

Veterinary Services stakeholder engagement with traditional and nontraditional stakeholders

What is working, and what can Veterinary Services do differently?

In 2012 USDA's Animal and Plant Health Inspection Service conducted a stakeholder survey to solicit input on the Agency's outreach activities. One commenter summarized outreach in a way that is applicable not just to APHIS but to all of USDA when saying that USDA "does not just 'safeguard American agriculture,' it safeguards America's food system, rural communities, environment (both natural and built) and economy. The stakeholder community has broadened from the traditional 'producers and their organizations' to including food and fiber processors, distributors, retailers, including food service, and consumer organizations representing all Americans who eat food and benefit from APHIS' services."

Protecting the health, welfare, and value of America's agriculture and natural resources requires coordinated and collaborative efforts spread across the Federal government, other levels of government, Tribal Nations, and private and public partners. While collaborative efforts can create challenges, they can also create opportunities. Collaborative efforts are thought to produce more public value than any single agency could produce. Key components for successful collaborations include the identification of roles and responsibilities, mutually agreed upon common outcomes, and reinforcing and joint strategies.

Continued proactive communications with our partners and stakeholders and partners ensures that those who have an interest in our mission receive timely, accurate information about the USDA's programs and are able to provide perspectives to better inform our decision making. What collaboration and communication strategies is Veterinary Services leveraging that are most effective, and where are the opportunities for improved collaboration and outreach?

- Does SACA have any specific recommendations regarding the education materials available to the public, such as fact sheets, Web pages, and producer job aids?
- What communication strategies have been most effective in distributing Veterinary Services' animal health messages?
- What communication strategies could Veterinary Services use to improve messaging to stakeholders?
- What communication strategies could Veterinary Services use to improve messaging to
 - State Officials
 - Tribal Nations
 - Local government
 - Industry
 - Producers
 - Nontraditional communities
- How can Veterinary Services improve collaboration with other Agencies?