

HORIZONS



UF/IFAS PIE CENTER

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Gainesville, FL 32611
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MISSION

The UF/IFAS Center for Public Issues Education in Agriculture and Natural Resources will be the leading research and education organization on the social science perspectives of agriculture and natural resources issues to promote a more informed and engaged public.

VISION

A public that understands and engages in agriculture and natural resources issues.

FACULTY

Ricky Telg Lauri Baker Angie Lindsey

STAFF

Sandra Anderson	Ashley McLeod-Morin
Valentina Castano	Aly Morrison
Sydney Honeycutt	Phillip Stokes
Michaela Kandzer	Anissa Zagonel

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www.piecenter.com



Dr. Ricky Telg

PIE Center Director



From sharing research with colleagues in Greece to conducting nationwide public opinion surveys, the PIE Center truly expanded its horizons this year. As a center, we made notable contributions to the social science discipline through our efforts in research, outreach and education.

Since the PIE Center was founded, we have been committed to examining important issues in agriculture and natural resources. This year, our research explored a variety of topics such as COVID-19, harmful algal blooms and mental health. The PIE Center also facilitated a series of focus groups to guide the development of the next UF/IFAS Extension Roadmap.

In collaboration with our partner programs, we worked on several initiatives that have tangibly impacted communities around the nation. The Florida Extension Disaster Education Network (EDEN) created an online training course related to mental health during disasters. The Center for Rural Enterprise Engagement (CREE) designed a toolkit to help agribusinesses effectively market their products and services.

New projects on the horizon will help the PIE Center's reach continue to grow. The Southeastern Coastal Center for Agricultural Health and Safety (SCCAHS) was renewed for a five-year grant, allowing for the continuation of research and outreach projects. Additionally, the PIE Center is expanding its educational programs with a new student fellowship beginning in Fall 2022.

With the opening of our new Social Science Research Lab (SSRL), the PIE Center's possibilities are endless. As one of the only spaces on the UF campus dedicated to social science research, we are excited for the opportunities and partnerships the SSRL will undoubtedly bring.

Throughout this report, you will meet members of the PIE Center team. These individuals are the core of the PIE Center, contributing their unique talents and perspectives to each project. Our faculty, staff and student workers received multiple awards this year, recognizing their accomplishments.

We are thankful for such a successful year at the PIE Center and are motivated to keep moving forward. We continue to look to the horizon, identifying emerging issues and opportunities. Through our efforts, we strive to advance the future of agriculture and natural resources in the state of Florida, the nation and the world.

Dr. Scott Angle

UF/IFAS Vice President



The PIE Center continues to distinguish itself as a national leader in examining how people think about agricultural and natural resources issues.

You'll see mention in this report of how the Florida Extension Disaster Education Network (EDEN) is leading the development of a national EDEN strategic plan. Speaking of disasters, the PIE Center advisory board includes one of the nation's leading experts on disaster-related communications, former FEMA Director Craig Fugate.

PIE Center Director Ricky Telg was elected by land-grant communicators nationwide to serve as president of the Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences.

If any land-grant university in the nation has a better social science research lab than the one the PIE Center opened this year, I'd like to see it. At a recent open house, staff demonstrated its newly installed perception analyzer technology. It allows for collection of instantaneous feedback from focus group participants turning dials in response to pre-recorded videos or even live public speeches.

Federal agencies recognize the PIE Center's national standing, as evidenced by CDC funding for the Center's social science to support a mosquito-borne disease prevention campaign and USDA's funding for its work to learn lessons from COVID-19's effects on agriculture and to develop strategies to manage future crises.

The Center is extending its reach beyond Florida with its excellent Science by the Slice podcast. As much as I enjoy listening to it, I especially enjoyed recording an episode that was released in April!

It's my hope that the podcast, as well as this report, helps tell others what we at UF/IFAS already know, that the PIE Center is among the nation's best at what it does.



