

BIOENERGY, CLIMATE, AND ENVIRONMENT FOOD PRODUCTION AND SUSTAINABILITY YOUTH, FAMILY, AND COMMUNITY FOOD SAFETY AND NUTRITION INTERNATIONAL PROGRAMS

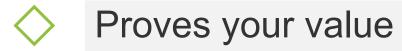
NIFA

Faith Peppers
Director of Communications

LaRachelle Samuel-Smith Internal Communications Manager

INVESTING IN SCIENCE | SECURING OUR FUTURE | WWW.NIFA.USDA.GOV USDA IS AN EQUAL OPPORTUNITY PROVIDER, EMPLOYER, AND LENDER

WHY IMPACT SHARING MATTERS



- Highlights your effectiveness
- Increases your visibility
- Solidifies your position
- Creates database of successes

WHAT IS IMPACT?

- Reportable, quantifiable difference or potential difference a program makes in real people's lives.
- A brief summary written in lay terms/plain language.
- Provides only enough detail to be easily understood.



AN IMPACT STATEMENT IS...



A show of behavior change



A show of attitude change



An improvement in the situation

AN IMPACT STATEMENT IS NOT...



How many people showed up for your program.



How many information flyers you gave out.



How many phone calls you answered.



How many people visited your website or liked your Facebook posts and tweets.



How many journals you were published in.

These are OUTPUTS. They have value but are different from impacts.

IMPACTS SHOW KEY CHANGE

- Economic value or efficiency
- Environmental quality
- Social well-being
- Health and well-being
- Illustrate the impact on people's lives, businesses and communities



ANATOMY OF AN IMPACT STORY

- Relevance What problem are you addressing?
- Response What did you do to address it?
- Results The impact. What happened as a result of your response?
- In general, a paragraph for each section informative but concise and written in layman's terms.
- Visit landgrantimpacts.org for examples.

HOW NIFA USES IMPACTS

"Give me the story."

U.S. Secretary of Agriculture Tom Vilsack

HOW NIFA USES IMPACTS

- Speeches, Talking Points and Travel Sheets for the Secretary and Director
- White House Briefing Memos and Reports
- Media Outreach: Press Releases and Media Pitches
- Social Media Engagement
- Marketing Materials
- In-Person and Virtual Events
- Blogs and Impact Stories on the NIFA Website and NIFA Newsletters

IMPACT DATABASES WE USE REGULARLY



LandGrantImpacts.org/products/



NIFA Reporting System (NRS)



Multistate Research Fund mrfimpacts.org



REEport

LEVERAGING YOUR COMM STAFF



LGU communications staff should routinely submit impacts to LandGrantImpacts.org, REEport and NRS.

Why? NIFA funds more than LGUs, and LGUs are funded by more than NIFA. Submitting to both helps cover all bases.



Impacts should be well-written, clear, concise and use lay/plain language.



NIFA is more likely to elevate your impacts to key audiences if they are well written.

ACKNOWLEDGING NIFA

This work is supported by **USDA's National Institute of Food and Agriculture**.

HOW TO REACH NIFA WITH IMPACTS



Tag us on social media.

- FACEBOOK: U.S. Department of Agriculture (NIFA-specific page coming soon)
- TWITTER: @USDA_NIFA and #NIFAImpacts
- LINKEDIN: USDA National Institute of Food and Agriculture
- Send us press releases and impact stories.
- Use the NIFA Reporting System and REEport.
 - Submit impact to **LandGrantImpacts.org**. Be sure to note the funding source for the project.
 - Send noteworthy items to the **NIFA staff** person who manages your award.

Questions???

Panelists

Faith Peppers
LaRachelle Samuel-Smith
Edwin Lewis
Alexis Nazario-Negron



Please put your questions in the Q and A Box

Questions/comments/feedback:

AdminOpsTeam.NIFA@usda.gov

Subject line: Grant Support Technical Assistance Workshop

Non-Discrimination Statement

https://www.usda.gov/non-discrimination-statement

- In accordance with federal civil rights law and U.S. Department of Agriculture (USDA) civil rights regulations and policies, the USDA, its Agencies, offices, and employees, and institutions participating in or administering USDA programs, are prohibited from discriminating based on race, color, national origin, religion, sex, gender identity (including gender expression), sexual orientation, disability, age, marital status, family/parental status, income derived from a public assistance program, political beliefs, or reprisal or retaliation for prior civil rights activity, in any program or activity conducted or funded by USDA (not all bases apply to all programs). Remedies and complaint filing deadlines vary by program or incident.
- Persons with disabilities who require alternative means of communication for program information (e.g., Braille, large print, audiotape, American Sign Language, etc.) should contact the responsible agency or USDA's TARGET Center at (202) 720-2600 (voice and TTY) or contact USDA through the Federal Relay Service at (800) 877-8339. Additionally, program information may be made available in languages other than English.
- To file a program discrimination complaint, complete the USDA Program Discrimination Complaint Form, AD-3027, found online at How to File a Program Discrimination Complaint and at any USDA office or write a letter addressed to USDA and provide in the letter all of the information requested in the form. To request a copy of the complaint form, call (866) 632-9992. Submit your completed form or letter to USDA by: (1) mail: U.S. Department of Agriculture, Office of the Assistant Secretary for Civil Rights, 1400 Independence Avenue, SW, Washington, D.C. 20250-9410; (2) fax (202) 690-7442; or (3) email: program.intake@usda.gov.
- USDA is an equal opportunity provider, employer and lender.