

Outreach Agreements & Budgets

Grower Liaison Expenditures	Agreement Budget	Expenditures	Remaining Balance	Percentage Expended
FY23-24 (Prior FY)	\$640,585	\$291,284	\$349,301	45%
FY24-25 (Current FY)	\$599,055	\$38,904	\$560,151	6%
NST Expenditures	Agreement Budget	Expenditures	Remaining Balance	Percentage Expended
FY23-24 (Prior FY)	\$867,050	\$552,932	\$314,118	64%
FY24-25 (Current FY)	\$882,859	\$193,499	\$689,360	22%
OEHHA Expenditures	Agreement Budget	Expenditures	Remaining Balance	Percentage Expended
FY23-24 (Prior FY)	\$632,589	\$588,501	\$44,088	93%
FY24-25 (Current FY)	\$637,595	\$37,031	\$600,564	6%
Overall Outreach Expenditures	Total Budget	Expended	Remaining Balance	Percentage Expended
FY23-24 (Prior FY)	\$2,140,224	\$1,432,717	\$707,507	67%
FY24-25 (Current FY)	\$2,119,509	\$269,434	\$1,850,075	13%

Outreach Update

October 15, 2024



CITRUS PEST & DISEASE
PREVENTION PROGRAM



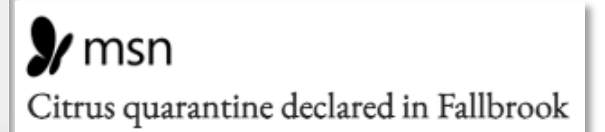
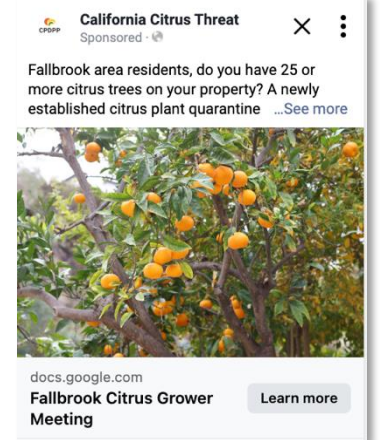
Recent Outreach Activities

Recent Outreach Activities

Raising Awareness and Urgency Around New HLB Detections

Fallbrook HLB Detection Multi-Faceted Outreach

- Collaborated with CDFA, San Diego county staff and industry members to carry out outreach following Fallbrook's first HLB detection
 - Key message development
 - Media outreach
 - Garnered eight earned media hits
 - Citrus Insider notification to industry stakeholders
 - Supported Fallbrook Grower Meeting with Grower Liaison Sandra Zwaal, CDFA and San Diego County
 - Targeted social media ads educating residents impacted by the new quarantine
 - Estimated touchpoints: **4,347,300+**



