Day 2 Panel Discussion:
Outreach
Foreign Animal Disease Breakout Session

Facilitator: Christina Lohs- (USDA-PPQ)
Note Taker: Day Two - Dean Duvall (CBP)
Highlights: Day Two - Dr. David Smith (USDA)

Topic: **Identify Common Outreach Themes**— How can Federal, State and private organizations identify the common outreach and communication themes for foreign animal disease exclusion efforts (current and future threats) between agencies and organizations to develop a road map for improvement.

**Goal:** To identify the common outreach and communication themes for foreign animal disease exclusion efforts (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 ways to improve our foreign animal disease exclusion efforts, and identify new ways to leverage our resources to safeguard American agriculture and natural resources.

**Notes – Day Two:**
Questions presented to the group by facilitator:
- What is working well with communication and outreach for foreign animal disease exclusion efforts?
- Ideas for improvement and best practices

**Comments/Discussion Threads:**

**What needs improvement?**

**OBJECTIVES**

1) Work together for communication and outreach
2) Coordinate animal disease
3) Communication upon potential outbreak
Communication and outreach improvements:

1) Pork industry (also beef and dairy) crisis: Foot and mouth disease (FMD). Recent good meetings with U.S. Customs and Border Protection (CBP) & importance of keeping disease out. Outreach is being developed. Biggest opportunity is taking education and working w/ CBP to get the message out.
   a. Another: getting message to flight attendants. Because they are the last communication link with passengers.
2) Center for Disease Control (CDC) Question for pork industry: working with researchers; how far have we come with working with researchers?
   a. The facilities that scientists work at, possibly create a culture of ego (above law)
   b. Cornell University researchers have been associated with having difficulty bringing materials into country
3) Outreach to university students. Delta could reach out to students (academia) in better fashion.
4) Dr. Wiggins Question: Couldn’t the Transportation Security Administration (TSA) have outreach as well?
5) Web sources may have the information available; but it is not high on the auto population, and therefore is difficult to find via internet (unless you have specific site)
6) Public service announcements weekly.
7) Working with U.S. Department of State (DOS) to inform passport seekers the risks associated with returning agricultural items.
8) Flyers being handed out at airports do not work well (as past results indicate by litter).
9) Industry can outreach to producers, if we are given authorization to utilize any public announcements CBP may have or allow.
10) Dr. Wiggins comment: once a major carrier begins, others seem to follow along; as was discussed during panel discussion today about plugging a 30 second clip on the flights.
11) Comment: Airlines are very competitive, example: when CBP has monthly meetings with air carriers, CBP informs various carriers who is better at conducting certain functions. Then, other competitors bristle and want to perform better.
12) Comment: during return trip from China, declaration was checked, and then pulled aside with shoes/boots due to farm proximity. Average traveler does not understand that portion of returning home.
13) Social media outreach: “Ag-Chat”
14) Military Soldiers: Building deployment-return risks into the basic training module of all soldiers.
15) FHA and children’s summer program outreach; emergency response during international disasters (religious groups go overseas to help).
16) Student perspective: 2 recurring themes. Youth have little respect for government agencies. Veterans should have more input/outreach to students. Students are “experts” with social media, so APHIS outreach (vets) to academia could have big impact with students. Students are an untapped resource.

17) Dr. Wiggins Comment: Congressional staff outreach would alleviate some congressional inquiries. By educating staffers that write congressional letters to agriculture agencies, it could in-turn lessen congressional inquiries.

SUMMARY:

- Outreach to consumers, producers,
- Social media
- Well known web sites with pop up/type in banners, (Australia’s web site) that quickly answer food (agricultural items) that is prohibited
- Hunters, rescue missions, military soldiers
- Overseas outreach in foreign countries
- Utilizing students (college-age)

**What is working well:**

- Communication between government and industry
- Transparency in government work places (tours of ports)
- Inspections, interceptions and mitigation are working well.
- State of New York comment: “pleased with how the international garbage enforcement is working”
- The leadership of CBP has finally caught up with the importance of agriculture.
- From a customs brokerage perspective: I will agree with you.
- There is an advantage, you have large industry organized groups, to utilize (livestock people) farm community; the partnership seems to be working well.
- Obviously, the detector dog component is successful.