Extension Responding to Immediate Needs and Disasters

Paul Coreil
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Paul Coreil
Vice Chancellor & Director
LSU AgCenter
Louisiana Cooperative Extension Service
Federal-State-Local Partnership

- Land-grant system - partnership with USDA and over 70 universities nationwide
- Sea Grant institution partnership with NOAA
- State legislative support
- Local government support (county-based)
- Research-based and linked (Experiment Stations nationwide)
Extending the University to the People

- Extension is the vehicle that puts research-based knowledge to work / trusted / credible
- Extension is a network of 3000 county-based storefronts with professional educators
- Immediately responsive – no lag time
- Extension connects communities to university-based lifelong learning and transformational change
Responsive Outreach Addressing Critical issues

- May not have adequate research
- Requires increased flexibility
- May require adaptive management
- May require multi-disciplinary/team approach
- Can’t wait to build relationships at local level
- May require new agency/NGO partners
- Can’t wait for traditionally slow government
Responsive Education & Outreach

- Late blight outbreak – Vermont
- Soybean rust - nationwide
- Tornado livestock rescue – Tennessee
- Exxon Valdez/BP oil spill response – Alaska/Gulf
- Weather monitoring – Oklahoma
- Floods – nationwide
- Great coastal gale – Oregon
- Hurricane response/recovery – Gulf/Atlantic
How can Extension help?

- Prior planning assistance at county OEP level
- Research-based/trusted technical assistance
- Immediate disaster response
- Short-, mid-, longer term recovery assistance
- Community adjustments / lessons learned
- Share resources and tools with other states
Disaster Community Education

- Place-based information is vital
  - Arguably our greatest role

- Normal transfer techniques may not work

- Getting the word out requires pre-planning, coordination and networking
Marketing & Communications

- Must provide support, build awareness and create consistent messaging related to Extension’s response in times of disaster or in addressing immediate needs
New 1-800 Hotline

Topics include:

- Home and Garden Damage
- Food and Water Safety
- Fisheries, Crops and Livestock
- Personal Finances

Particularly valuable where people do not have Internet service

- Staffed by Extension professionals

Announcing the new, toll-free LSU AgCenter Disaster Recovery Hotline

The hotline provides hurricane victims much-needed information for cleanup and recovery. Callers can receive recorded “how to” information on avoiding mold hazards, what to do about home and garden damage and more. Callers can also choose to speak to an LSU AgCenter representative for more detailed information on these topics and others important to recovery efforts.

The hotline is staffed by LSU AgCenter personnel and is available to all areas of the state. We encourage you to distribute the number in those areas affected by the recent hurricanes.
News Media


- Information on:
  - Food and Water Safety
  - Avoiding Mold Hazards
  - Salvaging/Cleaning Furniture
  - Cleaning Carpets and Floors
Available Recovery Assistance to Farmers and Ranchers

Disaster Recovery Management Considerations for Agricultural Producers Dealing with Financial Difficulties

No new tax or expropriations plans to face difficult financial circumstances but because of a variety of reasons, producers may find themselves facing cash flow difficulties, declining debts and diminishing ag. Credit and the producers not being able to sell animals for livestock, producers understand that the financial situation of their operations can quickly deteriorate. Unfortunately, covering the financial needs can be a challenge. Lenders can see stress and producers must look for ways to more efficiently compensate for their losses.

Producers often find themselves using existing equity in the operation to cover shortfalls. However, this cannot last much longer. As equity diminishes, the ability of the operation to maintain and withstand additional shortfalls will be limited in times of financial difficulties. Therefore, the more influential factor is the ability of the operation to cover needs of cash and working capital. Conservation programs can help producers maintain and withstand additional shortfalls, but they require the operation to maintain and withstand additional shortfalls.

For some producers, these strategies may be the only way to ensure the continued operation of their farms. However, they require the operation to maintain and withstand additional shortfalls. For some producers, these strategies may be too much for their operations to continue. Therefore, in order to maintain and withstand additional shortfalls, the producers must also look for ways to improve efficiency and profitability.