Looking to the Horizon

As the point where the sky and earth meet, the horizon represents the intersection of what is known and what is yet to be discovered. Looking to the horizon, we can imagine the vast possibilities that lie ahead of us, grounded by the knowledge and experiences of the past.

This year, the PIE Center explored new horizons through innovative social science research, strategic community outreach and impactful educational programs. In this report, read about the center's milestones throughout the year and catch a glimpse of what is on the horizon for 2023.



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AUGUST

Study examining college students' trust in COVID-19 vaccine messages using perception analyzer dials.



Agriculture and Food Research Initiative (AFRI) consumer survey is launched.

JULY

DECEMBER

PIE Center faculty and staff celebrate the 2021 holiday season.



Season 2 of the Science by the Slice podcast is launched.
More on p. 16



JANUARY

PIE Center travels to New Orleans, LA for NACS Conference.

More on p. 18

FEBRUARY

Our Year in Review

Throughout the 2021-2022 fiscal year, the PIE Center worked on many research and outreach projects, attended conferences, facilitated workshops and received awards. Take a look at some of our milestones from July 2021 through June 2022.

SEPTEMBER

PIE Center begins UF/IFAS Extension Roadmap listening sessions. Southeastern Coastal Center for Agricultural Health & Safety (SCCAHS) hosts State of the Science Meeting.

NOVEMBER

PIE Center begins working on farmer mental health project.

More on p. 12

OCTOBER

2021 PIE Center annual advisory board meeting held in Gainesville, FL.



MARCH

Perceptions of immigration & perceptions of COVID-19 surveys launched.

More on p. 12

APRIL

PIE Center travels to Greece to present research at international conference.

More on p. 18

MAY

Angie Lindsey receives tenure, promoted to Associate Professor.



JUNE

PIE Center receives awards at ACE Conference in Kansas City, MO.

More on p. 18





\$6M

IN RESEARCH PARTNERSHIPS

\$630k

RESEARCH DOLLARS AWARDED
TO THE PIE CENTER

Social Science Perspectives

Through partnerships with state and federal agencies, the PIE Center conducts grant-supported research that addresses key issues in agriculture and natural resources. The PIE Center's commitment to impactful research is evident through its innovative practices and proven methodology.

This year, the PIE Center collaborated on many research projects, exploring topics ranging from COVID-19 to mental health. In each project, the PIE Center has provided a social science perspective, connecting research findings with communities around the United States.

Research assistant Cheng-Xian Yang presents PIE Center research at the National Agricultural Communications Symposium.



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A Quantitative Survey Investigating Rural Residents' Trust in Science

Lauri M. Baker¹, Audrey E. H. King², Cheng-xian Yang³, Ashley McLeod-Morin⁴, Kristina M. Boone⁵

^{1,3,4} University of Florida
² Oklahoma State University
⁵ The Ohio State University

Background

In recent years science has gained greater trust with urban populations while rural counterparts remain skeptical (Krause, 2019). Many crises, such as COVID-19, climate change, water quality, and obesity, not only require scientific knowledge to understand but also affect rural communities disproportionately (Mueller et al., 2021). Trust in science can influence how people respond to and embrace or reject scientific discoveries (Nadelson et al., 2014).

Conceptual Framework

The conceptual framework was trust in science. Nadelson et al. (2014) developed a scale to measure trust in science and scientists in an effort to quantify this construct.

Purpose

This study aimed to develop a better understanding of rural and non-rural Americans related to trust in science during the COVID-19 pandemic.

Reference

Krause, D. A., Smith, N. C., Francis, K. (2019). Science and skepticism. *Public Choice Quarterly*, 10(1), 1-10.
Mueller, J. H., Probst, E., Macdonald, A., & Farrell, J. (2021). *Trust in Science: Perceptions of the Public*.
Nadelson, L. E., Yang, C. X., Smith, M. J., & Morin, A. J. (2014). Trust in science: A scale to measure trust in science and scientists. *Journal of Science Communication*, 44(1), 1-15.

