

Climate-Driven Pest Threat Communication Toolkit

Prepared for Agribusiness Technical Managers

Developed by [Kegode Copywriting](#)

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1. Purpose of the Toolkit

This toolkit helps agribusiness technical managers communicate pest risks clearly and quickly in response to climate-driven pest spread. It's designed to standardize pest communication, improve early detection, and support cross-regional alignment among technical teams.

2. How to Use This Toolkit

Each template and checklist is customizable. Replace placeholders such as *[Company]*, *[Region]*, and *[Contact Number]* with your organization's details. Use these materials across WhatsApp, SMS, email, and field communication channels.

3. Rapid-Alert Script

Use this message when a pest threat emerges:

Subject: New Pest Alert: *[Pest Name]*

Detected in: *[Region]*

Crop affected: *[Crop Name]*

Recommended actions:

- Inspect fields for *[Symptoms]*
- Report sightings via *[WhatsApp/SMS/email]*
- Submit reports using *[Reporting Link]*

For more information, contact *[Field Lead Name, Phone Number]*.

4. Scout Card

Use this as a printed field reference card.

Pest: *[Insert Name]*

Crop: *[Insert Crop]*

Check for: *[Symptoms/Signs]*

Timing: *[Growth stage or season]*

Action threshold: *[Define threshold]*

Next step: Report to *[Contact]*

5. Fact Sheet Template

Use this one-page reference to communicate internally or with growers:

Header: *[Pest Name]* Fact Sheet

Distribution: *[Regions affected]*

Host plants: *[List crops]*

Identification: *[Key visual traits]*

Damage symptoms: *[Impact summary]*

Control methods: *[Cultural/Biological/Mechanical/Chemical]*

Reporting: *[Contact or link]*

6. IPM Action Flow

Step 1: Confirm identification.

Step 2: Contain spread.

Step 3: Select appropriate control.

Step 4: Apply above threshold.

Step 5: Record and monitor.

Share weekly reports with management and extension partners.

7. Social Snippet Templates

Ready-to-post updates for corporate or partner channels:

- Fall armyworm confirmed in *[Region]*. Early detection saves crops—report sightings: *[Link]*.
- New pest alert: *[Pest Name]*. Download your quick response checklist: *[Toolkit Link]*.
- Stronger IPM starts with communication. Share the toolkit with your teams: *[Toolkit Link]*.

8. Metrics Sheet

Track communication results weekly:

- Alerts sent
- Responses received
- Reports verified
- Corrective actions taken
- Confirmed pest cases

Review metrics monthly to refine communication efficiency.

9. Customization Instructions

Before rollout:

- Replace [*Placeholders*] with real data.
- Add QR codes or links for field reporting.
- Print scout cards on waterproof stock.
- Share digital fact sheet via WhatsApp and email.

10. Attribution

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