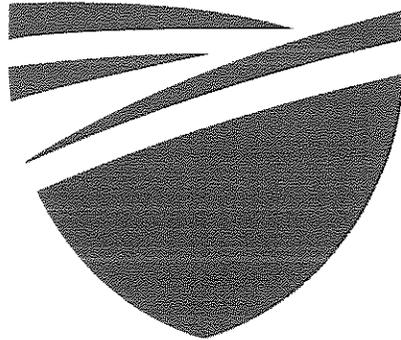


Animal and Plant Health Inspection Service

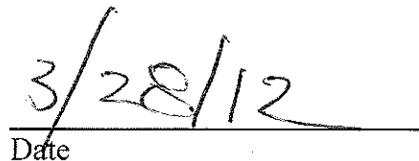
APHIS



Highlights of Outreach Activity Fiscal Year 2011 October 1, 2010 to September 30, 2011


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Date

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APHIS Outreach Program

Outreach is a critical part of the Animal and Plant Health Inspection Service (APHIS) civil rights and equal opportunity program. APHIS conducts outreach at the local, state, regional and national levels to ensure that information on its programs and activities is widely disseminated and available to all potential beneficiaries. The review, monitoring, and reporting of outreach is coordinated by the APHIS Civil Rights Enforcement and Compliance (CREC) staff. Outreach is categorized in four components, Educational, Program Delivery, Communicating APHIS Program Information to the Public/Stakeholders and Delivery of Programs and Initiatives to Small and Socially Disadvantaged Farmers and Ranchers.

Educational outreach is achieved in part through APHIS' long-standing and active involvement with scholarship and intern programs, including the USDA/1890 Scholars Program, a partnership between USDA and the 1890 Historically Black Colleges and Universities (HBCU), the Hispanic Association of Colleges and Universities (HACU) intern program, and the 1994 Tribal College Scholar's program. APHIS also works with elementary, middle and high schools throughout the United States; participating in career and science fairs and sponsoring events.

Program Delivery outreach is primarily conducted through the many APHIS field locations throughout the United States. APHIS personnel participate in numerous events and activities in each state to ensure that program information is available to the public and state and local governments, and other interested parties.

Outreach is also accomplished thru Communicating APHIS Program Information to the Public/Stakeholders. APHIS' Legislative and Public Affairs program office conducts numerous campaigns via the APHIS website, publications, newspapers, informational pamphlets and public service announcements. Public information has been provided in different languages to ensure distribution across numerous groups and communities.

Delivery of Programs and Initiatives to Small and Socially Disadvantaged Farmers and Ranchers focuses on APHIS efforts to reach those farmers and ranchers with information on APHIS programs and activities.

This report provides highlights of Educational, Program Delivery, Communicating APHIS Program Information to Public/Stakeholders and Delivery of Programs and Initiatives to Small and Socially Disadvantaged Farmers and Ranchers outreach during Fiscal Year (FY) 2011, covering the period October 1, 2010 to September 30, 2011. CREC maintains an APHIS outreach database that contains all outreach submissions for FY 2011.

Executive Summary

Educational Outreach: APHIS Ag-Discovery programs were held on thirteen university campus, three more than last year. More than 200 students from across the U.S. were selected for the programs with APHIS providing funding of approximately \$488,000. APHIS invested \$130,000 in the continuation of its partnership with 1890 Land-Grant Universities and had 13 scholarship students pursuing degrees in agriculture and related disciplines at eight 1890 Land-Grant Institutions. APHIS also entered into a cooperative agreement with American University totaling \$63,000 in support of six Washington Internships for Native Students (WINS) program. Two scholars were supported by APHIS through the Public Service Leaders Scholars Program. APHIS has a three year commitment (\$60,000 per year) to support two post doctoral Hispanic Leaders in Agriculture and the Environment (HLAE) scholars.

