

CENTER FOR PUBLIC ISSUES EDUCATION

IN AGRICULTURE AND NATURAL RESOURCES

ANNUAL REPORT

2018 - 2019



UF | IFAS
UNIVERSITY of FLORIDA



Center for
Public Issues Education

Letter from the Director



RICKY TELG, DIRECTOR

The UF/IFAS Center for Public Issues Education in Agriculture and Natural Resources (PIE Center) made significant impacts in the areas of research, outreach and media this year, and we are excited to present those successes to you in the 2018-2019 annual report. We will highlight PIE Center research and education efforts to encourage informed decision-making on complex issues facing the state's agricultural and natural resources sectors.

The PIE Center collaborates on research and outreach projects with University of Florida academic departments and state and national agencies, such as the Florida Department of Health, Florida Department of Agriculture and Consumer Services, and the National Institute for Occupational Safety and Health on such topics as policymakers' information-seeking behaviors, agricultural safety, mosquito control messaging, septic-to-sewer system conversion, child foster care, and urban agriculture. The "By the Numbers" section details grant funds received, social media analytics and numbers of publications and presentations created by PIE Center faculty and staff.

We also coordinate monthly webinars for the Society of Agricultural Communications Scholars, a national professional development effort for agricultural communication faculty, and a separate monthly webinar series for the Southeastern Coastal Center for Agricultural Health and Safety (SCCAHS), one of the PIE Center's major partners.

This has been a year of change for the PIE Center. Last year, two of the four faculty members associated with the PIE Center took positions at other universities. This fall, Lauri Baker joined the Department of Agricultural Education and Communication as an associate professor; Lauri will be associated closely with the PIE Center; Lauri brings with her from Kansas State University a new addition to the PIE Center "family" – the Center for Rural Enterprise Engagement (CREE) – which joins the Extension Disaster Education Network (EDEN) and SCCAHS as units that the PIE Center directly supports.

The PIE Center has reached out to IFAS departments and centers and the state's agribusiness community, and these efforts are paying off with many research and outreach collaborations. If you would like to partner with the PIE Center on future research and outreach projects, please contact me.

After reading this annual report, I hope you see how integral the PIE Center's research and outreach efforts are to the future of Florida's agricultural and natural resources sectors.

Sincerely,

Ricky Telg

Director and Professor

ANNUAL REPORT 2018 - 2019

UF/IFAS Center For Public Issues Education In Agriculture and Natural Resources

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piecenter.com

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*Photos courtesy of UF Photography
Cover photo: University of Florida bat
houses and student gardens*



Letter from UF/IFAS Senior Vice President

Mosquitoes by some estimates have killed half of the estimated 108 billion people who have ever lived. That put the PIE Center's Prevent & Protect campaign this past year in a whole new light for me.

We have an entire research lab dedicated to preventing mosquitoes from spreading disease. When people, as well as labs, must be part of a solution – and when do they not? – we need social scientists to put science in the service of society.



JACK PAYNE, SENIOR VP

The Prevent & Protect campaign demonstrates the entrepreneurial approach that contributes to the PIE Center's ability to make a difference. The center has taken the lead on several grants in the past year, and it is consciously matching its research and outreach agenda to identified needs. It partners with agencies interested in seeing public resources go farther in serving Floridians.

I'm excited to announce that Lauri Baker, who founded a center for rural development at Kansas State University, has joined the PIE Center. Lauri's work focuses on explaining questions related to decision-making. This is the kind of expertise that can advance our understanding of how communication can increase scientific literacy and support public policy.

Prevent & Protect typifies the PIE Center's mission to help identify major issues in agriculture and natural resources and communicate those issues to a broad audience. It applies what it knows about risk communication to risks relevant to Floridians.

Anyone who spends much time outside during a Florida summer knows we have not vanquished the mosquito. The PIE Center recognizes that an essential part of the response to the spread of mosquito-borne disease is the spread of science-based information.

