

NAIS How-To Handbook

*Tools and Techniques to Increase
Your Premises Registration Results*

Revised February 2007

**NATIONAL
ANIMAL
IDENTIFICATION
SYSTEM**

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Introduction

The U.S. Department of Agriculture's (USDA) Animal and Plant Health Inspection Service (APHIS) is pleased to present the National Animal Identification System (NAIS) How-To Handbook. This practical guide will assist you in implementing a successful communications strategy that reaches and motivates producers and allows you to communicate more effectively with the media and other key stakeholders.

The Handbook is designed to complement a communications campaign currently being implemented at the National level. In addition to print materials and other information products, APHIS is launching a range of communications activities. These include the NAIS Community Outreach Partners program, involving increased numbers of champions at the local level.

We hope that you and your local/State outreach programs will benefit from this resource. Working together, we can contribute to our overall mission - protecting animal health.

Chapter 1: Using Community Outreach

The NAIS Community Outreach Program positions key individuals to reach out to producers about NAIS. Your role as a Community Outreach Partner is to promote NAIS and motivate producers to register their premises. In this crucial role, you communicate accurate and consistent information, and change the perceptions of individuals who may be misinformed or confused about the details of the NAIS program.

Community Outreach Partners are essential in reaching NAIS premises registration goals. Armed with uniform messages and equipped with the right communication tools, State, Tribal and Territorial Partners can motivate producers to register. And with correct and consistent information, coordinators can combat the negative – and often mistaken – perceptions of NAIS.

The Community Outreach Program exists to complement State-led NAIS outreach efforts. In doing so, Partners help to increase voluntary participation in premises registration by providing livestock producers with timely and accurate information regarding NAIS.

Figure 1 explains the potential roles each type of Partner can play. State and Tribal ID Coordinators are encouraged to work together on premises registration efforts, if they are not already doing so. In addition, local coordinators can launch their own Partnership groups consisting of individual producers or others who are willing to speak in support of NAIS.

Additional Resources:

- “Start A Communications Outreach Program In Your State” presentation – see *Community Outreach Program binder from the Kansas City Community Outreach Partner Event*
- “Community Outreach Plan” – see *Community Outreach Program binder from the Kansas City Community Outreach Partner Event*

Community Outreach Program

Mission

The Community Outreach Program strives to increase premises registration through outreach and education at the local level

Principles

- Build understanding and trust among producers
- Remain honest and transparent with producers

Goals

- Contribute significantly toward NAIS premises registration totals
- Provide producers with thorough and accurate information about NAIS goals and methods
- Increase understanding and buy-in of producers of the value and importance of premises registration

Figure 1: Community Outreach Partners

Who Are the Community Outreach Partners?
<ul style="list-style-type: none"> • State and Tribal Animal ID Coordinators. As the lead for NAIS in your State, you already provide outreach and support for NAIS in your communities. You have access to the APHIS-led communication and information network with up-to-date and consistent information, education and assistance--and you pass on this information to producers, stakeholders, and the media throughout your State. • Federal Animal ID Coordinators. Currently working for APHIS, you support a variety of programs including Animal ID and premises registration processes at the State level. Many of you are also first responders in the event of a disease outbreak with responsibility for gathering animal information needed for trace back and trace forward. Because you work with producers and livestock markets on a daily basis, it is important that you have access to all of the tools and resources necessary to motivate producers to register their premises. • Other Partners. Animal ID Coordinators are encouraged to develop a local Community Outreach Program to expand outreach efforts, including Extension agents, veterinarians and industry groups. In order to disseminate NAIS information effectively, seek volunteers from diverse backgrounds that are willing to proactively engage their communities and speak on behalf of NAIS. There is power in numbers.

Chapter 2: Taking Your Campaign to the Next Level

All 50 States, eight Tribes and two U.S. Territories are conducting NAIS campaigns, actively communicating the value of premises registration. As of February 2007, this partnership has successfully registered 362,720 premises nationwide. ID Coordinators use a wide range of techniques to communicate and persuade producers, including direct mail, print materials, exhibits, advertising and online information.

ID Coordinators report that face-to-face communications are valuable in responding to stakeholder concerns and persuading producers to register premises. But one-on-one contact is not always efficient and may stretch your local staff and resources. Instead, your campaign may benefit just as much from taking stock and adjusting your strategy as needed. You may find that lessons learned from your past efforts can help you redirect and target NAIS communications, increasing registration results.

Step 1: Take Stock

What have you accomplished? Set aside time to look back and assess the techniques you have used.

- How many premises have you registered? If possible, track registration trends – how many registered over what period of time and as a result of which activities?
- What has worked, and what hasn't? Evaluate individual registration activities. Which activities have achieved the highest number of registrations, e.g., exhibits or presentations?
- Which messages hit home, and which do not? Take an objective look at the message content of print materials, presentations and other approaches to evaluate what you say and how you say it.
- Channels. What channels or vehicles have you been using to get your message across? Have you used media outreach, radio, ads, brochures? Which channels have proven the most effective? Which have proven the least effective?

Step 2: Analyze Audiences

Who are the key audiences you target in your campaign? To make any further decisions in your plan, it is important to review your audiences and their concerns. Use Worksheet A – Identify Audiences to record what you already know about your primary audiences.

Worksheet A focuses on describing your NAIS audiences.

- Negative perceptions related to NAIS and premises registration can vary widely, for example: *This sounds like Big Brother government.*
- Then list your audience’s positive perceptions of NAIS and premises registration, for example: *This might be a better way to handle a disease outbreak.*

Step 3: Prioritize Audiences

USDA stresses that all livestock and poultry producers can benefit from voluntary premises registration.

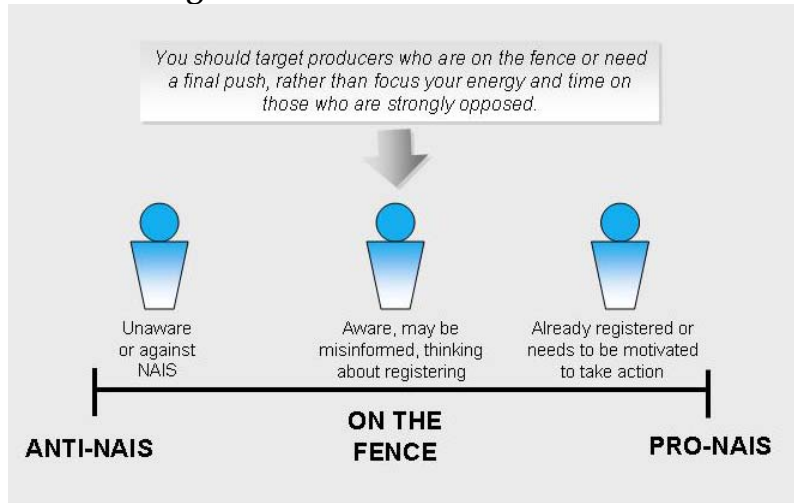
Ideally, all producers will decide to register their premises and participate in NAIS. But with your staff and resources, you often must decide where you should focus your energies and which audiences are a priority.

Audience acceptance of or reaction to a topic tends to exist on a continuum. Stakeholders will enter at different levels on the NAIS Action Continuum shown in Figure 2.

- “Anti-NAIS” producers are either unaware of or may be misinformed about NAIS. Or they might be predisposed against NAIS based on their operation or lifestyle. On the continuum, these stakeholders are the most difficult to move towards action – registering their premises.
- “On The Fence” stakeholders will already have some awareness and understanding of NAIS. But due to misinformation or indecision, they are still on the fence. It will take some work to motivate them to act but it will be much easier and more productive to focus on this group rather than the “Anti-NAIS” group.
- Producers who need a little motivation to complete an application are “Pro-NAIS” and are the easiest to persuade. They are already aware of

NAIS, understand the benefits of premises registration, and are ready to make a decision. Those who have already registered may be ready to champion the cause.

Figure 2: NAIS Action Continuum



“On The Fence” and “Pro-NAIS” producers could be your primary targets, as these audiences are most likely to understand the benefits of premises registration and will register their premises more quickly. There are two main ways to identify the most worthwhile audiences. Use Worksheet B – Prioritize Audiences to:

Review Types of Livestock Operation. Ask yourself the following questions:

- In my State, Tribe or Territory, which producers move their livestock or poultry into the commercial production chain?
- Which producers ship or receive livestock or poultry through interstate commerce?
- Which producers are located in areas with a high concentration of livestock or poultry?

