



2025 SWAG EXAMPLES: FEDERAL AGENCY MASCOTS & COLORING BOOKS

U.S. DEPARTMENT OF HOMELAND SECURITY

Homeland Security

The DHS Coloring Book

A Showcase of the U.S. Department of Homeland Security and the...
— Jobs We Do —

Print on 8.5"x11" paper
Produced by the Office of the Chief Human Capital Officer

U.S. DEPARTMENT OF HOMELAND SECURITY

United States Department of Homeland Security | P. 02, 03, 04, 05, 06, 07, 08, 09, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100

U.S. Customs and Border Protection

"Tracker" & "Agent Teddy"

USDA Natural Resources Conservation Service

"Sammy Soil"

USDA Animal and Plant Health Inspection Service

"Vin Vasive"

U.S. Treasury

"Eli & Layla the Mighty Minters"

U.S. Department of Defense

"Champa Boom"

NATIONAL SYSTEM OF PUBLIC LANDS
U.S. DEPARTMENT OF THE INTERIOR
BUREAU OF LAND MANAGEMENT

Seymour Antelope's COLORING & ACTIVITY BOOK

"Hey kids! Join me and play outside on your BLM public lands!"

"WASH YOUR HANDS AND WEAR YOUR SUN FACTOR SAFETY SUN!"

CDC
U.S. CENTERS FOR DISEASE CONTROL AND PREVENTION

Operation Outbreak
Hamlet's Story

CDC Science Ambassador

Activity details
Age or grade level: This activity is intended for middle and high school teachers to teach public health using the Junior Disease Detectives, Operation Outbreak graphic novel in their classrooms.

Activity time
45 minutes

Handouts
• Chains of Infection; Story Map Outlines



U.S. Customs and Border Protection

Mascot: Agent Teddy

The United States Customs and Border Patrol (USCBP) has a really big job.

It also has a really big, costumed teddy bear mascot, named “Agent Teddy.”

You can find photos of the USCBP’s Agent Teddy on X, Instagram, and Facebook.¹

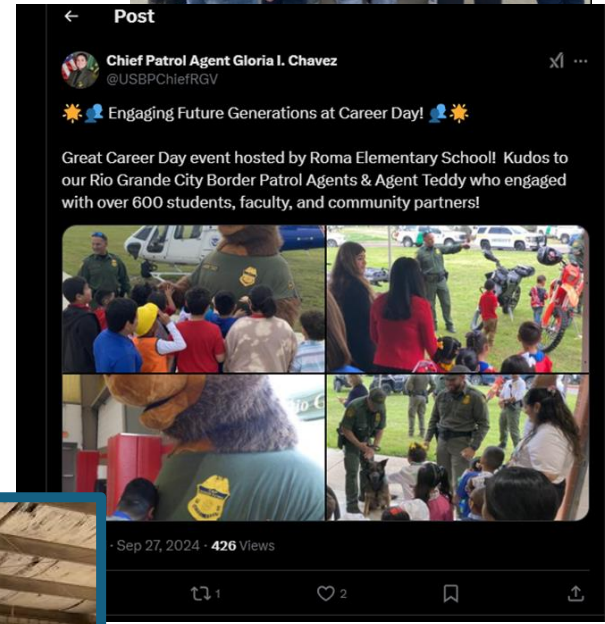
In one online video, Agent Teddy is shown dancing with a Texas elementary school principal.



US Border Patrol RGV Sector is in Rio Grande City, TX.

September 18, 2024 ·
QUALITY TIME AT RGC! Great visit to the Rio Grande City Station! Spending time with our Border Patrol agents and personnel is PRICELESS! Super Proud of the work #RGC is achieving everyday on the border & in our local communities. Huge “Kudos” to our RGC Automotive Mechanics who keep our aging fleet operational for our Agents’ patrol duties! I even got the chance to meet Agent Teddy - the official RGC Mascot!
Well Done RGC!!! 🇺🇸🇲🇪🇩🇪

- #BorderProtection
- #BorderSecurity
- #LawEnforcement
- #SouthTexas
- #RioGrandeValley
- #RGV
- #automechanic



¹ <https://x.com/USBPChiefRGV/status/1839714507960000561>;
https://www.instagram.com/usbpcchiefrgv/p/DAEa14pysGB/?img_index=1; “Border Patrol Fall Fest”
https://www.facebook.com/100063710492456/videos/2320632268293642?_so=permalink



At the end of December 2020, the Yuma (Arizona) Sector of the United States Customs and Border Patrol (USCBP) named its German shepherd “Tracker,” after a name-our-mascot competition.

