Plan of Work for Completion of Impact Statements

1. Determine which metrics we want to gather from either the final reports or the PDs:
   - NEED:
     - Data – sales, acres, damage, # of growers
     - Write for uninformed reviewer – value of crops, potential losses
     - Risks to people, planet, crop, and profit related to current pest and pest management/control practices (e.g. pesticides)

   - IMPACTS:
     - What happened? – how many growers, how many acres, how much money
     - Changes – often happen after the end of the project
     - Can extrapolate numbers for example dollar values – census
     - Other literature
     - Capturing knowledge gain, intent to use, circle back to find out if they did
     - Behavior change; IPM implementation
     - As a result of IPM, changes in profitability
     - Decreased losses to pests
     - Reduction in risks to human health
     - Reduction in risks to the environment
     - Systemic, condition changes that lead to more IPM implementation
     - Capturing stories
     - No data without stories, no stories without data
     - Website analytics – site visits and time spent
     - Do they drive people to other sites/activities?
     - Bang for buck concept – how heavy a lift is it go get change/impact
     - Potential for adoption should seem likely
     - # Growers affected
     - $ saved/ cost-savings

2. Tell the whole story with just pictures first, then add only the most critical statements
3. Keep text to a minimum to give potent data to support the narrative in the pictures
4. Create a template for a completed impact statements including the metrics from step 1
5. Use template to create a draft impact statement for each state in the Northeast
6. Send impact statement to the appropriate PD for review
7. Ask PD if leveraged funding number has changed
8. Ask PDs for other relevant images with photo credits
9. Ask PDs for best language to prevent jargon. If they cannot make such translations for the intended audience, do they know anyone who can do that?

10. Any metrics which cannot be found from the final reports, PDs, or elsewhere can be deleted
11. Distribute to appropriate federal relations or state relations person
12. Check for updates every year (especially leveraged funding)