

Training and Empowering Staff to Localize and Extend Communications

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USDA's National Agricultural Statistics Service

UNECE Expert Meeting on
Dissemination and Communication of Official Statistics
Virtual Meeting 14 October 2021



United States Department of Agriculture
National Agricultural Statistics Service



Welcome!

Today we will cover...

Our experience empowering state statisticians to promote NASS products and services locally.

- Identifying the challenges
- Determining the needs
- Collaborating on solutions
- Results



Communications Goals

Raise the perceived value of USDA NASS and its products and services in order to increase survey participation as well as awareness and use of data.

Many strategies and tactics, including training staff, providing tools and templates, and empowering staff to conduct local outreach and promotion through:

- Attend industry events
- Place advertisements
- Write and place articles
- Use social media (create graphics)
- Build relationships with influencers/partners/stakeholders
- Distribute news releases and build media relations



Identifying the Problem



- Talked with staff about experiences to identify challenges and priorities.
- Interviewed customers/audience about NASS, their needs, and how they get information.
- Reviewed our previous efforts and results.

Identifying the Problem

Communications Plan Research

- Little trust in government agencies, especially in Washington D.C.
- Messages weren't resonating well
- Communications must be local
- Need to partner with local organizations to encourage response
- NASS staff wants and needs training



Determining the Needs

Communications Plan Research

- Decentralize communications away from D.C.-issued messages to localized, collaborative content close to the producer.

First steps:

- Designated HQ-level Public Affairs Liaisons to provide guidance and technical assistance
- Conducted trainings/webinars
- Developed step-by-step instructions for tools and other promotion efforts
- Created FO Exchange sharing site



Determining the Needs

Find Common Needs and Prioritize

- Branded digital and print-ready products to use as is or to localize with images and/or data
- Identify and train on accessible, user-friendly software
- Video and audio content
- Talking points/messages to localize
- Photo and video library
- Media lists
- Storytelling – connecting with NASS data
- Strengthening partnerships with stakeholders, increasing communications



Collaborating on Solutions



Training topics:

- Media Interviews 101
- Pitching the Media
- Canva for Graphics
- Good Photos/Good Design
- Videos On The Go

Coming soon:

- Storytelling 101
- Social media
- Building/Managing Media Lists
- ...And more...



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 National Agricultural Statistics Service Retweeted
SD DANR @SD_DANR · Sep 7

If you did not receive the 2017 Census of Agriculture questionnaire and should have, or if you are operating a new farm or ranch, please sign up to be counted in the 2022 Census of Agriculture.


Learn more → bit.ly/3givNKF



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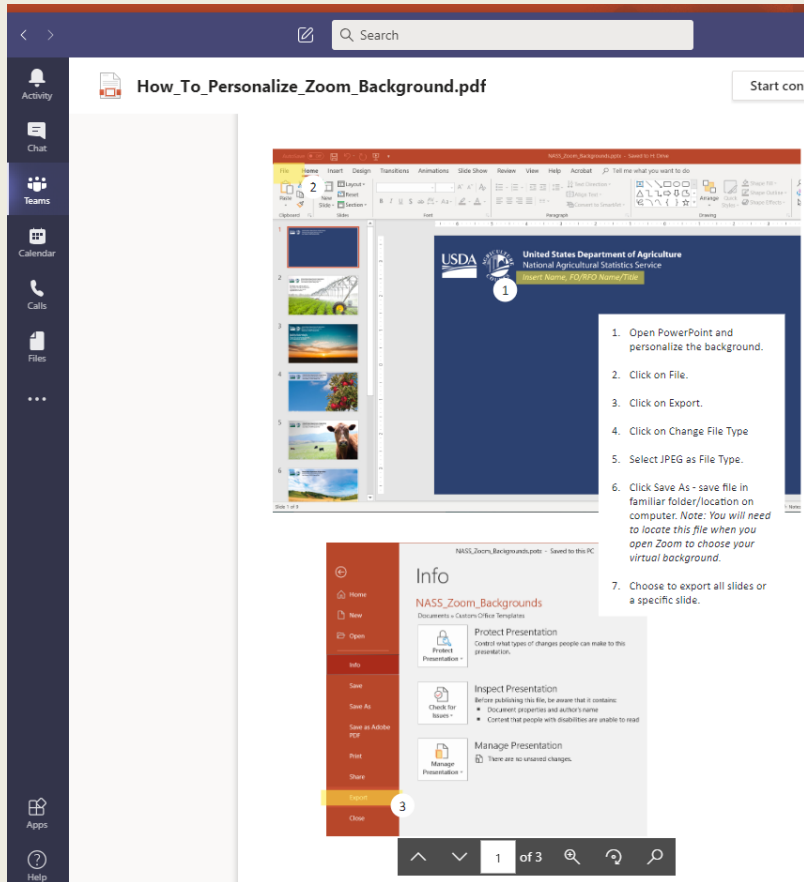


Buttons for social media, e-signatures, and other uses.

