

10201- V. Conduct Education and Outreach

1. Strategy: Expand ongoing outreach efforts to Congress and elected officials to inform them of Plant Protection and Quarantine's (PPQ) extensive role in regulating plant pests and noxious weeds and the agency's role (in partnership with Customs and Border Protection (CBP)) in protecting U.S. borders.						
	Not Important	Important	Very Important	No Opinion	Rating Average	Response Count
Explore PPQ's current regulatory authorities and, as needed, present legislative solutions to Congress to enhance PPQ's authorities	7.7% (8)	25.0% (26)	64.4% (67)	2.9% (3)	2.58	104
Arrange opportunities for PPQ to brief congressional delegations on activities undertaken by the program in various States.	3.8% (4)	26.0% (27)	65.4% (68)	4.8% (5)	2.65	104
Enhance and expand relationships with congressional affairs staffs in stakeholder organizations.	6.8% (7)	51.5% (53)	35.9% (37)	5.8% (6)	2.31	103
Evaluate opportunities to invite congressional staffs on field trips to increase awareness and knowledge of PPQ regulatory activities.	4.8% (5)	53.8% (56)	37.5% (39)	3.8% (4)	2.34	104
	<i>answered question</i>					104
	<i>skipped question</i>					0

2. Strategy: Promote and expand the use of the APHIS PPQ Plant Biosecurity Curriculum in an effort to build an educational foundation for plant protection and biosecurity and regulatory studies in cooperation with educational institutions.

	Not Important	Important	Very Important	No Opinion	Rating Average	Response Count
Assemble additional instructional materials and expand use of curriculum in four additional universities.	7.8% (8)	25.2% (26)	23.3% (24)	43.7% (45)	2.28	103
Promote availability of curriculum to educational institutions, particularly land grant universities (1890s/1994s) and Hispanic serving institutions.	7.8% (8)	29.1% (30)	25.2% (26)	37.9% (39)	2.28	103
Develop and implement an internship program to promote knowledge about career opportunities in plant protection and provide hands-on experience.	13.6% (14)	30.1% (31)	24.3% (25)	32.0% (33)	2.16	103
	<i>answered question</i>					103
	<i>skipped question</i>					1

3. Strategy: Develop and implement a formal volunteer program to support the Cooperative Agricultural Pest Survey (CAPS).

	Not Important	Important	Very Important	No Opinion	Rating Average	Response Count
Develop a comprehensive inventory of surveillance activities conducted through CAPS that involve public participation in reporting potentially new findings of specific pests. Examine volunteer programs from other natural resource agencies to determine best practices.	18.6% (19)	34.3% (35)	18.6% (19)	28.4% (29)	2.00	102
Develop a plan outlining the organizational and operational details required for utilizing volunteers to support and augment ongoing CAPS activities—including potential roles of volunteers, recruitment strategies, organization and management, information management, and implementation strategies.	20.6% (21)	32.4% (33)	17.6% (18)	29.4% (30)	1.96	102
Implement and manage volunteer program.	22.5% (23)	29.4% (30)	16.7% (17)	31.4% (32)	1.91	102
	<i>answered question</i>					102
	<i>skipped question</i>					2

4. Strategy: Develop and promote a single, national mechanism (e.g., hotline and/or Web site) to simplify/streamline the reporting of suspected pests and diseases and ensure that reports are funneled to the appropriate authorities.

	Not Important	Important	Very Important	No Opinion	Rating Average	Response Count
Evaluate opportunities and challenges associated with implementing a national hotline number and a micro site that would allow online reporting of suspected pest detections (resources, staffing, maintenance, etc.)	43.1% (44)	33.3% (34)	20.6% (21)	2.9% (3)	1.77	102
Establish a national toll-free hotline number that auto directs callers to the appropriate authority in their State.	16.7% (17)	65.7% (67)	13.7% (14)	3.9% (4)	1.97	102
Actively publicize number by including on all written, printed, and electronic materials.	17.8% (18)	60.4% (61)	15.8% (16)	5.9% (6)	1.98	101
	<i>answered question</i>					102
	<i>skipped question</i>					2

5. Strategy: Conduct outreach to key stakeholder groups (e.g., scientific societies) to reinforce the importance of active reporting of suspected pests and diseases.

	Not Important	Important	Very Important	Rating Average	Response Count
Evaluate and identify list of target groups that are most likely to undertake the active reporting role and influence peers to do the same.	12.9% (13)	72.3% (73)	14.9% (15)	2.02	101
Arrange opportunities to brief stakeholder groups to increase awareness of PPQ's regulatory activities and the need for rapid reporting of new pest findings.	9.9% (10)	73.3% (74)	16.8% (17)	2.07	101
	<i>answered question</i>				101
	<i>skipped question</i>				3

6. Suggestions?		
		Response Count
		13
	<i>answered question</i>	13
	<i>skipped question</i>	91

7. Select the category that best describes your affiliation (choose only one).			
		Response Percent	Response Count
State Government		53.1%	34
Federal Government		34.4%	22
Agricultural Industry		3.1%	2
Non-governmental Organization		1.6%	1
University/Cooperative Extension		7.8%	5
Research		0.0%	0
		Other (please specify)	36
	<i>answered question</i>		64
	<i>skipped question</i>		40