Review Audience Receptivity. Ask yourself the following questions:

- In my State, Tribe or Territory, which producers have the highest awareness of NAIS and premises registration?
- Which producers have received correct information about NAIS and have not been completely swayed by misinformation?

Step 4: Strategize and Communicate

Identify and implement the communications materials and activities that can effectively reach your target audiences.

The following questions may assist in finalizing a strategy for your campaign.

- Have you already communicated with these audiences?
- Have you taken full advantage of their willingness to consider registering their premises?
- Are you spending a lot of time responding to or attempting to persuade “Anti-NAIS” groups?
- How can you effectively move from investing time in “Anti-NAIS” producers and switch strategies to locate and motivate more favorable individuals?

Step 5: Evaluate *New!*

Evaluation plays a critical role in communications outreach. If you don’t identify and understand your failures and successes, you cannot progress. A lack of objective evaluation keeps you from recognizing what works and doesn’t work, and what could work more effectively.

Evaluating your premises registration campaign does not depend on an expensive survey or a complicated system of recordkeeping. Use a simple Evaluation Matrix to evaluate your NAIS tools and tactics (see Worksheet C – Evaluate Your Activities and Results for an example):

- Divide your premises registration campaign into main categories. What types of activities do you primarily undertake to register premises? For example, you may deliver presentations, send direct mail, advertise, and exhibit at industry meetings. Record these categories along the top of the Evaluation Matrix.
- Identify the reporting period. You may want to evaluate your activities on a monthly or quarterly basis. The example matrix in Worksheet C uses a monthly approach as an example.
- Record all activities under the appropriate category, assigning a title, e.g. “Cattlemen’s Beef Association Presentation.”
- Record pertinent information that describes the activity, including date, location, and other notes related to planning and implementation.

- Record all results, including number and types of attendees or producers you met or spoke to, print materials distributed, media interviews completed and premises registered.
- Add up total results for the time period.
- Rank activities for each time period based on the number of premises registered.

What does it all mean? As time goes by, you should begin to see patterns. Do presentations or advertisements work better for you? How many premises do you register when you do a mailing to pork producers instead of beef cattlemen? Do you get better results with one type of brochure over another?

The key is to be objective. If you depend solely on your memory or the comments of one or two vocal observers, you may miss the real value of an event. Ask yourself the following:

- What did I do differently?
- What did I do the same?
- What worked and what didn't?
- What contributed to completed registrations? What didn't?
- What can I do differently next time?

Chapter 3: Using Your Toolkit Effectively

The NAIS Toolkit is designed to support you (a Community Outreach Partner) as you promote premises registration at the local level. Figure 3 features a list of Toolkit contents along with ideas for use. These materials are designed as practical tools you can put into use immediately.

Most of the materials provide a section for you to tailor messages to fit your State, Tribe, or Territory. We encourage you to use these materials creatively; to add your own logos and to incorporate your own ideas.

How to Customize Print Materials

The materials are designed to be flexible for you to use in multiple activities. The memory stick provided in Kansas City contains electronic files that allow you to customize the print materials as you represent your State, Tribe or Territory.

Some ideas on customizing your materials include:

- Insert your organization's seal or logo. In most of the materials provided there is a designated space to insert your logo and contact information. You can do this by imprinting the data, creating stickers to place on the space, or by simply writing a personal note.
- Use the content as a springboard for your own materials. Use the soft copies on your memory stick to edit copy and produce your own print materials.

Additional Resources:

- *"Using Your Toolkit" presentation – see Community Outreach Program binder*

Figure 3: Community Outreach Program Toolkit

Toolkit Item	Ideas for Use
<p>Take The First Step Premises Registration Brochure This focuses on the first component of NAIS, premises identification. You may find this useful in motivating producers who are on the fence. You may insert your logo and your contact information on the back panel. Species-specific brochures are available for beef and dairy cattle, cervids, swine and equine. A general brochure is available for other audiences. Availability: Brochures can be ordered at: http://animalid.aphis.usda.gov/nais/contact_us/order_materials.shtml.</p>	<ul style="list-style-type: none"> • Mailings • Handouts • Media kits
<p>Topic-Specific Factsheets These address frequently-asked questions about NAIS and spotlight the voluntary nature of NAIS as well as the importance of NAIS for controlling disease and ensuring animal health. The factsheets are completely customizable. You may add your contact information. Availability: Factsheets can be ordered at: http://animalid.aphis.usda.gov/nais/contact_us/order_materials.shtml.</p>	<ul style="list-style-type: none"> • Mailings • Meeting handouts • Media kits • Web site postings
<p>Key Messages These summarize the key messages USDA will use at the national level. The purpose of these messages is to assist Partners in talking with opponents of NAIS. It provides guidance for such discussions by identifying potential arguments against the program and suggesting responses to difficult questions. You can tailor these messages to fit the needs and requirements of your own State, Tribe, or Territory. Availability: Included in the Appendix of this How-To Handbook.</p>	<ul style="list-style-type: none"> • Preparing for media interviews • Preparing for presentations • Print materials
<p>Take the First Step Video. Availability: DVDs can be ordered at: http://animalid.aphis.usda.gov/nais/contact_us/order_materials.shtml</p>	<ul style="list-style-type: none"> • Enhance a public speaking engagement • Enhance a tradeshow booth
<p>Electronic Resources A memory stick containing electronic versions of each Partner resource along with instructions for customizing materials. Availability: Included in your Community Outreach Partner Toolkit from Kansas City.</p>	<ul style="list-style-type: none"> • Add your logo and contact information. • Use the content as a springboard for your own materials, e.g. to produce your own brochures, handouts, letters to livestock magazines, etc.
<p>Top 6 Reasons to Register PowerPoint presentation This customizable presentation gives an overview of NAIS and offers 6 reasons why producers should register their premises. Availability: Can be downloaded from http://animalid.aphis.usda.gov/nais/partner_area/partners.shtml User name: Partner Password: Animal*ID</p>	<ul style="list-style-type: none"> • Tailor for presentations

How to Download Files and Order Materials

All publications will be provided as PDFs and will be available for download on the [NAIS](#) Web site.

To download a file to your computer

1. Visit www.usda.gov/nais and go to NAIS Library > Fact Sheets & Brochures.
2. Click the link of the PDF you would like to download
3. After the file has loaded, select File > Save As
4. Choose the destination file where you want to save the file.
5. Click Save and the file will download to the chosen location.

To Order NAIS Materials

NAIS brochures are available for ordering via the NAIS Web site. See directions below.

DVDs with printer-ready files are also available for ordering. Note the following:

- The printer ready files on the DVD were created on a PowerMac G5 running OS X.
- Files were prepared in Adobe InDesign CS2 and were compressed using Stuffit Deluxe 8.
- You will need Stuffit Expander to decompress these files. You can download a free copy of Stuffit Expander from <http://www.stuffit.com>

To place an order for printed brochures or DVDs, follow these directions:

1. Visit www.usda.gov/nais and go to Contact Us > Order Materials.
2. Complete the information at the top of the form
3. Enter the quantity of each item you would like to order
4. Click "Submit Order"

Chapter 4: Tailoring Your Messages

The key messages presented in the Appendix are organized into main messages. The bullets included under each main message are sub-messages that deliver supporting points.

For example, main message 2.1 under the topic “What is NAIS?” is as follows:

“NAIS is a modern, streamlined information system that continues to evolve to meet producer demands.”

Related sub-messages include:

- As NAIS has evolved, your input has been put to work to adjust the program and address your thoughts and concerns.
- We will continue working with you to ensure that the system is easy to use and makes sense.
- The best way to know if the system is working is for producers to participate and provide input.

USDA spokespersons are using the messages provided in the Appendix to provide consistent information at the national and local level. These messages will be used in speeches, print materials, media interviews and elsewhere. The focus is on informing producers *why* NAIS and premises registration are important tools to promote animal health and protect their livelihoods.

These messages are appropriate for use in your State, Tribal or Territorial campaign. You can use them as worded here or adapt them depending on your unique situation. The messages will need to be tailored and interpreted depending on the audience you are trying to influence.