Sincerely,

Jack Payne

UF/IFAS Senior Vice President

MEET THE TEAM



RICKY TELG

Director and Professor



LAURI BAKER

Associate Professor



ANGIE LINDSEY

Assistant Professor



SANDRA ANDERSON

Research Coordinator



ASHLEY MCLEOD-MORIN

Media Coordinator



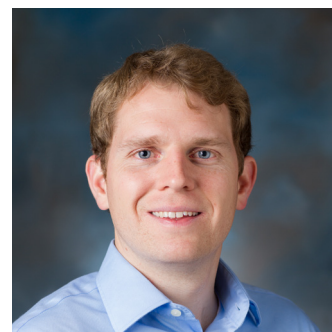
ALENA POULIN

Marketing Assistant



SHELLI RAMPOLD

Research Coordinator



PHILLIP STOKES

Education Coordinator

STUDENT ASSISTANTS AND GRADUATE STUDENTS

2018 - 2019 UNDERGRADUATE MEDIA ASSISTANTS

SEAN CAREY

Agricultural Education and Communication

SYDNEY HONEYCUTT

Agricultural Education and Communication

MICHAELA SHAW

Food and Resource Economics

2018 - 2019 UNDERGRADUATE ASSISTANTS

DEVON MORRISON

Agricultural Education and Communication

SAVANNA OGBURN

Agricultural Education and Communication

SARAH PARSLEY

Family, Youth and Community Sciences

HEATHER YODER

Agricultural Education and Communication

2018 - 2019 GRADUATE ASSISTANTS

PEYTON BEATTIE

Agricultural Education and Communication

KEVIN KENT

Agricultural Education and Communication

CHRISTINE KREBS

Agricultural Education and Communication

CASEY PARKER

Entomology and Nematology

TERESA SUITS

Agricultural Education and Communication

MACARENA ZAVALIA

Agricultural Education and Communication

BY THE NUMBERS

\$2.5 MILLION

AWARDED TO RESEARCH PARTNERSHIPS

\$570,000

AWARDED TO PIE CENTER RESEARCH

49

FOCUS GROUPS, SURVEYS, INTERVIEWS

11

JOURNAL ARTICLES

2,507

RESEARCH PARTICIPANTS

13

STUDENTS SUPPORTED & PART-TIME JOBS CREATED

3

CLIENT OR AGENCY PARTNERSHIPS

4,810

TOTAL EMAIL SUBSCRIBERS

2,596

FACEBOOK FANS

1,475

TWITTER FOLLOWERS

1,101

PAGE VIEWS AT PREVENTMOSQUITOES.ORG

17,303

PAGE VIEWS AT PIECENTER.COM

1,817

VIEWS ON YOUTUBE

374

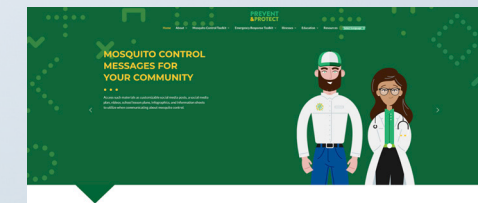
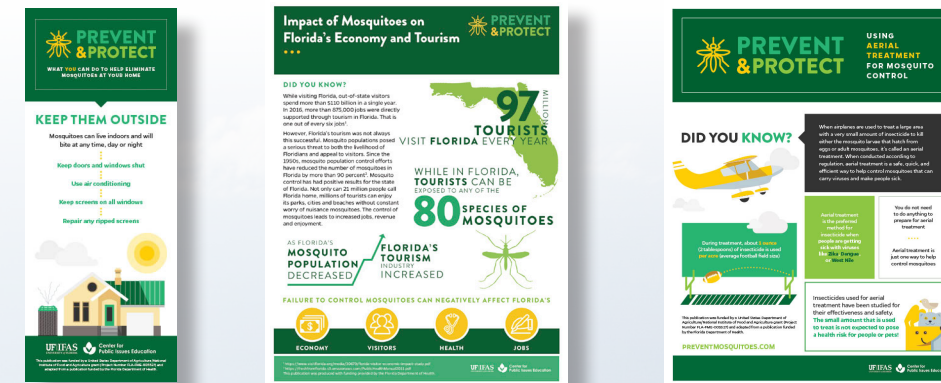
VIEWS OF LIVE WEBINARS

MEDIA AND OUTREACH

The PIE Center developed various media resources and outreach materials to accompany the array of research conducted by faculty and staff. Notable media and outreach projects included outreach for the Southeastern Coastal Center for Agricultural Health and Safety and media development for Prevent & Protect.