Methods

- Participants: 1,549 Americans
Rural = 339 Non-rural = 1,210
- Data collection: January 8 - 21, 2021
- Trust scale of Nadelson et al. (2014): $\alpha = .92, M = 3.34, SD = .72$
- 8 questions (8 questions reverse coded)
- 12 questions (12 questions reverse coded)
- 5-point Likert scale: Ranging from 1 = strongly disagree to 5 = strongly agree.

Results

Rural Americans tend to have lower trust in science and scientists than non-rural.



Rural and non-rural Americans trust in science scale

	MD	p
1. I trust scientists to share their discoveries even if they do not like their findings.	-.35	.00
2. I trust that the work of scientists makes life better for people.	-.28	.00
3. Scientists do not care if laypersons understand their work.*	-.15	.04
4. I trust the work of scientists.	-.33	.00
5. I trust that scientists are being honest in their work.	-.31	.00
6. I trust that scientists are being ethical in their work.	-.23	.00
7. Scientific theories are trustworthy.	-.30	.00
8. We can trust science to find the answers that explain the natural world.	-.28	.00
9. I trust scientists can find solutions to our major technological problems.	-.30	.00

* = reverse coded item
MD = Mean differences between rural and non-rural residents, calculate with the value after reverse.

Future Development

Exploring how rural Americans' trust in science affects their attitudes and behavioral intentions toward vaccination.



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SURVEYS

25

FOCUS GROUPS

7

LISTENING SESSIONS

Q

Which PIE Center research project has been your favorite to work on this year?

Q&A



A My favorite project to work on this year has been the Harmful Algal Bloom (HAB) study. It has been interesting to see how HAB's are perceived in the state of Florida, but also challenging trying to make sure to capture everyone's viewpoint.

Sandra Anderson
Research Coordinator



A My favorite project that I've been a part of this year has been the UF/IFAS Extension Roadmap. It's really cool to know that all the work we put into the focus groups, report and presentations will help shape Extension in the state of Florida for the next 10 years.

Anissa Zagone
Research Coordinator

How to Market in a Digital Era

by Michaela Kandzer & Aly Morrison



In partnership with the UF/IFAS Tropical Research and Education Center (TREC), the Center for Rural Enterprise Engagement (CREE) created an online toolkit to educate and train the agriculture sector on how to develop a successful marketing plan.

“Our team was hearing directly from agribusiness owners that they were struggling to create effective marketing plans to promote their businesses,” said Trent Blare, assistant professor in the Department of Food and Resource Economics (FRE) at the University of Florida. “So, we decided to come together to create resources for Extension and the public that would help agribusiness owners to create a personalized and effective marketing plan.”

TREC and CREE developed a comprehensive toolkit titled *How to Market in a Digital Era*. The toolkit included a Marketing Manual, which was created to provide entrepreneurs with the information needed to establish a marketing plan for their businesses.

In addition to the Marketing Manual, online and in-person trainings were facilitated across the state

of Florida to train individuals on how to utilize the toolkit resources. All materials in the toolkit – including presentations, training events, printed resources and evaluations – were offered in both English and Spanish in order to reach diverse audiences.

“It is our hope that these materials and trainings have been helpful for our audiences, and have allowed them to excel in their businesses,” said Lauri Baker, associate professor of agricultural communication at the University of Florida and co-founder of CREE.

To expand accessibility to the toolkit, the team created a webpage specifically targeted toward Extension. On the webpage, Extension agents can obtain the resources necessary to host marketing trainings for their local audiences.

“We wanted to equip local Extension agents around the state of Florida to guide agribusiness owners in their local audiences to create powerful marketing plans,” said Fredy Ballen, agricultural economist working in the TREC at the University of Florida.