Developing and Tailoring Messages

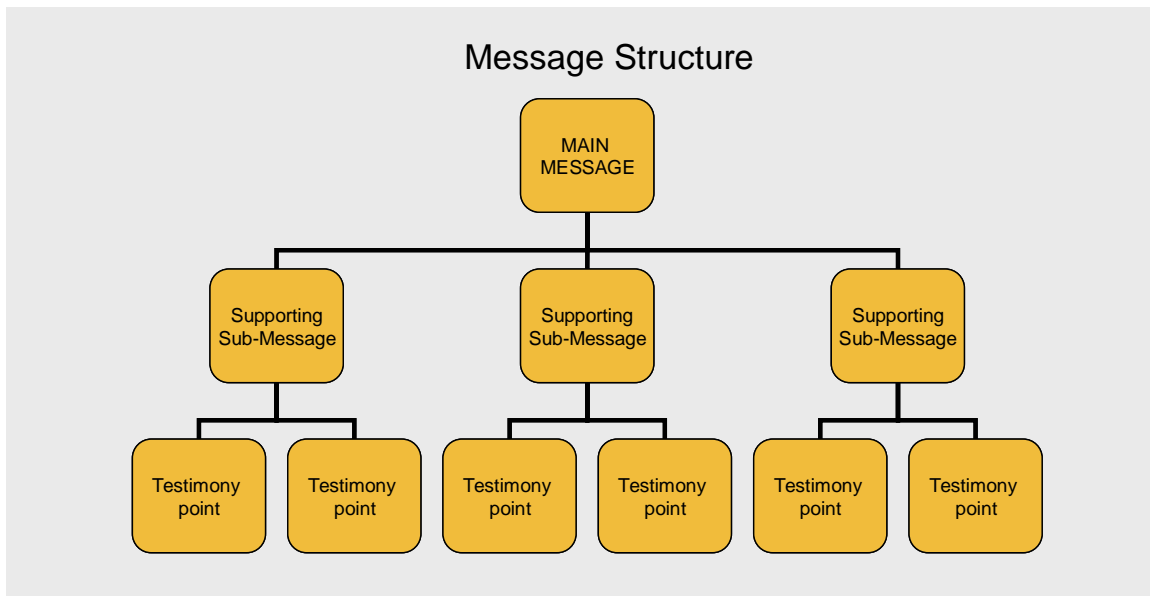
You can use Worksheet D – Develop Messages to develop additional messages. Build and tailor your messages as shown in Figure 4 below:

- First, decide on your MAIN MESSAGE. Your main message is the most important factor in getting information across. Main messages can be

lifted from the USDA messages in the Appendix or developed based on your individual situation or the specific communications need.

- Second, develop POSITIVE SUB-MESSAGES that support your main message. These sub-messages add credibility to your main message.
- Third, develop TESTIMONY POINTS that support your sub-messages. These are often quantitative statements and give validity to your sub-messages, which in turn, strengthen your main message.

Figure 4: Message Structure



Chapter 5: Working with the Media

Note to State ID Coordinators: Please remember to engage your communications officer or public affairs office before working with the media. They can be helpful in reviewing your pitch and handling interview requests.

Note to Federal ID Coordinators: Please remember that Federal staff are not authorized to handle media interviews. You need to work through the USDA Legislative and Public Affairs (LPA) Office at (301) 734-7799 to coordinate local media requests.

Being proactive with the media can be an effective way to reach target audiences and shape public opinion. While not all media coverage will be positive, even a neutral story in the right news outlet can have a positive influence. The key is to understand what reporters do and the strengths of the media they work for, and put it all together to earn the media coverage you need.

Understanding Reporters

When trying to achieve media coverage, don't ask *why* a reporter won't cover your story. Instead, ask yourself *what* you have to offer: Is it news?

Examine the story you are offering to a reporter. Is it news from his or her perspective?

News – from the reporter's perspective – may consist of one or more of the following elements:

- **Immediacy:** Reporting something that has just happened or is about to happen.
- **Proximity:** Facts and occurrences that are important to the audience.
- **Prominence:** Involves a public figure, holder of public office, people of renown or those who stimulate our curiosity, people in positions of influence.
- **Oddity:** The bizarre, the unusual, the unexpected.
- **Conflict:** Clash of points of view, ideologies, etc.
- **Suspense:** Who done it?
- **Emotions:** Human interest stories.
- **Consequence:** Important to a large number of readers.

Understanding the Forms of Media – Strengths and Opportunities

Using the media to your benefit requires a keen understanding of the different media formats and what each of them offers. The four basic media you will be working with include:

- Print and wire services
- Radio
- Television
- Internet

Each of these forms of media have unique characteristics that you can use to your advantage.

Media Format	Strengths	Opportunities
Print and wire services <ul style="list-style-type: none"> • Newspapers • Magazines • Wire services, e.g. Associated Press 	<ul style="list-style-type: none"> • Has the ability to cover complicated stories because they offer more in-depth coverage • Can drive other media coverage, e.g. radio • More likely to reach elected officials 	<ul style="list-style-type: none"> • Develop op-ed pieces, e.g. signed by a State Department of Agriculture spokesperson • Submit letters to the editor, to correct misinformation • Offer to write articles for State trade organization newsletters • Invite regional wire service reporters to cover local stories
Radio <ul style="list-style-type: none"> • News/Talk Stations (targeted to agriculture industry) 	<ul style="list-style-type: none"> • Radio is local and personal • Features genres that allow information to reach specific audiences • Radio interviews are short, can be done over the telephone • Reports are also usually concise and cover only the basics of a story 	<ul style="list-style-type: none"> • Participate in call-in shows • Distribute recorded Public Service Announcements (PSAs)
Television <ul style="list-style-type: none"> • Local News 	<ul style="list-style-type: none"> • Reports are usually concise and cover only the basics • Provides immediacy, mobility, and has the ability to cover news as it happens • Potential to cover large area increases face time with target audience 	<ul style="list-style-type: none"> • Pitch interviews with experts as well as the average livestock producer • Visual stories, e.g. premises registration drive • PSAs
Internet <ul style="list-style-type: none"> • Your Web site • Other Web sites that reach your stakeholders 	<ul style="list-style-type: none"> • Reporting is immediate • Communication can be accomplished at relatively low cost • Your site allows for complete message control • Other sites allow you to target large and small groups of stakeholders 	<ul style="list-style-type: none"> • Keep your site up-to-date, change content frequently • Promote site in all traditional communications • Approach other sites with story ideas, bylined articles, graphics

How to Pitch a Story

When you pitch a story, you're convincing a reporter or editor to cover it. There are steps you can take to increase your chances of getting NAIS covered in the media.

Step One: Prepare

- Identify the topic that you want to pitch (Federal ID Coordinators need to contact LPA at this point)
- Organize documents to support the story (e.g., fact sheets, press releases, media kits)
- Identify Subject Matter Experts (SMEs) who are willing to talk to the media
- Develop talking points that the SMEs can use to ensure the same messages are being communicated

Step Two: Know Your Audience

- Determine which media organizations you will call
- Identify reporters and editors who may cover your "beat" and work to build relationships with those individuals
- Know their audience
- Read recent issues of the publications to which you are considering pitching your story idea, or your already written story
- Determine the best time to call and make the pitch (certain times of day, such as before deadlines are not a good time to call and pitch a story to a reporter)

Step Three: Make the Pitch

- Send the reporter or editor an information packet/media kit
- Follow up with a phone call, and make sure the reporter or editor has a number of ways to get in contact with you, e.g, fax, e-mail, and phone.
- Keep it short and sweet; don't waste a reporter's time with unnecessary information
- Be as specific as you can about providing additional information and schedule another talk, don't leave it up to the other person to contact you
- Have the information needed to complete the story prepared ahead of time and ready to send. Have follow-up information at the ready as well.

Using Additional Media Tools *New!*

There are other ways you can earn media coverage without convincing a reporter to write an article. Ask yourself these questions:

- What is my objective?
- What is my key message?
- Who is the best spokesperson to deliver this message?
- How much media time and space do I need to deliver this message?
- Which option will most likely reach and influence my target stakeholders?

Take a look at the following options and think about how they fit into your NAIS campaign.