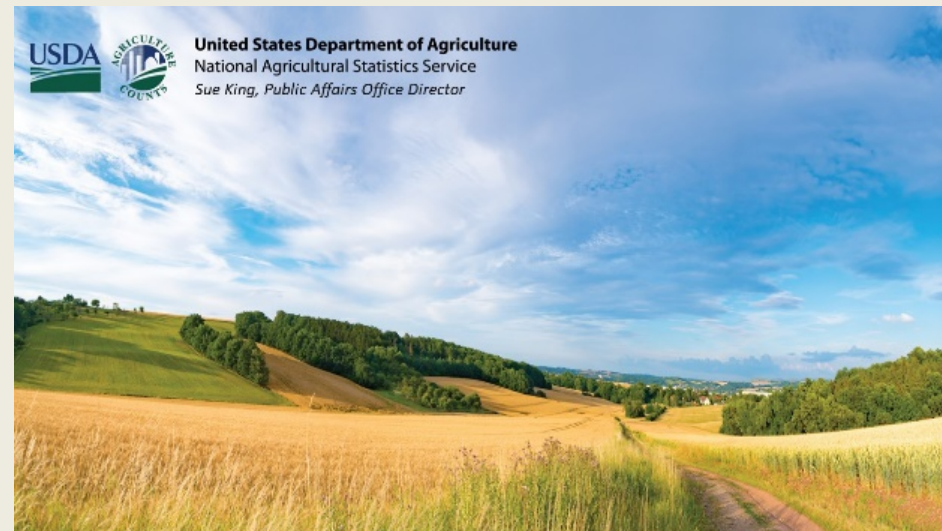


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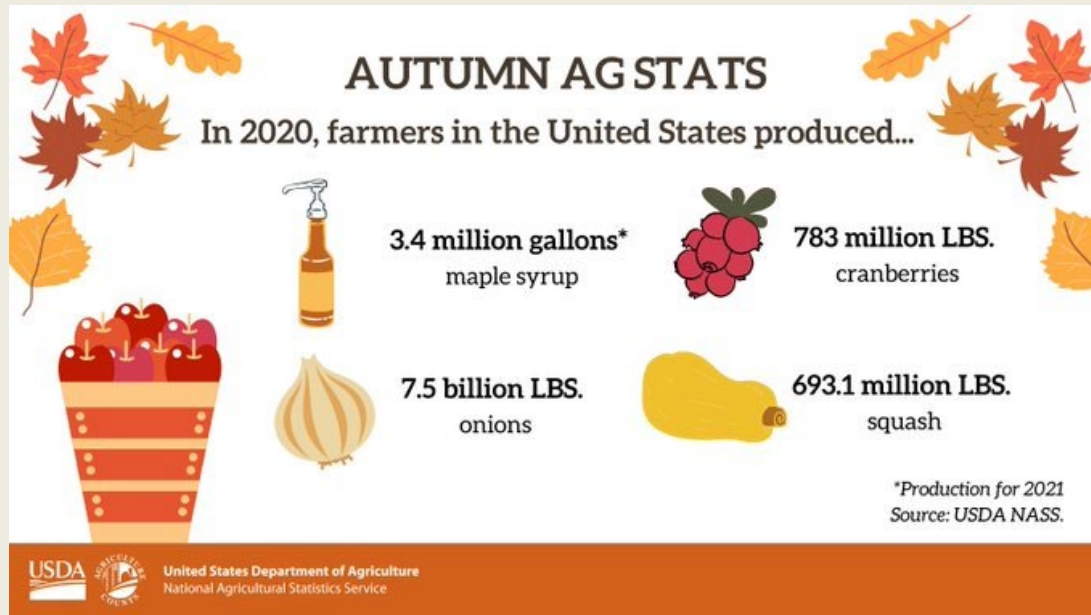
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- ← Templates and instructions for Zoom backgrounds
- ↓ Easily customizable