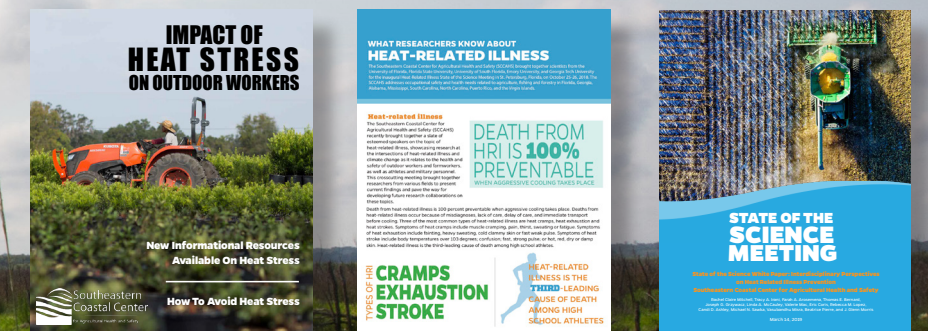
PREVENT & PROTECT

PREVENT & PROTECT, A PROJECT AIMED AT IMPROVING THE COMMUNICATION AND AWARENESS OF MOSQUITO-RELATED TOPICS, ADDED MANY NEW RESOURCES IN 2018 -2019. THE RESOURCES INCLUDED A COMPREHENSIVE WEBSITE, TRANSLATED MATERIALS AND FOUR DOCUMENTARY-STYLE VIDEOS.



SOUTHEASTERN COASTAL CENTER FOR AGRICULTURAL HEALTH AND SAFETY

THE PIE CENTER PARTNERED WITH SCCAHS THROUGHOUT THE YEAR TO DEVELOP RESOURCES THAT WOULD EDUCATE DIVERSE AUDIENCES ABOUT TOPICS RELATED TO AGRICULTURAL HEALTH AND SAFETY, PRIMARILY HEAT STRESS. THE PIE CENTER HELPED HOST A MEETING FOR SCIENTISTS RESEARCHING HEAT STRESS, CREATED INFORMATIONAL PRINT MATERIALS, AND HOSTED EDUCATIONAL WEBINARS.



IMPACTING MOSQUITO CONTROL COMMUNICATION IN FLORIDA

BY SYDNEY HONEYCUTT

The University of Florida Institute of Food and Agricultural Sciences (UF/IFAS) Center for Public Issues Education in Agriculture and Natural Resources (PIE Center) has developed a multi-faceted communication campaign to increase awareness of mosquito control in Florida.

Prevent & Protect is the result of two grants: one from the Florida Department of Health (DOH) funded by the Centers for Disease Control and Prevention (CDC) and one from the United States Department of Agriculture (USDA) National Institute of Food and Agriculture (NIFA). The organizations wanted the PIE Center to create communication materials that local officials could use to proactively address questions and concerns from community members regarding mosquitoes.

Mosquito control programs aim to protect the public from disease outbreaks, reduce nuisance mosquitoes and preserve Florida's economy.

While creating Prevent & Protect materials, the PIE Center conferred with multiple scientists to ensure the content's accuracy. Experts included individuals with the CDC Southeastern Center of Excellence in Vector-Borne Diseases, Florida Department of Agriculture and Consumer Services (FDACS) and the University of Florida's Department of Entomology and Nematology.