Residential Outreach Activities

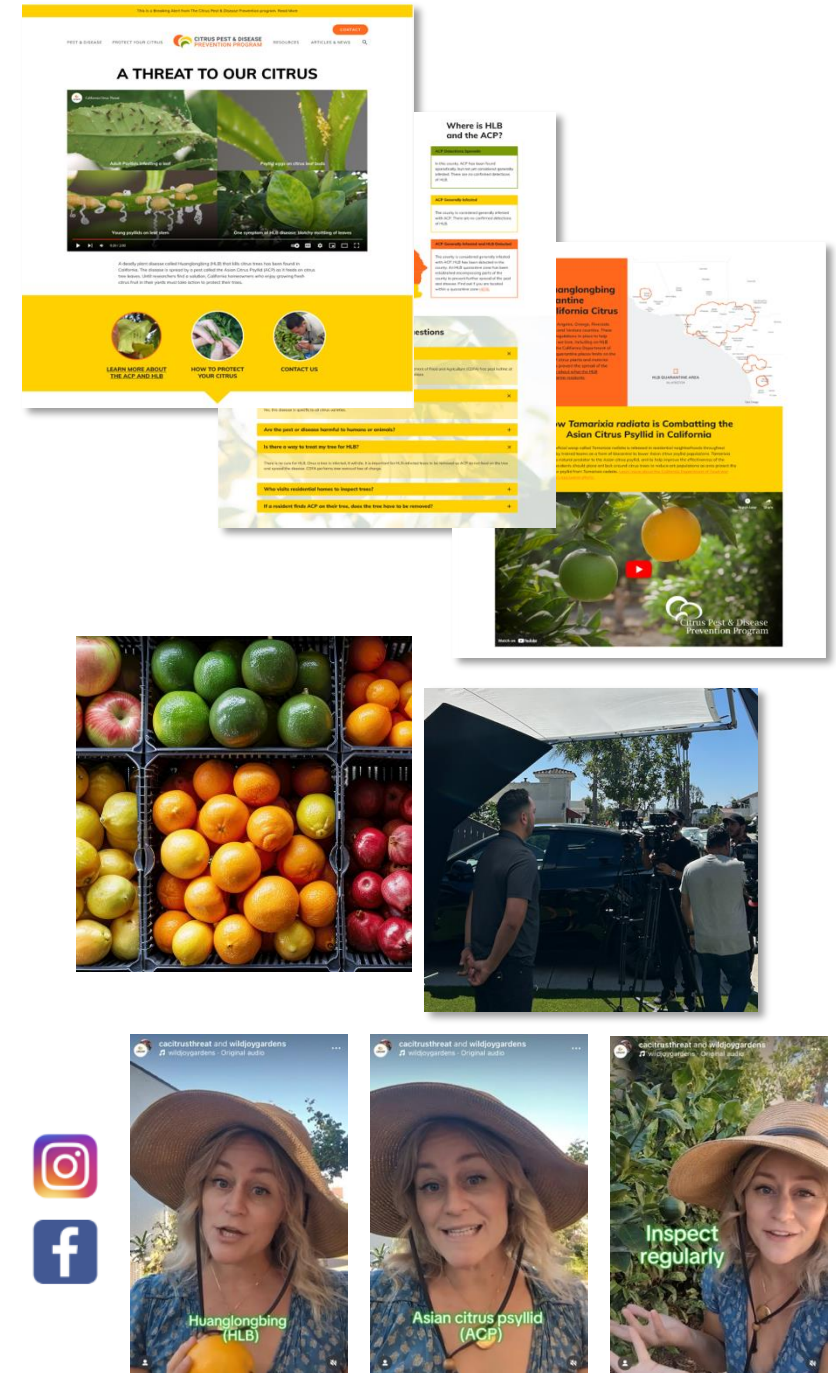
Saturating the Digital and Media Landscape

Development of New Informational Content

- CaliforniaCitrusThreat.org
 - New visuals and informational content for optimal user experience
- Video content to complement upcoming traditional media and social media outreach efforts, including:
 - CaliforniaCitrusThreat.org videos
 - “Media-ready” interview footage to support broadcast interview requests.
- Santa Clara County Master Gardener content
- New visuals and informational materials for CaliforniaCitrusThreat.org

Encouraging Best Practices Among Residents Via Social Media

- Activations with gardening social media influencers
- Ads encouraging residents to not move citrus amid their Labor Day Weekend travels
 - Social media ads resulted in **130,000+ touch points**



Residential Outreach Activities

Tapping into Multicultural Audiences and Connecting with Residents In-Person

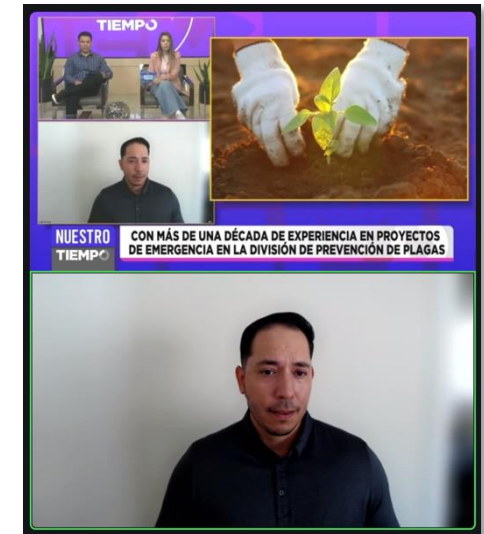
Reaching Residents In-Language

- Mid-Autumn Festival Chinese and Vietnamese advertorial campaign and outreach
- Spanish-language interviews with *Nuestro Tiempo*
 - Discuss ways that residents can properly take care of their citrus trees and help prevent the spread of the ACP and HLB



Event Attendance and Presentations

- Goleta Lemon Festival
- Chula Vista Lemon Festival
- Orange County Rare Fruit Grower Presentation
- San Luis Obispo Master Gardeners Presentation



