

Additional Guidance on Outreach

Outreach is encouraged and is generally supported through Infrastructure as a means to enhance the State Survey Coordinators' (SSCs) efforts in reaching out to key stakeholders where pests of significant concern to the state are involved. It is understood that outreach activities occur inherently during routine survey planning and preparations, attendance at industry and stakeholder meetings, and various training and seminar events. Qualification for additional outreach funding is contingent on direct support of existing survey initiatives within the state. Funding through Farm Bill Goal 5 Outreach & Education also may be an option worth considering, especially for larger projects.

Common goals within states' programs are to prevent any new exotic plant pest from becoming established through early detection activities. This is accomplished by targeted and/or ongoing surveys that allow for a more timely and effective response. These goals can be achieved by strengthening the state-wide network of cooperators through both coordinated detection surveys and outreach activities that compliment these coordinated survey activities. Using outreach as a mechanism to improve existing survey initiatives will better enable CAPS programs to identify exotic pest threats, determine and implement the most effective means of preventing, detecting, and responding to new exotic pests, and communicating risks and needs to land management personnel, relevant industries, and the public.

States are encouraged to explore novel approaches to expanding outreach activities. Volunteerism is one example where potential benefits to the program are immeasurable. Local stakeholder groups should be contacted and encouraged to support program-related outreach activities. Consider providing training to volunteers and others that will have access to areas at risk of exotic pest introduction. Some groups to consider partnering with include local extension services, horticultural inspection services, master gardeners, etc. For additional guidance, please reference the APHIS Pest Detection web page for access to the [draft CAPS Volunteer Guidelines](#).

Outreach materials in support of the Stone Fruit Commodity Survey supported through Farm Bill funding are available. A large meeting display is available for use by the CAPS community for state, society, and/or grower meetings. A themed brochure and pest information sheets also are available. For those giving a slide presentation, a PowerPoint presentation is available to customize as needed. Hard copies of the brochure and pest information sheets, as well as the display, can be requested by contacting John Bowers at john.bowers@aphis.usda.gov. The brochure, pest information sheets, as well as the PowerPoint presentation also can be downloaded for local printing from the CAPS Resource & Collaboration site at <http://caps.ceris.purdue.edu/stone-fruit>.