



EDUCATION AND OUTREACH

This project is eligible for the bonus points for education and outreach programs for the following program component:

The Peer Leader Program:

The Peer Leader Program leverages dedicated volunteer hours to provide multi-year outreach and education to the livestock community. Engaging volunteers from the livestock community to provide these outreach services nets the following outcomes:

- Awareness is increased via Peer Leader presence at livestock events and gatherings,
- Adoption of high priority BMPs is promoted in those outreach events,
- Program visibility and access to materials is increased as Peer Leaders “adopt” a local feed store where they ensure posters and technical materials remain stocked and displayed and staff tabling events to conduct outreach to livestock customers,
- Connections between landowners and technical assistance providers are made when Peer Leaders are accessed with questions and concerns from livestock community members; and,
- The success of Implementation Site projects are communicated and replicated among peers.

A minimum of 15 Peer Leaders will be recruited from technical training and implementation site programs to participate. In addition to the technical trainings they receive through the program Peer Leaders will also receive training and orientation on how to conduct effective outreach and a more detailed introduction to the availability and presence of the technical service providers and resources that are available in the community to serve livestock facility owners.

Peer Leaders are anticipated to contribute a minimum of 32 hours each of volunteer time during the course of the project. This will include a commitment from them to arrange, prepare, and staff at least one tabling event at a livestock event of their choice or adopt one feed store as described above.



Peer to peer information exchange is effective, credible, and changes community culture.

Implementation Site Tour and Outreach

Our implementation site owners are proud of their accomplishments. They will volunteer significant time to hosting tours such as the Implementation Site Tour as well as individual requests for seeing the BMPs. This activity, of making their properties available to interested parties, is required in our landowner agreement as part of participating in the program. In-person contact between landowners and seeing the BMPs and resulting site quality improvements is one of the most effective ways to influence and motivate landowners to make changes on their property.

Enduring Benefits:

Both the Peer Leader Program and the Implementation Site contracts are organized around the principle that efforts during this grant project term will seed a self-sustaining network of Peer Leader volunteers and a group of trusted, engaged and communicative livestock facility landowners to serve the livestock community into the future. Further, by creating websites, brochures, plans and checklists, the program “outfits” RCD and NRCS offices with the materials they need to accurately and comprehensively support technical assistance requests from livestock owners into the future.