





Improving Stakeholder Communication & Public Perception of High-Containment Laboratories

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NBAF Mission

- ✓ A next-generation facility for scientific excellence
- ✓ Studies and diagnoses animal diseases that are:
 - Foreign or transboundary
 - Emerging
 - Zoonotic
- ✓ Protects:
 - U.S. food supply
 - Agricultural economy
 - Public health





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| Strengths <ul style="list-style-type: none"> • Exciting mission • Next-gen safe/secure facility • Passionate/dedicated team = top tier professionals • Diverse team | Weaknesses <ul style="list-style-type: none"> • Starting new is challenging • Closed campus • Isolated work locations • Diverse personalities |
| Opportunities <ul style="list-style-type: none"> • Scientific breakthroughs • Public curiosity • Collaborations • Community support | Threats <ul style="list-style-type: none"> • Public scientific understanding • Rumors & misinformation • Nature • Risks |



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Communication Beliefs

- The public — especially our local community — deserves to understand the safety and security measures we take.
- Communication about NBAF to a general audience builds support and trust among the community and stakeholders.
- Communications need to be understandable, respectful, reliable and balanced with security.
- Education and good science communication reduce rumors.



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Start with the WHY...

- ✓ Agriculture, food and food processing contribute more than 19 million jobs and more than \$1 trillion to the U.S. economy every year.
- ✓ More than 70% of emerging diseases are zoonotic, which require the highest level of biocontainment (BSL-4).
- ✓ Currently, the U.S. does not have a facility large enough to house large livestock within the safety and security of a BSL-4.
- ✓ Only BSL-3 capabilities for large livestock.




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Plum Island Animal Disease Center

NBAF will replace the aging Plum Island Animal Disease Center (PIADC), a biosafety level-3 facility that is 70 years old.

Currently, USDA's Agricultural Research Service (ARS) and Animal and Plant Health Inspection Service (APHIS) conduct foreign animal disease research, training and diagnostics in this center.



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R&D Mission

- Classical Swine Fever
- Foot-and-Mouth Disease (FMD)
- African Swine Fever
- Plum Island Animal Disease Center (PIADC)
- Diagnosics for Foreign Animal Disease
- Vaccine Banks
- Foreign Animal Disease Training
- BSL-3 (Ag)

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NBAF Proposed R&D Mission

- Classical Swine Fever
- Foot-and-Mouth Disease (FMD)
- African Swine Fever
- Japanese Encephalitis
- Rift Valley Fever
- Others TBD
- BSL-3 (Ag)
- Diagnosics for Foreign Animal Disease
- BDM: Biologics Development Module
- Vaccine Banks
- Emerging Pathogens
- Foreign Animal Disease Training
- Nipah Virus
- Crimean Congo Hemorrhagic Fever
- BSL-4 (Zoonotic)

NBAF will have expanded capabilities with the goal of countering intentional and unintentional threats.

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WHAT do we want to accomplish?

Strategic Theme #1:
Be a *trusted* source of information and *trusted* community member.

Strategic Theme #2:
Be a *protective force* for our nation and the world.

Strategic Theme #3:
Be a source of local and American *pride*.

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HOW do we accomplish it?

ISO 26000, an international standard on social responsibility, defines **stakeholder** as “an individual or group that has an interest in any decision or activity of an organization.”

Why are stakeholders important?

- ✓ They share in our “why” (our mission).
- ✓ They can connect us to partners.
- ✓ They can help ensure future funding.
- ✓ They can clear up mis/disinformation.

SO, WHAT'S THE PLAN?

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WHO are our stakeholders?

| | |
|------------------------------|-----------------------|
| EXTERNAL: | INTERNAL: |
| ✓ Congressional | ✓ Current Employees |
| ✓ Government (federal/state) | ✓ Dept/Agency Leaders |
| ✓ Industry/Commodity Groups | ✓ Future Employees |
| ✓ Colleges/Universities | |
| ✓ International | |
| ✓ General Public/Community | |
| ✓ Media | |

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Internal Communication

- Weekly employee newsletter
- Quarterly cultural newsletter
- Communication training
- Message boards
- Branding
- Photography & videography
- Employee recognition/awards
- Celebrations & events
- Core values & high-reliability organization (HRO)

Commitment to One/NBAF
Safety & Security
Excellence

USDA NBAF

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External Communication

- ✓ News, website, & social media monitoring
- ✓ Outreach & education activities
- ✓ Media, public, & legislative requests
- ✓ Stakeholder relationships
- ✓ NBAF information products
- ✓ Community Liaison Group support
- ✓ External crisis communications
- ✓ Science communications



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Community Outreach

NBAF is actively engaged with the local community providing updates and representing USDA at various local, state and regional events regarding NBAF.

FY24 Presentations: (50+ presentations)

Examples include:

- Kansas Assoc. of Public Info Officers
- Kansas Ag in the Classroom
- Kansas FFA Members
- Kansas Society of Farm Managers
- K-State College of Veterinary Medicine
- K-State Masters of Agribusiness Students
- National Assoc. of Conservation Districts
- Livestock Emergency Disease Response Org.
- American Veterinary Medical Assoc.
- American Agri-Women Foundation
- Ag Media Summit
- Cultivd Innovation Partners
- Nebraska Cattlemen Annual Meeting
- Leadership Kansas
- Community Rotary Groups



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Hiring Outreach

As we continue to build our workforce, NBAF participates in a variety of different career fairs across the community. Potential employees are introduced to a wide range of careers offered by NBAF, discussing everything from the different science teams to facilities and other units in the building. Social media also is a great way to recruit new employees.

