

# NAIS Communications Campaign Strategy and Tactics

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- Increase registration levels to 550,000 (25 percent) by January 2007
- Complement state and tribal programs
- Help build enhanced capabilities to promote premises registration
  - Communications tool kit
  - Training
  - Aggressive media relations campaign

- Initiated qualitative stakeholder analysis in June 2006
- Purpose of Review
  - Identify existing tools and strategies
  - Identify “best practices” (i.e., what’s working best)
  - Identify stakeholders’ awareness, attitudes, and perceptions

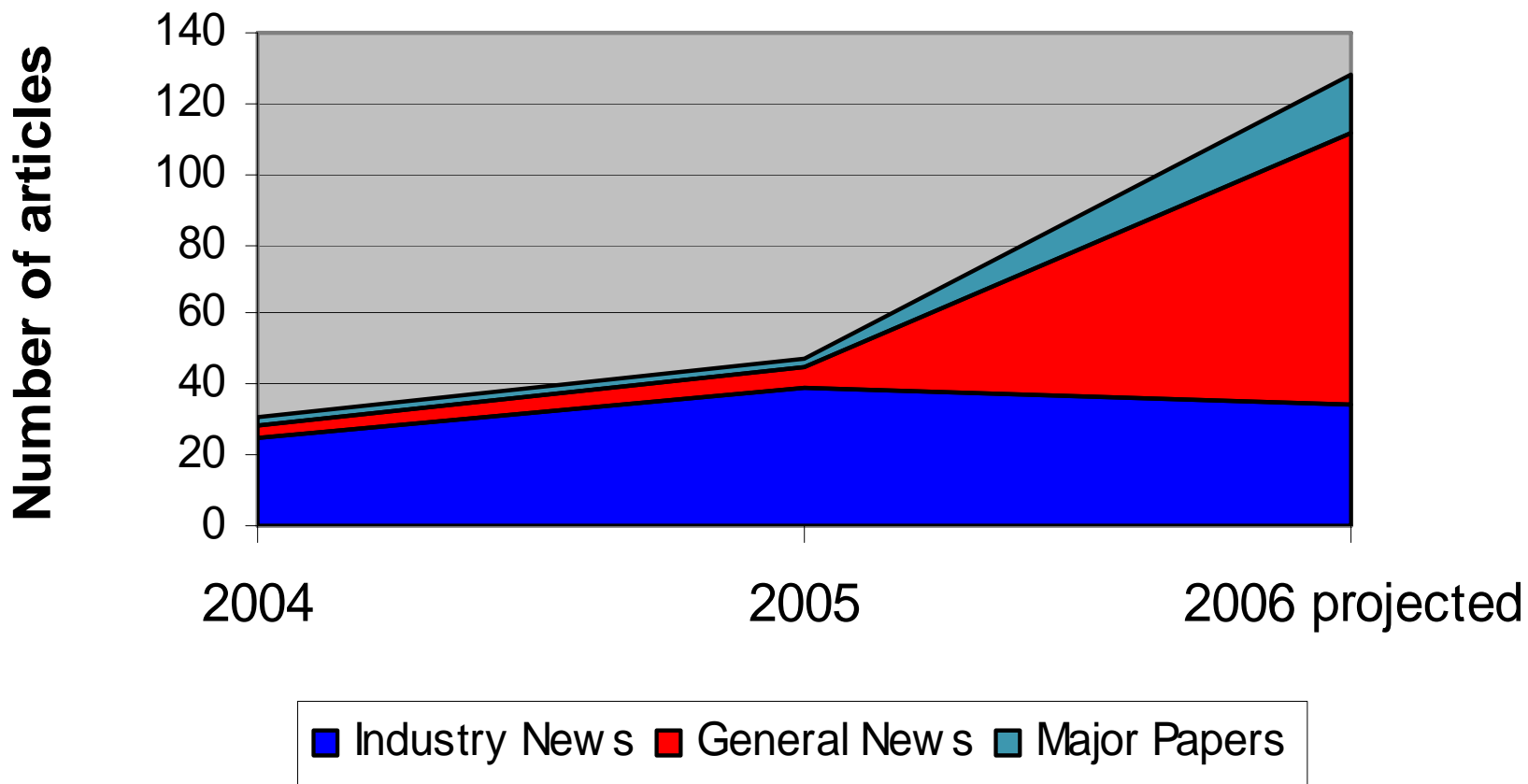
- Telephone interviews
- Online survey
- Communications materials review
- State web sites review
- Focus groups

## Stakeholder Perceptions:

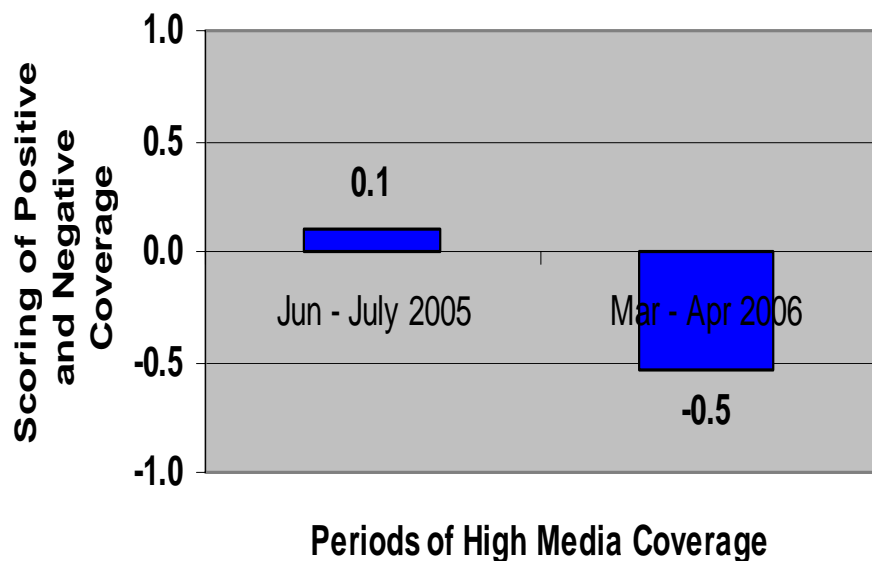
- APHIS messaging is inconsistent and incomplete
- Producers are concerned about privacy
- NAIS represents bureaucracy, red tape and increased administrative burdens and cost
- NAIS print material is ineffective

- NAIS Web site is not being used as a destination for information
- Face-to-face contact is highly effective for registering premises
- States are eager to share best practices and other information with each other

### Media Coverage of NAIS (2004-2006)



**Content Analysis**



**Reasons may include:**

- Misinformation resulting from the coverage of extreme opposition groups
- Shift of focus from animal health to public issues concerning civil liberties and economic costs

- Review and analysis of data is ongoing
- Reviewed 93 blogs to identify key themes
- Five major themes were identified
  - Administrative burden on producers (40%)
  - Every single animal and movement (27%)
  - Civil liberties (16%)
  - Economic burden on society (10%)
  - Compliance fines (7%)

- Internal communications working group
  - Identify trends, topics and issues of interest
  - Develop messages to specific issues
- NAIS Update (bi-monthly newsletter)
- Planned web enhancements underway
- Participated in cooperative premises registration drive at the World Pork Expo

# Questions?