CAST Commentary - QTA2020-4

Impacts on Human Health and Safety of Naturally Occurring and Supplemental Hormones in Food Animals

Released July 27, 2020

Chair: Robert J. Collier, University of Idaho; 9-member task force

Release/Rollout
The CAST Commentary, “Impacts on Human Health and Safety of Naturally Occurring and Supplemental Hormones in Food Animals,” was released on July 27, 2020, and highlighted through a webinar on July 28. Four task force authors participated in the webinar Q&A session. There were 464 registrants for the webinar.

Webinar Video – 780 views as of August 11, 2022
Link to commentary, Ag quickCAST, student study guide, webinar video, and Q&A

In-kind Contributions: 270 volunteer hours; $19,980 monetary value

Press Release (results two weeks after release)
• Distributed through Constant Contact, PRWeb, and the CAST website.
• Press release went to 8,368 e-contacts resulting in 3,409 opens and 63 views from the CAST website.
• The press release through PRWeb resulted in 1,832 views and reached 987 targeted influencers (journalists/bloggers).
106 media outlets posted the press release. A sampling of sites where the press release was picked up: RFD-TV, News Break, NAAE Communities of Practice, One News Page (U.S. and Global Editions), Ask.com, Seed Daily, Owler, and many daily news and business journal sites, and regional news channels (ABC, CBS, CW, FOX, NBC)

Follow-On Activities
• 1 CEU was offered through ARPAS members that attended the webinar.
• Posted on NAAE’s Communities of Practice, an online community for agricultural communicators from the National Association of Agricultural Educators
  o https://communities.naae.org/community/instruction/online-distance-learning-resources/blog/2020/07
  o 229 views – online/distance learning resources

Paper Distribution
Paper Distribution 1 year after release – 1,885

Indirect Paper Distribution
Researchgate
This report last updated 8/11/2022.
Facebook—
CAST, July 20, 2020

CAST, July 23, 2020

CAST, July 24, 2020
2 likes, 6 shares

CAST, July 25, 2020

CAST, July 27, 2020
2 likes

CAST, July 28, 2020

CAST, July 31, 2020

LinkedIn—
CAST, June 30, 2020

CAST, July 20, 2020
1 comment

CAST, July 23, 2020

CAST, July 24, 2020
6 likes

CAST, July 25, 2020

CAST, July 27, 2020

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