"Prevent & Protect is a true collaborative effort. We included communications and education researchers with entomologists so that the materials we created are accurate and help people understand the benefits of mosquito control efforts in Florida," said Ricky Telg, agricultural education and communication professor

and PIE Center director. "Prevent & Protect resources include lesson plans, print materials, videos and electronic field trips."

UF entomology and nematology doctoral student Casey Parker contributed to the project by verifying the scientific accuracy of Prevent & Protect materials.

"I have had the opportunity to be involved in the development of the science communication videos," Parker said. "I am also making lesson plans and working with the team to bring all of the components of this project together."

Two media toolkits — Mosquito Control and Emergency Response — were created based on the results of focus group research and input from mosquito experts, like Parker. The purpose of these toolkits was to provide mosquito control districts, public officials and other organizations with materials to educate their communities about mosquito-related issues. Each toolkit included pre-made social media posts, infographics, rack cards and info-sheets.

"My goal for Prevent & Protect is to provide materials to mosquito control districts so they can further disseminate them to their communities," Parker said.

Advertisements were placed in multiple Florida agricultural and health magazines. Targeted emails were used to spread information about the project directly to IFAS Extension faculty and Florida Emergency Preparedness Association (FEPA) members. Two webinars were held on June 21 and July 9, 2018, to inform the public about mosquito control and Prevent & Protect resources.

In February 2019, the new Prevent & Protect website, www.preventmosquitoes.org, was launched to further the outreach efforts for this project.

UF assistant professor of entomology and nematology Andrea Lucky assisted the PIE Center in creating messages for outreach efforts.

"My role in the Prevent & Protect project is to help people understand what mosquitoes are and explain the steps we can take to protect ourselves," Lucky said. "Many people have misconceptions about which mosquitoes are dangerous and what they can do to control and prevent the spread of diseases."

“

Many people have misconceptions about which mosquitoes are dangerous and what they can do to control and prevent the spread of diseases.

-Andrea Lucky

The Prevent & Protect project has taken a comprehensive approach to addressing mosquito issues in Florida. By using Prevent & Protect materials, public officials can address common misconceptions about mosquito control and encourage citizens to be proactive in reducing mosquito populations in their communities.

"In Florida, one of the biggest things we can do is support mosquito control efforts by trying to do our own mosquito control at home," Parker said. "We need to support the efforts of public health professionals who are taking action to protect the community from mosquitoes and mosquito-borne diseases." 🌱



PIE CENTER & UNTAMED SCIENCE

As part of the Prevent & Protect grant, the PIE Center and the UF/IFAS Department of Entomology and Nematology produced engaging multimedia content for social media and the website, www.preventmosquitoes.org.

In early 2019, filmmakers Rob Nelson and Jonas Stenstrom with video production company Untamed Science created a series of educational videos on various mosquito topics. These videos are currently displayed on the Prevent & Protect Facebook page and website.

Creating multimedia content and expanding web and social media presence has been influential in improving outreach and engaging with the public.

"The goal of these new additions to the project is to improve the accessibility of Prevent & Protect materials," said PIE Center education coordinator Phillip Stokes.

Two comprehensive toolkits and other key resources are easily accessible on the Prevent & Protect website. As Prevent & Protect has grown, the PIE Center has been proactive in ensuring that materials are accessible to all Floridians. All of the content on the new website is available in English and Spanish. The media components from the Mosquito Control and Emergency Response toolkits are available in English, Spanish and Haitian Creole.

Learn more about Prevent & Protect and view all the videos and other resources at PreventMosquitoes.org



PREPARING COMMUNITIES TO ADDRESS POST-DISASTER MENTAL HEALTH

BY ALENA POULIN



This year, the PIE Center partnered with the Florida State Agricultural Response Team (SART) to implement a professional education program, focusing on mental health awareness as part of disaster response.

While working with impacted communities following Hurricanes Irma and Michael, Angie Lindsey noticed a need for basic training on how to deal with mental health issues.

