

Center for Public Issues Education

# THE SLICE

 Fall 2024

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**Pollinator-friendly roadsides**  
**Heat-related illness toolkit**  
**2024 ACE Conference**



# Greening the highway

## Engaging Florida communities in pollinator-friendly roadside projects

By Dorcas Sunday

The UF/IFAS Center for Public Issues Education in Agriculture and Natural Resources (PIE Center) collaborated with University of Florida researchers to develop various message concepts to gauge Floridians' perceptions of roadside management programs.

The project, funded by the Disney Conservation Fund, aims to bridge the gap between public knowledge and values about roadside landscapes by promoting environmentally friendly management practices to enhance biodiversity and pollinators, such as bees.

“From this project, we hope to identify strategies to get the public involved in maintaining these often-overlooked spaces in a way that supports biodiversity,” said UF agricultural education and communication professor Laura Warner.



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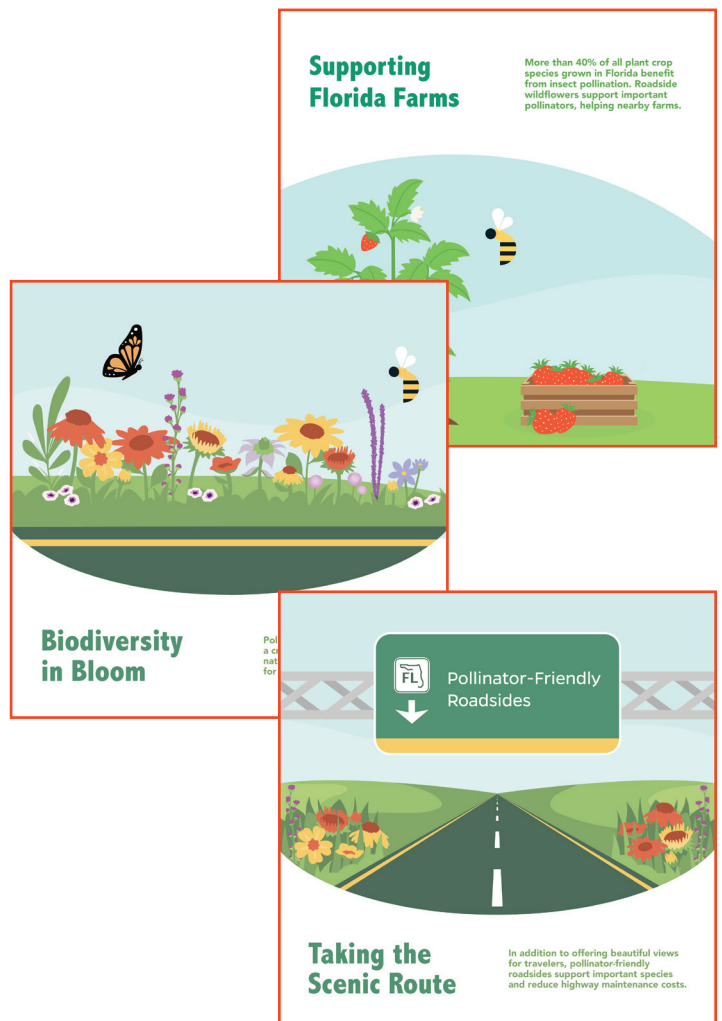
**- Laura Warner**

The PIE Center developed and disseminated a statewide survey to more than 1,000 Floridians to identify respondents' knowledge, perceptions and attitudes about pollinator-friendly roadsides and to evaluate key messages and graphics about pollinator-friendly roadsides.

The project team found that survey respondents preferred to receive information about pollinator-friendly roadsides via road signage or demonstration gardens at rest stops. The team

also found that Floridians are knowledgeable and enthusiastic about these pollinator-friendly spaces.

“Ultimately, we hope this project will inform future public campaigns statewide to engage the public in roadside management programs that support biodiversity because doing so will not only benefit Florida residents but also provide critical support for pollinators,” Warner said.



Examples of social media graphics created for the pollinator-friendly roadside survey.

# PIE Center wins awards at 2024 ACE Conference

Faculty and staff from the UF/IFAS Center for Public Issues Education in Agriculture and Natural Resources (PIE Center) were recognized at a national conference for achieving excellence in communications research and practice.



The Association for Communication Excellence (ACE) held its annual conference in Salt Lake City, Utah from June 23 to 25, 2024. Each year, the ACE Academic and Research Learning

Community acknowledges accomplishments in communications research.

PIE Center research received multiple awards including Outstanding Research Paper, Outstanding Research Poster, and Outstanding Innovative Research Poster.

Additionally, the PIE Center and its partner programs submitted several entries to the ACE Critique and Awards Program. The PIE Center and its partner programs received five gold awards, five silver awards and three bronze awards for a variety of multimedia projects.

Two of the PIE Center's submissions that received gold awards were also recognized as the Outstanding Professional Skill (OPS) winners in their respective categories. These projects included the "From Waves to Wallets" toolkit and the Insight Summit Course.

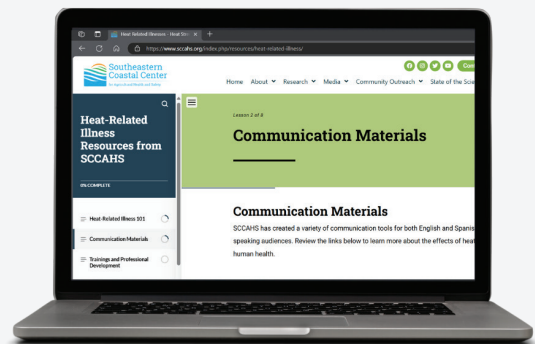
## New heat-related illness toolkit launches

By Jessica Czipulis

To help inform agricultural workers about the impacts of heat-related illnesses, the Southeastern Coastal Center for Agricultural Health and Safety (SCCAHS) created an online toolkit for Extension agents and industry personnel.

The Heat-Related Illness toolkit includes heat exposure trainings, infographics and videos. The toolkit features a heat safety plan template with tips specific to Florida agricultural operations. SCCAHS is a partner program of the Center for Public Issues Education in Agriculture and Natural Resources (PIE Center).

Most of the communication materials have Spanish versions to ensure accessibility of the information to larger numbers of agricultural workers in the state.



"With Florida's agricultural workers enduring these hot conditions every day, we felt it was important to create a repository of resources," said Ashley McLeod-Morin, SCCAHS's associate director of strategic communication. "The center hopes to continue to expand the toolkit through additional resources and language offerings."

View the toolkit at <https://www.sccaahs.org/index.php/resources/heat-related-illness/>

## STUDENT SPOTLIGHT



### **Dorcas Sunday**

Dorcas Sunday is a first-year doctoral student in agricultural education and communication at the University of Florida, specializing in agricultural communication. Originally from Oyo State, Nigeria, she considers her family's hometown in Gombe State her true home.

This summer, Sunday collaborated with the PIE Center on several projects, including the Higher Education Challenge modules, an avian flu undergraduate survey and this current edition of The Slice.

Looking ahead, Sunday aspires to become a faculty member, where she hopes to inspire young minds, nurture creativity and cultivate problem-solving skills in the next generation of agricultural leaders.

In her free time, Sunday enjoys baking and spending time with her family and friends.



***Working with the PIE Center has shown me the value of collaboration and helped me strengthen my skills in module development and research, both of which are crucial for my personal growth.***

**- Dorcas Sunday**



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