Issues Management

**1**-**2** of **2** Results

[From East to West and Everywhere in Between America’s Farmers and Ranchers are Leading the Food Dialogues [http://www.prsa.org/custom/images/gsa_Icons/PDF.png](http://www.prsa.org/SearchResults/Download/6BW-1312C01)](http://www.prsa.org/SearchResults/Download/6BW-1312C01)

Publication Date: **2013**  
Product Code: **6BW-1312C01**  
Organization/Author/Firm: **U.S. Farmers & Ranchers Alliance, Ketchum and maslansky + partners**  
Category: **Media Relations / Issues Management**  
Industry: **Associations - Nonprofits / Agriculture / Food - Beverage / Environmental**  
Outcome: **Raising awareness**

**Summary**

2013 Silver Anvil Award Winner — Issues Management — Associations / Nonprofit Organizations  
  
Trust in American agriculture is eroding. Stories about antibiotic “superbugs” and GMO “Frankenfoods” run rampant in today’s media while consumers question how their food is grown and raised. Up until now, America’s farmers and ranchers have been left out of the conversation. That’s why the U.S. Farmers & Ranchers Alliance (USFRA) started a movement of putting farmers and ranchers at the forefront of these discussions through robust trainings, online tools and groundbreaking dialogues with everyone from across the food spectrum. For the first time, farmers and ranchers finally had the confidence, tools and platforms to share their stories and set the record straight.   
  
Issues management includes programs undertaken to deal with issues that could extraordinarily affect ongoing business strategy.

[Battery Controlled - Protecting Kids from a Hidden Danger [http://www.prsa.org/custom/images/gsa_Icons/PDF.png](http://www.prsa.org/SearchResults/Download/6BW-1312A06)](http://www.prsa.org/SearchResults/Download/6BW-1312A06)

Publication Date: **2013**  
Product Code: **6BW-1312A06**  
Organization/Author/Firm: **Energizer, FleishmanHillard**  
Category: **Media Relations / Issues Management**  
Industry: **Consumer Products / Technology**  
Outcome: **Raising awareness / Changing behaviors**

**Summary**

2013 Silver Anvil Award Winner — Issues Management — Business  
  
Growing demand for slimmer electronics drives use of the coin-sized button batteries that power them –increasing the risk to young children. When swallowed, these batteries can lodge in a child’s esophagus and burn through the tissue in just two hours – leading to serious injury or death. Energizer partnered with Safe Kids Worldwide to launch *The Battery Controlled*, raising awareness and inspiring action among parents and physicians through compelling materials, traditional and social media, mom bloggers and community outreach. In just six months, the campaign stimulated a significant shift in parental concern and attitudes.  
  
Issues management includes programs undertaken to deal with issues that could extraordinarily affect ongoing business strategy.