

Hungry Pests Stakeholder Engagement Quarterly Outreach Plan

Background

In 2017, CarrotNewYork developed the Service Learning Curriculum, a free resource for educators to involve children and youth in the effort to stop the spread of invasive species. The materials were promoted via email to youth groups and educational programs with a focus on college and job readiness. The curriculum currently lives on the U.S. Department of Agriculture's (USDA) Animal and Plant Health Inspection Service (APHIS) website.

The outreach plan below includes recommendations to guide APHIS's efforts to effectively disseminate the kit to USDA's list of aligned groups and their gatekeepers (SPHDs, SPROs, PPQ field officers, National Plant Board, COSDA) with the ultimate goal of preparing these groups to then engage educators and young people. This approach can serve as a marketing and distribution vehicle to increase reach, awareness, and engagement in 2018, and offer youth educators and leaders an opportunity to download the Service Learning materials. The Service Learning materials have been consolidated into a one-stop shop toolkit for easy use, access, and distribution.

Offering free resources and lesson plans is a great way to connect with and provide value to local partners and stakeholders.

Target Audience:

- Niche educators: individuals leading out-of-school programs including but not limited to 4H programs, youth organizations, after-school programs, college preparation programs, cooperative extensions, environmental programs, and community centers.

Channels:

- Email
- Social Media - Facebook & Twitter

Calls to Action:

- Learn more about educator materials.
- Download educator materials from the Hungry Pests page on the USDA-APHIS site.

Outreach Strategy

Cross Promotion

- Content should be posted across channels to increase effectiveness.
- Send the email and post the aligned posts on Facebook and twitter to increase clicks.

Timing

- Reach out when school is out for breaks or summer vacation. Educators often plan programs during their time off, so summer and holiday breaks can be good times to connect with youth program leaders (see outreach calendar below for specific recommendations).
- Best days and times to share messaging:
 - Weekdays: Tuesday or Wednesday, during the day between 9am and 1pm;
 - Weekends: Saturdays.

Outreach Calendar

Quarter 1 (Jul-Sep)

Outreach #1: August

Focus: Back to School Outreach

- Email **Field message** announcing new resources with link to Hungry Pests website.
- **Facebook** post announcing new resources with link to Hungry Pests website.
- **Tweet** announcing new resources with link to Hungry Pests website.

Outreach #2: September

Focus: Promote the utility of the Service Learning curriculum

- Email **Field message** about the utility of the curriculum to youth programs with link to the Hungry Pests website.
- **Facebook** post with a fact about service learning and an attached link to Hungry Pests website to download kit.
- **Tweet** with the same information with link to the Hungry Pests website to download kit.

Quarter 2 (Oct-Dec)

Outreach #3: October

Focus: Promote the importance of the Service Learning curriculum

- Email **Field message** about the importance of raising awareness of invasive pests and plants with link to Hungry Pests website.
- **Facebook** post with a fact about invasive pests and plants with attached link to Hungry Pests website to download kit.
- **Tweet** with the same information with link to Hungry Pests website to download kit.

Quarter 3 (Jan-Mar)

Outreach #4: February

Focus: Promote the utility of the Service Learning curriculum

- Email **Field message** about the utility of the curriculum for youth and after-school programs with link to the Hungry Pests website.
- **Facebook** post about service learning with link to Hungry Pests website.
- **Tweet** with the same information and link to Hungry Pests website.

Quarter 4 (Apr-Jun)

Outreach #5: April

Focus: Announce the start of Invasive Plants Pest and Disease Awareness Month

- Email **Field message** announcing start of Invasive Plants Pest and Disease Awareness Month with call out to download FREE Service Learning Resources with link to Hungry Pests website.

- **Facebook** post announcing start of Invasive Plants Pest and Disease Awareness Month with call out to download FREE Service Learning Resources (Link to Hungry Pests website)
- **Tweet** announcing start of Invasive Plants Pest and Disease Awareness Month with call out to download FREE Service Learning Resources (Link to Hungry Pests website)

Outreach #6: May

Focus: Promote the utility of the new Hungry Pests curriculum

- Email **Field message** about the utility of the curriculum for summer programs with link to the Hungry Pests website.
- **Facebook** post with a fact about service learning and an attached link to Hungry Pests website to download kit.
- **Tweet** with the same information and link to Hungry Pests website to download kit.