

# **American Ginseng Outreach Questionnaire**

## **Ginseng Outreach Inventory: What ginseng outreach materials already exist?**

### **1) What ginseng outreach materials do you know about?**

See the attached spreadsheet. Please list outreach tools that you know about in the attached spreadsheet inventory. Examples of outreach tools include brochures, webpages, posters, pamphlets, factsheets, webinars, wallet cards, videos, podcasts, public service announcements, PowerPoint presentations, etc.

## **Development of Key Messages: What do you want ginseng stakeholders to know?**

### **2) What would you like the following audiences to know about ginseng? In other words, what messages would you like to send to them, or what would you like to tell them?**

**I would like local law enforcement programs (such as Sheriffs, city cops, State police, peace officers, constables, troopers, game wardens, park rangers) to know...**

**I would like the Judiciary to know...**

**I would like decision makers to know...**

**I would like the ginseng industry (buyers and sellers, both in person and online) to know...**

**I would like diggers (harvesters) to know...**

**I would like the general public to know...**

**3) Of the messages you described in question 2, what is your top priority?**

**4) What outreach strategies do you consider to be effective for targeting important ginseng stakeholder audiences? Why?**

**5) What outreach strategies do you consider to be ineffective for targeting important ginseng stakeholder audiences? Why?**

### **Outreach Toolkit:**

**6) What would you like to see in a Federal - State - Tribe American ginseng outreach toolkit?**

**7) What outreach tool would be the most helpful to your work on American ginseng? If the Ginseng Outreach Working Group produced one new outreach tool, what should it be? Example: PowerPoint presentation with key messages for diggers.**

### **Additional Feedback:**

**8) Do you have any other comments or feedback for the Ginseng Outreach Working Group?**