



EPPO Website:
eppo.int



Platform on
Communication:
media.eppo.int



EPPO Phytosanitary Procedures

PM 3/86 (1) Raising public awareness of Quarantine and Emerging Pests (2020)

PM 3/94 (1) Raising professional operators' awareness of regulated and emerging plant pests (2022)

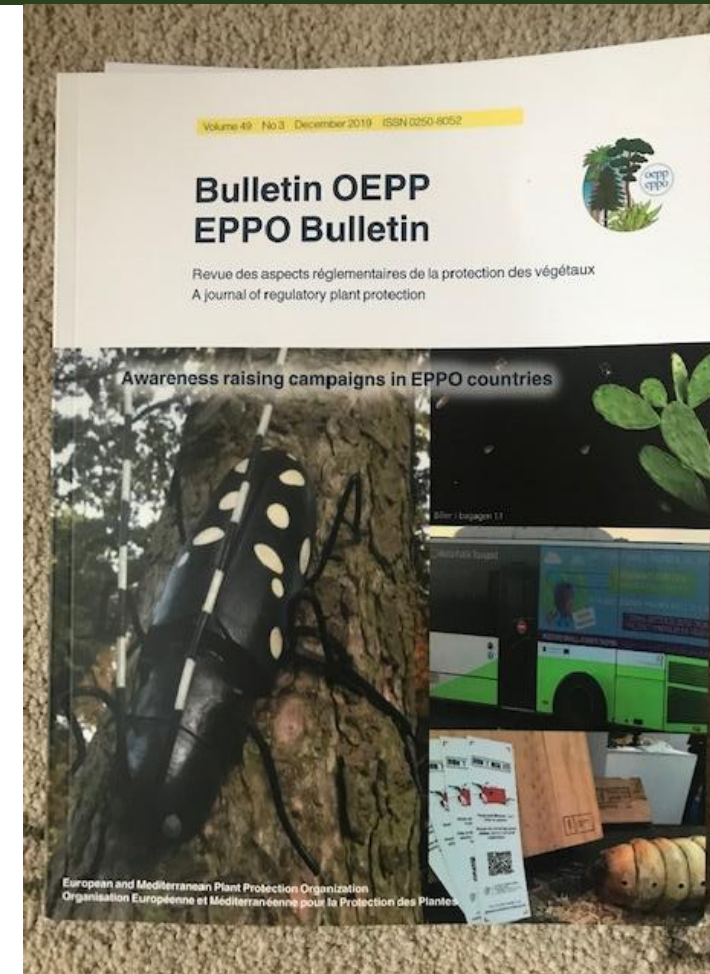
Paul Beales and Lucy Carson-Taylor

EPPO Webinar on Communication, 04-04-2025

Why ?



- Engage and Connect - Strategic approach
- Consistency
- Inspire NPPO
- Support - Approaches and Resources



Primary Objectives



Encourage early reporting of findings of quarantine and emerging pests.

- Large number of “citizen scientists” who are may see an outbreak in its early stages
- Need for clearly structured, unambiguous and timely communication approaches - building trust and transparency
- Information coupled with a call to action = effective engagement and behavioural change.



Audience - Public



Public :

**Enthusiastic amateur gardeners, environmentalists,
allotment growers, hobbyists, next generation**

- Wide coverage : Broader range of environments – e.g. private gardens, parks, woodlands.
- Larger network of observance
- Cost-effective
- Increased good biosecurity awareness
- Community engagement – strengthens and empowers.



Audience - Trade



Professional operators :

Producers, traders, resellers, exporters, importers

- Valuable group of knowledgeable people who become interested in plant health and can implement best practice in their businesses and trading operations.
- They can encourage their suppliers to do the same and facilitate peer to peer learning through their networks.
- Expertise : Specialised knowledge - better equipped audience
- Consistency - Higher reliability / lower errors in reporting
- Access to wider resources
- Focussed monitoring -
Specialised plants / areas critical to economic and horticultural / agricultural interests



Content : General



PM 3/86 (1) Raising public awareness of Quarantine and Emerging Pests (2020)

PM 3/94 (1) Raising professional operators' awareness of regulated and emerging plant pests (2022)

- When to raise awareness and why
- How to target to your audience
- Who will you collaborate with
- Practical approaches – creativity
- Where to raise awareness -e.g. A study from UK found that 82% of horticultural trade surveyed attended at least one professional show per year. RHS Chelsea flower show attracts around 160, 000 visitors
- What resources are available
- Risks
- Legal framework



Content : Pest



- What quarantine and emerging pests to look for – Focus?
- What they look like in comparison to similar indigenous or non-harmful organisms
- Why they are a problem
- Where to find them (i.e. host plants, geographical and ecological niches)
- What to do if they spot them – report approaches



A Plant Biosecurity Strategy for Great Britain 2023-2028



Vision

To protect Great Britain's plants through a strong partnership of Government, industry and the public, working together to reduce and manage risks posed by plant pests and pathogens, and facilitate safe trade.