Program Delivery Outreach: APHIS committed approximately \$3.6 million via cooperative agreements for Native American program-delivery initiatives in FY 2011 relating to wildlife management, pest and disease surveillance and control, National Animal Disease Traceability emergency-response work, and other programs and activities. The APHIS Native American Working Group (ANAWG) along with APHIS tribal liaisons and the Native American Program-Delivery Manager continue to actively participate in outreach efforts to ensure Native American tribes received a fair share of APHIS programs and resources. The APHIS Office of the Administrator provided funding (\$38,000) for the “Safeguarding Natural Heritage” program.

Communicating APHIS Information to the Public/Stakeholders: APHIS established a National Stakeholder Liaison position to serve as a resource for Agency leadership and to increase stakeholder engagement efforts Agency-wide. APHIS also funded several programs aimed at educating current and potential beneficiaries. Programs such as Biosecurity for Birds campaign communicated to backyard poultry owners the importance of keeping their birds disease free; “Focus on Fish Health” campaign focused on raising awareness among boaters, anglers, and outdoors enthusiasts about hemorrhagic septicemia in the regions of the Great Lakes, and the “Save Our Citrus” campaign targeted educating consumers on citrus greening and Asian citrus psyllid. Asian Longhorn Beetle (ALB) and Emerald Ash Borer (EAB) campaigns continued efforts to inform stakeholders, as well as the public, on the impact of those plant pests.

Delivery of Programs and Initiatives to Small and Socially Disadvantaged Farmers and Ranchers: APHIS invested approximately \$380,000 in a Minority Outreach Pilot Project that includes several cooperative agreements with Community Based Organizations (CBO) including the Federation of Southern Cooperatives, Rural Coalition, National Latino Farmers and Ranchers Trade Association (NLFRTA), and National Hmong American Farmers, Inc., and two Land Grant Universities: Florida A&M University (FAMU) and University of Arkansas at Pine Bluff (UAPB).

APHIS Mission

To protect the health and value of American agriculture and natural resources.

APHIS Outreach Mission

Enhance and expand opportunities for current and potential beneficiaries to participate in and benefit from APHIS program and services.

APHIS Outreach Vision

Be a leader at USDA and among Federal agencies in delivering programs and services in the most equitable manner to all current and potential customers.

Outreach Program Objectives

Improve the delivery of programs and services to existing customers.
Develop and increase program delivery outreach efforts to underserved customers.
Ensure that internal policies, practices and systems support fair and equitable delivery of programs and services.
Ensure that managers, supervisors and employees are accountable for program delivery outreach.

Reporting Categories

- Category 1 - Educational Outreach
- Category 2 - Program Delivery
- Category 3 - Communicating APHIS Program Information to the Public/Stakeholders
- Category 4 - Delivery of Programs and Initiatives to Small and Socially Disadvantaged Farmers and Ranchers

APHIS Program Area/Office Functions

Animal Care (AC)

AC provides leadership in establishing acceptable standards of humane animal care and treatment and to monitor and achieve compliance with the Animal Welfare Act through inspections, education, and cooperative efforts.

Biotechnology Regulatory Services (BRS)

BRS regulates the field testing, movement, and importation of genetically engineered (GE) organisms that are known to be or could be plant pests. BRS issues various types of permits for each of these activities. The BRS compliance program inspects, audits, and oversees activities under the permit process. BRS also evaluates petitions for deregulation to ensure that products being considered for removal from regulation do not pose a threat to U.S. agricultural or environmental health.

Civil Rights Enforcement and Compliance

CREC provides leadership, direction, coordination, evaluation and support to the Civil Rights efforts of APHIS.

International Services (IS)

IS provides internationally-based animal and plant health expertise that enhances USDA's capacity to safeguard American agricultural health and promote agricultural trade.

Legislative and Public Affairs (LPA)

LPA works to achieve understanding and support for APHIS programs and policies by establishing and maintaining mutual lines of communication with people who are interested in or need to know about those programs and policies.

Marketing and Regulatory Programs-Business Services (MRPBS)

Marketing and Regulatory Programs-Business Services (MRPBS) plans and provides resource management and administrative services to support APHIS objectives in the areas of budget, finance, human resources, information technology, procurement, property management and related administrative services. Primary responsibilities include developing administrative management policy and procedures, implementing and operating administrative servicing systems, providing administrative support to agency units and programs, and evaluating agency administrative systems.

