

Northeastern
IPM
Center

Impact Statements Update
“Begin with the end in mind.”

~Stephen Covey

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Department of
Agriculture

National Institute
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Impact Statements

- * Tell the whole story with just pictures first to justify the 'NEED' and the 'IMPACT' of the funded project.
- * Only include the most critical statements.

Need

- * Data – sales, acres, damage, # of growers
- * Value of crops, potential losses
- * Risks to people, planet, crop, and profit related to current pest and pest management/control practices (e.g. pesticides)

Impacts

- * What happened? – how many growers, how many acres, how much money?
- * Capturing knowledge gain, people reached, intent to use, circle back to find out if they did
- * Behavior change; IPM implementation
- * As a result of IPM, changes in profitability
- * Decreased losses to pests

Impacts

- * Website analytics – site visits and time spent
- * Publications
- * \$ saved/cost-savings

Impacts

- * Reduction in risks to human health
- * Reduction in risks to the environment
- * Systemic, condition changes that lead to more IPM implementation
- * *No data without stories, no stories without data*

Priorities

- * Which metrics matter most?