MEET THE WRITERS:



Michaela Kandzer
Communications Specialist
with PIE since 2018



Aly Morrison
Communications Specialist
with PIE since 2021



The *How to Market in a Digital Era* toolkit is available to download on the CREE website. Scan the QR code to access the toolkit resources. To learn more about CREE, visit the link below.

 ruralengagement.org

The Center for Rural Enterprise Engagement (CREE) is an issue-focused transdisciplinary center that serves as a generator and source of research-based knowledge about new-media marketing. CREE works to enable rural and agriculture-based businesses to flourish in ever-changing environments, while fostering positive changes to rural livelihood.

Q&A

Q | Which upcoming CREE project are you looking forward to most?

A I am beyond excited about our CREE 2022 Insight Summit (Sept. 14 - Dec. 14). The new format gives learners the opportunity to work at their own pace with a few months to dig deeply and apply what they learn, instead of only a few days like the previous five years.



Lauri Baker
Associate Professor
CREE Co-Founder

2021-2022 ACADEMIC & RESEARCH AWARDS

Outstanding Dissertation

Ashley Mcleod-Morin
Association for Communication Excellence

Outstanding Research Paper

Meredith Oglesby et al.
National Agricultural Communications Symposium

Distinguished Research Poster

Ricky Telg et al.
Association for International Agricultural & Extension Education

2nd Runner-Up Poster

Ashley McLeod-Morin; Valentina Castano
National Agricultural Communications Symposium

Top Four Student Paper Panel

Cheng-Xian Yang
International Crisis & Risk Communication Conference

Runner-Up Outstanding Proposal

Valentina Castano
Association for Communication Excellence

Outstanding Thesis

Michaela Kandzer
Association for Communication Excellence

Article of the Year

Ashley McLeod-Morin et al.
Journal of Applied Communications

Outstanding Research Poster

Sydney Honeycutt et al.
Association for International Agricultural & Extension Education

People's Choice Research Poster

Meredith Oglesby et al.
Association for Communication Excellence

UF Trust Consortium Scholar

Lauri Baker
Consortium on Trust in Media and Technology

Runner-Up Outstanding Paper

Lauri Baker et al.
Association for Communication Excellence

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PUBLICATIONS

23

PRESENTATIONS

12

RESEARCH POSTERS

2021-2022 PIE CENTER STUDENT RESEARCHERS

Olivia Doyle

Master's Student, Agricultural
Education & Communication

William Gager

Undergraduate Student, Plant Science

Arati Joshi

Master's Student, Agricultural
Education & Communication

Cayla Romano

Undergraduate Student, Agricultural
Education & Communication

Naik Wali

Visiting Graduate Student, Pakistan

Cheng-Xian Yang

Ph.D. Student, Agricultural
Education & Communication

Research Highlights

Public Perceptions of COVID-19

In April 2022, the PIE Center conducted a national public opinion survey to understand Americans' perceptions, knowledge and concerns related to the COVID-19 pandemic. Results will identify informational gaps, which will help the PIE Center develop outreach and educational materials.

Community Impacts of Harmful Algal Blooms

The PIE Center is collaborating on a 2-year project to increase public understanding of harmful algal blooms (HABs). Six focus groups were conducted in Florida's coastal regions to identify perceptions of HABs. The feedback will be used to create a communication campaign targeted toward coastal communities.

Attitudes Toward Immigrants During COVID-19

In March 2022, the PIE Center surveyed adult U.S. citizens about their attitudes toward immigrants during COVID-19. Results from the study will reveal the influence of public health emergencies on perceptions of immigration, guiding future communication efforts related to contentious issues.

Mental Health Among Florida Farmers

To understand farmers' needs related to mental health, the PIE Center conducted three focus groups with Florida farmers and stakeholders within the agriculture industry. Data will inform the development of communication materials and strategies that will be used to address farm stress and mental health concerns.



Research coordinator Sandra Anderson presents in the Social Science Research Lab.



Planning for Community Emergency Response Needs *by Valentina Castano*

When it came time for the Extension Disaster Education Network (EDEN) to set its goals for the next five years, the UF/IFAS Center for Public Issues Education in Agriculture and Natural Resources (PIE Center) was quick to assist in the process.

