Traditional & Emerging Methodology to Educate the Public about Wild Pigs

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Habitat & Population Modeling

79% of TX = Feral Hog Habitat
134 of 179 million acres
Annual population growth = 20%
TX population estimate = 2.6 million

Education Delivery

TSSWCB Priority Watersheds
On-line Resources

State-wide Reach

461 reports
1,550 hog seen
992 hogs taken

Watershed Group Trainings

97 .................presentations
5,157 ..............attendees
97% ..............knowledge incr.

Watershed Group Trainings

Economic losses from hog damage
$4,926,651

Economic losses after using what was learned
$3,049,838

Expected damage cost reduction
$1,876,813

Technical Assistance

Trapping Guidance

25 site visits
Popular Media

- 15 ... AgriLife new items
- 17 + 3 ... interviews
- 3 ... radio shows
- 1 ... TV interview
- 3 ... magazine articles

My Challenge

- 320 ... Presentations
- 20,456 ... Audience Members
- 37,977 ... Contact Hours

26,448,193
Our Strategy

- Extend reach through multiple social media tools
  - Create platforms to engage millions in a conversation of wildlife conservation
  - Build our following
  - Drive traffic to our websites, publications and blog articles and cross-promote with other groups

Coping with Feral Hogs Website
http://feralhogs.tamu.edu

2006-2013
- Control tips
- Applied research
- News releases/videos
- Project updates
- Additional publications
- FAQs
  -- 199,666 unique hits
  -- 387,750 pages accessed

335 articles
291,484 pageviews
88 Wild Pigs
67,345 views
765 avg/blog
This Facebook Post was shared 33 times and over 5,000 people saw it!

Resulted in 577 views of blog article that same day!

Peer-edited Extension Publications

- Previous Work
  - 20 publications
  - 7 translated to Spanish
    - 30,347 downloads

- FY 2013 Work
  - 2 publications
    - 2,853 downloads

Social Media
SCRIBD
33,200 reads!
86,885 views

Internet TV
Dec 2013 to Jul 2014
75,070 views of 10 videos
Quiz viewers
Avg. score of 83%

AgSmart TV

86,885 views

Smartphone apps

tracks

Assessment of Last 6 Months
Total reach = 691,015

People Reached

YouTube
Facebook
Wild Wondering Blog
Twitter
Who participates in the Feral Hog Community of Practice?

- professional educators with subject matter expertise join to develop and deliver information
- The CoP is…
  - multi-institutional,
  - multi-state,
  - and multi-disciplinary

Okay…do I know any of these experts?

- Yes!
- 65 people,
- 23 states involved,
- Researchers, educators, and biologists — university and state and federal natural resource agencies

What does the CoP produce?

- developed 103 Frequently Asked Questions
  - Do I need a hunting license to hunt feral hogs in Florida?
  - Have rattlesnakes stopped rattling because of feral hog predation?
- all have been peer-reviewed and copy edited
What does the CoP produce?

- developed 54 articles
  - Use of Corral Traps to Capture Feral Hogs
  - Sport Hunting Regulations for Feral Hogs in Oklahoma

What does the CoP produce?

- Ask an Expert
  - The Wildlife agency here in NC says that feral hogs are not wild animals. I would like to know why not. They will attack you if cornered, it ranges free in the wild. It is hunted in the wild with dogs, firearms and bow & arrow.

What does the CoP produce?

- Hosted a four-part national webinar series Fall 2012
  - History of Feral Hogs in the US
    - Dr. Jack Mayer
  - Control Techniques for Managing Feral Hog Populations
    - Dr. Billy Higginbotham
  - Feral Hog Disease Issue
    - Dr. Joe Corn
  - Current and Future Feral Hog Research
    - Dr. Tyler Campbell

What does the CoP produce?

- 423 on-line + 78 at a county audience, total = 501
- 99% improved knowledge
- They planned to adopt 3.72 management practices
Future Products

- On-line course (Fall 2014)
  - History / Biology
  - Disease
  - Management
- Web-symposium (Spring 2014)

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