Plant Protection and Quarantine (PPQ)

PPQ safeguards agriculture and natural resources from the risks associated with the entry, establishment, and spread of animal and plant pests and noxious weeds. Fulfillment of its safeguarding role ensures an abundant, high-quality, and varied food supply, strengthens the

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marketability of U.S. agriculture in domestic and international commerce, and contributes to the preservation of the global environment.

Veterinary Services (VS)

VS protects and improves the health, quality, and marketability of our nation's animal products and veterinary biologics by preventing, controlling and/or eliminating animal diseases, and by monitoring and promoting animal health productivity.

Wildlife Services (WS)

WS provides Federal leadership in managing problems caused by wildlife. WS recognizes that wildlife is an important public resource greatly valued by the American people. By its very nature, however, wildlife is a highly dynamic and mobile resource that can damage agricultural and industrial resources, pose risk to human health and safety, and affect other natural resources. The WS program carries out the Federal responsibility for helping to solve problems that occur when human activity and wildlife are in conflict with one another.

Outreach Accomplishments by Categories

Category 1 – Educational Outreach

APHIS AgDiscovery Programs

AgDiscovery outreach programs are designed to give students between the ages of 12-17 an opportunity to learn about agriculture, the mission of APHIS and careers in various APHIS programs. Each summer program is facilitated through a cooperative agreement with a partnering university and is funded by one or several APHIS programs. Participating students spend two or three weeks living on a University campus and are engaged in activities that will allow them to gain experience and knowledge through hand-on labs, workshops and field trips. All of the programs sponsored during the summer of 2011 were two week programs.

APHIS Ag-Discovery programs were conducted on 13 university campuses with more than 200 students from across the U.S. participated in the programs. APHIS provided funding in excess of \$360,000 to deliver the 13 programs. The hosting universities were as follows: Kentucky State University sponsored by Veterinary Services (VS); 20 students selected. North Carolina State University sponsored by Plant Protection and Quarantine (PPQ); 16 students selected. Alcorn State University sponsored by VS; 16 students selected. Florida Agricultural and Mechanical University sponsored by Animal Care (AC); 20 students selected. University of Maryland sponsored by AC, PPQ, Biotechnology Regulatory Service (BRS), Wildlife Services (WS), and Legislative and Public Affairs (LPA); 16 students selected. University of Arkansas at Pine Bluff (UAPB) sponsored by PPQ, VS, WS, Investigative and Enforcement Services (IES), and Program Planning and Development (PPD); 16 students selected. Delaware State University sponsored by Marketing and Regulatory Programs Business Services (MRPBS); 16 students selected. Iowa State University sponsored by VS; 12 students selected. South Carolina State University sponsored by MRPBS; 16 students selected; University of Arizona sponsored by PPQ and VS; 10 students selected. University of Hawaii sponsored by PPQ, WS, VS, BRS; 10 students selected. Tuskegee University sponsored by APHIS; 16 students selected. Fort Valley State University, sponsored by APHIS; 16 students selected.

Partnership in Education (PIE)

APHIS provides up to two hours of administrative leave per week for employees to volunteer as mentors and tutors in APHIS-sponsored or America's Promise related mentoring programs. Over 20 APHIS employees are participating under Memorandums of Understanding with over 30 elementary, middle, junior and high schools throughout the United States. APHIS employees participated in Dr. Seuss Read Across America Day, Career Days, special monthly lesson days, judged science fairs and expos, sponsored agriculture-related educational field trips, collected and donated food receipts for school equipment, and arranged for donation of excess computers to schools.