The goal of the strategic plan is to further the mission of EDEN which is to reduce the impact of disaster through research-based education. The plan aims to enhance the abilities of individuals, families, organizations, agencies and businesses to prepare for, prevent, mitigate and recover from disasters.

To develop the strategic plan, the PIE Center is collecting input from stakeholders and those in the EDEN network. Data will be collected through listening sessions to better understand how the new strategic plan can meet the needs of these groups.

“EDEN serves a wide variety of audiences across many states,” said Florida EDEN point-of-contact

Founded in 1996, EDEN serves as a national network for research-based disaster education across the United States. EDEN points-of-contact are based in land-grant universities and work to aid in their community's disaster preparation and response efforts. Points-of-contact also serve the Cooperative Extension System by providing prevention and education resources to help Extension agents respond during disasters.

and PIE Center faculty member Angie Lindsey. “The PIE Center is helping EDEN to define our strategic efforts to be most helpful to all of our stakeholders and various audiences before, during and after emergency events.”

Results of the strategic planning efforts will be presented at the EDEN National Conference in Grand Rapids, Michigan this fall.

Q&A

Q Which upcoming Florida EDEN project are you looking forward to most?

A I am looking forward to incorporating research into Florida EDEN programs to understand more about the roles Extension faculty and staff play in disaster management. This information will be helpful in developing tools and programs that can further assist Extension in helping communities before, during and after disasters.

Angie Lindsey
Associate Professor
FL EDEN Point of Contact



Q&A



Which outreach project has been your favorite to work on this year?

A I've enjoyed developing *The Slice* newsletters this year. It has been fun to connect with our stakeholders by highlighting PIE Center projects and staff each quarter.

Sydney Honeycutt
Media Coordinator



A This year, I really enjoyed working on the COVID-19 vaccine kinetic typography video. This project gave us the opportunity to disseminate important research findings through an engaging video.

Valentina Castano
Media Coordinator

FOLLOWER COUNT

 2,889

 1,590

 780

 21

21,689

WEBSITE VIEWS

1,894

EMAIL SUBSCRIBERS



An aerial photograph of a coastal wetland or estuary, showing intricate patterns of water and land. The entire image is overlaid with a semi-transparent teal color. The text is positioned in the lower right quadrant.

Reaching Communities

The PIE Center creates informative communication materials designed to reach diverse audiences. Communication campaigns allow the center to effectively integrate research results, disseminating key findings to individuals, communities and policymakers. This year, outreach initiatives from the PIE Center and its partner programs reached thousands of people around the United States and the world.



Science by the Slice Podcast Launches Season 2

The PIE Center's podcast, *Science by the Slice*, explores the science behind issues in public health, agriculture and natural resources. After a successful first season in 2021, *Science by the Slice* Season 2 was launched in January 2022.

So far this season, *Science by the Slice* has released nine episodes, covering topics ranging from honey bees to substance misuse. Each episode includes educational resources including a transcript and learning guide to facilitate discussions on the topics presented.

In June 2022, *Science by the Slice* was recognized by the Association for Communication Excellence (ACE) as an Outstanding Professional Skill (OPS) Award winner in the electronic media category.

All episodes of *Science by the Slice* are available on podcast streaming platforms. To learn more about the podcast and download free educational resources, visit:

<https://piecenter.com/media/podcast/>

SCCAHS Secures 5-Year Grant Renewal

by Ashley McLeod-Morin

Through outreach and strategic communication, the PIE Center helped a partner program receive a five-year, \$10 million grant renewal.

Established in 2016, the Southeastern Coastal Center for Agricultural Health and Safety (SCCAHS) conducts interdisciplinary research to address issues in health and safety within the agriculture, forestry and fishing industries.

The PIE Center has played an integral role in the SCCAHS over the past six years, most notably by guiding the center's outreach efforts. The SCCAHS Outreach Core disseminates research results to communities, stakeholders and industry professionals.

Tracy Irani, Chair of the University of Florida Department of Family, Youth and Community Sciences, leads the SCCAHS Outreach Core.