Editorial board meetings. Many daily newspapers hold meetings of their editorial boards once or more a week. The paper's editorial page editor usually heads the board. In addition to other duties, the board decides the positions the newspaper will take on its editorial pages. Editorial boards often speak with an individual or group about specific issues of interest, and as such can present a unique opportunity to secure support for NAIS and premises registration in your State. The newspaper with the highest circulation in your State may be a good choice to pursue. But smaller newspapers sold in largely rural areas with a high livestock and poultry census can also be good prospects.

What type of editorial content do you want the paper to write? If your State legislature is considering NAIS legislation, for example, it is a good idea to ask a political appointee to handle the meeting, such as the commissioner of agriculture. If you are more interested in proving the benefits of NAIS, you may consider sending the State's chief veterinarian to cover the meeting. It may also be beneficial to bring in two spokespersons – one to represent the political side and one to talk about animal health benefits.

Call the newspaper's editorial page office and ask who schedules meetings of the editorial board. Provide a bio for the spokesperson and be clear about what he or she wants to discuss.

Opinion pieces. An opinion piece can provide you with additional space to explain the value of premises registration. An opinion piece has a byline (or author), who may be affiliated with the newspaper, or may be a guest writer. (An editorial piece, the other part of an op-ed page, generally does not have a byline,

and is intended to represent the views of the paper.) Decide the topic and then identify the best author. If you want to focus on animal health, select the State's chief veterinarian. If you want to write about the value of protecting the livestock industry in your State, the commissioner of agriculture may be a good choice. It is a good idea to seek out non-government authors to write opinion pieces. An influential veterinarian or producer may be willing to put his or her own thoughts on paper and submit them for publication.

Refer to the newspaper's editorial page for instructions on submitting opinion pieces.

Letters to the editor. You've done your best to brief the reporter, provide background, and did a good interview. But the article still turns out negative. At this point, you may want to write a letter to the editor. Think carefully before proceeding. You need to make sure your points can be summarized in a few short paragraphs. And you need to take a positive tone instead of simply attacking the opposition's point of view.

Be sure to select the correct author for the letter. As with editorial boards and op-eds, you will want to match the topic to the author. You can also encourage non-government NAIS supporters to write letters.

If the newspaper runs a negative article, opinion or editorial, consider trying to secure an editorial or opinion piece before responding with a letter to the editor. If after a few days it seems likely that neither of these is a possibility, then a letter to the editor may be the only way for the other side to be represented in the paper. Nonetheless, you may want to continue working to secure an opinion or editorial piece, which often takes longer.

Refer to the newspaper's editorial page for instructions on submitting letters to the editor.

Call-in radio shows. Talk radio can be a very effective way to face your stakeholders and reach a large audience at the same time. Select the show carefully. Stick to hosts who take a serious look at topics and manage callers appropriately. One good choice is your local agricultural radio station or public radio. Be ready to answer opponents' questions. Callers may also bombard you with questions about how NAIS works in their unique situations but remember to always return to your core messages.

Bylined articles. State or local trade publications, e.g. the State’s Farm Bureau magazine, may accept articles written by outside experts in the industry. These articles should take the same approach as the publication. If it publishes articles that are practical in nature, discuss the value of premises registration in identifying at-risk animals. If the focus is your State’s livestock industry, talk about how NAIS protects market access.

Additional Resources:

- “How to Survive the Media” presentation – see Community Outreach Program binder

Chapter 6: Facing the Opposition

You know all too well that NAIS and premises registration have faced opposition from a number of audiences. On the Internet, in person, and in the media, groups and individuals have taken on NAIS with every tool in their arsenal.

You should try to focus your premises registration efforts on individuals and groups who are more accepting of NAIS. Nonetheless, it is likely that you will be confronted with difficult audiences from time to time, so it's important to be prepared. The opposition's information is largely based on misinformation and misunderstanding, but their zeal and emotional appeal is real.

To help you combat NAIS opposition, this section discusses:

- The NAIS opposition analysis and its findings
- Strategies and tools to prepare for and address the opposition in your NAIS campaign

NAIS Opposition Analysis and Findings

To better understand opponents and how to handle them more effectively, APHIS analyzed:

- Blogs and Web site postings between January and August 2006
- Key opposition themes
- Structure of opposition network
- Local and national media coverage of NAIS (2004 - 2006)

Key opposition themes. The opposition focuses on five themes in the statements and information they distribute. These are readily familiar to ID Coordinators and others who promote NAIS.

All quotes below were taken directly from blogs and Web sites between January and August 2006.

Opposition Themes

Theme 1: Administrative Burden on Producers

The NAIS is too costly for all but the largest producers. USDA is out to destroy the small producer.

- “If NAIS is forced on small farmers and homesteaders it will destroy them. The last thing we need is oodles of paperwork, fees and government intervention in our lives. The problem is the big factory farms and feedlots.”
- “This system discriminates against small producers. As designed now large producers will only need to register herds of animals. Small backyard producers will need to register each and every animal they have regardless of whether or not they will ever be in the public food chain.”
- “If it goes unchecked, millions of family farms, educational farms, and local, organic operations will no longer exist. Food will be held in the hands of Cargill, Con-Agra, and other agri-corporation powerhouses.”
- “The cost of NAIS in fees, tags, equipment costs, and time will bankrupt small farmers, and overwhelm people who raise their own food animals.”
- “Approval of the NAIS as written could signal the end of homesteading and the American family farm.”

Theme 2: Every Single Animal and Movement

The NAIS requires that all animals be identified and every animal movement reported to the USDA within 24 (or 48) hours. There are no exceptions.

- “Homesteaders who raise their own meat and grandma with her one egg hen will also have to register their homes as ‘farm premises’ and obtain a Premises ID, tag all their animals and submit all the paperwork and fees.”
- “There are no exceptions -- under the USDA plan, you will be forced to register and report even if you raise animals only for your own food or keep horses for draft or for transportation.”
- “So if you plan on giving one of those puppies away you better get them registered or else face fines and maybe jail.”
- “Every time an animal leaves your property - for breeding, a show, slaughter, or just to ride your horse on a trail - you will be required by federal law to report it within 24 hours.”
- “From the daughter’s pony to the back yard chooks, every animal is to be chipped and accounted for.”

Theme 3: Civil Liberties

The NAIS is a cover-up for the Federal government’s real intention, which is to spy on individuals and restrict a person’s right to own an animal.

- “Surely it is overreaching for the Department to propose, as it has, the constant surveillance of one’s home and animals when the citizen is only attempting to raise food for the household...”
- “The USDA has slipped this plan in the back door without any legislation.”
- “...read the original USDA draft proposal for the National Animal Identification System that threatens to trample our Constitutional rights to keep livestock and our livelihoods.”
- “Privacy advocates are also concerned about the very real possibility of these ID cards including electronic tracking tags [which] would allow the government to track a citizen’s every movement.”

Theme 4: Economic Burden on Society

The NAIS will result in higher prices at the grocery store.

- “This is going to be very expensive and guess who is going to pay for it in higher food prices...You!”
- “In the end, the consumer will pay – NAIS could add almost a thousand dollars a year to the annual food budget for the typical family of four.”
- “[The] NAIS will hurt consumers with higher prices and less choice.”

Opposition Themes

Theme 5: Compliance Fines

The NAIS will soon become mandatory and violations will result in unreasonable compliance fines.

- “The government is implementing huge non-compliance fines if you don’t report your backyard flock of chickens, your summer feeder pig, your lawn mowing sheep, etc.”
- “Small farmers and homesteaders who simply raise their own food will risk heavy non-compliance fines if they do not purchase the expensive equipment or they will be driven out of business.”
- “...the Department proposes that the chicken owner, under pain of unspecified ‘enforcement,’ must report within 24 hours any instance of a chicken leaving or returning to the registered property.”

What does this mean for your NAIS campaign?

- Opponents may be strongly opinionated but their complaints and concerns generally fall into a few buckets.
- This allows you to develop core responses you can use over and over.
- You can help other Community Outreach Partners understand opponent statements and how to respond more effectively.
- You can anticipate opposition statements and prepare in advance.

Network structure. The Opposition Network analysis suggests that outspoken opponents may be from outside of commercial agriculture. These might include:

- Individuals who are not involved in agriculture or livestock production at all.
- Individuals who raise livestock primarily for their own use, e.g., hobby farmers.

What does this mean for your NAIS campaign?

