

Available Tools for Outreach and Diversity Efforts



The following products can help you work with underserved groups, increase diversity on committees or workgroups, and better understand different cultures. These products can be downloaded from the Social Sciences Institute (SSI) Web site at <http://www.ssi.nrcs.usda.gov/>. Select Fact Sheets, Technical Reports, Training, or Marketing from the left side of the SSI Home page. A data site is also available that compiles county data on Limited Resource Farmers. For more information on any of these products, use the “contact us” link for specific staff contact information.

Fact Sheet Series

People, Partnerships, and Communities

- The Adoption and Diffusion of Conservation Technologies (#7)
- How to Improve Diversity on Your Team (#9)
- Understanding Community Power Structures (#21)
- Working with People of Different Cultures (#26)
- Social & Professional Skills to be Effective with Small Farmers (#40)
- Barriers and Strategies for Small Scale Producers (#41)
- Gaining Trust with Small Farmers (#42)
- Working with Community Leaders (#43)
- Social Profile (#44)

Data Site

<http://www.ssi.nrcs.usda.gov/CustomData/index.html>

The Limited Resource and Beginning Farmer Data Set includes information to analyze the base population of Limited Resource Farmers and Beginning Farmers at the county level.



Training

- Developing Your Skills to INVOLVE COMMUNITIES in Implementing Locally Led Conservation: Module T02F - Preparing to Work with Underserved Audiences
- Consultation with American Indian Governments

Technical Reports

- Environmental Justice (#2)
- An Assessment of Sociocultural Factors Influenced by the Implementation of the Moloka'i Agricultural Community (MAC) Project, Moloka'i, Maui County, Hawai'i (#3)
- Conservation Partnerships: Indicators (#4)
- EQIP Funding for Historically Underserved Individuals and Groups (#7)
- Women in Agriculture: Changing Roles and Outreach Techniques (#17)
- Working with Asian and Hispanic Limited Resource Farmers and Ranchers (#18)
- Core Conservation Practices: Adoption Barriers Perceived by Small and Limited Resource Farmers (#19)
- Adoption of Conservation Buffers: Barriers and Strategies (#22)
- Barriers and Strategies Influencing the Adoption of Nutrient Management Practices (#25)
- Evaluating Resource Needs Of Native American Governments in the Midwest Region (#26)



Marketing Workbooks

- Reaching Out to Minority Farmers (#2)



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