"The PIE Center has been extremely valuable in developing our successful renewal funding proposal, including the next steps and the goals for the future direction of SCCAHS," said Irani. "I look forward to this partnership as we continue to work to address the health and safety needs and gaps in the agriculture, forestry and fishery (AFF) sector."

By facilitating steady audience growth, the Outreach Core has increased the center's overall reach. The Outreach Core hosts monthly webinars and produces educational videos in both English and Spanish.

Communication efforts have driven traffic to the center's website, sccaahs.org, which resulted in a 33% increase in web views over the past year.

The SCCAHS website has an extensive resource library, largely developed by PIE Center staff. The library contains more than 40 archived webinars and four communication toolkits related to heat exposure and infectious diseases.



SCCAHS Outreach Core members Ashley McLeod-Morin and Lisa Lundy discuss upcoming projects.

In addition to effectively translating research to the public, the Outreach Core facilitates the sharing of research between scientists and stakeholders. The Outreach Core hosts the annual State of the Science (SOS) and Community Stakeholder Advisory Board (CSAB) meetings, promoting collaboration among individuals in Extension, academia, public agencies and private industry.

As the SCCAHS enters the next five years of its grant renewal, the Outreach Core aims to build upon previous successes, expanding the visibility of the center.

Learn more about the SCCAHS Outreach Core at <http://www.sccaahs.org/index.php/about/programs/outreach/>

Q&A

Q | What is your biggest goal for SCCAHS outreach over the next 5 years?

A I hope SCCAHS becomes the go-to source of information for agricultural stakeholders in the Southeast when acquiring information related to agricultural health and safety. In order to achieve this goal, I am working to bring together agricultural stakeholders with public health experts to work on a variety of important topics.



Ashley McLeod-Morin
SCCAHS Associate Director of Strategic Communication

Founded in 2016, the SCCAHS is part of the Centers for Disease Control and Prevention (CDC) National Institute of Occupational Safety and Health (NIOSH) Agricultural Health and Safety Initiative. The SCCAHS explores the health and safety needs of people working in agriculture, fishing and forestry in Alabama, Florida, Georgia, Mississippi, North Carolina, South Carolina, the U.S. Virgin Islands and Puerto Rico.

Expanding Our Horizons

by Sydney Honeycutt

Following two years of virtual conferences during the COVID-19 pandemic, the PIE Center was eager to attend in-person conferences when travel restrictions eased.

This year, faculty, staff and graduate students represented the PIE Center at ten conferences spanning eight states and two countries. Traveling to conferences has provided opportunities for professional development and allowed the PIE Center to share research with larger audiences.

In April 2022, five members of the PIE Center team traveled to Thessaloniki, Greece to attend the Association for International Agricultural and Extension Education (AIAEE) Conference. Attending an international