Industry Outreach Activities

ACP/HLB Management and Education At Every Level

Train-the Trainer Workshops

- Completed four “Train-the-Trainer” workshops in English and Spanish to educate field crew supervisors on ACP scouting best practices
 - **Riverside and Ventura Counties**
 - **36 RSVPs**



Nursery Outreach and Support

- San Diego County Nursery Meeting
 - Supported San Diego County Agricultural Commissioner’s office staff with virtual and in-person meeting coordination
 - **26 attendees virtually and online**
 - **Distributed 250+ pieces of collateral materials**



Industry Outreach Activities

Sharing Relevant News and Updates with Industry Members

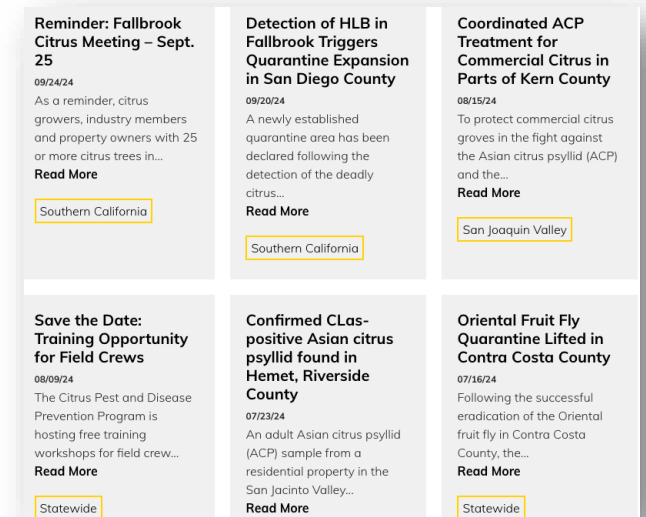
- CAPCA Annual Conference in Anaheim, CA – October
- Citrograph Magazine article
- Outreach to citrus industry stakeholders to amplify news regarding invasive fruit fly quarantine lifts throughout California



Engaging Digital Outreach – Citrus Industry's Go-To Resource

Citrus Insider Updates (Average Open Rate – 50.8%)

- Tau Fruit Fly Quarantine Lifted in Los Angeles County
- Oriental Fruit Fly Quarantine Lifted in Contra Costa County
- Confirmed CLas-positive Asian citrus psyllid found in Hemet, Riverside County
- Coordinated ACP Treatment for Commercial Citrus in Parts of Kern County
- Save the Date: Training Opportunity for Field Crews
- Reminder: Save the Date: Training Opportunity for Field Crews
- Detection of HLB in Fallbrook Triggers Quarantine Expansion in San Diego County



Elected Official Outreach Activities

Keeping Community Representatives Informed

Proactive Outreach Strategies

- ☐ Water Replenishment Districts (WRD) outreach
- ☐ Developed Nextdoor and Facebook Marketplace campaigns
- ☐ Conducted outreach to Ventura County elected officials following the one-year mark of their first HLB detection

nextdoor



Reactive Outreach Strategies

- ☐ Outreach to La Verne, Oceanside, Vista, Temecula, Hawthorne and Corona
- ☐ Developed shareable content to help inform residents about the ACP, HLB and activities being conducted by agricultural officials in residential neighborhoods in the area.



Elected Official Outreach Activities

Expanding Digital Resources for Elected Officials

Content Creation

- ❑ Developed a “Composting 101” blog and infographic
- ❑ Developed a Citrus Hero Award compilation video

Trade Show Events and Conferences

- ❑ Represented CPDPP at the Independent Cities Association (ICA) Conference, attended by city officials in Southern California, a key audience for CPDPP’s HLB outreach, including:
 - Conducted follow-up outreach to over 35 attendees, including officials from the cities of Lynwood, Monrovia, Ventura and more
- ❑ League of Cities (LOC) Annual Conference + Expo – Oct. 16-18
- ❑ California Association of Counties (CSAC) Annual Meeting – Nov. 19-20





Upcoming Outreach Activities:

- CPDPC Strategic Planning Process
- Shasta Lake Garden Club Presentation
- Continuing Influencer Partnerships and Social Media Content Production
- Biocontrol Milestone Media Outreach
- New Video Content Development