USDA 1890 National Scholars Program

This scholarship program represents the joint efforts of USDA and the 1890 Land Grant Universities and Tuskegee University to increase the number of students studying agriculture and

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related disciplines and make students more aware of careers at USDA and agriculture in general. APHIS provided over \$150,000 for 12 scholars to attend the following Universities (number of students): Delaware State University (1); Florida A&M University (3); Lincoln University (2); North Carolina A&T University (2); Prairie View A&M University (1); South Carolina State University (1); Southern University (1); Tennessee State University (1). This total covered expenses for tuition, fees, and books. The universities covered expenses for housing and meals. APHIS programs covered salaries and benefits, summer lodging and travel costs associated with summer internships. The following programs sponsored 1890 Scholars: Animal Care (1), Policy and Program Development (1), Marketing and Regulatory Program Business Services – Information Technology Division (1), Marketing and Regulatory Program Business Services – Administrative Services Division (1); Veterinary Services (3); International Services (1); and Plant Protection and Quarantine (4).

Public Service Leadership Scholars Program

This scholarship program designed to promote public service and to provide access to higher education for undergraduate and graduate students at Hispanic Serving Institutions. It is administered by the Hispanic Association of Colleges and Universities (HACU) National Internship Program. APHIS had two Public Service Leaders Scholars.

Washington Internships for Native American Students (WINS)

This program offers students of sovereign American Indian and Alaska Native (AI/AN) nations the opportunity to build leadership skills while living, studying, and interning in Washington, DC through American University. APHIS continued its long standing participation in the WINS program by sponsoring six interns with funding of \$63,000.

Other Educational Outreach

A two week program was funded with \$38,000 by the APHIS Office of the Administrator based at the Institute of American Indian Arts, a four year tribal land-grant college in Santa Fe, NM. A total of 16 students from eight tribes (Navajo, Pueblos of Zuni, Sannto Domingo, Ysleta del sur, Cochiti, Santa Clara, Taos, and Pojoaque) attended.

Under the terms of a three year commitment, APHIS funded \$60,000 to Texas A&M University's Texas AgriLife Research Program in efforts to support two Hispanic Leaders in Agriculture and the Environment (HLAE) scholars. The goal is to increase the number of Hispanics in the field of agriculture related careers.

APHIS invested \$65,000 into the Wildlife Initiative Student Career Education Internship Program, at Lincoln University (\$25,000) and at Tuskegee University (\$40,000). These funds were used to assist two students with tuition, as well as summer internship opportunities.

APHIS strengthened their partnership through a Memorandum of Understanding with the Federal Asian Pacific American Council (FAPAC). APHIS also provided a sponsorship of \$10,000 for the FAPAC's National Leadership Training Conference and \$5,000 for the Patriots Center Summer Youth camp in an effort to increase the representation of minorities in agriculture related careers.

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Capacity building and research programs were continued by APHIS through \$500,000 of funding to Florida A&M University to establish a Veterinary Tech Program that would increase the number of candidates available to APHIS for the Veterinary Technologist field. Fort Valley State University also received \$500,000 in funding to support their Veterinary Technician Program and provide public awareness of animal diseases in relation to USDA's National Animal Health System (NAHMS).

APHIS PPQ funded in excess of \$465,000 to Michigan State University, University of Arkansas, UC-Davis, UC-Riverside, Oregon State University, Florida A&M University, Cornell University, and Texas A&M University in support of several cooperative agreements through the National Clean Plant Network (NCPN). NCPN and the Universities use the agreements to promote and educate on use of clean planting material to prevent the spread of disease.

MRPBS Financial Management Division (FMD) created 240 financial agreements, excluding Ag-Discovery, with 73 universities to provide APHIS funding totaling \$21,061,362 to support educational programs/projects including the Storm Water Retention Pond Study, Gypsy Moth surveys, plant-parasitic nematodes, Witchweed survey and control activities, Classical Swine Fever, and research on resolving problems birds cause to aquaculture farms in the Southeast region of the U.S.

MRPBS Investigative and Enforcement Services (IES) participated in three job/internship fairs at the University of Minnesota. The goal was to share employment opportunities and give interested students an understanding of the APIS IES mission.