According to an article about the competition, the USCBP chose the German shepherd as a mascot “based on it being the breed of dog used most commonly by the Border Patrol....”²

In August 2024, the USBPC Yuma Sector Chief announced on Instagram and Facebook, “We’re doggone excited to reintroduce our German shepherd mascot, Tracker.”³

Instagram

Log In



usbpcchiefyum and gowansciencea ...

usbpcchiefyum We're doggone excited to reintroduce our German shepherd mascot, Tracker. Tracker is thrilled for school to be back in session so he can take part in school presentations with our Border Community Liaison agents. #K9 #Tracker #YumaSector #germanshepherd #backtoschool #BCL #mascot #welovedogs

20w

aidee143 So cute 🐾

19w 2 likes Reply

mriecm 🐾

20w 1 like Reply

262 likes August 22, 2024

Log in to like or comment.

Yuma Sun

Name chosen for new Yuma Sector Border Patrol mascot

United States of America · United States Border Patrol · Facebook · The Rock

27 Dec 2020 BY JAMES GILBERT James Gilbert can be reached at jgilbert@yumasun.com or 539-6854. Find him on Facebook at www.facebook.com/YSJamesGilbert or on Twitter @YSJamesGilbert.

Every mascot needs a name, and now the Yuma Sector Border Patrol's new German Shepard mascot has his own moniker.

Tracker is the name that was chosen from among the dozens of entries posted in Yuma Sector's online name our mascot contest, which wrapped up last month.

Agent Vinny Dulesky explained that the entries included a wide range of ideas, with the other top name suggestions for its furry ambassador being Rocky, Scout Trax, Buster and Brody.

Those six names were then posted on the Yuma Sector's Facebook page and people were asked to either “like” or “love” their favorites.



AFTER ALL THE VOTES WERE TALLIED in a recent online contest, **Tracker** is the name that has been chosen for the Yuma Sector Border Patrol's new German Shepard mascot. The name was submitted by the Hartman family of Yuma.

He added that the Yuma Sector chose to hold the naming contest online because it was a great way to get the community involved.

After all the votes were tallied, the winning name of Tracker was submitted by the Hartman family of Yuma.

Dulesky said the choice of having a German Shepard as a mascot was based on it being the breed of dog used most commonly by the Border Patrol to sniff out the flow of narcotics, illegal currency, humans being smuggled, and to combat terrorist threats on a daily basis.

“German Shepards are a big part of the day-to-day operations of the U.S. Border Patrol,” Dulesky said. While

While Tracker has not made any public appearances yet, Dulesky said the community can expect to see him at public events soon.

“Anytime we have a public appearance or a school event we will utilize the mascot,” Dulesky said.

² <https://www.pressreader.com/usa/yuma-sun/20201227/281535113602104?srsltid=AfmBOoq4eaAvVFwzvsTAPpUycSIvkvetoZWNsb-D-uX1Lyro1Zi9EVBS>

³ <https://www.instagram.com/p/C--dSQMpTj1/?locale=French&hl=am-et>; <https://www.facebook.com/USBPYumaSector/posts/were-doggone-excited-to-reintroduce-our-german-shepherd-mascot-tracker-tracker-i/830635789254029/>



Animal and Plant Health Inspection Service

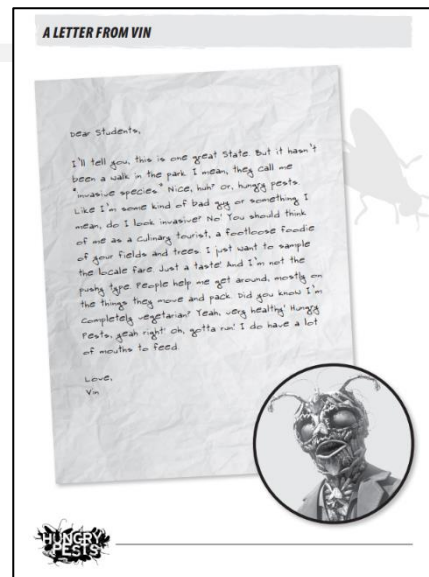
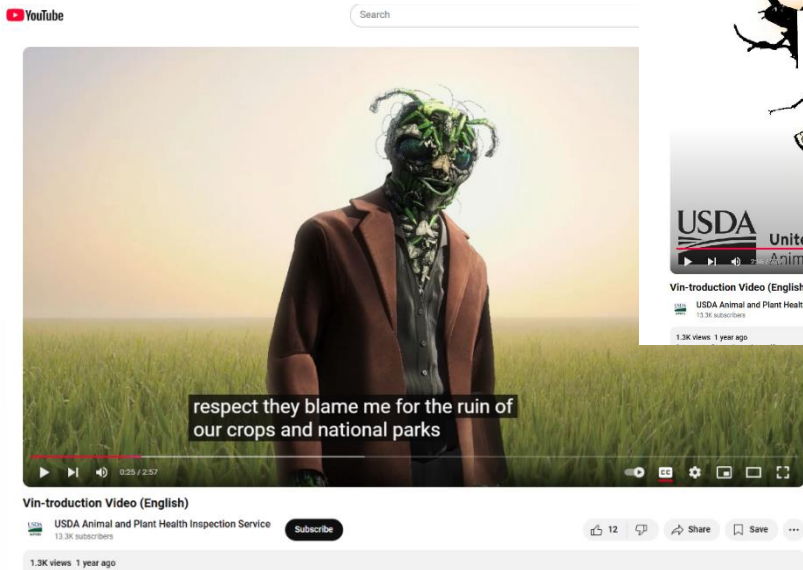
Mascot: Vin Vasive