Thank You



CITRUS PEST & DISEASE
PREVENTION PROGRAM



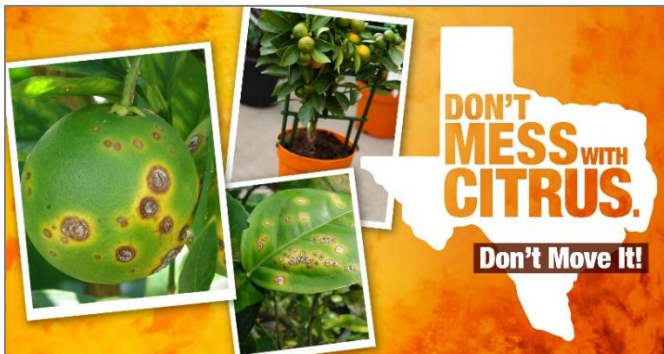
Citrus



Citrus Summary

To raise awareness about the threat of citrus pests and diseases to America's citrus plants, educate the public on how moving citrus plants and materials contributes to disease spread, and emphasize the importance of purchasing only certified citrus plants, the following efforts were carried out in Texas and Florida:

- ▶ YouTube video advertising
- ▶ Dark Facebook ads
- ▶ Billboard placements





Citrus YouTube Results

- ▶ Geo-targeted, English-language YouTube ads ran from August 5 through August 31, with existing creative.
- ▶ Targeting included counties in the Lower Rio Grande Valley along the Texas/Mexico border (Hidalgo, Cameron, Starr, and Willacy), Houston, and the entire state of Florida, to homeowners and gardeners, as well as to those interested in travel, fruit trees, and citrus tree gardening.
- ▶ English :06 and :15 second video ads appeared prior to relevant video content on YouTube and drove users to the [Citrus Canker](#) landing page on the AHPIS website.
- ▶ The campaign generated 560,933 impressions, 92,618 video views and 521 clicks.

Metric	Results
Impressions	560,993
Video Views	92,618
Video Rate	16.51%
Clicks	521





Citrus Social Media Overview

- ▶ Paid Facebook ads in English and Spanish ran from August 5 through August 31, with new and existing creative.
- ▶ The campaign goal was to raise awareness and drive users to the [Citrus Canker](#) landing page on the AHPIS website.
- ▶ These ads were geo-targeted to counties in the Lower Rio Grande Valley along the Texas/Mexico border (Hidalgo, Cameron, Starr, and Willacy), Houston, and the entire state of Florida, to homeowners and gardeners, as well as to those interested in travel, fruit trees, and citrus tree gardening.
- ▶ Messaging in Texas focused on not moving citrus plants or gear, and in Florida, on purchasing and shipping only properly certified citrus plants.
- ▶ Results from English and Spanish ads garnered 15,258 link clicks and 672,613 impressions.



Citrus Social Media Results

- ▶ The top-performing social ads by link clicks for English and Spanish are as follows:
 - English Facebook: “English Florida Ad 2” with 5,787 link clicks and 205,628 impressions
 - Spanish Facebook: “Spanish Texas Ad 2” with 2,515 link clicks and 143,174 impressions





Citrus Billboard Results

- ▶ Four digital billboards and two static billboards were posted from August 5 through August 31, utilizing new and existing creative.
- ▶ Digital billboards rotated between English and Spanish-language versions.
- ▶ Placements were secured in Texas and Florida cities, in highly trafficked areas.
- ▶ The placements generated 6,881,764 total impressions.
 - Florida: 5,419,068 impressions
 - Texas: 1,462,696 impressions





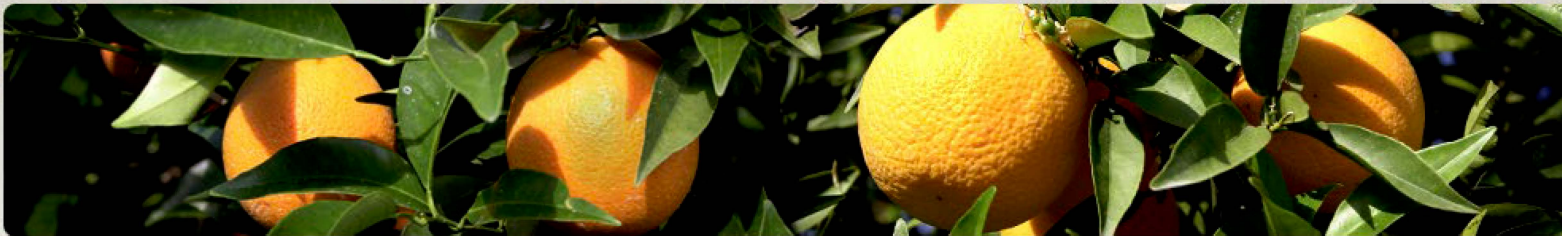
Hungry Pests Resources

In addition to materials developed specifically for social media or campaign promotion, the following resources were also developed:

- ▶ The statewide version of the Hungry Pests brochure was updated for use with a nationwide audience.
- ▶ Four giveaways were produced for general citrus outreach – a citrus peeler, a stress ball, an infuser water bottle, and a lemon pop-it fidget toy.
- ▶ An Activity Book and set of two stickers was created for outreach to a youth audience.



Asian Citrus Psyllid Distribution and Management

[Home](#)[Growers](#)[Home Gardeners](#)[Master Gardeners](#)[Map of Psyllids, HLB and Parasites](#)

ACP/HLB Distribution and Management

An Interactive Website for Asian Citrus Psyllid Management

Growers

Commercial Citrus – How will the citrus grower manage the pest and disease in commercial groves?

The deadly huanglongbing (HLB) is spreading in California and threatens commercial citrus production. This website provides a map of where the Asian citrus psyllid (ACP) and HLB disease are located. Since there is currently no cure for the disease, the best management strategy is reducing the psyllid vector with insecticides and removing HLB-infected trees. This website provides a list of the ACP-effective insecticides, information about the best timing of their use & strategies for treatment.

Home Gardeners

Residential Citrus – What should I do to protect the citrus in my yard?

There is currently no cure for the devastating disease, huanglongbing (HLB), which kills trees in the citrus family and is spread by a tiny insect, the Asian citrus psyllid (ACP). It is estimated that 60% of Californians have at least one citrus tree in their yard, meaning that HLB may have a devastating effect in residential areas of California. Currently the only way to control the disease is to reduce ACP and to remove trees that are infected or located near known infections. This website provides information about how near the insect and disease are to your home, and what you can do to help protect your trees.

Master Gardeners

How can I help educate the public on this very important subject?

This site has important resources for you to use to teach others about Asian citrus psyllid and huanglongbing.



Watch the 4-minute video below to learn what you can do to help control Asian citrus psyllid & HLB

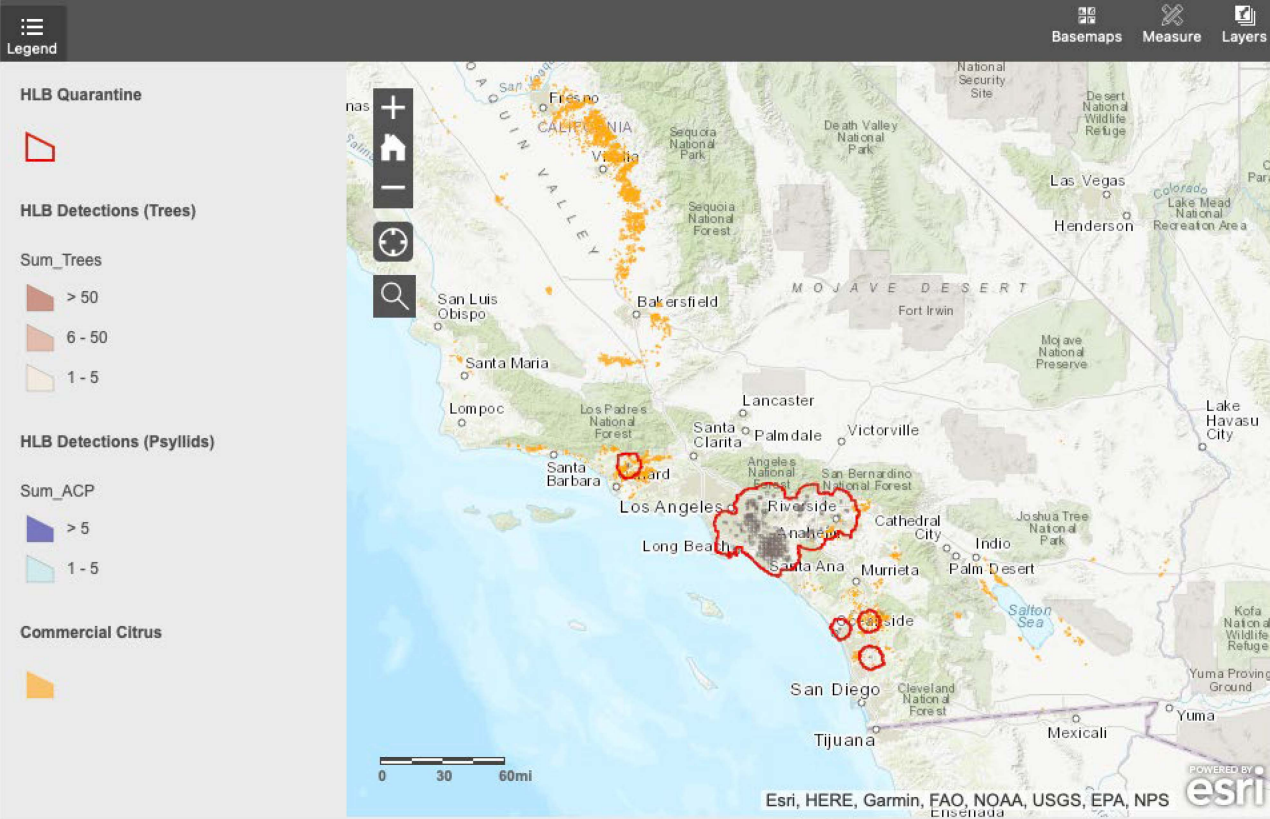
Distribution of ACP, HLB and parasites in California