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← Traditional print ad,
customizable

↓ Ad template w/video



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King Whetstone Retweeted

National Agricultural Statistics Service @usda_nass · Jun 25

#Pennsylvania inventory of all hogs and pigs on June 1, 2021 was 1.36 million head, down 4% from June 1, 2020, but up 1% from March 2021. #AgStats @PAAgriculture @PAFarmBureau @PennAgIndustry



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National Agricultural Statistics Service
King J. Whetstone, Director
Northeastern Region

0:34 505 views

1 3 6

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King Whetstone Retweeted

National Agricultural Statistics Service @usda_nass · Aug 26

Frequently Asked Questions for @usda_nass's 2021 Hemp Acreage and Production Survey are now available. The survey will collect information on the total planted and harvested area, yield, production, and value of #hemp in the United States. Learn more: nass.usda.gov/go/hemp



1 | The Hemp Acreage and Production survey collects information on the acreage, yield, production, price, and value of hemp in the United States.

0:50 2.3K views

7 31 41

Show this thread

mark schleusener Retweeted

Illinois Farm Bureau @ILFarmBureau · Jun 3

Farmers, if you received a @USDA June survey in the mail don't forget to complete it. Surveys are due June 14th. You can complete it online here: bit.ly/3bW1iYw @statguymark




Please complete your June USDA surveys!

The information you provide is critical for understanding our agricultural land uses, crop acreage, production and stocks.


agcounts.usda.gov

USDA




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 **Ag Stat Lady @AgStatLady1** · Aug 6

Did you know, it's not too late to sign up to be counted in the 2022 Census of Agriculture? The Census of Agriculture provides the only source of comprehensive, agriculture data. In the future, your opportunity. Sign-up...

 **National Agricultural Statistics Service**

Have you ever wondered if you could be a farmer and not even know "What is a Farm?" #AgStats #WhatIsAFarm bit.ly/3yaSas6

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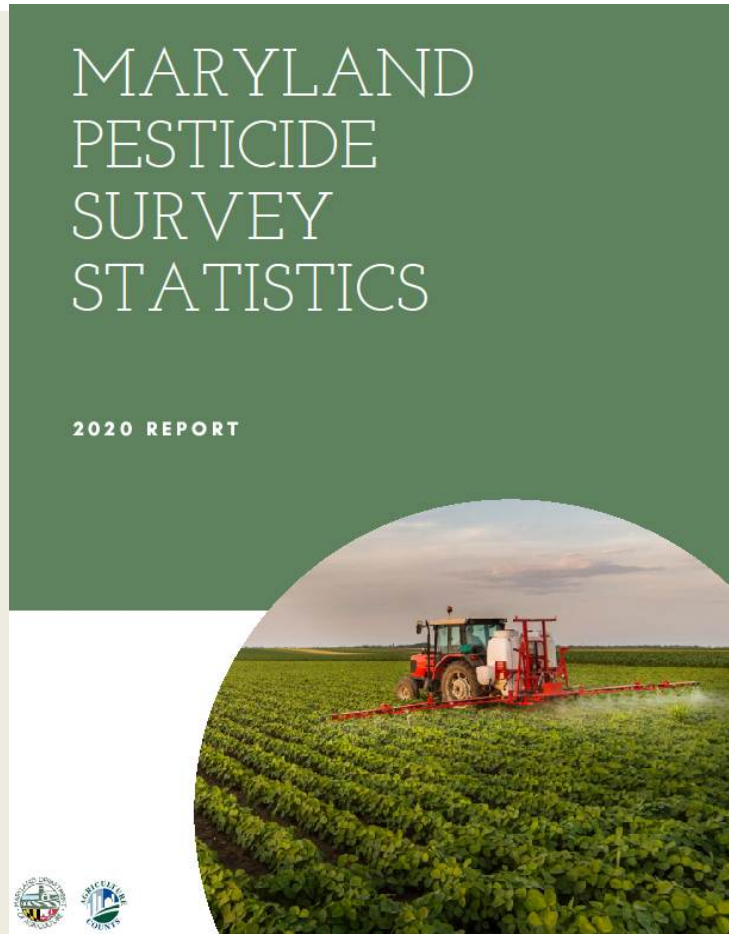
USDA AGRICULTURE COUNTS United States Department of Agriculture National Agricultural Statistics Service

Agricultural Statistics Service. I am the state statistician for the great states of

Play (k) 0:11 / 2:33

#Agstats #AgCensus #NASSFAQ
What is a Farm?