These recovery plans must be implemented so that the producer is not placed under distress and is able to sustain the operation in the future. Therefore, in order to maintain and withstand additional shortfalls, the producers must also look for ways to improve efficiency and profitability.
Disaster Recovery

The LSU AgCenter has an array of information to help people in their recovery from the multiple problems caused by a hurricane. These problems include the danger of disease from insects, other pests and flood waters as well as illness from contamination by flood waters. Please heed the following advice. Much more information is available at this Web site and at parish extension offices.

Hurricane Katrina Information

The LSU AgCenter has compiled a list of links and contact information.

Disaster Information Series

These publications are designed to help Louisiana's...
Food Safety/Consumer Confidence

Disasters impacting food products may compromise image, consumer values and availability. This was experienced during the Gulf Oil Spill. Consumer confidence in all GOM seafood continues to be brought into question even with no sign of contamination. The extent of this spill and resulting national/international publicity could result in historical changes in seafood values and demand.
Youth Development

- The 4-H program can offer an opportunity for youth to reconnect to family and a new community. Programs should be hands-on experiential format. Evacuees in schools are included in existing 4-H clubs, school enrichment, and after-school programming.

- 4-H activities focus on:
  - Character education (conflict resolution)
  - Healthy lifestyles (stress management and fitness/nutrition)
  - Parental awareness of counseling services
  - Team building / leadership development / service learning
Family Stress & Financial Mgmt.

- Managing finances & stress during uncertain financial times
- Planning & implementing strategies for a secure financial future
- Coping with loss and grief
- Building family/community resilience & capacity to adapt to change together
- Obtaining needed resources & addressing immediate/emerging needs
Managing in Tough Times
Extension Initiative (MiTT.Net)

- MiTTNet is a searchable directory of existing Extension programs and materials relevant to managing in tough times. It is organized by critical issues facing target audiences.

- It is designed to help educators provide relevant, community-based educational programs across the nation to complement what is already available at http://www.extension.org/pages/Financial_Security:_Managing_Money_in_Tough_Times
Extension Disaster Education Network (EDEN)

The Extension Disaster Education Network (EDEN) links Extension educators from across the U.S. and various disciplines, enabling them to use and share resources to reduce the impact of disasters.

From food safety to field safety, from physical to psychological, and from government to community development, EDEN has resources you can use.

http://eden.lsu.edu
Objective, research-based and credible information you can use every day to improve your life, community and business;

Extension agrosecurity & floods Community of Practice (CoP)

- [http://www.extension.org/disasters](http://www.extension.org/disasters)
- [http://www.extension.org/](http://www.extension.org/)
Tennessee Extension’s Response to Recent Floods

http://www.youtube.com/watch?v=dr1yhFTvGns
Katrina
Category 5 at Landfall

Rita
Category 3 at Landfall
14,000 Companion Pets Sheltered
LSU AgCenter Damage and Loss Estimates Due to Hurricanes Katrina and Rita

- Louisiana Cooperative Extension Service
  - More than $6.4 million
### Agriculture Loss Estimates

<table>
<thead>
<tr>
<th>Commodity</th>
<th>Hurricane Katrina</th>
<th>Hurricane Rita</th>
<th>Combined</th>
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<tbody>
<tr>
<td>Total Forestry</td>
<td>$612,866,563</td>
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<td>Total Agronomic Crops</td>
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<td>Total Wildlife/Recreation</td>
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Cattle Recovery

- Thousands of beef cattle lost or stranded without hay and fresh water.
Beef Cattle Recovery

- Parish agents coordinated feed and hay stations at local extension offices and assisted with all aspects of cattle rescue.
Texas AgriLife Extension
“Operation No Fences”
Response to Hurricane Ike

http://www.youtube.com/watch?v=OPtiPTEKmkc
Fisheries Recovery

- The U.S. Coast Guard and Navy contracted with Donjon Salvage Company to refloat commercial vessels stranded by Rita in Intracoastal City. Extension Agent Mark Shirley helped in locating the stranded vessels and arranged a meeting between boat owners and the Coast Guard to arrange for the salvage operations.
Community Development

• Includes educational programming and assistance for rebuilding communities and businesses.
• Faculty conduct programs on minimizing disaster stress at the community level, communicating with disaster victims, leadership, entrepreneurship, workplace development.
• Regional economic analyses and strategic planning for systematic and sustainable redevelopment is also crucial.
Louisiana House
Criteria for House & Grounds