Several VS Eastern Region (VS-ER) Area Offices attended Future Farmers of America (FFA) events and local 4-H youth group events. The information provided included various animal disease programs, emergency preparedness, USDA scholarships, Ag-Discovery, and careers with USDA APHIS. During FFA conventions VS-ER reached approximately 5,000 participants.

PPQ Center for Plant Health Science and Technology (CPHST) delivered presentations to elementary and high school students on APHIS invasive plant pest programs and career opportunities. A lesson on invasive insects was designed and taught to preschool students.

Wildlife Services collaborated with PPQ and VS to implement a special agricultural high school internship program at the Chicago High School for Agricultural Sciences. The APHIS Office of the Administrator funded internships for two minority high school students to provide them with experience in APHIS activities. WS, PPQ, and VS developed a six-week curriculum for the students who shadowed WS staff resolving conflicts with wildlife during the summer of 2011. The interns obtained first-hand experience with wildlife hazard assessment surveys, raptor trapping and banding, radio tracking coyotes, river otter scent station surveys, turtle trapping, disease sampling, ring-billed gull surveys, flight control applications, and Canada goose line transects.

Wildlife Services Eastern Region hosted six Student Career Experience Program students (SCEP) this year. The Arkansas, Georgia, Maryland, Mississippi, and Alabama programs each hosted a SCEP intern for the summer. Two students were from Tuskegee University, two from the University of Arkansas Pine Bluff, and one student was from Lincoln University, all of which are 1890s Land Grant Institutions. The final student was from the Mississippi State

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University. Additionally, two of the SCEP interns graduated and were hired by WS. WS also hosted 18 additional non-SCEP interns. These individuals were from a variety of high schools and universities.

Wildlife Services' National Wildlife Research Center (NWRC) provided funding (\$1.505M) to universities through 26 cooperative agreements to support collaborative research in the development of methods to resolve conflicts between humans and wildlife.

The Center for Veterinary Biologics (CVB) 2nd Annual World Rabies Day Education and Outreach Program reached 317 school children in 18 kindergartens through fourth grade classrooms. This program is aimed at rabies prevention through education targeting elementary aged children. Lesson packets were distributed to teachers to aid in educating students on rabies prevention.

National Veterinary Services Laboratories - 68 collaborative projects with various universities and external stakeholders. Project collaborators included various federal agencies, state and private laboratories, and ten universities including Iowa State University and Texas A&M.

Animal Care employees provided information about APHIS and Animal Care/animal welfare to over 60,000 students at approximately 35 venues, including the National FFA meeting attended by over 55,000 students. AC employed 15 stay-in-schoolers and returning college students and interns at the Headquarters and Regional offices.

Biotechnology Regulatory Services presented a one hour presentation titled "*USDA-APHIS: Regulation of Genetically Engineered Crops*" which gave an overview of APHIS' role in biotechnology. Approximately 20 high school students enrolled in the HCC 2011 Biotechnology Summer Institute attended the presentation.

Category 2 - Program Delivery

APHIS Small Business Coordinator met with approximately 240 hundred small business vendors to provide guidance on how to conduct business with the agency. The agency also provided business opportunity and technical contacts in an effort to promote contract awards to small businesses. APHIS' goal was to award 50% of contracts to small businesses. APHIS exceeded the goal of 50% by awarding 53% of contract to small businesses. Approximately \$85 million was awarded to the following small business categories: Total Small Businesses, 8(a) vendors, Small Disadvantaged Businesses, Women Owned Businesses, Hubzone and Service Disabled Veteran-Owned Business.

Native American Program Delivery

APHIS committed approximately \$3.6 million through cooperative agreements for Native American program delivery initiatives relating to wildlife management, pest and disease surveillance and control, National Animal Disease Traceability emergency response work, amongst other programs and activities. Navajo Nations received \$367,588 in funding for two year Scrapie program agreement for surveillance and education; 34 Tribes received \$340,135 for Chronic Wasting Surveillance; \$335,232 to the Nez Perce Tribe for Weed Management

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Program; \$187,262 to 8 tribes for the surveillance of Viral Hemorrhagic; 11 tribes received \$26,590 for the Animal Disease Traceability Program.