Outcome 1: A world class biosecurity regime



Outcome 2: A society that values healthy plants



Outcome 3: A biosecure plant supply chain



Outcome 4: An enhanced technical capability

Engaging Professional Operators



Co-designing plant health systems

Action Research to address large-scale biosecurity risks to Scotland

Project lead: Mariella Marzano (Forest Research)

Project partners: Rehema White (University of St Andrews); Lucy Carson-Taylor (APHA); Harry Watkins (St Andrews Botanic Gardens)



Introduction

Scotland's landscapes are increasingly threatened by the spread of pests and diseases, exacerbated by globalisation, climate change and altered land use^{1,2}. Organisations and businesses that grow, trade and manage plants have a role in plant biosecurity^{3,4,5}. A participatory, action research (PAR) and co-design approach for social interventions can empower people to address issues⁶ and harness the creativity and knowledge of different stakeholders⁷.

In this project, we used a PAR and systems approach to develop a generic conceptual framework and then work with individual organisational or sectoral systems to identify key leverage points for immediate plant health actions.

A system is "an interconnected set of elements that is coherently organised in a way that achieves something"⁸. Systems thinking can help us understand complex and uncertain environmental processes. Interventions can be made via leverage points, such as specific educational pathways to action⁹ or regulatory changes.

Plant health requires formal (e.g. school, university), non-formal (e.g. CPD, community courses) and informal (e.g. cultural norms, media) education for all stakeholders, to raise awareness of plant health and support the knowledge and skills required in practice¹⁰. Plant health also requires constantly updated information regarding new threats and regulatory requirements. Such interventions can support greater structural change for biosecurity.

Acknowledgements: This work was funded by the Scottish Government's Rural and Environment Science and Analytical Services (RESAS) Division through the Centre of Expertise for Plant Health.



Aim: To identify system leverage points for biosecurity using action research

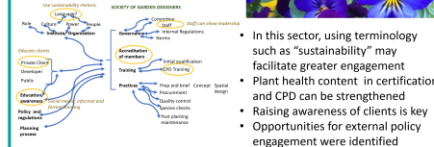
Objectives:

- to develop a theoretical framework for future engagement
- to create new partnerships with key actors in hard-to-reach sectors
- to highlight leverage points and actions to impact plant health

Project outcomes

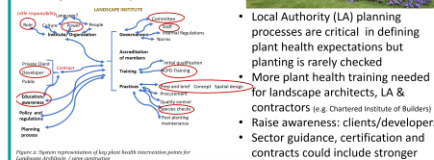
We developed a generic system and conducted 8 activities (mainly workshops and interviews) to apply this systems approach within landscape architect / construction and garden design sectors.

Garden Designers



- In this sector, using terminology such as "sustainability" may facilitate greater engagement
- Plant health content in certification and CPD can be strengthened
- Raising awareness of clients is key
- Opportunities for external policy engagement were identified
- Key people were as important as processes in the organisation

Landscape architects / Construction



- Local Authority (LA) planning processes are critical in defining plant health expectations but planting is rarely checked
- More plant health training needed for landscape architects, LA & contractors (e.g. Chartered Institute of Building)
- Raise awareness: clients/developers
- Sector guidance, certification and contracts could include stronger plant health measures (e.g. Consulate Construction Scheme)

Conclusions

- System thinking allowed us to conceptualise individual sectors and understand how these might scale together in the wider perspective.
- System maps leverage points included processes, practices and people.
- Education - raising awareness, professional, CPD and specific skills provision - can leverage early changes. We need more trainers and accessible resources.
- Many leverage points were around key contracts or regulations; including plant health in industry specific guidance would immediately yield benefits.
- A participatory, co-design approach is useful but requires longer term commitment to specific partners.
- Scotland's Plant Health Centre can play a key role in facilitating partnership and connections between relevant plant health and industry specific stakeholders.

Animal & Plant Health Agency

Colorado Potato Beetle
(*Leptinotarsa decemlineata*)

Can be found on

- Potato plants
- Nightshade plants
- Imported leafy veg

REPORT ME!

Adults

Late-Stage Larva

Feeding Damage

Multi-Stage Larvae

Adult

Not established in the UK

Report finds to 0300 1000 313
or email planthealth.info@apha.gov.uk

Photographs are true to size
Photo Credits: © Crown Copyright - Fera Science Ltd; Aaron Hoyle, Defra

Engaging the Public