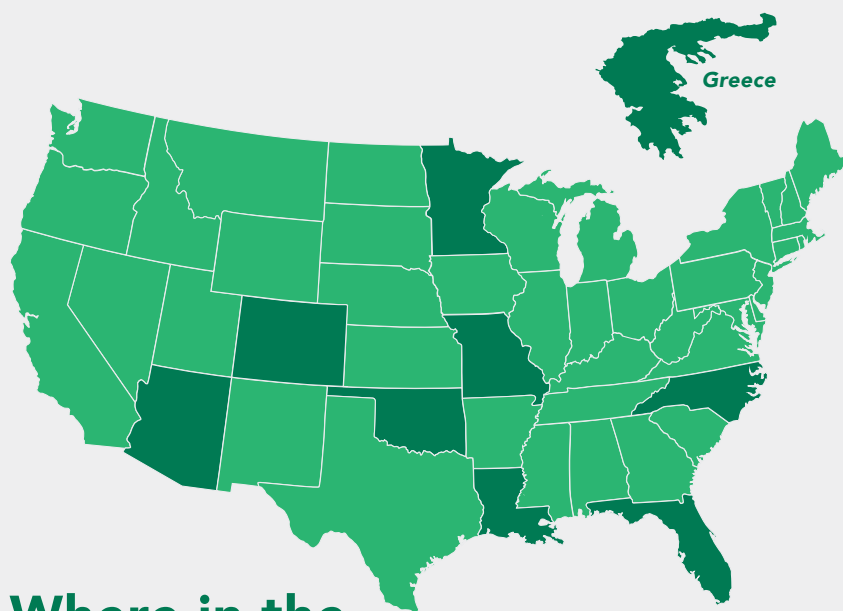


(L to R) Valentina Castano, Ashley McLeod-Morin, Meredith Oglesby, Sydney Honeycutt and Ricky Telg sight-seeing in Thessaloniki, Greece, during the AIAEE Conference.

conference was a unique experience for the PIE Center.

"I am very thankful to have represented the PIE Center at

AIAEE," said PIE Center media coordinator Valentina Castano. "I enjoyed being able to present and discuss PIE Center research with international faculty and students."



Where in the World is the PIE Center?

ARIZONA

Extension Disaster Education Network
Mid-Winter Meeting
Tucson, AZ

COLORADO

International Society for Agricultural
Safety and Health Conference
Fort Collins, CO

FLORIDA

Governor's Hurricane Conference
West Palm Beach, FL

International Crisis and Risk
Communication Conference
Orlando, FL

LOUISIANA

National Agricultural Communications
Symposium
New Orleans, LA

During the 2022 conference season, The PIE Center was honored to receive numerous awards recognizing achievements in research, outreach and education. The center is motivated by its successes this year, and anticipates another busy conference season in 2022-2023.

Q&A

Q | How does traveling to conferences further the mission of the PIE Center?

A Conference travel furthers the mission of the PIE Center by expanding our reach and improving the visibility of PIE Center projects. We have been able to form lasting partnerships with colleagues from other institutions through involvement in professional associations.



Ricky Telg
PIE Center Director

MINNESOTA

National Alliance of State Animal and Agricultural Emergency Programs Annual Conference
Minneapolis, MN

MISSOURI

Association for Communication Excellence Conference
Kansas City, MO

NORTH CAROLINA

Extension Disaster Education Network Annual Meeting
Raleigh, NC

OKLAHOMA

American Association for Agricultural Education
Oklahoma City, OK

GREECE

Association for International Agricultural and Extension Education Conference
Thessaloniki, Greece

2021-2022 OUTREACH & EDUCATION AWARDS

Association for Communication Excellence (ACE):

OUTSTANDING PROFESSIONAL SKILL (OPS) AWARD

Science by the Slice Podcast

GOLD AWARDS

Science by the Slice Podcast

Mental Health Impact Report

Enhanced Photo

Annual Report Cover

SILVER AWARDS

Mental Health Online Curriculum

Science by the Slice Logo

COVID-19 Vaccine Information Campaign

BRONZE AWARDS

COVID-19 Translated Info Sheets

COVID-19 Kinetic Typography Video

PIE Center Interactive Web Model

2021 PIE Center Annual Report

Center for Rural Enterprise Engagement Website

American Society for Horticultural Science:

OUTSTANDING MULTIMEDIA AWARD

Center for Rural Enterprise Engagement

Touchless Transactions Toolkit





6

VIDEOS PRODUCED

36,000

VIDEO VIEWS

Public Engagement

As part of an academic institution, the PIE Center understands the value of education. PIE Center educational programs seek to engage the public in issues related to agriculture and natural resources, empowering citizens to become informed decision makers. In addition to educating the public, the PIE Center provides educational opportunities to students in order to cultivate the next generation of agricultural communicators and social scientists.

Media coordinator
Valentina Castano and
media assitant Kaelyn
Nelson edit a video
project together.



Q&A

Q

Of all the webinars and podcast episodes the PIE Center produced this year, which topic did you find most interesting?