The Leech Lake Band of Ojibwe, Navajo Nation Penobscot Indian Nation, Poarch Band of Creek Indians, and White Earth Reservation Band of Ojibwe all received funding for the Gypsy Moth, National Veterinary Stockpile (NVS) Development Exercise and preparedness project totaling \$122,000.

Biotechnology Regulatory Services began assessing the potential impact of confined field trials for genetically engineered material on Tribal lands. If the field trial occurs on, or the potential effects of a confined field trial overlap reservation land, BRS initiates consultation with the Tribes.

MRPBS Financial Management Division created agreements to be used by various programs in APHIS in support of 33 Indian Tribes/Tribal Organizations. The total amount extended to these Indian Tribes/Tribal Organizations was \$722,710. The agreements supported projects and programs including but not limited to "Safeguarding Natural Heritage: Our Land Our Future," Animal Disease Traceability Programs, Chronic Wasting Disease surveillance programs, and surveillance activities for the wild and feral fish species susceptible to Viral Hemorrhagic Septicemia (VHS).

Center for Plant Health Science and Technology funded \$23,000 to conduct a cooperative study with tribes in New York (Mohawk), Minnesota (Chippewa), and Maine (Passamaquoddy) to mitigate the risk of moving emerald ash borer with ash logs. The study is designed to determine if submerging logs in water has any impacts on their later use in traditional basket making.

PPQ held an EAB Emergency Response Workshop for tribes in Minnesota and Wisconsin. Attendees were representatives from five northern Tribes, Bureau of Indian Affairs, State Department of Natural Resources, State Department of Agriculture, County representatives, and Forest Service Chippewa National Forest. A draft process was developed to respond to EAB new finds in Minnesota and Wisconsin and identify cross jurisdiction roles and responsibilities, authorities and resource needs.

Animal Care assisted the Zuni and Navajo tribes in applying for USDA funding for spay/neuter mobile veterinary clinic, allowing the continuation of this valuable service. This assistance began in FY 2009, and continued through FY 2011.

Wildlife Services Arizona has a cooperative agreement with the White Mountain Apache Tribe for wildlife damage management. The agreement funds a full-time position. The employee is a Tribal member who provides wildlife damage management activities for the tribe.

Wildlife Services' National Wildlife Research Center (NWRC) North Dakota Field Station works cooperatively with a Ph.D. student in the Department of Biological Sciences, North Dakota State University (NDSU) on that student's study on "Migratory Routes and Winter Roosts of Male Red-Winged Blackbirds and Yellow-Headed Blackbirds."

Tribal Liaison Events/Meetings/Activities

In December 2010, BRS participated in the annual Intertribal Agriculture Council–Indian Nations Conservation Alliance (IAC–INCA) meeting in Las Vegas.

Investigative and Enforcement Services participated in the March 30, 2011, Board of Animal Health Meeting in Bismarck, North Dakota which included discussion on cooperation in animal disease surveillance with the Sioux Tribe of the Standing Rock Reservation and The Three Affiliated Tribes of the Fort Berthold Reservation.

Center for Plant Health Science and Technology provided technical advice on rangeland grasshopper treatments on the San Carlos reservations in Arizona as well as the Crow Creek, Cheyenne River, and Pine Ridge reservations in South Dakota.

Veterinary Services conducted a Rabies Vaccinations and Clinics for the Shoshone and Arapaho Tribes of the Wind River Reservation.

Wildlife Services personnel gave a “Wildlife Exhibit and Demonstration” presentation at the Annual Haliwa-Saponi Tribe’s Cultural Awareness Festival, which was attended by over 1,500 people.

Wildlife Services personnel attended the Federal Tribal Assistance Coordination Group Conference to present an overview of APHIS programs and Emergency Response activities. WS provided a presentation highlighting WS roles; resources and contact information to 68 attendees representing 21 nationally recognized Native American Tribes and 10 Federal and State agencies.