Resource Efficient
- energy efficiency
- water conservation
- waste management
- pollution prevention

Durable
- wind & flood resistance
- pest resistance
- decay & mold resistance
- hail & fire resistance

Healthy
- indoor air quality
- IPM
- universal design

Practical
- marketable
- cost-effective, available

Convenient
- functional
- low-maintenance
- information technology
Restoring Gulf of Mexico’s Resources, Communities & Environment

October, 2010
An Integrated Regional Plan From A Gulf States Consortium
LSU AgCenter
Mississippi State
University of Florida
Auburn University
Texas A&M AgriLife
&
Extension Sea-Grant Programs from:
Texas, Alabama-Mississippi, Louisiana and Florida
HEALTH ADVISORY

PUBLIC IS ADVISED NOT TO SWIM THESE WATERS DUE TO THE PRESENCE OF OIL RELATED CHEMICALS.
Expand your market with a free online marketing tool for Louisiana food producers, businesses and consumers.

Get access to this free, online resource connecting farmers, fishermen, shrimpers, distributors and other food suppliers to consumers.

**Step 1:** Visit LA.FoodMarketMaker.com

**Step 2:** Click on “Register Your Business”

**Step 3:** Follow the on-screen instructions to input your business information

For more information, contact MarketMaker@agcenter.lsu.edu or visit our website: LA.FoodMarketMaker.com
What if Asian Soybean Rust is found in your backyard?

Do you have a response plan in your back pocket?

Have a plan and use it, they work!
On this date the spores that had been accumulating over Columbia began to be blown toward the U.S.

Model output suggests that spore deposition began in the United States 18 days after the initial cohort was released and 7 days after the last cohort was released.

Model output suggests that major area of spore deposition was likely east of initial area of discovery in Louisiana.
Damaging soybean fungus found in La. late in harvest

Infections are first reported cases in United States

BY WELDIA DEULATTE

Associated Press writer

After decades of spreading across the globe, the damaging and
widely feared soybean rust disease, which hinders plant growth and
causes economic losses, has been found in the United States for the first
time, according to officials and industry sources.

The disease is primarily spread by windborne spores, which are
suspected to have traveled from South America during the
hurricane season and were found on the backs of the state's soybean
harvests.

Louisiana Agriculture Commissioner Bob Oden said

researchers had warned that the disease could arrive in the
United States from South America as it

spread across continents, including Australia, South America,
Africa, and the United States. The disease can cause significant
losses to crops.

Spread of soybean rust

WHAT: Soybean rust, a fungus that can
cause significant damage to soybeans.

WHERE: First case in the United States
announced in Louisiana.

HOT TIP: The disease is spread by windborne spores,
which can cause significant damage to soybean
harvests.

EFFECT: Soybean rust can cause significant
damage to crops, reducing yield and
causing economic losses.

PREVENTION TIPS: Use fungicides to control the
disease, and monitor crops closely for signs of
infestation.

For more information, visit the Ag Center's website at www.lsuagcenter.com.
Lessons Learned from Katrina & Rita

- Have a plan for employees in times of disaster
- Be prepared to use print publications
- Be prepared to deal with lost communications/have contingency plan for use of satellite phones/generator power
- Have emergency fuel stocks for travel and emergency power
- Have list of emergency contact info for all employees
- Have an emergency housing & business re-establishment plan
- Be prepared to set up and assist in emergency livestock and companion animal rescue and care
Lessons Learned

• Be prepared to deal with animal carcass disposal
• Have a pre-established volunteer management plan
• Have a plan to accept, manage & fairly allocate donations of money, food, hay, livestock feed, etc.
• Have a plan to accept and allocate internal organizational financial donations
• Be patient & be prepared to take risks (empower employees to get the job done with minimal interference)
Lessons Learned

• Collaborate with other entities assisting with disaster management
• Recognize that disasters can provide valuable “teachable moments.” Providing reliable information to people in crisis can help them learn as they pick up the pieces and move forward
• Pass it on – share your resources with other states in need.

   Within 24 hours we sent flood materials/web links/audio scripts to Tennessee and Kentucky
Questions ?