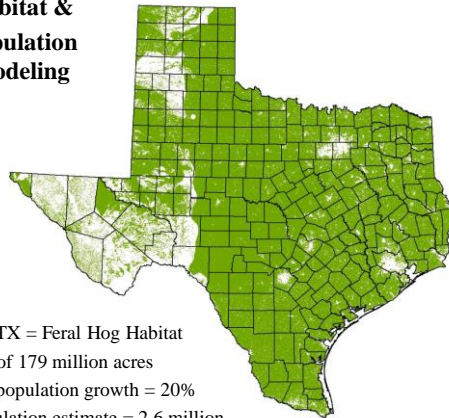


## Traditional & Emerging Methodology to Educate the Public about Wild Pigs



Jim Cathey, Billy Higginbotham and Mark Tyson

## Habitat & Population Modeling



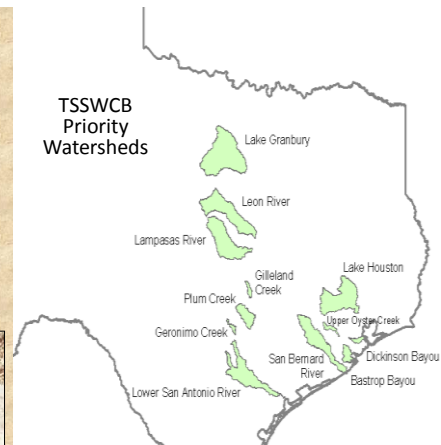
79% of TX = Feral Hog Habitat  
134 of 179 million acres  
Annual population growth = 20%  
TX population estimate = 2.6 million



## 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 | Economic losses after using what was learned | Expected damage cost reduction |
|---------------------------------|--|--------------------------------|
| \$4,926,651                     | \$3,049,838                                  | \$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
- 20,456
- 37,977
- Presentations
- Audience Members
- 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

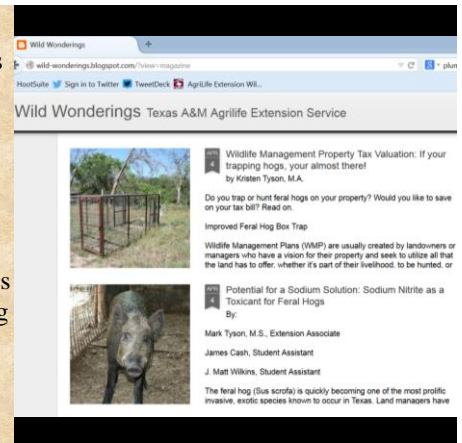
- 199,666 unique hits
- 387,750 pages accessed



335 articles  
291,484  
pageviews

88  
Wild Pigs

67,345 views  
765 avg/blog



2,130 Likes!

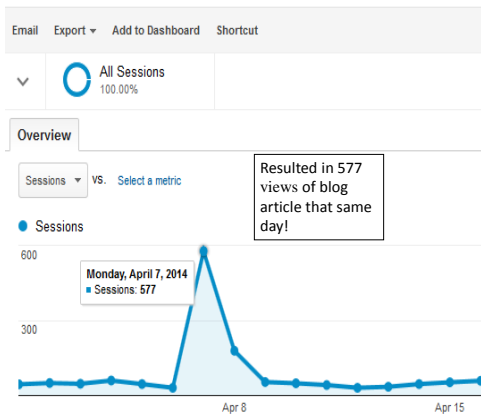


## Return on Effort

This Facebook Post was shared 33 times and over 5,000 people saw it!



## Audience Overview



## 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



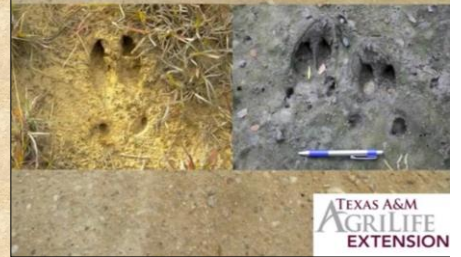
## Internet TV

Dec 2013 to Jul 2014

75,070 views of 10 videos

Quiz viewers Avg. score of 83%

### Identification of Deer and Feral Hog Tracks



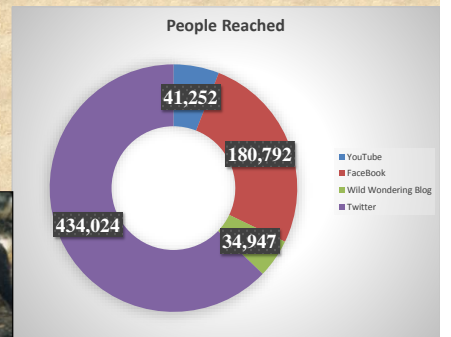
AgSmart TV

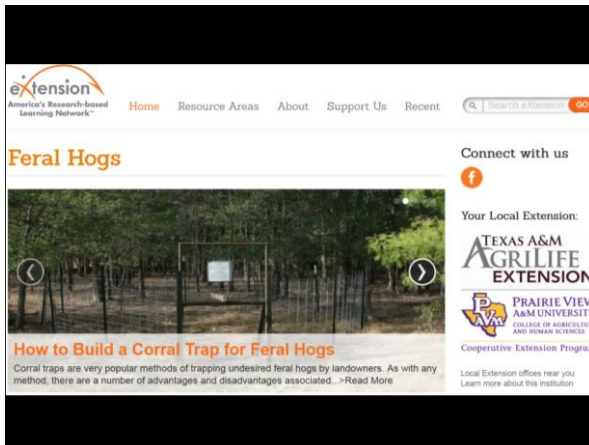
## Smartphone apps



## Assessment of Last 6 Months

Total reach = 691,015





The screenshot shows the eXtension website interface. At the top, there is a navigation bar with links for Home, Resource Areas, About, Support Us, and Recent. A search bar is also present. The main content area features a video thumbnail titled "How to Build a Corral Trap for Feral Hogs" with a play button icon. To the right of the video, there are social media links and logos for Texas A&M Agrilife Extension and Prairie View A&M University. Below the video, there is a short text description and a "Read More" link.

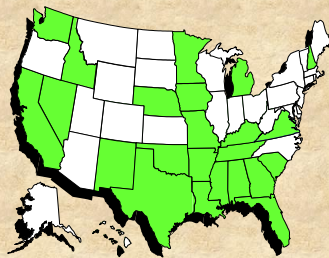
## Who participates in the Feral Hog Community of Practice?

- 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)



## Acknowledgements

- Billy Higginbotham & Mike Bodenchuk
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**USDA  
RREA**