Category 3 – Communicating APHIS Program Information to the Public/Stakeholders

APHIS established a National Stakeholder Liaison position to serve as a resource for Agency leadership and to increase stakeholder engagement efforts Agency-wide. APHIS also expanded the agency’s stakeholder database to ensure stakeholders receive important information. Agency rollout plans now will include a section for stakeholder communication in order for interested organizations to receive information.

PPQ worked with LPA to educate the public on the Asian Longhorned Beetle (ALB), Emerald Ash Borer (EAB), Mediterranean fruit fly outbreaks and the dangers of invasive pests in Illinois, Michigan, Ohio, New York and Florida. Efforts included radio and television Public Service Announcements, online advertisements, billboards, transit advertising, and tunnel advertising. Educational curriculum was developed to include an educator guide, identification components, giveaways, online games, and special promotional activities for the eradication efforts.

Biosecurity for Birds outreach continued to educate persons raising backyard poultry as well as other flock owners on the importance of keeping their birds disease-free. Videos and posters

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offered in both English and Spanish provided information about poultry disease and the biosecurity strategies bird owners can undertake.

Focus on Fish Health campaign continued efforts to raise awareness of viral hemorrhagic septicemia among boaters, anglers, and outdoor enthusiasts in the Great Lakes region. Print, radio, and other advertisement tools were utilized to reach audiences in five states.

The Save our Citrus Campaign continued to educate consumers about various diseases and pests impacting the citrus industry. The Save Our Citrus website provides information on citrus greening and Asian citrus psyllid. LPA continued several social media tools to support this campaign, including Facebook, Twitter, and Flickr. LPA re-launched the website in both English and Spanish, receiving over 20,000 hits.

Emerald Ash Borer (EAB) Promise campaign continued to urge residents of EAB-affected states, as well as bordering states, to pledge not to move firewood. The EAB Promise campaign continued to evolve as campaign components were reviewed and evaluated for ways to increase engagement, content and value. LPA used a variety of communications tools to reach residents in areas where EAB is a problem, including static billboard advertising, and public service announcements. Additionally, an EAB summer camp activity guide was developed to further adolescent learning about EAB and the risk associated with them. Corporate partner Louisville Slugger agreed to participate and endorse the initiative through their brand/logo.

The Hungry Pest campaign informed California residents on invasive species and their effect on agriculture and the environment. The campaign is intended to create a forum for enhanced and informed dialogue about invasive species and the methods that are used to control or eradicate them.

Legislative and Public Affairs fielded 365 ALB-related media inquiries, produced 10 press releases, developed 10 publications and numerous informational materials related to ALB, and held 12 public meetings to discuss ALB-eradication efforts in affected States. LPA also continued the ALB public awareness campaign "Spot It, Report It!". The BeetleBusters.info website continues to receive widespread attention with suspected ALB sightings being reported to the site via email or by calls to APHIS offices. This year the new "Educator's Guide to Stopping the ALB" was added to spark awareness and provide opportunities for teachers to educate about this invasive species. To encourage people to visit the site, the campaign has placed more than 30,000 public service announcements broadcast on radio and television, in addition to employing paid advertising. LPA provided interviews to over a dozen radio stations as part of a radio media tour and provided B-Roll images of ALB damage, shots of the insect and other information as part of an interactive news release. LPA's outreach campaign also included billboards and online and mobile web ads to reach diverse stakeholders. LPA continued to use transit advertising to target residents and public transportation users with information about ALB.

Publications/Presentations/Training Sessions

Legislative and Public Affairs responded to approximately 1,730 media inquiries and developed and successfully executed 14 rollout plans in support of Agency announcements, resulting in APHIS messages being effectively conveyed to and received by target audiences. LPA

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successfully implemented a more proactive Agency media outreach effort to highlight and promote APHIS' "story" with 28 proactive press releases, 50 USDA blog entries, 24 press events, three placed articles, and nine pitched interviews, all of which resulted in over 50 positive APHIS news articles.