- The most vocal opponents should probably not be the primary target of your premises registration efforts. They are often the least likely to see how participation benefits them because they are most likely not involved in commercial livestock production.
- The misinformation opponents spread may influence the decisions of producers who are on the fence about premises registration.

Network hubs. Analysis shows that four key sites serve as the hubs of the Opposition Network. This means that these sites introduce and influence the information and opinions distributed to all Network participants. The sites are as follows:

- NoNAIS - www.nonais.org
- StopAnimalID - www.stopanimalid.org
- LibertyArk - www.libertyark.org
- NoAnimalID - www.noanimalid.com

What does this mean to your NAIS campaign?

- It is easy to monitor the opposition by focusing on these four sites.

Address the Opposition in Your Campaign Strategy *New!*

The above findings, along with your own research and preparation, will equip you to effectively manage the questions and concerns of NAIS opponents.

Below are steps you can take to prepare for NAIS opposition and work to decrease their influence on your priority audience. Worksheet E - Identify the Opposition and Worksheet F - Respond to the Opposition will help you to:

- Analyze the opposition in your State or region
- Anticipate opposition activities
- Consider changes in the ways you respond to the opposition

1. **Monitor the opposition.** Monitor the major anti-NAIS Web sites and Blogs to stay on top of the most recent opposition statements. This will help you to update your messages and materials.

Resources:

- **Anti-NAIS Web sites** (see network hubs above; include any other sites directed at producers in your area)
- **Worksheet E - Identify the Opposition.** Use this worksheet to identify your opponents and what their concerns are. Taking an objective look at the opposition may reveal how to deal with them more effectively.

2. **Prepare for the opposition.** Identify upcoming events and activities that may attract the attention of your opposition.

Resources:

- **Worksheet F - Respond to the Opposition.** Use this worksheet to list situations where the opposition may attack your States' NAIS campaign. This worksheet will help you to prepare responses to arguments commonly made by NAIS opponents. Thinking about your responses ahead of time will make it much easier to handle difficult situations, and respond to people in real time.
- **Other Community Partners.** Across the country, your colleagues are facing similar situations. Use the Monthly Partner Conference Calls, ID Coordinator contact lists, and other resources to share ideas and tactics for addressing NAIS opponents in difficult situations.

Chapter 7: Developing Effective Presentations

You've been asked to present to a group of producers in your State. Whether you have many years of speaking experience or you're just starting out, taking the steps outlined here can improve your presentation.

Step One: Getting Started

You've accepted an invitation to speak. What do you need to know about the situation you're walking into? The answers to the following questions are critical to a successful presentation.

- How much time do you have for the presentation?
- How many people will be attending?
- Who will be in the audience?
- What are their opinions on NAIS/how much do they know about the program?
- What type of facility will you be speaking in?
- Will you be on a panel or speaking by yourself? If on a panel, who else will be there?
- What sort of presentation aids can you use?
- Is there any type of printed program or agenda? Can you review what is written about your presentation?
- Will media attend? If so, who has been invited?
- Is there an opportunity to hand out NAIS materials during or after your presentation?

Step Two: Know Your Audience

The audience is the key to your presentation. Be sure to craft your presentation based on the audience's information needs and other key factors. For example, your presentation to a small group of organic farmers would be quite different from one at a cattlemen's association meeting. Putting yourself in their shoes will help you understand what information matters to them.

You may want to begin by asking yourself the following questions:

- **Who are the audience members?** What are their interests? Do these producers belong to a larger group with a common interest, such as a poultry or large-animal group?

- **What do they already know?** You can use what your audience already knows to save time and effort by not repeating information.
- **What do they need to know?** Why is your audience attending the presentation? What important information are you going to tell them that they need to know?
- **What do I want them to do?** Is there a specific action you want the audience to take after the presentation? What's in it for them?
- **How can I get them to listen?** How can you make your presentation more relevant to the members of your audience? How can you make it interactive and engaging?
- **How can I be prepared for their questions?** Being aware of your audience's knowledge allows you to anticipate the kinds of questions they might ask and the misperceptions they might have. Consider what opinions your audience may have on your presentation topic, and how you can best address those pre-conceived notions. Ask yourself the tough questions ahead of time, and you'll be prepared to handle them during your presentation.

For example, suppose that your audience already understands the basics of NAIS, but they're concerned about potential liability. You should be prepared to discuss how participating in NAIS affects their liability. Since your ultimate goal is to get them to register their premises, you may want to offer an anecdote about the benefits of premises registration, and give an example of a situation where liability may seem to be an issue, but in reality is not.

Step Three: Identify Your Objective

Now you're ready to begin thinking about the topics you'll cover in your presentation. Effective presentations are always organized and written with an objective in mind. Are you trying to change the way your audience thinks? If so your purpose may be to change the way they view NAIS. Or do you want them to take action? Perhaps you are trying to convince producers to register their premises. What's the one thing you want them to remember? Make it your objective to deliver that key message.

Step Four: Draft Your Presentation

Once you've established an objective, you can begin drafting your presentation around it. One simple approach is the SPQA method. SPQA stands for:

- Situation – State a fact. The livestock/poultry industry is an important economic contributor in your State.
- Problem – Identify a complication, conflict, or need. The potential impact an animal disease outbreak would have on this industry -- how it would affect producers and restrict animal movement.
- Question – Ask how to address the problem. How can audience members contribute to solving this problem?
- Answer – Offer the solution. Participate in NAIS by registering your premises.

The SPQA method can be applied to many different situations and is easily tailored to fit any audience.

Step Five: Polish, Polish, Polish

Use the following checklist to review and improve your draft.

- Does the presentation have a beginning, a middle, and an end? Tell the audience the topics you're going to cover and why they should listen.
- Does your presentation give the audience a compelling reason to pay attention? Use stories that capture the audience's imagination. Speak to them in their language. Localize your examples and facts.
- Does your presentation persuade the audience to take action? Consider the audience: What will motivate them to act?

Step Six: Prepare

Always remember to prepare, because practice makes perfect.

In the days prior to your presentation, rehearse frequently to increase your confidence and calm your nerves. Practice in front of the mirror or in front of family and friends. Remember to memorize your opening so you can focus on the audience and establish a connection.

On the day of the presentation, consider the following:

- **Visit the area where you will be presenting.** Go to the room prior to your presentation. Arrange the seating (if possible), test your audio-visual aids, and get comfortable in the room.
- **Know the Audience.** Chat with your audience prior to the presentation. Ask questions about the area or about their operations. These last-minute

conversations can provide further insights into what you want to say – and help them relate to you that much more.

- **Be confident.** Remember, you are the expert on NAIS, and the audience is there to listen to you.
- **Stay on message.** Be sure to deliver the one nugget that is critical to your campaign.

Chapter 8: Forming Local Partnerships

This chapter is designed to help you identify and leverage partners that are best suited to complement your State's NAIS campaign. Maybe it's your local Cattlemen's Beef Association or another trade group. Maybe it's area students involved in 4-H or FFA. Or maybe it's any number of other individuals or groups that interact frequently with livestock and poultry producers. Effective partnering can achieve the following:

- Add credibility to NAIS messages through the partner's established relationships with producers
- Extend the reach of NAIS messages through the partner's existing communications with producers
- Increase the frequency of contact with producers through the partner's existing activities

Identifying and Evaluating Partners

NAIS partners can come from two main sources:

- **Existing Partnerships.** You or your Department of Agriculture have probably already partnered with individuals or organizations in the past. Now's the time to engage these partners on the topic of NAIS or evaluate the effectiveness of their current NAIS outreach.
- **Potential Partnerships.** NAIS may open the doors to additional partnerships you haven't pursued in the past. Take the opportunity now to discuss areas of interest you have in common with influential individuals or organizations.

When identifying and evaluating partners, keep your objectives in mind. Face-to-face contact with producers has proven power in persuading them to participate in NAIS. But you can't meet with every producer in your State. Partners, on the other hand, can create a network of proponents who can deliver messaging and factual information far beyond what you can do by yourself.

Keep the partnership as simple as possible. One of the easiest ways to utilize partnerships, for example, is to take advantage of existing communications tools and channels. A potential partner may have a monthly newsletter that is mailed

to producers and posted online. You can provide up-to-date NAIS content to ensure the latest information is available.