A

Our podcast series titled *Extended Dialogue* was great to produce as it was educational and encouraging. The series discusses diversity, equity and inclusion within higher education starting with a historical perspective and moving toward future aspirations from administrators.



Phillip Stokes

Education Coordinator

12

WEBINARS HOSTED

889

WEBINAR ATTENDEES

(LIVE & RECORDED)

19

PODCAST EPISODES

1,859

PODCAST DOWNLOADS



Addressing Mental Health During Disasters

by *Valentina Castano*

The UF/IFAS Center for Public Issues Education (PIE Center) recently helped extension agents and other professionals address the unique mental health needs of the agriculture and natural resource sectors before, during and after disasters.

In partnership with the Florida Extension Disaster Education Network (EDEN), the PIE Center worked with the Florida Department of Agriculture and Consumer Services (FDACS) and the University of Florida Department of Family, Youth and Community Sciences (UF FYCS) to develop and supply a free, self-paced online training titled *Disasters & Mental Health*.

Angie Lindsey, UF/FYCS associate professor and PIE Center faculty member, worked with Heidi Radunovich, FYCS associate professor and licensed clinical psychologist, to develop the curriculum based upon earlier training sessions from 2018 to 2020.

The sessions were well-received, with over 92% of participants rating the experience positively. Two-

hundred and fifteen participants became certified in Mental Health First-Aid. The program's success led the PIE Center to provide the training online with support from FDACS.

"After hurricanes Irma and Michael, we received numerous requests from Extension agents who recognized mental health impacts in their communities and did not know how to help," Lindsey said. "The success of previous in-person workshops and requests to bring the training to other areas has shown us this is a needed resource, and the new online curriculum will make it accessible to a much wider audience."

Since becoming available online, an additional 34 participants have completed the 2.5-hour course. To access this free, online mental health resource, visit the link below:

 piecenter.com/resources/fl-ed/en/

PIE Fellows

The PIE Center is launching a new fellowship program for graduate students at the University of Florida to introduce them to social science.

The PIE Fellows program is a year-long fellowship that will provide graduate students with experience related to social science research and outreach. Students participating in the program will collaborate on a research study and develop an outreach campaign.

In addition to gaining valuable knowledge and skills, Fellows will develop relationships with peers in other academic disciplines, establishing an interdisciplinary community of likeminded scholars.

The PIE Center will provide each Fellow with financial assistance to pursue professional development opportunities. All participants will receive a stipend to be used for professional association dues, conference travel or publishing fees.

The PIE Center looks forward to welcoming its first cohort of PIE Fellows in Fall 2022. The Fellowship program will continue through the academic year, concluding in May 2023.

2021-2022 PIE Center Student Workers

Annabel Henson

Master's Student, Agricultural Education & Communication

Caroline Barnett

Ph.D. Student, Agricultural Education & Communication

Karlibeth Leitheiser

Master's Student, Agricultural Education & Communication

Kaelyn Nelson

Undergraduate Student, Agricultural Education & Communication

Meredith Oglesby

Master's Student, Agricultural Education & Communication

Katie Sadler

Undergraduate Student, Agricultural Education & Communication

Maggie Turner

Undergraduate Student, Agricultural Education & Communication

On the Horizon

As the 2021-2022 fiscal year concludes, the PIE Center looks forward to exciting initiatives on the horizon. Together with partner programs, the center will continue existing projects while embarking on new endeavors.

The PIE Center will work with the CDC Southeastern Center of Excellence in Vector-Borne Diseases: Gateway Program to conduct social science research and develop a communication toolkit centered around vector-borne diseases. A new grant project with Florida EDEN will investigate extension professionals' educational needs related to agricultural health and safety topics. The PIE Center will help to develop communication materials to meet the needs identified.

In addition to the PIE Fellows program beginning in Fall 2022, the PIE Center plans to expand educational programming through PIE Academy. PIE Academy will consist of workshop sessions on key topics targeted toward Florida Extension professionals.

To stay updated on new PIE Center projects throughout the year, scan the QR code to subscribe to our email list.



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