



National Institute of Food and Agriculture
U.S. DEPARTMENT OF AGRICULTURE

BIOENERGY, CLIMATE, AND ENVIRONMENT
FOOD PRODUCTION AND SUSTAINABILITY
YOUTH, FAMILY, AND COMMUNITY
FOOD SAFETY AND NUTRITION
INTERNATIONAL PROGRAMS

NIFA

Sharing Impacts with the Public

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Why Impact Sharing Matters

- Proves your value
- Proves your effectiveness
- Increases visibility
- Solidifies position
- Creates database of successes



Who Cares About Impact?

- Scientific community
- NIFA staff and leadership
- Your organization's leadership
- Congress, national, state and local governments
- The American people and the general public
- Other stakeholders



How to Share Your Impact

- Articles and presentations
- Social media
- Websites and blogs
- News media
- NIFA Reporting System
- Land-grant Impacts Database



Announcing Your Awards

- Step 1: NIFA notifies project director that an award is being received.
- Step 2: Once all funds for a program have been awarded, the NIFA communications team distributes the organization's official announcement and alerts the institution's communications director that the announcement has been made.
- Step 3: The organization does their own announcement.



Acknowledging NIFA in Social Media Posts and Press Releases

- **BEFORE:** This work is supported by [Program Name] [grant no. XXXX-XXXXXXX/ project accession no. XXXXXXXX] from the USDA National Institute of Food and Agriculture.
- **NOW:** This work is supported by the USDA National Institute of Food and Agriculture.



What is Impact?

- Reportable, quantifiable *difference or potential difference* a program makes in real people's lives.
- A brief summary written in lay terms.
- Provides only enough detail to be easily understood.



An Impact Statement is...

- A show of behavior change
- A show of attitude change
- An improvement in the situation



An Impact Statement is not...

- How many people showed up for your program
- How many information flyers you gave out
- How many phone calls you answered
- How many people visited your website or liked your Facebook posts and tweets
- How many journals you were published in

These are outputs and they do have value!



Impacts Show Key Change

- Economic value or efficiency
- Environmental quality
- Social well-being
- Health and well-being
- **Tell the “so what?”**
 - Show the impact on people’s lives, businesses and communities



Anatomy of an Impact Story

- LandGrantImpacts.org format
 - **Relevance** – What problem are you addressing?
 - **Response** – What did you do to address it?
 - **Results** – The impact. What happened as a result of your response?
 - **Public Value Statement**—Summary of project highlighting results
- In general, a paragraph for each section – informative, concise and written in layman's terms.
- Visit landgrantimpacts.org for examples.
- Be sure to include funding source.



National Institute of Food and Agriculture

U.S. DEPARTMENT OF AGRICULTURE

Impact Statement

Institution

University of Florida / IFAS Extension

State

Florida

Region

Southern

Title

Farmworkers get much-needed health screens

Primary Funding Source

None Selected

Relevance

Florida is home to about 200,000 migrant farmworkers. Most of them lack adequate access to health care. Most also do not eat healthy diets. That means many suffer from chronic conditions such as hypertension and diabetes that often go undiagnosed. It also means health-care practitioners cannot detect Chagas disease, a parasitic infection found throughout Mexico, Central and South America. Chagas can cause heart failure and sometimes be fatal, often going overlooked among the Latin American population.

Secondary Funding Source

None Selected

Urban Impact Statement

No

Response

CAFE Latino, part of University of Florida/IFAS Extension, has teamed up with Dr. Norman Beatty from the UF College of Medicine to establish health screenings for farmworkers and their families. They started with an event in Wimauma in Hillsborough County. There, they provided health tests and information to lead healthier lifestyles. They conducted a similar fair in Wauchula, in Hardee County, and eventually went to Colombia in a partnership with Children Beyond Our Borders and the Universidad de Antioquia in Medellin.

Statement Year

2022

Submitter is Point of Contact

No

Results

A total of about 200 farmworkers attended health screenings in Wimauma (Hillsborough County) and in Wauchula (Hardee County). They were tested for high blood pressure, depression, diabetes mellitus and Chagas disease. Testing results from the Wimauma event revealed a critical – and perhaps lifesaving – outcome: Many farmworkers had diabetes mellitus, including some who were undiagnosed. UF/IFAS Extension agents affiliated with CAFE Latino also distributed information about healthy eating lifestyles. The team provided education on the disease and local community resources for further management. Farmworkers welcomed the team with open arms, and the community and its families thanked the teams from UF/IFAS Extension and UF Health for the support they received. In addition to the medical tests, close to 70 farmworkers received a COVID-19 vaccine at the Wimauma event. After those successful fairs and support from the UF International Center and Center for Latin American Studies, CAFE Latino faculty and the College of Medicine took 15 students from across several UF disciplines to Medellin, Colombia. There, they worked with Children Beyond Our Borders and the Universidad de Antioquia to provide health screenings and more information about how to stay healthy to hundreds of people in communities where medical care is limited. The program is so successful that UF/IFAS Extension and the College of Medicine plan to test more farmworkers at fairs in Wimauma in December and later in Osceola County.

Primary Contact Name

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Integrated Impact Statement

No

Integrated With

None Selected

Statement Synopsis

CAFE Latino – part of UF/IFAS Extension – and the UF College of Medicine teamed to test more than 200 farmworkers in two rural areas of Florida for several health-care issues, including blood pressure and diabetes. They also brought about 15 students to Colombia to bring health screening to underserved residents in that South American Nation.

Public Value Statement

Programs that help anyone improve or maintain their health are key. This is especially true for farmworkers, an underserved community across the country, and particularly in Florida. Screening for chronic health problems such as hypertension and diabetes delivers – and providing important information about healthy lifestyles improves farmworkers' chances of continuing to go to work and make a living.



How NIFA Uses Impacts

“Give me the story.”

– U.S. Secretary of Agriculture Tom Vilsack

How NIFA Uses Impacts – cont'd

- Talking Points and Speeches
- Travel Sheets
- Press Releases
- Direct Media Pitches
- Social Media Posts
 - Facebook, Twitter and LinkedIn
- Marketing Materials
- Blogs
- Newsletters
 - NIFA's external newsletter reaches 86K subscribers.



Impact Resources

- LandGrantImpacts.org/products/
 - Writing Impact Statements handout
 - Submitting Impacts into the Database handout
- [Multistate Research Fund mrfimpacts.org](https://MultistateResearchFund.mrfimpacts.org)
 - Worksheets
 - “What is an Impact Statement?” video
 - “Writing and Submitting Impact Statements” video
- Your Communications Team!



How to Reach NIFA with Impacts

- Tag us on social media.
 - Facebook: U.S. Department of Agriculture
 - NIFA-specific page coming soon
 - Twitter: @USDA_NIFA
 - LinkedIn: USDA National Institute of Food and Agriculture
- NIFA Reporting System
- Use LandGrantImpacts.org and be sure to note the funding source for the project.
- Send noteworthy items to the NIFA staff person who manages your award.



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<https://www.usda.gov/non-discrimination-statement>

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