



Disease-Carrying Asian Citrus Psyllid

Communication Outreach



CaliforniaCitrusThreat.org



Summary

- **Objective**
 - Support the California citrus industry in its efforts to keep the disease-carrying Asian citrus psyllid from establishing in California citrus trees through early detection and eradication.
- **Strategy**
 - Create a sense of urgency for audiences to inspect citrus and ornamental trees through a combination of direct outreach to audiences and a media relations campaign in print, broadcast and online.
- **Positioning Platform**
 - The disease-carrying Asian citrus psyllid is a death sentence for California citrus trees that can, with your help, be stopped before it's too late.



Summary

- **Key Messages**

- Once a citrus tree becomes infected by the disease-carrying Asian citrus psyllid, there is no cure for the tree and it will produce a bitter, inedible fruit.
- The disease the Asian citrus psyllid carries is a plant disease; it is not harmful to people or animals.
- The disease-carrying Asian citrus psyllid spreads one of the most devastating citrus diseases in the world. The psyllid is a small, aphid-like jumping insect that feeds on leaves and stems of citrus trees. Presence of the bug is a sign of danger; inspection for the bug and eradication of infected trees is critical to managing the threat.
- The disease-carrying Asian citrus psyllid is catastrophic to trees and not only threatens local farms and farmers that we count on for our fresh, healthy, locally produced citrus, but also consumers' ability to buy and grow citrus fruits in their backyard.
- The disease-carrying Asian citrus psyllid poses a worldwide threat to citrus and has destroyed production and severely damaged the citrus industry in Florida and other parts of the world. To keep this tragedy from happening in our backyards, we must visually inspect for the harmful pest.
- If the disease-carrying Asian citrus psyllid is found, you must contact your local agriculture commission office ASAP; time is critical and affected trees must be destroyed in order to keep the disease from spreading throughout the state.



Summary

- Stakeholder research
 - Awareness
 - Knowledge
 - Concern
 - Behavioral indicators
- Communication outreach plan development and implementation
 - Positioning strategy
 - Key messages
 - White paper
 - Web site
 - Industry outreach
 - Media relations
 - Trade
 - Consumer



Summary

- Trade and Consumer Media Relations
 - Asian citrus psyllid found in San Diego, Imperial County and on Mexican border
 - Industry briefings in affected areas
 - More than 300 news reports
 - Los Angeles Times
 - San Diego Union-Tribune
 - Fresno Bee
 - Associated Press
 - Capital Press
 - Agriculture and Natural Resources Blog
 - Reuters
 - Discovery Channel
 - USA Today
 - Editorial board meeting; One-on-one briefings
 - Yuma, El Centro, Imperial County, Los Angeles, Kern County, Fresno and Sacramento
 - **14 Print/Broadcast Outlets**
 - » Yuma Sun, Imperial Valley Press, Press Enterprise, Los Angeles Times, Bakersfield Californian, Fresno Bee



Summary

- Radio News Release
 - **58 radio broadcasts throughout the state**
- Consumer Web Site
 - CaliforniaCitrusThreat.org
 - Educate consumers and gatekeepers on detection, recognition and action related to the Asian citrus psyllid
- Industry Outreach
 - One-on-one briefings with key leaders and influencers
 - Presentations to associations/trade groups
- Grower Video Production
- APHIS Joint Task Force



Next Steps

- **Communication outreach**
 - Industry Outreach
 - One-on-one briefings with key leaders and influencers
 - Presentations to associations/trade groups
 - Social Media
 - Identify and monitor bloggers
 - Develop strategy and outreach to implement social media tools
 - Media Relations
 - Trade and consumer
 - Editorial board meetings
 - One-on-one briefings
 - News bureau
 - Consumer Web site upgrade
 - Breaking news/alerts
 - Asian citrus psyllid mapping/tracking
 - Spanish translation
 - Crisis planning
 - Worst-case scenario
 - Industry counsel/collaboration
 - Video production