Multistate Research Fund
IMPACTS

IMPACT COMMUNICATIONS TOOLKIT

Mitigating Stress in Farm Animals (W3173)

June 2022

HOW CAN YOU USE YOUR IMPACT STATEMENT?

SEND to department heads, Experiment Station/Extension Directors, and communications staff

DISCUSS with legislators, stakeholders, potential partners, and others

PITCH to magazines, newspapers, and other traditional media outlets

INCLUDE in presentations, grant proposals, briefs, meetings, and reports

SHARE in social media posts, blogs, and newsletters

UPLOAD to websites and databases

ANY WAY YOU WANT! The Impact Statement was created to help promote your work so you may use/ share it as you deem appropriate

BEST PRACTICES FOR SOCIAL MEDIA

Share. Use the sample posts below or create your own original posts to feature the project and Impact Statement on your social media channels. Consider timing your posts to connect with events related to the research topic (e.g., major conferences, holidays, seasons, news). You can also share interesting stories about your work on the project (e.g., reaching a major milestone, using a cool tool, your research journey, challenges you've overcome, or a personal example of why your research matters).

Stand out. Social media posts get more engagement if they include photos or other visual aids. Provide attribution if needed. If your institution does not have any suitable images, you can search the following free image libraries: USDA Flickr, USDA-ARS Image Gallery, Unsplash. If you use diagrams or charts, make sure they can be easily understood in just a few seconds.

Connect. Add relevant hashtags and/or handles for your institution, funders, partners, and stakeholders. For example, tag @MRFimpacts or #MRFimpacts so that we see your post.

Engage. Like, share, or comment on posts that feature your project and/or Impact Statement.

SAMPLE POSTS

Environmental conditions & management practices can stress animals, impairing welfare & performance. Researchers at land-grant universities are working w/ @USDA_NIFA @USDA_ARS & others to measure stress in animals & find cost-effective ways to mitigate it: https://bit.ly/animal-stress

---

Research by @KStateAg @CFANS @UNL_CASNR & others led to biomarkers for rapid detection of distressed, injured or sick animals. Quickly identifying these animals helps producers take action to improve animal well-being & minimize loss. https://bit.ly/animal-stress #NIFAimpacts

---

As part of a multistate team working to reduce animal stress @USDA_ARS found that replacing dietary antibiotics with a natural amino acid helps pigs cope with stress, improves well-being & productivity & reduces feed costs for producers by 18%. https://bit.ly/animal-stress

---

Multistate research is helping reduce animal pain & fear. For example, @USDA_ARS developed automated handling methods that decrease stress when pigs are loaded for transport and @CFANS found ways to prevent tail biting among pigs without docking the tail. https://bit.ly/animal-stress

---

As part of a multistate project, scientists identified indicators of heat stress and developed sensors, cameras and models to predict and monitor heat stress: https://bit.ly/animal-stress

@USDA_ARS @CornellCALS @UGA_CollegeofAg @UNL_CASNR @UPR_Oficial @UWMadisonCALS

Heat can impair animal welfare & performance. At @UVI_edu & @UGA_CollegeofAg, research identified animals that are resilient or susceptible to heat stress, helping producers minimize losses. See other ways scientists are mitigating stress in farm animals: https://bit.ly/animal-stress

#Landgrantuniversities are part of a @USDA_NIFA-funded multistate project to mitigate stress in animals. For example @UKAgriculture improved cooling methods for race horses & @ucdavisCAES identified efficient methods for spraying dairy cattle with water. https://bit.ly/animal-stress

---

A conductive cooling system designed by @CornellCALS decreases dairy cow temperature & respiration, resulting in 5% more milk. See how other members of this multistate project have impacted animal welfare & performance: https://bit.ly/animal-stress #NIFAimpacts

---

REMEMBER:

- Include a link to the Impact Statement and other supplemental materials (e.g., reports, publications, grant/funding source, photos)
- Institutions may have different handles for different platforms (e.g., @UArizonaCALS on Twitter and @UACALS on Facebook)
- Different platforms have different character limits

CONNECT TO:

General/evergreen hashtags and accounts:

@USDA_NIFA #NIFAimpacts
@USDAScience
@APLU #AgIsAmerica #landgrantuniversities
@MRFimpacts #MRFimpacts

Topic-specific hashtags and accounts:

#animalwelfare
#animalagriculture
#heatwave
#cattle

Administered by U.S. Department of Agriculture's National Institute of Food and Agriculture (USDA-NIFA), the Hatch Multistate Research Fund supports agricultural innovation and sustainability by funding collaborative research projects led by State Agricultural Experiment Stations (SAES) and land-grant universities. The Multistate Research Fund Impacts Program (MRF Impacts) communicates the public value of these projects.

MRFimpacts.org
MRFimpacts@colostate.edu