Consider the following:

- Which organizations represent producers, or have regular contact with them?
- How many members belong to the organization and who are they, e.g. dairy cattle owners?
- What do producers expect from the organization, e.g. Extension agents provide educational programs?
- What objectives or topics of interest do you have in common with the organization, e.g. livestock health?
- How frequently does the organization communicate with producers?
- What communications tools does the organization have at its disposal, e.g. newsletters?

Use Worksheet G – Analyze Potential Partners – to identify and evaluate potential partners in your area.

Establishing and Maintaining Partnerships

An effective partnership is built on what you have in common and much more. Both parties should understand the benefits of partnering and see positive outcomes over time. A partnership should be built on what each group does best, e.g. FFA is better than the Department of Agriculture at reaching high school students. Neither partner should feel that they are carrying the full load. And partners should check in on a regular basis to evaluate results and adjust direction as needed.

Consider the following steps to establishing and maintaining effective partnerships:

- Agree on joint objectives
- Brainstorm partnership activities that can help reach objectives
- Establish roles and responsibilities for both partners
- Agree on implementation deadlines and assignments
- Check in regularly to review progress

Chapter 9: Developing a Direct Mail Campaign

Direct mail is an option many States have pursued to disseminate NAIS information and increase premises registration. This tactic can benefit your NAIS campaign in several ways. Specifically, direct mail allows you to:

- Efficiently target a large number of producers
- Deliver a direct response option – such as premises registration forms – that simplifies the registration process
- Link mailings to number of registrations received, providing a way to accurately measure results

At the same time, direct mail has its challenges. Your mailing is only as good as the lists or other channels you use. The overwhelming amount of junk mail that most people receive means you have to break through the clutter. Earning and holding producers' attention can be difficult.

The following sections tackle these challenges and make simple suggestions to achieve direct mail success.

Step One: Reach Your Target

There are two key ways to identify the producers you want to reach and obtain contact information for direct mail purposes:

Mailing Lists. Purchase or borrow existing lists that include street or e-mail addresses. Lists are available from a number of sources:

- Local industry associations may sell their membership lists. In some cases, these lists allow you to target by species, for example the State Cattlemen's Beef Association.
- List houses or direct mail companies on both the national and local level can provide lists sorted by industry, job title and zip code. The Direct Marketing Association provides a list of companies at www.thedirectmarketingsearch.com.
- National trade publications, such as *Farm Journal*, sell lists sorted by size of operation, job title and zip code.

Existing Mailings. Investigate opportunities to piggyback on existing mailings that reach target producers. For example,

- Some industry associations at the State level may let you insert a letter and premises registration form in a regular member mailing or insert a form in a monthly newsletter. This adds the credibility of a third party source.
- Some intermediaries – such as Extension agents or veterinarians – may maintain mailing lists for newsletters or other communications. Partner with them to distribute premises registration forms and related information

Remember: One sure way to turn off producers is to send multiple copies of the same mailing. To the best of your ability, merge and purge available lists to dispose of duplicate addresses.

Step Two: Get Your Target’s Attention

Capturing the attention of busy producers can be very difficult. There are many options, some costly, some not. The options include:

- Hire a graphic artist or marketing firm to design a direct mail package. This can be a costly option but may pay for itself in results.
- Use simple, inexpensive ways to set your mail package apart from the pack. Use color envelopes or something larger than a standard No. 10 envelope, for example, a 6x9 booklet envelope. Another option is to print a NAIS message or logo on existing envelopes.

Opening the envelope does not guarantee the producer will read the information. Try some of the following techniques to command attention:

- A cover letter from the State Commissioner of Agriculture or your State’s top veterinarian is a possibility. Another viable option is identifying an agricultural authority outside of State government. Perhaps it’s a well-known veterinarian or the president of an industry group.
- Include testimonials from producers or industry associations. Producers want to hear from their peers or others they trust such as veterinarians. This approach adds non-government support to your NAIS outreach.
- Insert a piece that’s printed on heavier paper or in an unusual size, such as a bookmark. This piece is your chance to stand out from the rest of the direct mail package. Use simple messages such as a list of FAQs that

- explain why NAIS is important to individual producers. Answer the question “what’s in it for me?”
- Insert a premises registration form but make sure the instructions are absolutely foolproof.

Step Three: Evaluate Your Direct Mail Outreach

Evaluating direct mail is absolutely necessary to understand what you’re getting for your investment. And direct mail evaluation is remarkably simple. Consider the following options:

- Print a special code on each premises registration form inserted in mailings or attached to e-mails. When the forms are processed, you can capture the number returned for each mailing. This allows you to assess the quality of mailing lists and the materials used in each package.
- If you encourage producers to register by toll-free number, ask each caller where they heard about premises registration. Although not completely reliable, it may give you some feedback on the effectiveness of direct mail.

Chapter 10: Improving Your State NAIS Web Site

Web sites are one of the easiest mechanisms for providing accurate, up-to-date information about the NAIS program to both producers and industry representatives. Your Web site should be tailored to existing State-led NAIS outreach efforts while remaining consistent with the USDA NAIS Web site. Make your web presence more beneficial for the user to ultimately help increase participation in the NAIS program.

Improve your State Web site by adapting best practices in the following categories:

- Accessibility
- Design
- Content
- Maintenance

Accessibility

Make your Web site easy to find and the chances of reaching and influencing your target audience can increase dramatically. There are various ways in which a user can find your State/agency NAIS web site. Those ways include navigating from the homepage of the State Department of Agriculture or other agency's site, external Web sites such as the USDA NAIS Web site, or search engine referrals like Google. Use the following tips to improve access to your site.

- **Create a URL that is easy to remember.**
Keep your NAIS site URL short, simple and memorable. This technique makes it easier for the user to cut and paste the URL into a browser and reduces typing errors. Reach out to your IT department to see if a simpler URL can be created.
- **Make sure the NAIS section is logically placed within your State/agency Web site.**
Navigation to the NAIS section of the State/agency Web site should be intuitive. A link from the State/agency home page that contains a short description of the NAIS program is ideal. Consider linking to your NAIS section from several appropriate locations within the State/agency Web site. For example, include a link from any pages that discuss livestock and

poultry. Talk to your State/Agency's IT department about where links to your site could be located.

- **Add metadata so search engines can easily locate the site.**
Metadata is hidden information on Web pages that allow them to be located and displayed by search engines such as Google, Yahoo, etc. The standard metadata are:
 - Title: A brief piece of text identifying the webpage that uses targeted keywords. The title text appears in the title bar of browsers and is an important factor in how search engines rank your web page.
 - Description: A brief textual description of the page's content. Used by some search engines as the description for your page when displaying search results.
- **Promote, promote, promote.**
Whenever information appears about your State's NAIS program, use your URL. The URL should appear in factsheets, brochures, press releases, and in presentation slides just for starters. The URL is the easiest way for audiences to follow-up and obtain further information at a low cost to you.

Design

Good site design improves a user's ability to quickly and efficiently find the information they are seeking. The following tips will enhance your site design and ultimately increase user satisfaction.

- **Keep a consistent look and feel.**
All pages should use the same Web template to enforce a uniform page structure throughout your site. Users should be able to predict the location of key page elements, such as navigation, page links, and content, after visiting just one page. Keeping colors and fonts consistent also helps users become familiar with your site.
- **Make all content accessible within three clicks.**
Users who are more than three clicks from the information they need are likely to leave the site and seek the information elsewhere. Most search engines only look for pages that are three clicks deep into a Web site – decreasing the likelihood that a user will find the page they are looking for.

- **Provide appropriate details for links.**
Your users should not have to guess where a link is taking them. The text in the link or on the navigation button should reveal the link's destination. Additional detail can be added to describe links such as whether it is a download like a PDF and its file size. This information helps users determine whether browser connection can support the file download. Downloadable documents and external links should open in a new browser window to ensure that users don't leave your site accidentally.
- **Include a site search capability.**
A site search feature will help visitors quickly locate the information they want. Make the search box prominent and be sure that it searches your entire site but does not search any external sites.

Content

Having useful content on your site attracts users and encourages them to return in the future. The following tips can enhance the information available on your State site and foster NAIS participation.