FY24 CAREER FAIRS
Events include:

- K-State All-University Career Fair
- Kaw Valley Career Fair
- Kansas Works Summer Job Fair
- Ft. Riley Career Skills Event
- Ft. Riley Employee Networking
- Kansas Employment Exploration Program



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Science Fairs / STEM

Introducing kids to the work being done at NBAF and how science, technology, engineering and math (STEM) are being used to help achieve our mission is an NBAF priority. We have formed several relationships with local educators and have participated in several local science fairs and STEM programs across the community.

DEEP DIVE Local students experience hands-on adventures in STEM program

"We were super excited to get NBAF, and when they said they wanted to come and talk to our kids, it was perfect," said Lucas Loggins, who helps organize the program. "They did a different topic each day and brought their people from NBAF to talk about what they do at their facility and applied them to what the kids would see on the daily."



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NBAF in the Media

In FY24, NBAF was mentioned in the news nearly 500 times with a total potential readership of more than 400 million people, which would have cost \$3.7 million in ad revenue for similar publicity.

Researchers confirm six unique strains of African swine fever virus

MEDICINE SKINS AGREEMENTS WITH U.S. DEPARTMENT OF AGRICULTURE TO DEVELOP PLATFORM VACCINES FOR FOREIGN ANIMAL DISEASES



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NBAF on Social Media

To ensure we're reaching community members and organizations who aren't consuming local news media, we launched public-facing social media profiles on X and LinkedIn in the Summer of 2020.

Social media is yet another platform the team uses to help communicate the mission and vision of NBAF, make the public aware of job opportunities, and share articles and content related to facility safety efforts.

Please follow us to get the most up-to-date information.



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NBAF Website

- ✓ Broad array of news, facility history, design and construction information, and frequently asked questions.
- ✓ News and Outreach webpage updated with the most recent communications so the general public can have access to the wide variety of information that is available.
- ✓ Short articles to capture the science stand-up at NBAF.
- ✓ Information on employment and student/internship opportunities.



usda.gov/nbaf

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Community Liaison Group

We meet regularly with a group of local and regional leaders who represent a broad range of community interests that can help us:

- ✓ Identify community concerns.
- ✓ Disseminate accurate and approved information.
- ✓ Offer a wide range of community views and feedback.



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Communication Challenges & Successes

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Activists & Disinformation



Proactively combating misinformation

- The communications team is:
 - Tracking the sources and frequent commentators.
 - Reaching out to and working with partners.
 - Providing facts, talking points and factual NBAF social media posts.
 - Not engaging with negative posts.
 - Notifying security about concerns.
- Security teams are watching online content.

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Media Day at NBAF

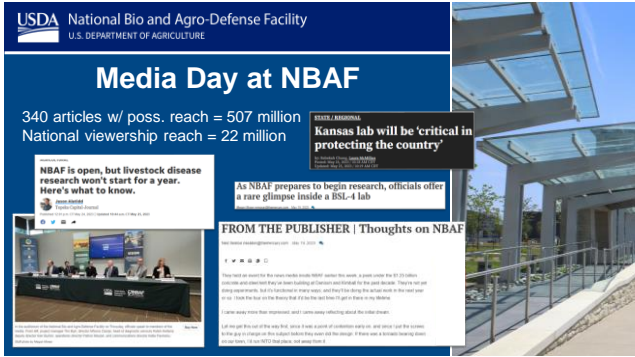
340 articles w/ poss. reach = 507 million
National viewership reach = 22 million

SEATTLE REGIONAL
Kansas lab will be 'critical in protecting the country'

NBAF is open, but livestock disease research won't start for a year. Here's what to know.

As NBAF prepares to begin research, officials offer a rare glimpse inside a BSL-4 lab

FROM THE PUBLISHER | Thoughts on NBAF



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HISTORIC

Dedication and Ribbon Cutting Ceremony | May 24, 2023



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Stakeholder Visits/Tours

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|--|---|
| <p>LOCAL/REGIONAL/STATE:</p> <ul style="list-style-type: none"> • Community Liaison Group • City & County Leaders • NBAF Family Day • KS Bureau of Investigation • KS Dept. of Agriculture • KS Dept. of Health & Environment • KS Division of Emer. Management • KS Intelligence Fusion Center • KS Livestock Association • KS Soybean Association • KS, MO, & NE Farm Bureaus • Kansas State University • KC Animal Health Corridor • Manhattan Schools' Science Staff • Merck Animal Health | <p>NATIONAL:</p> <ul style="list-style-type: none"> • Amer. Assoc. of Swine Veterinarians • Amer. Assoc. of Vet. Lab Diagnosticians • Amer. Veterinary Medical Assoc. • House & Senate Ag Committees • Medgene Veterinary Team • National Cattlemen's Beef Assoc. • National Pork Board • National Pork Producers Council • National Security Council • RAV3N Members • Swine Health Information Center • State Secretaries & Ag Leaders • Pipestone Research Veterinarians • USDA Office of Homeland Security |
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Other Information Sharing Tools



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Benefits of Being Transparent



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NBAF FAMILY DAY

August 17-18, 2024 | Manhattan, Kansas





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Questions?

For more information, visit us online at www.usda.gov/nbaf or email us at nbaf@usda.gov

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