“We received calls from Extension agents because the agricultural producers they work with would state that they were depressed or suicidal after experiencing losses in these storms,” Lindsey said. “Our agents weren’t equipped to handle that.”

Lindsey, assistant professor of family, youth and community sciences at the University of Florida, brought this issue to SART and a partnership formed to create a new workshop, “Disaster Response and Recovery: Mental Health First Aid.”

The workshop combined Mental Health First Aid (MHFA), a program designed by the National Council for Behavioral Health, with a supplemental curriculum created by Lindsey and Heidi Radunovich, associate professor of family, youth and community sciences at UF.

The supplemental curriculum provided information on disaster-specific stress, example scenarios and techniques for increasing overall community resilience.

Certified trainers such as Emily Johnson, lecturer and practicum coordinator for family, youth and community

sciences at UF, administered the MHFA training.

“MHFA is an internationally-recognized certificate program that trains everyday people to recognize signs of distress, mental illness, and substance use disorders,” Johnson said.

“

By developing an understanding of mental health issues and increasing personal resiliency, the goal is that we can reduce community vulnerability and risks in future natural disasters.

-Angie Lindsey

“Just like CPR, MHFA participants learn to respond effectively and offer support until professional help is available.”

Over 90 total participants attended the six workshops held in counties across Florida.

“We’re fulfilling a need people didn’t originally know was there, and so far they have been very receptive to it,” Lindsey said.

Plans moving forward include bringing the workshop to other areas such as the Panhandle, reaching the communities most heavily impacted by Hurricane Michael.

“By developing an understanding of mental health issues and increasing personal resiliency, the goal is that we can reduce community vulnerability and risks in future natural disasters,” Lindsey said. 🌱

PIE CENTER HOSTS MEETING FOR SCIENTISTS WITH CENTER FOR AGRICULTURAL HEALTH AND SAFETY

BY ASHLEY MCLEOD-MORIN

The PIE Center collaborated with the Southeastern Coastal Center for Agricultural Health and Safety (SCCAHS) to bring together scientists from the University of Florida, Florida State University, University of South Florida, Emory University and Georgia Tech University for the inaugural Heat-Related Illness State of the Science Meeting in St. Petersburg, Florida, in October 2018.

The PIE Center also played an integral role in the planning, promotion and hosting of the State of the Science meeting.

The meeting provided an opportunity for professionals from various fields to come together and learn about the unique challenges farmworkers, along with other outdoor workers, face when dealing with heat-related illnesses and what experts say about possible solutions, said Glenn Morris, SCCAHS director and director of the University of Florida’s Emerging Pathogens Institute.

SCCAHS is the most recent center established by the National Institute for Occupational Safety and Health (NIOSH) that focuses on agricultural health and safety. The SCCAHS addresses occupational safety and health needs related to agriculture, fishing and forestry in Florida, Georgia, Alabama, Mississippi, South Carolina, North Carolina, Puerto Rico and the Virgin Islands.

“This is a relatively new center looking at agriculture, fishing and forestry safety,” Morris said. “This is a region that has not had a center for some years, but we think is critically important, particularly as we begin to deal with issues, such as heat stress.”

Presenters spoke about the use of heat reducing technologies, medical recovery protocols, acclimatization programs and culturally appropriate educational efforts.

The conference was a way to initiate conversation and develop collaboration across disciplines, said Tracy Irani, principal investigator for the center’s outreach core and chair of UF’s Department of Family, Youth and Community Sciences.

“For the Heat-Related Illness State of the Science Meeting, we tried to connect researchers from a variety of disciplines who work on heat-related illnesses but with

different target populations, including farmworkers, athletes and military,” Irani said.

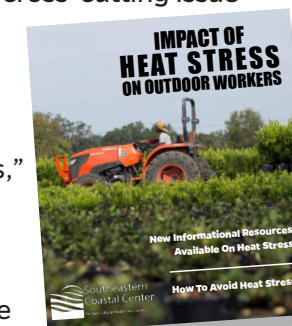
Attendees included researchers and students from several agencies and universities, including UF’s Institute of Food and Agricultural Sciences, and a representative from a farmworker organization. Attendees discussed the diverse impact heat stress has on workers in the region’s agriculture, fishing and forestry sectors.

