Joint Federal/State Communications Initiatives and Opportunities

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In the Beginning…
• Started in 2009
• California-focused
• Light brown apple moth
• Goal - change public perception

Today
• National focus
  – Elevate the issue of invasive pests among the general public
  – Educate the public about the simple steps they can take to prevent their introduction or spread

Target Pests
• Federally regulated invasive species
• Pest introduction/spread is assisted by activities of the general public

Reach
• More than 700 million impressions (last 12 months)
• More than 57,000 Facebook “likes”
• More than 2100 people talking about Hungry Pests in Facebook this week
• Twitter, USDA Blog
Year 2 Kickoff
- Launched April 1
- Invasive Plant Pest and Disease Awareness Month
  - Social and traditional media push
  - Nearly 8 million radio listeners reached
  - More than 60 organizations helped promote Hungry Pests
    - USA Today – front-page story
    - Picked up by 72 papers in 27 states

Pathways and Prevention
- Year 2 Focus – Pathways and Prevention
- Interactive and static information graphics

Vin’s Summer Road Trip
- Reach: 145,880
- Engaged Users: 1,126

Other Tactics
- PSAs
- Online advertising

State Activities
- South Texas mini-campaign
- Minnesota billboard campaign

Also...
- Khapra beetle, imported fire ant
- Chinese and Vietnamese translations
- Vin Vasive cut-outs
- New video
- Youth activity
- Revised tracker map
Partners Promoting Hungry Pests

- American Forest Foundation
- American Public Garden Association
- American Moving & Storage Association
- California Fresh Fig Growers Association
- California Grape and Tree Fruit League
- Georgia Exotic Pest Council
- Keep America Beautiful, Inc.
- Leave No Trace Center for Outdoor Ethics
- Society of American Foresters
- National Association of State Foresters
- National Forest Foundation
- National Parks Conservation Association
- The Nature Conservancy, Forest Health Program

State Involvement

- National Plant Board
- COSDA (Communications Officers)

Partner Tools

- Public Service Announcements
- Articles
- Ads
- Pest Cards
- Poster/Flyer
- Brochure
- PowerPoint
- Banner Display
- Premiums (bookmark, bumper sticker, etc)
- Social Media Content (ready to use)

Hungry Pests

A National Communications Platform
Together We Can Amplify Our Shared Messages

What’s Next?

- Website expansion
  - State landing pages (e.g. HungryPestsMD.com)
- More state-specific activities
- Curriculum
- Mobile strategy

Next Steps

- Webinar – Tracker Map
- Strategy Meetings – State Landing Pages
Travelers Don’t Pack a Pest Outreach Program

Presented to
The National Plant Board 87th Annual Meeting
Presented by
Denise Feiber
Florida Department of Agriculture and Consumer Services

A partnership between
Travelers Don’t Pack a Pest Outreach Program
U.S. Department of Agriculture
U.S. Department of Homeland Security/Customs and Border Protection
Florida Department of Agriculture and Consumer Services

Florida under siege
Geographic location
Unique climate
Crop diversity
Increased trade

Florida under siege

15 major airports
13 maritime ports

Agriculture Safeguarding Initiative
Why We Need One?

TYPICAL ITEMS COLLECTED FROM PASSENGERS

Travelers Don’t Pack a Pest Outreach Program

Agriculture Safeguarding Initiative
Why We Need One?

- Result of partnership between FDACS, USDA and DHS/CPB to improve inter-governmental cooperation in carrying out agricultural safeguarding activities in Florida ports of entry and beyond.
- Recommendation was the ongoing need to develop public outreach and education concerning what the traveling public should know and what they can do to help protect our agricultural and natural resources from exotic pest organisms.
- Creation of videos and signage at major ports of entry was suggested.
Safeguarding Agriculture Initiative
Farm Bill identified as possible funding mechanism

2010-2011 Farm Bill Award
- FDACS/DPI submitted and received funding from the USDA to develop a video and signage to educate travelers about the risks associated with bringing undeclared agricultural items into the U.S.
- The concept involved using a CBP agriculture detector dog to deliver the message.
- The 2010-2011 funding covered the production of the video and creation of artwork for signage and other uses.

Products Completed for 2010-2011
- Video produced and distributed
  - YouTube
- Florida TV stations
- Agency links

Signage created for multiple uses
- Billboard located on expressway into Miami International Airport
- 25 Diorama Signs at MIA
  - Signs up for over a year, removed in 2012
Press Briefing at MIA to Launch Program  
Florida Commissioner of Agriculture Adam H. Putnam and other agency dignitaries in attendance.  
July 2011

Additional Products Completed for 2010-2011  
- Extensive use of social media: Twitter, Facebook, YouTube, blogs  
- Web page created and link sent to broad stakeholder list  
- Luggage tags created for wide distribution

2011-2012 Farm Bill Award  
- Travelers Outreach Program Continues

Vehicle wraps

CBP Model Ports Initiative  
- CBP Model Ports air videos on TV monitors at 20 of nation’s busiest international airports  
- Captioned video is now on display in all 20 Model Ports  
- Reaching 85% of international travelers entering the U.S.