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← Report covers
↓ Newsletters

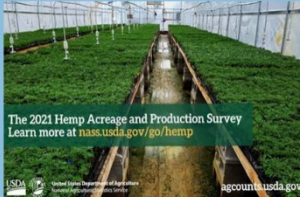


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Inaugural hemp survey to start in October

WASHINGTON, DC - This October, USDA's National Agricultural Statistics Service will mail its first Hemp Acreage and Production Survey. The survey will collect information on the total planted and harvested area, yield, production, and value of hemp in the United States.

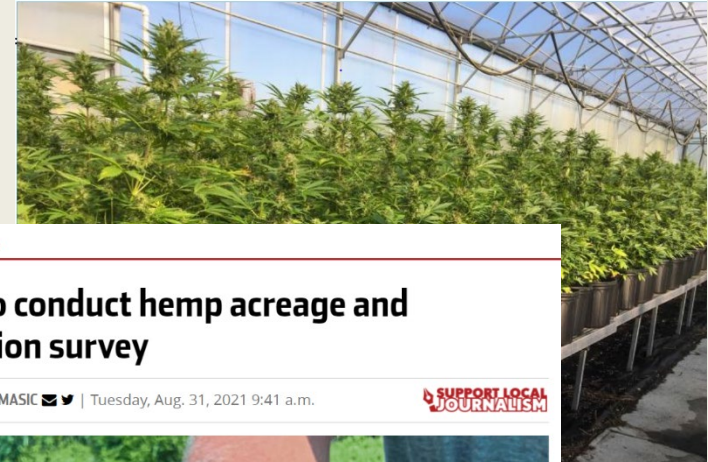


The 2021 Hemp Acreage and Production Survey
Learn more at nass.usda.gov/hemp

Localized Content and Coverage

USDA conducting inaugural hemp production survey

Delaware farmers of new crop get to help shape policy of fledgling industry



PENNSYLVANIA

USDA to conduct hemp acreage and production survey



MEGAN TOMASIC | Tuesday, Aug. 31, 2021 9:41 a.m.

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The Midwestern Hemp Database proves reliable plant genetics are critical to produce a profitable crop that meets government compliance regulations. (File photo by Catrina Rawson)

In October, USDA's National Agricultural Statistics Service will mail its first Hemp Acreage and Production Survey to growers.

The 2021 survey will collect information on the total planted and harvested area, yield, production and value of hemp in the United States. The survey will provide needed data about the hemp industry to help growers, regulatory agencies, state governments, processors and other industry entities.

Growers may complete the survey online or may fill out and return the survey by mail using a provided return envelope.

For more, visit <https://bit.ly/2V08opV>.



PREV



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Census of Agriculture-Get Counted

USDA NASS conducts the Census of Agriculture every 5 years. This is the most comprehensive agriculture data available with farm counts and inventories down to the county level. You can find the 2017 Census results (and previous censuses) on our website - [AgCensus](#).

As we gear up for 2022 Census, we are working to ensure that all agriculture producers - no matter their size or volume of sales - are counted. Please take a few minutes to send us your name so we can include your farm, livestock, produce, etc. in the next census. You'll find our quick intake form at [get-counted](#).

Census data is used by a multitude of different users from federal, state, and local government agencies evaluating and directing programs, to businesses deciding on grain elevator or feed store or cold storage facility locations, to Farm Bureau's Ag in the Classroom efforts to educate those not living on the farm, and more. Your response to the census will help make this data more accurate for all users.

We also want to assure you that we at NASS are bound by strict confidentiality laws and do not sell or share producer level information with anyone, not even other government agencies.

If you have any questions about this or any other NASS data or survey, please feel free to reach out to me.

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<https://www.agcounts.usda.gov/static/get-counted.html>

Files coming soon.

Placement of Articles in Local Partner Outlets (not paid)

FW: Newsletter from USDA Service Center in Florence County



Moore, Jacqueline - REE-NASS, Columbia, SC
To King, Suzanne - REE-NASS, Washington, DC

Reply Reply All Thu

The Importance of Responding to NASS Surveys

USDA's National Agricultural Statistics Service (NASS) conducts hundreds of surveys every year and prepares reports covering virtually every aspect of U.S. agriculture.

If you receive a survey questionnaire, please respond quickly and online if possible.

