. Kristian Rondeau: Tell me more about the Google Sharing site.

A. Someone on the project set up the site and Patty can grant access.

Q. Carol Holko: Were land grant schools involved in the Forest Pest Outreach and Survey Project?

A. Not by cooperative agreement, though there was some participation.

Q. Larry Bledsoe: How was volunteer motivation maintained?

A. Email updates with status of forest pests were sent to volunteers. It was more difficult to motivate volunteers in the second year of the project.

Jennifer Forman-Orth: Organize an annual or bi-annual survey event, schedule a survey time as part of another outdoor event.

Q. Amanda Hodges: Were volunteer email addresses compiled into a common list?

A. Each state maintained a separate list of their volunteers.

Comment by Carl Etsitty: Engage veterans in survey activities. They are commonly living in rural areas. Their military training prepares them to follow survey protocols. Survey activity is therapeutic for veteran and they have shown an interest in agriculture.

Q. David Kaplan: How can success of outreach be measured? Nature Conservancy has used polling, but it is expensive. Metrics are needed.

Helmuth Rogg, Oregon Firewood Outreach

Q. John Kaltenbach: How did Oregon run their firewood exchange?

A. The idea was that the firewood that was turned in would be safely transported to a location to be analyzed for pests. In the first year the wood was inadvertently burned. Local wood is provided in exchange for the wood that was turned in.

Q. Greg Watson: Expand on 'best practices' for firewood outreach.

A. Don't bring firewood into Oregon. Practically, it is necessary to have rules that distinguish between the local producers and the remote commercial operations.

Q. What was the cost of the exchange program?

A. Determined by survey that most campers consider \$2:00-\$4.00 is an acceptable cost for a small bundle of firewood.

Gary Carpenter, A Tale of Two Moths

Q. Joel Floyd. With the LBAM backlash PPQ geared up for web 2.0. Are there measures for the success of these efforts?

A. Counts of site visits are available. Radio and TV ads got good press. A good measure is not known.

Q. Helmuth Rogg. Gary Carpenter stresses staying on message when responding to public resistance to an eradication program. What was the APHIS message in LBAM controversy? Helmuth advocates using credentialed scientists to counter pseudo scientists. The Multiple Chemical Sensitivity activists seem to have won despite clear evidence that they were misrepresenting their sensitivity.

A. The moth is spreading within CA but not through agriculture. The populations have not reached the high density that can be observed in New Zealand and Australia. LBAM has not spread outside of CA.

Jake Hegeman, Stakeholder Communications

No Questions



Panel Discussion with Presenters

Tom Chanelli offered a response to Dave Kaplan's question, 'How can outreach impact be measured?' Outreach efforts must define the expected impact. Awareness? Active looking and reporting? The FPOSP asked volunteers to commit to look for pests and send information. 85 organizations were engaged. 170 individuals reported back. A list of suggestions for program improvement was compiled. When the outreach programs have been modified as suggested the engagement and reporting numbers can be compared with those above.

Patty Douglas: FPOSP plans for project coordinators to collect metrics from trained volunteers.

Margaret Kelly: All stakeholders must be educated about the importance of agriculture. It's about perception. Science is undervalued. Bed bug infestations are raising public opinion of pesticides.

Amanda Hodges suggests engaging extension in measuring changes in long term behavior.

Q. David Kaplan: How can outreach help the CAPS program do more with less?

A. Patty Douglas: John Crowe used volunteers in a Maine trapping survey. She encouraged creative approaches like setting up invasive pest displays in box stores.

Gary Carpenter: Not finding pests in traps is a measure of success. Communicate the threat to the public, preach about damage.

Q. Neil Reimer: In HI regulators have been reacting to the ‘non-traditional stakeholder’ challenge and would like suggestions for being proactive and predict the issues that will be raised.

A. Jacob Hegeman: Be talking with and listening to stakeholders, taking their pulse and creating science based, straightforward messages that respond to their concerns.

Patty Douglas: Stay informed about pests that may be coming in to your region and educate stakeholders about the risks of introductions.

Q. Bill Kaufman: How can the public be sensitized to the importance of early detection?

A. Helmuth Rogg: Make the point that it is far less expensive to find a pest early than bear the cost of an established invasive pest.

Patty Douglass: There are plenty of poster pest introductions that have been costly.

Gary Carpenter: Prevention of introductions is also important.

Helmuth Rogg: Engage industry to make them aware of the costs when a pest is introduced into their sphere.

Q. Jack Qiu: What was the involvement of the academic/scientific community in LBAM and how is does outreach engage this group?

A. Gary Carpenter: A symposium was organized with international participation. There was general support from academic scientists and industry.

C. Gary Adams: A report from the public of a suspect MT pest came to the Montana SPHD through a web search and report to the mass.nrc.org/pest site.

Patty Douglas: There is an 800 number that routes calls to the correct office based on the caller’s area code.

Q. Keith Douce: How does pest detection outreach leverage the land grants and their network of extension offices?

A. Patty Douglass. There are state survey outreach projects that use extension, master gardeners and NPDN.

Gary Carpenter: At UC-David extension works with organic farmers to respond to exotic introductions. Extensions local knowledge is useful.

Helmuth Rogg: There can be a conflict as extension protects clientele knowing that regulators could shut them down.

Q. Claire Allen: 1200 people attended a JB response hearing. How can they prepare for these meetings?

A. Jacob Hegeman: Risk communication training teaches you to prepare messages and communicate with stakeholders.

Patty Douglas: Have subject matter experts available.

Q. Dave Kaplan: There are programs that have national campaigns that are effective, e.g., 'See something? Say something!' Invasive pests need that kind of message. Boiling down the message is hard for scientists. Why is CAPS important to J.Q. Public?

Q. Carl Etsitty: What are ideas for outreach to tribes?

A. Patty Douglas: The ME SPHD opened the door to working with tribes by recognizing their relationship to the situation. In the case of EAB, the tribes use ash in basket making. The program educated about EAB impact on ash and they developed a plan to address seed banking and submerging ash to maintain stock for basket making.

C. Kevin CBP: It is important to know where your activities fit within the pest exclusion spectrum. Don't play the blame game – it causes problems when comments are heard outside of a narrow group.

Patty Douglas: engage CBP in your CAPS committee.