This zoomable map allows the user to see where and how often the Asian citrus psyllid (ACP) has been trapped since 2008 at the section level (one mile square). The sections where the beneficial *Tamarixia* parasites have been released are shown in green and *Diaphorencyrtus* parasite releases are shown in purple. The map can also show the current quarantine boundaries for huanglongbing disease (HLB), the movement of bulk citrus, and nursery stock.

ACP Detection data last updated: 2/6/2024. HLB Detection data last updated: 2/6/2024. Biocontrol data last updated: 2/6/2024. These data are provided by the California Department of Food and Agriculture.

- **Layers:** Clicking on this box allows you to toggle on and off 'layers' of the map such as the ACP densities, *Tamarixia* parasites, or quarantines
- **Measurement tools (acres, miles, GPS location),** click on the "Measure" icon located just above the map, then click on the map at the start and stop locations. To stop using the tool, click again on the tool button

ACP/HLB Distribution



University of California, Division of Agriculture and Natural Resources

Asian Citrus Psyllid Distribution and Management

[Home](#)[Growers](#)[Home Gardeners](#)[Master Gardeners](#)[Map of Psyllids, HLB and Parasites](#)[Home](#)[Grower Options](#)[Home Gardener Options](#)[Master Gardeners](#)[Directory of terms](#)

Inactive Page

The page you attempted to access is not active.

Gardeners.

Materials to distribute to clientele

UC IPM [Pest note for ACP and HLB](#)

UC IPM [Quick tip](#)

Citrus Pest and Disease Prevention Citrus Industry [Informational Materials](#)

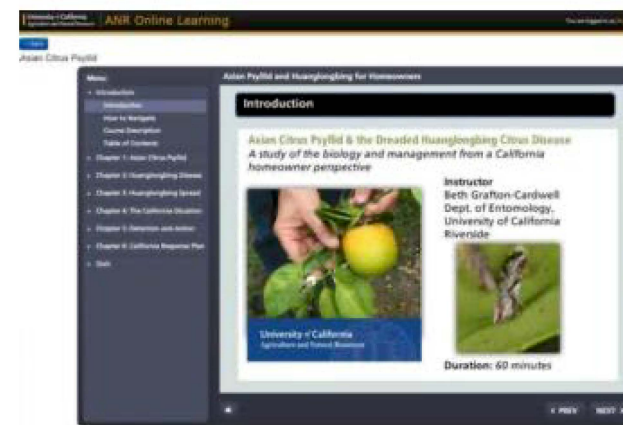
Powerpoints

ACP/HLB PPTs- These Asian citrus psyllid and huanglongbing powerpoint presentations are downloadable and available for teaching purposes. They provide information about the biology of the pest and disease, their spread, their impact on homeowners, nurseries and commercial citrus and various management tactics. (40 slides)