The results of the surveys help determine the structure of USDA farm programs, such as soil rental rates for the Conservation Reserve Program and prices and yields used for the Agriculture Risk Coverage and Price Loss Coverage programs. This county-level data is critical for USDA farm payment determinations. Survey responses also help associations, businesses and policymakers advocate for their industry and help educate others on the importance of agriculture.

NASS safeguards the privacy of all respondents and publishes only aggregate data, ensuring that no individual operation or producer can be identified.

NASS data is available online at nass.usda.gov/Publications and through the searchable [Quick Stats database](#). Watch a video on how NASS data is used at youtube.com/watch?v=m-4zjnh26io&feature=youtu.be.



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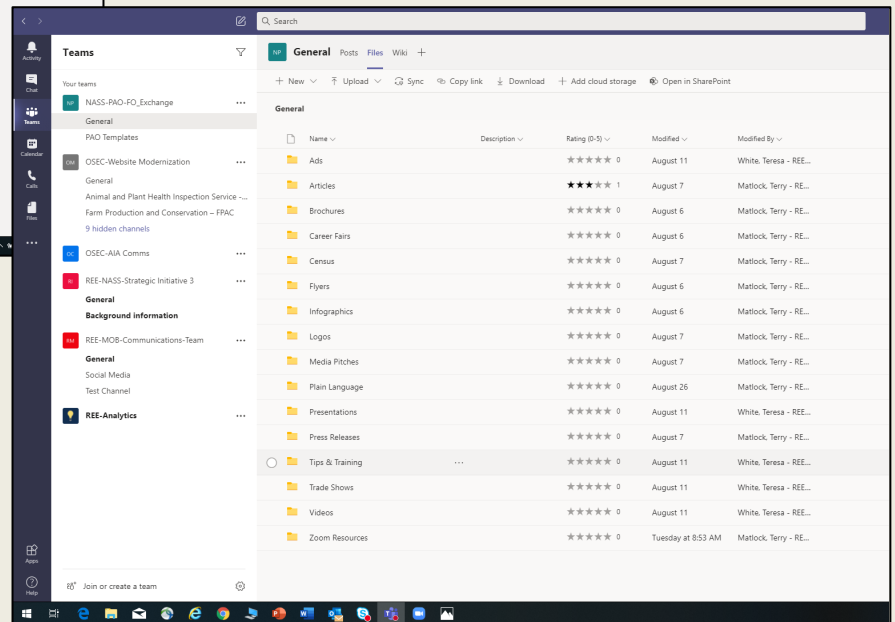
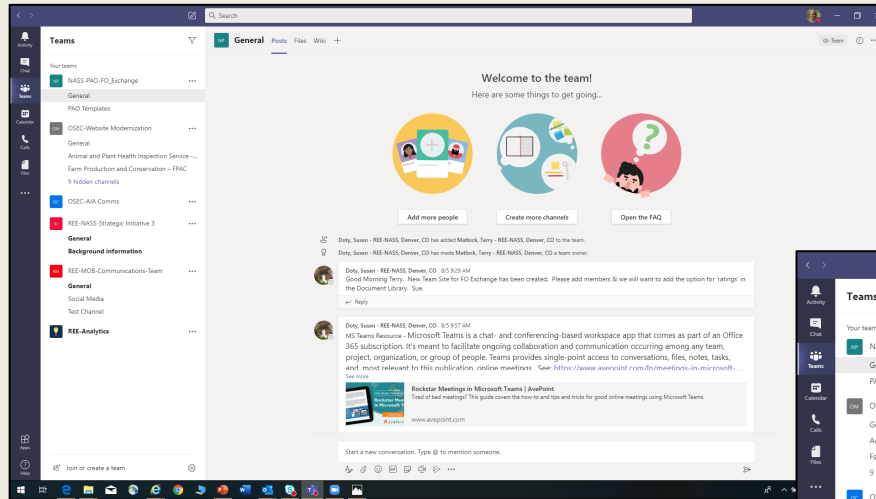
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FO Exchange



MS Teams

- Idea sharing
- File repository
- Accessible to all



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Looking to the Future

Adjust and
Strengthen our
Strategy

- Track results – part of performance standards
- Evaluate effectiveness
- Continue templates, tips, tools, and trainings – build capacity
- Strengthen the network and best practice community



Thank You...

Teresa White

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www.nass.usda.gov
[@USDA_NASS](http://www.youtube.com/usdanass)



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