- **Link to the USDA NAIS Web site.**
A link to the USDA NAIS Web site can provide general program information to users. The USDA NAIS Web site provides a variety of features including the ability to order outreach materials, contact a working group, provide feedback on the NAIS program, and view premises registration totals.
- **Keep content consistent.**
Site content should be consistent throughout each page, and also with the information presented on the USDA NAIS Web site. Contradictory information reduces the site's credibility. Assigning a single content owner for your site's NAIS section will help maintain a consistent voice and ensure accurate information is always posted.
- **Provide easy access to Premises Registration information.**
Providing your Premises Registration form in a downloadable format such as a PDF is an easy way to help increase participation in your State. If your State provides online registration, make the link visible from the home page. Step by step instructions on how to register should also be provided.

- **Offer a Resource Library.**
Providing a resource library is an efficient way to group all available downloadable documents such as registration forms, NAIS brochures, transcripts, and press releases, in one central location.
- **Provide a feedback mechanism.**
Using an email link or an online form to submit feedback helps measure how your site is meeting your audiences' needs. Using a form will help you control how feedback is formatted and sent. If you choose to develop a form, it should provide concise instructions for submitting the feedback.
- **Present contact information for various NAIS representatives in your State.**
Many users may come to your Web site looking for a way to ask questions about the NAIS Program. A link to contact information should be visible from every page on your NAIS site and should be part of your main navigation. Contact information for NAIS representatives in your State should include the following:
 - Contact name
 - Affiliation/organization
 - Street address
 - Phone number
 - Email address
- **Create a frequently updated Spotlights or News section.**
A good way of enticing your visitors to come back to your site is to offer Spotlights and News Updates on your site. These should be updated on a regular basis and used to highlight important NAIS topics and events, particularly those relevant to your State.

Maintenance

Web site maintenance helps ensure it remains relevant to your users and functions as intended. Regularly updating your Web site also increases its credibility and relevance. Below are some valuable tips for maintaining your site.

- **Keep content accurate and up-to-date.**
Users expect the content on your site to be accurate and current. Provide a date stamp on your major pages to let the user know the information is updated.

- **Review links to make sure they are active and still relevant to your site's purpose.**
Broken links will discourage your users, and force them to seek out other sites. Regularly reviewing your internal and external links is an important way to ensure your audience will continue to use your site.

Appendix: Key Messages

Messages are organized into topic categories and supported with concise sentences. They are designed for an audience reading at the sixth grade level.

MESSAGE 1: *Why Participate: Top Six Reasons*

1.1 Protect your premises and your livelihood.

- Your voluntary participation means that you will be notified quickly when a disease outbreak might put your animals at risk.
- Choosing to participate ensures you will receive the information you need – when you need it most – to protect your animals and your investment.
- With timely, accurate information, we can contain a disease outbreak more quickly and more effectively.
- Rapid disease response limits the impact of the outbreak on your operation – and could even stop disease spread before it reaches your animals.

1.2 Reduce hardships caused by an animal disease outbreak in your community.

- Rapid disease response reduces the number of producers impacted by an outbreak.
- Fewer affected producers means less hardship associated with an outbreak – the loss of irreplaceable breeding stock and bloodlines, as well as the animal distress and loss resulting from the disease and the eradication effort.
- Rapid response also reduces the economic strain (decreased incomes, lost jobs, loss of animals and livelihoods) on affected communities.
- The faster the disease response, the faster an animal disease is isolated, the sooner life gets back to normal for everyone.
- Choosing to participate demonstrates your total commitment to doing everything you can to protect your animals and your neighbors.

1.3 Protect your access to markets.

- Choosing to participate in NAIS helps preserve the marketability of your animals – no matter where your markets are.

- Prices are dictated by the overall demand for U.S. products. To maintain and protect prices for domestic commodities, it is crucial for international markets to stay open.
- NAIS can help quickly define which regions of our country are, and are not, affected by an outbreak – keeping markets open for unaffected producers and preventing unnecessary movement restrictions.
- Market demands are increasing in importance, and a number of other countries are already using animal ID systems to gain a competitive edge.
- Voluntary participation helps ensure that you and other American producers stay competitive in domestic and international trade.
- The greater the level of participation in NAIS, the greater the potential to expand your marketing opportunities at home and abroad.

1.4 USDA will protect individuals' private information.

- Federal law protects individuals' private information and confidential business information from disclosure.
- USDA maintains only limited premises registration information and will not have direct access to animal identification or movement records.
- Animal health officials will only request access to animal movement and location records in the case of an animal disease event.

1.5 It's voluntary.

- Participation is your choice.
- USDA has no plans to make participation in any component of NAIS mandatory.
- Individual States may choose to keep participation voluntary or not, based on local needs.
- USDA strongly believes that the best approach to NAIS is a voluntary system driven by the States and the private sector.
- You decide – based on your needs – to participate in one, two, or all three components of NAIS.

1.6 It's a partnership.

- NAIS is a voluntary program designed by the States, industry, and producers, and USDA.
- NAIS continues to evolve to meet producer demands.

- NAIS works best if the States, industry, and producers actively shape and use the program.
- Participation and input from producers is critical to ensure NAIS makes sense for everyone.

MESSAGE 2: What is Premises Registration?

- 2.1 Premises registration is the foundation of the National Animal Identification System (NAIS)**
- Premises registration is a valuable tool independent of animal identification and animal tracing.
 - Choosing to register your premises does not automatically enroll you in the other components of NAIS.
- 2.2 Premises registration is fundamental to containing animal diseases.**
- Contact information provided during premises registration allows animal health officials to locate and notify animal owners if a disease event occurs in their area.
 - Premises information helps animal health officials target their response and limit disease spread to surrounding areas.
- 2.3 Participation in premises registration is voluntary at the Federal level.**
- USDA has no plans to make participation in premises registration – or any other component of NAIS – mandatory.
 - Individual States may choose to keep premises registration voluntary or not, based on local needs.
 - USDA strongly believes that the best approach is a voluntary system driven by the States and the private sector.
- 2.4 Registering your premises does not obligate you to participate in the other components of NAIS.**
- You decide, based on your needs, to participate in one, two, or all three components of NAIS.
 - Choosing to register your premises does not automatically enroll you in the other components.
- 2.5 USDA will protect individuals' private information.**
- Federal law protects individuals' private information and confidential business information from disclosure.
 - USDA will continue to use its authority to protect individuals' private information and confidential business information provided by participants.
 - Through both intent and design, NAIS is limited in terms of the type and quantity of information collected and maintained by the Federal Government.

MESSAGE 3: *Why Premises Registration?*

3.1 Rapid disease response = market advantage.

- In a market-driven economy, the ability to locate potentially affected animals and rapidly respond to a disease situation is key to protecting access to both domestic and international markets.
- A single report of disease can shut down consumer demand for U.S. products.
- Premises information can help quickly define which regions of our country are, and are not, affected by an outbreak – keeping markets open for unaffected producers and preventing unnecessary movement restrictions.
- To maintain and protect prices for domestic commodities, it is crucial for international markets to stay open.
- Future competition in domestic and international markets depends on your ability to maintain consumer confidence and protect the health of your animals.
- U.S. agriculture needs to evolve in a market where other countries are already using animal identification to gain a competitive edge.

3.2 Rapid response requires rapid communications.

- In an animal health emergency, we can't help you protect your animals if we don't know you are there.
- The basic contact information provided during premises registration opens the lines of communication between animal owners and animal health officials.
- Choosing to register your premises ensures you will receive the information you need to protect your animals and your investment if a disease event occurs in your area.
- Premises Registration: The information you need – when you need it most.

3.3 Time is money.

- When a disease is detected, animal health officials must quickly locate affected premises and exposed animals and notify at-risk producers.
- A streamlined, modern information system ensures that this process won't take days, weeks, or even months to complete.

- Choosing to register your premises helps safeguard you against a slow disease response.
- With premises information, animal health officials can respond more quickly and strategically to prevent disease spread – just when time counts most.
- The faster the disease response, the faster an animal disease is isolated, the sooner life gets back to normal for everyone.

3.4 Premises Registration – a valuable animal health management tool.

- As a livestock producer, your animals are your most valuable resource.
- You already take every possible step to protect this resource – from careful breeding to precise feeding, attentive handling, and vaccination.
- By choosing to register your premises, you become part of a national animal disease response network--joining industry, State and Federal partners, and fellow producers in controlling and preventing the spread of disease.
- Your participation ensures that you will receive timely information and assistance to protect your animals against disease threats.
- Premises registration gives you more control over the health of your animals in a disease situation.