“I think the uniqueness and value of this event is that we are acknowledging heat stress is a cross-cutting issue and bringing together researchers to compare what they are doing with others who are working in agriculture, fishing and forestry sectors and with those populations,” Irani said.

The PIE Center developed educational resources based on the information shared at the meetings and distributed the resources to relevant audiences. Resources included a white paper, an issue guide, a magazine insert, social media messages and a video available in English and Spanish.

Many of the resources were created in a way that managers and Extension agents could further distribute the information to their employees or through their programming.

“It was important to the PIE Center to condense the information shared at the State of the Science Meeting and provide that information to professionals who could apply some of the programs and protocols in the field,” said PIE Center media coordinator Ashley McLeod-Morin. “We also wanted to provide a variety of resources that could be used in different ways so managers and leaders could distribute information in a way that worked best for their team.” 🌱



CONFERENCES AND AWARDS

CONFERENCES AND PRESENTATIONS HOSTED

STATE OF THE SCIENCE MEETING

Southeastern Coastal Center for Agricultural Health and Safety

GUEST LECTURES

University of Florida, Oklahoma State University and University of Tennessee

HURRICANE RESILIENCE WORKSHOP

United States Department of Agriculture

MENTAL HEALTH FIRST AID WORKSHOPS

Florida State Agricultural Response Team

HURRICANE MICHAEL IMPACTS AND UF/IFAS EXTENSION RESPONSE

Florida Senate Agriculture Committee

AWARDS AND HONORS

2018 PROGRAM OF THE YEAR

Extension Disaster Education Network

W. K. KELLOGG FOUNDATION COMMUNITY ENGAGEMENT SCHOLARSHIP AWARD

Healthy Gulf, Healthy Communities

OUTSTANDING RESEARCH PAPER

Association for Communication Excellence, June 2019

THIRD PLACE, RESEARCH PAPER

Association for Communication Excellence, June 2019

DISASTER RECOVERY EFFORT RECOGNITION AWARD

Florida State Agricultural Response Team, *Angie Lindsey*

SECOND PLACE, RESEARCH PAPER

Association for Communication Excellence, August 2018

THIRD PLACE, RESEARCH PAPER

Association for Communication Excellence, August 2018

THIRD PLACE, POSTER PRESENTATION

National Agricultural Communication Symposium

PROFESSIONAL DEVELOPMENT AND PRESENTATIONS

PROFESSIONAL DEVELOPMENT, CONFERENCES AND PRESENTATIONS

SOUTHERN AMERICAN ASSOCIATION FOR AGRICULTURAL EDUCATION MEETING

AMERICAN ASSOCIATION FOR AGRICULTURAL EDUCATION MEETING

STATE AGRICULTURAL RESPONSE TEAM ANNUAL MEETING

NATIONAL AGRICULTURAL COMMUNICATIONS SYMPOSIUM

ASSOCIATION FOR COMMUNICATION EXCELLENCE ANNUAL MEETING

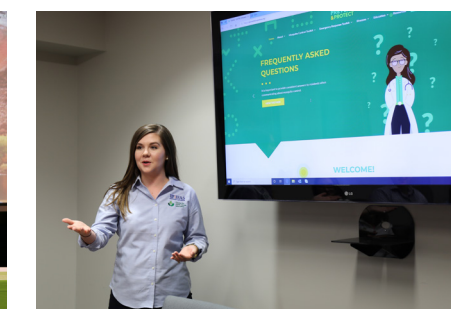
INTERNATIONAL CRISIS AND RISK COMMUNICATION CONFERENCE

INTERNATIONAL LEADERSHIP ASSOCIATION CONFERENCE

EXTENSION DISASTER EDUCATION NETWORK NATIONAL CONFERENCE

ASSOCIATION FOR RESEARCH ON NONPROFIT ORGANIZATIONS AND VOLUNTARY ACTION (ARNOVA) ANNUAL MEETING

AMERICAN MOSQUITO CONTROL ASSOCIATION ANNUAL MEETING



PIE CENTER SPOTLIGHT

WHERE ARE THEY NOW?