Passenger Survey Project  
- Miami International Airport – February 2012
Questionnaire cards used by interviewers. Cards were also provided in:
- Spanish
- French
- Creole
- German
- Italian

**Passenger Survey Project at Miami International Airport**

- **478 International travelers interviewed.**
- Travelers were asked if they had seen the "Don't Pack a Pest" video and/or signage and asked if it helped them understand why it is important to declare agricultural items.
- **39% reported seeing "Don't Pack a Pest" Outreach.**
- **78% of those travelers reported it helped them understand why it is important to declare agricultural items.**
- **Positive results** considering program is in its infancy.
- Survey will be repeated in **September 2013.**

**“Don’t Pack a Pest” Signs at Miami Port**

**4 million passengers a year**

- Signage throughout the passenger departure areas of the Miami Port

**American Airlines DPAP Partner**

- Began airing video on flights in May 2012

**Collaborating with Greater Caribbean Safeguarding Initiative**

- Pursue high risk offshore partnerships
- Evaluate data from AQIM and CBP to determine high risk countries
- Work with Caribbean Plant Health Directors
- Jamaica identified as pilot study to expand DPAP initiative - initial trip to Jamaica made
- Identify other high risk countries for partnerships
- Eventually create DPAP outreach tool-kits for other Caribbean countries

**Partnership with Jamaica**

- Team traveled to Jamaica and met with ministers of agriculture and tourism, airport and U.S. Embassy officials. Partnership solidified. Launch planned for fall.
2012-2013 Farm Bill Award

- Place video and signage in ports of entry in Florida and elsewhere in the U.S.
- Identify other offshore partnership opportunities
- Develop interactive website and mobile version to assist the international traveler.
- Advertise on Google AdWords.
- Launch Jamaica partnership

Partnership with Jamaica Launched

- Partnership launched October 17 and 18, 2012 at:
  - Sangster International Airport, Montego Bay
  - Norman Manley International Airport, Kingston, and
  - Falmouth Cruise Port

- Partnership with Jamaica Launched
  - Montego Bay – 30 signs throughout airport
  - Kingston – 32 signs throughout airport
  - Falmouth Cruise Port – 4 signs throughout cruise port
  - Over 60 signs installed

Pursuing Partnership w/ Dominican Republic

- March 2013, team traveled to Dominican Republic and met with Minister of Agriculture, Foreign Ag Service personnel, and ports of entry officials.
- Partnership opportunity well received.
- Plans underway for a fall 2013 launch.
"Closing the Loop"

- Watch video on flight or see advertisement in airline magazine
- View video at arrival destination
- View signs at departure
- Receive info at U.S. Embassy when applying for Visa
- See signage and possibly agriculture detector dogs and baggage claim area

Partnership with Orlando International Airport

- Signs on baggage carousels in international terminals

South Florida Blitz

- October 2012: Partnership meeting with FDACS/USDA/ CBP held at Port Everglades (PEV) to discuss DPAP opportunities at Fort Lauderdale/ Hollywood Int’l Airport, PEV cruise ports, SheltAir Airport, Ft. Lauderdale Executive Airport.
- December 2012: Toured Ft. Lauderdale/ Hollywood Int’l Airport, PEV cruise ports, SheltAir Airport, Ft. Lauderdale Executive Airport and Miami International Airport (MIA) for identification of where signage and video could be placed.
- February 2013: Met again with officials at MIA to obtain final approval of signage artwork and for confirmation of locations for placement of signs.

Ft. Lauderdale-Hollywood Int’l Airport

16 Signs Installed / Video Playing

- Signs greeting passengers at arrival gates
- Stanchions in passport waiting area

SheltAir Airport

Ft. Lauderdale Executive Airport

- Pull-up banners
- Outdoor fence signs
- Digital sign

Port Everglades Cruise Terminals

- One of three busiest cruise ports worldwide.
- 25 pull-up banners throughout the eight cruise ship terminals
- DPAP banners placed in proximity to Amnesty Cans
Renewed Partnership with MIA

20 Signs Installed / Video Playing

- MIA went through a major renovation and removed all diorama signs.
- Had to start from square one with the partnership.
- As of April 2013, 20 signs have been installed.
- Tropical background designed.

20 Signs Approved / Video Playing

Digital signs on advertising monitors throughout airport.

Signs displayed at MIA

- 20 ft x 4.5 ft

17 ft x 6 ft

Additional Activities Underway in 2013

- Coordinating Dominican Republic program launch
- Caribbean summer advertising program:
  - JetBlue in-flight TV ads (July and August)
  - Caribbean Airlines Caribbean Beat magazine ad (July and August)
  - American Airlines American Way magazine ad (2 wks in July)
- Planning Puerto Rico/Virgin Islands outreach
Partnership w/ Puerto Rico and the U.S. Virgin Islands Underway

- DPAP team traveled to Puerto Rico and the USVI in June 2013
- Toured Luis Muñoz Marín International Airport in San Juan; Cyril E. King Airport in St. Thomas; Henry E. Rohlsen Airport in St. Croix
- Toured cruise port facilities in San Juan and St. Thomas

Travelers Don’t Pack a Pest by the Numbers

Estimates of Impressions/Number of People Viewing Program Information

- 49 million traveling through CBP Model Ports annually
- 13 million billboard impressions
- 6 million American Airlines (275,000 passengers daily – not all flights air video)
- 4 million Port of Miami annually
- 3.6 million Port Everglades annually
- 1 million airline magazines, social networking.

THANK YOU

And remember, when you travel in 2013 . . .

Declare Agricultural Items