3.5 You are an important part of a larger community.

- When a disease outbreak first occurs, response is local--it starts with you, your next-door neighbors, your fellow producers down the road.
- A disease outbreak can impact every segment of animal agriculture, bringing serious hardships – the loss of animals, jobs, and income – to people far and wide.
- The action of a single producer can affect the industry in more ways than ever before.
- Choosing to participate in premises registration shows your total commitment to doing everything you can to protect your animals and your neighbors.
- The faster the disease response, the faster an animal disease is isolated, the sooner life gets back to normal for everyone.

3.6 Premises Registration – The First Step to Protect

- In an emergency, you expect first responders to rush to your aid.
- In an animal health emergency, you want the same for your animals.
- Voluntary participation in premises registration ensures that your animals will receive the protection they need in an emergency.

MESSAGE #4: *What is NAIS?*

- 4.1 NAIS is a modern, streamlined information system that continues to evolve to meet producer demands.**
- As NAIS has evolved, your input has been put to work to adjust the program and address your thoughts and concerns.
 - We will continue working with you to ensure that the system is easy to use and makes sense.
 - The best way to know if the system is working is for producers to participate and provide input.
- 4.2 Participation in NAIS is voluntary at the Federal level.**
- There is no Federal requirement for producers to participate in any component of NAIS.
 - Individual States may choose to keep participation voluntary or not, based on local needs.
- 4.3 USDA will protect individuals' private information.**
- Federal law protects individuals' private information and confidential business information from disclosure.
 - USDA will continue to use its authority to protect individuals' private information and confidential business information provided by participants.
 - Through both intent and design, NAIS is limited in terms of the type and quantity of information collected and maintained by the Federal Government.
 - If and when producers choose to participate in the animal identification or animal tracing components of NAIS, they will work directly with State or private service providers.
 - If USDA needs animal location and/or animal movement information to respond to an animal health emergency, we will request this data from the State and private databases where it is held.
- 4.4 NAIS is a State-Federal-Industry partnership.**
- USDA strongly believes that the best approach is a voluntary system driven by the States, industry, and producers like you.
 - NAIS will be shaped most by the States, industry, and producers who use the program.

4.5 NAIS – When you are ready...

- You can protect your animals and your community against the effects of a disease outbreak.
- NAIS is there to help you when you are ready.
- Premises registration is available now and is a valuable tool for any producer.
- Animal identification is progressing – it is available for several species at this time and is being expanded to others.
- Animal tracing will be an additional option for you in the future.
- The States, industry, and producers are working together to actively shape a system that meets your needs.
- NAIS will be shaped most by the States, industry, and producers who use the program.
- Bottom line: You can protect your animals; NAIS can help. The choice is yours.

Worksheet A: Identify Audiences

Use this worksheet to analyze and understand your primary audiences and its concerns and feelings prior to a media interview. Make copies of the blank worksheet and use a separate one for each audience.

- Step 1:** Identify the audience. Remember that audiences may be types of producers (e.g., hobby farmers) or organizations (e.g., your State's pork producers association).
- Step 2:** List out the audience's concerns and feelings about the topic.
- Positive Perceptions - positive reactions to NAIS
 - Negative Perceptions - negative reactions to NAIS
- Step 3:** Go to Worksheet B to prioritize audiences.

Target Audience: _____

Positive Perceptions

Negative Perceptions

Worksheet B: Prioritize Audiences

Use this worksheet to prioritize the audiences from Worksheet A. The objective is identifying individuals and groups that may prove more productive in premises registration activities.

Step 1: Rank NAIS awareness level for each audience you are considering

Step 2: Rank NAIS understanding level for each audience. Are their opinions of NAIS and premises registration based on correct information?

Step 3: Rank NAIS receptivity for each audience. How ready are audiences to consider registering premises? How motivated are they to register?

Step 4: Score and prioritize audiences according to total rankings.

AUDIENCE: _____		
AWARENESS: How aware of NAIS and premises registration is the audience? (circle one)		
Not at all aware (1)	Somewhat aware (2)	Very aware (3)
UNDERSTANDING: What is the audience's level of NAIS understanding? (circle one)		
Most misinformed or no understanding (1)	Mix of misinformation and correct information (2)	Very well informed (3)
NAIS RECEPTIVITY: How receptive is the audience to registering their premises? (circle one)		
Not at all receptive (1)	Somewhat receptive (2)	Very receptive (3)
PRIORITY SCORE: <i>Add the above rankings for a total score:</i> _____		

Worksheet C: Evaluate Your Activities and Results

As described in Chapter 2 (“Taking Your Campaign to the Next Level”), the following evaluation matrix provides a way to capture your NAIS campaign activities and results. This allows for more targeted assessment of type, frequency and format of activities that realize the highest number of premises registrations.

The matrix on this page is a sample. The following page contains a blank matrix for your use.

Date	Event	Description	Materials	Registration Results
<i>Presentations</i>				
April 2	Pork Producers Association quarterly meeting (Lincoln Country Club)	<ul style="list-style-type: none"> Delivered 15-minute briefing 50 attendees 	<ul style="list-style-type: none"> Brochures Factsheets Registration forms 	12
<i>Exhibits</i>				
April 7	Cattlemen’s Beef Association monthly meeting (Press Club)	<ul style="list-style-type: none"> Staffed tabletop booth 150 attendees 	<ul style="list-style-type: none"> Registration forms 	9
<i>Direct Mail</i>				
April 5	Producer mailing	<ul style="list-style-type: none"> Direct mail package 1,080 recipients (NASS mailing list) 	<ul style="list-style-type: none"> Cover letter from Ag commissioner Brochure Registration form (coded) Return envelope 	98
TOTAL				119

**NAIS Activities and Results
[reporting period]**

Date	Event	Description	Materials	Registration Results
<i>Presentations</i>				
TOTAL				

Worksheet D: Develop Messages

Use this worksheet to plan and develop messages for your target audience.

Step 1: Determine the primary audience you want to reach.

Step 2: Draft the most important point you want to communicate in plain language that everyone can understand (no acronyms or industry jargon). This is your key message – the key point you must deliver to the target audience. This message can be lifted or adapted from the USDA key messages (see Appendix).

Step 3: Develop three supporting statements for each key message. These can be local examples of NAIS implementation, personal anecdotes supporting the key message or facts/statistics about animal disease in your State.

Step 1: PRIMARY AUDIENCE – Who do you need to reach?

Step 2: KEY MESSAGE – The most important point

Step 3: SUPPORTING STATEMENTS – Examples, anecdotes, etc.

Worksheet E: Identify the Opposition

Use this worksheet to identify your opponents, their concerns, and their successes. Use one worksheet for each opponent group or individual.

Step 1: Identify opposition group or individual.

Step 2: What are the opposition's main complaints?

Step 3: Where has the opposition been most successful? In the media? On Web sites? Local organization meetings?

Step 4: What influence has this opposition group/individual had on producers and their willingness to participate in NAIS?

Worksheet F: Respond to the Opposition

After analyzing your opposition in Worksheet E, use this worksheet to help you to prepare your responses to opponents.

Step 1: Identify opposition group or individual.

Step 2: How have you dealt with the opposition in the past?

Step 3: How do you think the opposition will respond to your upcoming activities?

Step 4: What would you like to change about the way you handle the opposition?

Worksheet G: Analyze Potential Partners

Use this worksheet to determine which partners are best suited to reach your target audiences. Once you've completed your planning, you will be prepared to present your partner with your ideas and action items.

Step 1: Fill in the partner line with the potential/existing partner you wish to engage.

Step 2: Next, fill in the communications channel slots with how your partner will engage your audience. To brainstorm strategies, consider the tools listed in the box below – and ask yourself if any of your partners have these tools at their disposal.

Step 3: Next, fill in the frequency lines with how regularly you'd like your partner to take part in this communications effort.

Step 4: Finally, note action items required to support each communications effort.

Existing/Potential Partner: _____

Communications Channel

(select from box below)

e.g. Newsletter _____

Frequency

e.g. Bimonthly _____

Action Items

e.g. Submit NAIS updates _____

Monthly Events

Web Site

Newsletter

Direct Mailings

Annual Conference

Public Speaker

Magazine/Journal

Brochures

Continuing Education

Briefings on NAIS

Bulletin Boards