In recent years, the PIE Center has provided part-time employment to student workers on campus. These positions have given students the opportunity to gain practical experience in media and communications. Many PIE Center student workers have gone on to work in impressive positions, utilizing the skills they developed at the PIE Center.



ANDREW HORVATH

PaCE Academic Advisor, UF College of Agricultural and Life Sciences

*Bachelors Degree: Agricultural Education and Communication
Master's Degree: Agricultural Education and Communication*

Media Assistant for PIE Center, 2016

WHAT IS YOUR CURRENT POSITION?

I currently work for the UF/IFAS College of Agricultural and Life Sciences as the PaCE academic advisor and the South Florida recruitment coordinator. It's a new position for the college as of January 2019.

HOW DID WORKING AT THE PIE CENTER PREPARE YOU FOR WHERE YOU ARE NOW?

The PIE Center really provided a lot of opportunities for me as a student worker. During my time working at the PIE Center, I became involved in research for the first time. The experience that I gained gave me confidence moving on to graduate school. The specific type of research conducted by PIE Center staff allowed me to better understand the role of public perception research and the importance of science communication. In my current role, I may not be communicating science, but I am working to communicate the variety of science focused opportunities offered through the College of Agricultural and Life Sciences to a prospective student population who is generally unaware of all that agricultural and life sciences encompass.

WHAT SPECIFIC SKILLS DID YOU DEVELOP AT THE PIE CENTER THAT YOU STILL USE TODAY?

The PIE Center gave me the opportunity to develop new relationships and improve my communication skills, which is a huge part of my current job. A lot of my job, whether it's working with students, faculty or advisors, revolves around developing relationships. With students, I try to really get to know them and what their desired career is. Once I have an understanding of what their interests and goals are, I am able to better advise them in the direction they should go academically.



SHELBY OESTERREICHER

Communications Manager, UF/IFAS Center for Aquatic and Invasive Plants

*Bachelors Degree: Agricultural Education and Communication
Master's Degree: Agricultural Education and Communication*

Media Assistant for PIE Center, 2016 and 2018

WHAT IS YOUR CURRENT POSITION?

I am currently the Communication Manager for the UF/IFAS Center for Aquatic and Invasive Plants.

HOW DID WORKING AT THE PIE CENTER PREPARE YOU FOR WHERE YOU ARE NOW?

Working at the PIE center prepared me for my current position because it gave me a glimpse of what a UF/IFAS Center does and works toward. While at the center I worked on infographics, social graphics and writing some copy. Now, I do everything I did at the PIE Center plus quite a bit more. My time at the PIE Center gave me professional experience and aided me in working toward my goal of working in the agricultural communications field.

WHAT SPECIFIC SKILLS DID YOU DEVELOP AT THE PIE CENTER THAT YOU STILL USE TODAY?

I mainly worked in Adobe programs and developed my design and writing skills. I then worked for the PIE Center as a graduate student wherein I produced three magazine inserts pertaining to growers and their use of Best Management Practices. Through the production process I was able to develop better interviewing skills, interpersonal communication, networking, design and writing skills.

KALI BOWEN

Communications Specialist, UF College of Medicine Institute for Child Health Policy and the Department of Health Outcomes and Biomedical Informatics

SEAN CAREY

Congressional Intern for Congressman Ted Yoho

COREY DARNELL

Creative Director, Florida State Fair

SARAH EDISON FOWLER

Communications Manager, National Association of State Departments of Agriculture

BRANDON MCKEE

Land Survey Manager, BSM and Associates, Inc.

ASHLEY MCLEOD-MORIN

Media Coordinator, UF/IFAS PIE Center

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GORDON YODER

Media Specialist, Vida Springs Church

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