English ppt: [Master Gardener Full Presentation October 2021](#)

Spanish ppt: [Spanish HLB ACP 2016](#)

3 minute update PPT- This set of 4 slides can be used to provide a brief update on the status of ACP and HLB at Master Gardener meetings. [MG 3 minute update October 2021](#)



Asian Citrus Psyllid and the Citrus Disease Huanglongbing



Beth Grafton-Cardwell
Department of Entomology
UC Riverside



Photography: M. Rogers, S. Halbert and E. Grafton-Cardwell

Departmental Seminars ▶

News

Diagnostics and
Identification

Newsletter

Outreach Activities ▶

Student Clubs and
Organizations ▶

Social Media ▶

Annual Riverside Insect Fair
(4-20-2024)

Outreach Program

Outreach Resources ▶

Entomology Youth Summer
Camps

Welcome to the UC Riverside Entomology Department!

California, Riverside Entomology Department is known for its study of insects and related arthropods and is ranked second in the Center for World University Rankings. More than 35 faculty members conduct research with specializations including: arthropod vectors of plant pathogens, biological control, insect behavior, chemical ecology, ecology, morphology, pathology, pest management, physiology, insect-plant interactions, systematics, toxicology, insecticide resistance, medical/veterinary entomology, molecular entomology, neuroscience, and urban entomology.

READ MORE

[OUTREACH INSTAGRAM](#)[JUNIOR ENTOMOLOGIST
SUMMER CAMP](#)[REQUEST ENTOMOLOGY
OUTREACH](#)[OUTREACH BROCHURE](#)[+ What is Entomology?](#)[+ What do entomologists do?](#)[— What kinds of insects and arthropods do you have?](#)

Our collection includes a variety of live insects and arthropods that vary seasonally. Common live specimens include stick insects, roaches, beetles, spiders, and millipedes. We also have arrangements of local and exotic preserved specimens, as well as educational displays on pollinators, camouflage, aquatic insects, and other topics.



What is the outreach program?

The goal of the program is to educate members of our community about insects and the science of Entomology. Our outreach program consists of various extracurricular activities performed by current graduate and undergraduate students in the Department of Entomology at UC Riverside. Outreach ranges from speaking in K-12 classrooms, to participating in science fairs, to attending community gatherings. We bring both live and preserved insects and other arthropods for people to see and touch. We have presentations on a variety of topics including insect diversity, metamorphosis, and what entomologists do. We can also modify a presentation to suit

Entomology Outreach

To schedule an outreach event, please contact Dr. Bodil Cass (bodil.cass@ucr.edu)

Please include the following information:

- Event type (booth/demonstration)
- Number of attendees (adults & children)
- Age range
- Suggested date & time – please provide preferred plus some alternatives
- Event location (street address, any special directions, and indicate if event is indoors/outdoors)
- Any additional information e.g. requested topic, accommodations, projector setup options for indoor locations

Format

Outreach format is catered to the event needs and generally consist of either:

- Booth – display table hosted at a public event (e.g. insect fair), or
- Demonstration -- a 1-hour visit including a presentation plus hands-on rotation through stations with live insects and pinned displays.

Presentation topics and booth themes vary depending on presenter availability and may include general insect biology, careers in entomology, or a specific current topic (e.g. pollinators, invasive species pest alerts, urban insects).

Outreach event cost

We request a \$100 fee per event on campus and \$200 for events off campus. These funds are used to maintain our collection of live and preserved specimens. The payment can be made by check on the day of the event or mailed to us. Please make checks payable to: UC Regents.

Service Locations – off campus

Our outreach program services schools and other organizations in Southern California within a driving distance of 30 miles (48km) from the UC Riverside campus.

Service Locations – Entomology Courtyard

We can host a demonstration visit for your group in on campus:

Department of Entomology
University of California Riverside
900 University Avenue
Riverside, CA 92521

- We are not able to provide parking permits, but short-term parking is available in nearby Lot 6 via ParkMobile.
- The location is wheelchair accessible.
- Restrooms and water fountains on site.

Scheduling of Events

Please provide at least four weeks' notice. We make every effort to fulfill each request, and our calendar fills up in advance.

Name



Outreach modules



Scientific Method



5th Grade



2nd Grade



1st Grade



Let's Learn about Insects Middle-HighSchool.pptx



California Insects.pptx



What is and Insect