



## 5.d. Measure Social Benefits of Improved Conditions

Raleigh, NC

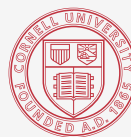
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Cornell University



# Measure Social Outcomes

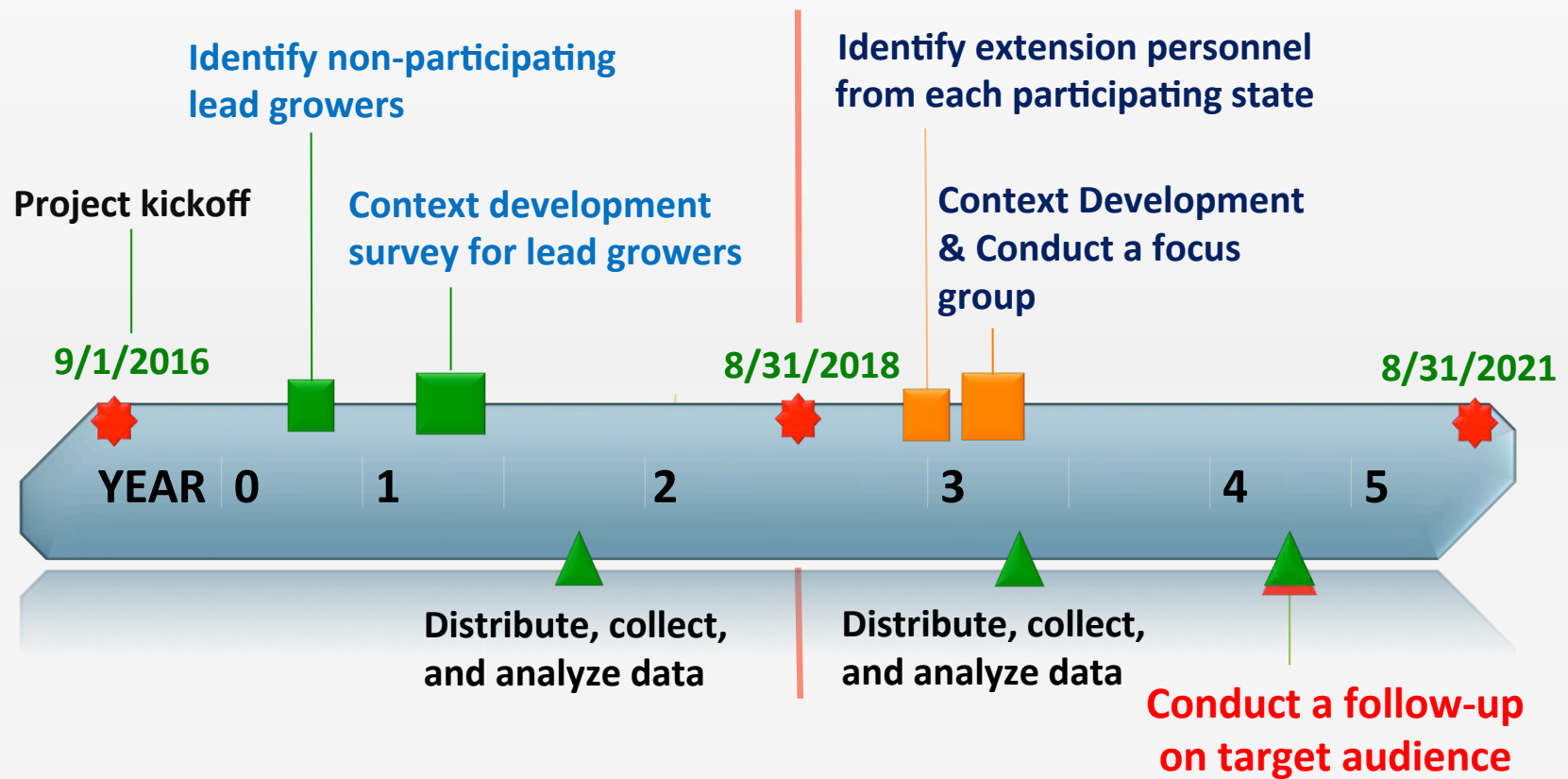
## Questions being asked:

- How have social conditions improved for our target audiences?
- Does our program change our audiences' knowledge about BMSB?

## Methods:

- Key informant interviews with lead farmers
- Focus group with Extension Specialists

# Project Timeline



# Key Players: Regional PDs

**Purpose:** Identify **non-participating lead growers** of different specialty crops in your states

**Time:** Year 1

- **Tom Kuhar** - Mid-Atlantic (NJ, PA, MD, VA)
- **Larry Gut** - Great Lakes (MN, OH, MI, NY)
- **Mike Toews** - Southeast (KY, NC, GA)
- **Betsy Beers** - Pacific Northwest (WA, OR)
- **Kent Daane** - West (CA, UT)

# Context Development

**Target audience:** Lead growers

**Questions are:**

- Are the BMSB guideline documents useful?
- What is the level of awareness about how to cope with BMSB if found on their farms?
- How are the BMSB guideline documents influencing their farm practices?

# Key Players: Regional PDs

**Purpose:** Identify participating **Extension Specialists** from each participating state

**Time:** Year 3 (after 8/31/2018)

- **Tom Kuhar** - Mid-Atlantic (NJ, PA, MD, VA)
- **Larry Gut** - Great Lakes (MN, OH, MI, NY)
- **Mike Toews** - Southeast (KY, NC, GA)
- **Betsy Beers** - Pacific Northwest (WA, OR)
- **Kent Daane** - West (CA, UT)

# Conduct a Focus Group

**Target audience:** Extension Specialists & GROWERS

**Questions on:**

- information about their growers' farming/management practices
- Growers' knowledge of BMSB



Thanks!