

# IMPACT COMMUNICATIONS TOOLKIT

## Understanding & Mitigating the Impacts of Agrochemicals (W-4045)

July 2023

### 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

The following examples promote the multistate project as a whole:

Researchers from 20+ Agricultural Experiment Stations are studying the fate of agrochemicals (pesticides, herbicides, fertilizers, pharmaceuticals, microplastics, etc.) and developing ways to mitigate their adverse impacts on organisms and ecosystems: <https://bit.ly/MRF-Agrochemicals2023>

A @USDA\_NIFA-supported Hatch Multistate team has provided information about agrochemicals to farmers, government agencies, manufacturers & others, helping them make prudent decisions that minimize adverse impacts, while maximizing crop yield and quality: <https://bit.ly/MRF-Agrochemicals2023>

If you want to feature a specific institution's contributions to the project, you can use the suggested format below. If space allows, add additional details, hashtags, and tag participating departments, individuals, etc.

As part of a multistate project on agrochemicals, researchers at [insert institution handle] developed [insert bullet from page 2 of the Impact Statement]. Learn more: <https://bit.ly/MRF-Agrochemicals2023>

Some examples of this format:

As part of a team of researchers studying agrochemicals, scientists at @CFAES\_OSU are looking at herbicide persistence in composts and developing low-cost amendments that can remediate contaminated #compost. See more from this project: <https://bit.ly/MRF-Agrochemicals2023>

Researchers on a multistate team have developed tools to detect agrochemical contamination, such as a low-cost, minimally invasive sensor that rapidly quantifies even low pesticide exposures (@wsucahnr) & a simple way to measure herbicide toxicity in compost (@CFAES\_OSU): <https://bit.ly/MRF-Agrochemicals2023>

As part of a multistate team studying the impacts of agrochemicals, @OSUAgSci showed that adverse effects on fish in early life can persist through multiple generations and toxicity can differ depending on environmental conditions like salinity and temperature. <https://bit.ly/MRF-Agrochemicals2023>

As part of a multistate project on agrochemicals, scientists created soil amendments that can be used to remediate contamination of compost (@CFAES\_OSU) and crops (@UNL\_CASNR). Learn more about the project: <https://bit.ly/MRF-Agrochemicals2023>

As part of a multistate team studying agrochemicals, @CTAHRNews scientists found that glycerol can enhance the ability of bacteria to biodegrade carcinogenic PAHs. See other findings from this project: <https://bit.ly/MRF-Agrochemicals2023>

As part of a multistate project on the impacts of agrochemicals, scientists at @UF\_IFAS and @NCStateCERSA designed vegetative buffers that reduce pesticide concentrations in runoff. See more impacts from this project: <https://bit.ly/MRF-Agrochemicals2023>

To help farmers reduce chemical use, researchers at @CTAHRNews showed that some essential oils can be used as biopesticides, and @MSUCollegeofAg found that smooth brome, a perennial grass, can be used to trap wheat stem sawfly. See more findings from this multistate project on agrochemicals: <https://bit.ly/MRF-Agrochemicals2023>

As part of a multistate team, researchers are looking at how the presence & toxicity of pesticides in surface water is affected by seasonality & weather (@UKAgriculture), water depth & salinity (@LSUAgCenter) & field conditions (@CornellCALs). See more work by this project: <https://bit.ly/MRF-Agrochemicals2023>

As part of a multistate project on the impacts of agrochemicals, @MSUCollegeofAg & @wsucahnr studied the effects of pesticides on bees & @ucdavisCAES developed a fiber that detects a common type of insecticide, in nectar & sap. Learn more: <https://bit.ly/MRF-Agrochemicals2023>

As part of a multistate project, @UNL\_CASNR showed how heavy metals move from soil & irrigation water into edible plants & animals; @ucdavisCAES identified which contaminants are most likely to accumulate in vegetables: <https://bit.ly/MRF-Agrochemicals2023>

Scientists share info, tools & advice for mitigating the impacts of agrochemicals with government agencies. For example, the @EPA used findings to create pesticide labels and set restrictions, and @NOAA is using @LSUAgCenter research to support emergency response after oil spills. <https://bit.ly/MRF-Agrochemicals2023>

Members of a @USDA\_NIFA-supported Hatch Multistate project helped produce a statewide plan for monitoring microplastics in California drinking water and led an expert panel to refine California's Pesticide Evaluation Protocol. See other project efforts: <https://bit.ly/MRF-Agrochemicals2023>

Land-grant universities are working together to study and mitigate the impacts of agrochemicals. Their findings and tools are shared widely in Extension materials and events and free online resource centers like the @NPICatOSU. Learn more about the project: <https://bit.ly/MRF-Agrochemicals2023>

### 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  
@WAAESD

Topic-specific hashtags, accounts, and events:

#composting #compost  
#gardening  
#agriculture #farming  
#agrochemicals #fertilizer #pesticide  
#foodsafety  
#waterquality #cleanwater

December 5 | World Soil Day  
April | National Pest Management Month #NPMM  
May 5-11, 2024 | International Compost Awareness Week #ICAW