Biotechnology Regulatory Services participated as resource persons in two short courses presented by the World Technology Access Program (WorldTAP) at Michigan State University, East Lansing, MI. The students in these short courses all come from developing countries, mostly in Sub-Saharan Africa and Southeast Asia. The September course was conducted in collaboration with USDA-Foreign Agricultural Service and included students from Central and South America.

Investigative and Enforcement Services attended the Montana Agriculture Emergency Preparedness Committee on November 19, 2010, in Helena, Montana. The meeting included a discussion of the scheduling of training events involving agro-emergency preparedness. Attendees included representatives from state and federal agriculture departments, the Department of Justice, and various other states, county, and local agencies.

Wildlife Services National Wildlife Research Center published 122 scientific studies in 61 different professional scientific journals and proceedings ranging in disciplines; including economics, ecology, reproductive biology, chemistry, wildlife diseases, and wildlife biology.

Wildlife Services Eastern Region personnel conducted 140 training sessions for cooperators and stakeholders on a variety of topics including: managing wildlife damage management at airports, bird harassment techniques, trapping techniques, hazardous waste and emergency response, and vertebrate pest management.

Representatives from VS ER attended agricultural events and/or staffed exhibit booths sharing information about various program diseases and pest control. The AgDiscovery Program was highlighted at these events with instructions about the application process. Approximately 1,000 stakeholders were reached.

Stakeholders Meetings and Conferences

Biotechnology Regulatory Services met with the international visitors to explain how the US regulates agricultural biotechnology. In addition to awareness, the goal is to help other countries to develop and adopt science-based regulations, as well as to have a better understanding of processes used to carry out risk analyses of agricultural biotechnology products. BRS goal is that science based regulations and sound risk analyses of agricultural products will facilitate international trade of agricultural commodities.

Legislative and Public Affairs issued a newsletter entitled "APHIS News for Stakeholders" to approximately 450 diverse stakeholders and approximately 250 state partners on a monthly basis. The newsletter provides timely information about APHIS initiatives, events, and reports. LPA also incorporated State and stakeholder outreach into all of the Agency's communications plans to ensure interested stakeholders were notified of significant Agency announcements.

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Wildlife Services National Wildlife Research Center scientists made a total of 126 presentations at professional scientific forums. This effort included presentations at international scientific conferences and domestic scientific conferences, presentations at professional APHIS forums, presentations at professional workshops, universities, stakeholder meetings and workshops. These presentations focused on new control methods and information on invasive species, diseases as they impact human and domestic animal health.

Animal Care actively supports the concept of compliance through education. This included developing and sponsoring customer-focused information meetings and training. Four Canine Care workshops were held, aimed at providing up-to-date information for dog breeders, whether regulated by APHIS or not. These seminars were free to the public and held at multiple locations.

Animal Care inspectors, Regional office staff and Headquarters staff attended over 80 meetings, and made approximately 200 presentations. AC served over 10,000 potential stakeholders, providing information on such diverse topics as animal behavior, Institutional Animal Care and Use Committee (IACUC) and research training, and emergency management and disaster planning.

Plant Protection and Quarantine Plant Health Programs (PHP) staff attended and presented at several scientific meetings including the North American Pollinator Protection Campaign annual policy meeting, the American Phytopathology Society (APS) annual meeting, the Entomological Society Association (ESA) annual meeting, and the National Plant Board annual meeting. PHP staff serves on several committees and acts as a liaison between APHIS and the regulated community.

Category 4 – Delivery of Programs and Initiatives to Small and Socially Disadvantaged Farmers and Ranchers

APHIS developed and invested approximately \$380,000 in a Minority Outreach Pilot Project with four community based organizations (CBO): Federation of Southern Cooperative (\$100,000); Rural Coalition (\$90,000); National Latino Farmers and Ranchers Trade association (NLFRTA) (\$45,000); National Hmong American Farmers, Inc. (\$45,000), and two 1890 Land-Grant Universities: Florida A&M University (\$50,000); University of Arkansas Pine Bluff (UAPB) (\$50,000). The project supports economic development in Rural Communities and assists the delivery of programs and activities consistent with APHIS and USDA goals for equal opportunity.