The United States Department of Agriculture’s Animal and Plant Health Inspection Service (USDA APHIS) has revived a 2014-era mascot known as “Vin Vasive.”⁴

The creepy-looking invasive bug is part of a taxpayer-funded campaign to warn people of the dangers of invasive vines, plants, bugs, and other hungry pests.⁵

You can watch a three-minute animated “Vin-troduction Video” of the APHIS mascot on YouTube or download a printable mask off the agency’s website.⁶



⁴ <https://www.flickr.com/photos/94631674@N00/albums/72157643969973284/with/13854328443>; HungryPests.com; <https://www.instagram.com/p/nWsIZGnfk3/>

⁵ https://www.youtube.com/watch?v=dMaiRs_kIQ

⁶ https://www.youtube.com/watch?v=dMaiRs_kIQ; <https://www.aphis.usda.gov/sites/default/files/VinVasiveMask.pdf>



MACDILL AIR FORCE BASE

Tampa, Florida

The United States DOD's MacDill Air Force Base and the 6th Air Refueling Wing plays a crucial role in our U.S. Armed Forces.

Since 2023, it's also had a mascot named "Champa Boom."

You can find MacDill's Champa Boom online on Facebook, Instagram, and X.⁷

For the mascot's 2023 debut, the Air Force Base told local news reporters that, "Champa hails from the Tampa Bay area and was lucky enough to be stationed on MacDill AFB for his first assignment. Champa's name comes from Tampa Bay being a championship region and combining the words Tampa and Champion. Officials said Boom comes from the primary mission in the 6th Air Refueling Wing."⁸

The mascot is said to have cost \$9,000 and involved a professional mascot maker, according to *Air & Space Forces Magazine*. The chief of public affairs for the wing told the magazine that the blue-haired mascot Champa Boom is "a huge part" of the recruiting effort and serves to open "discussions on Air Force recruiting outside the gate and core values inside the gate."⁹

Mascot: Champa Boom



⁷ <https://www.airandspaceforces.com/champa-boom-air-force-mascot/>; <https://www.facebook.com/people/Champa-Boom/61553131569820/>; <https://www.instagram.com/champaboom/>; <https://x.com/CHAMPABOOM>

⁸ <https://www.wfla.com/news/hillsborough-county/meet-champa-boom-macdill-air-force-base-unveils-new-mascot/>

⁹ <https://www.airandspaceforces.com/champa-boom-air-force-mascot/>



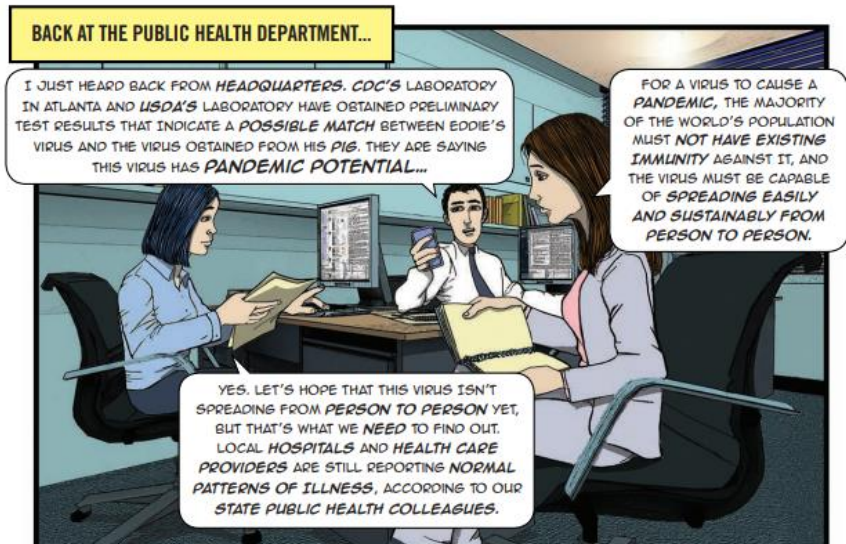
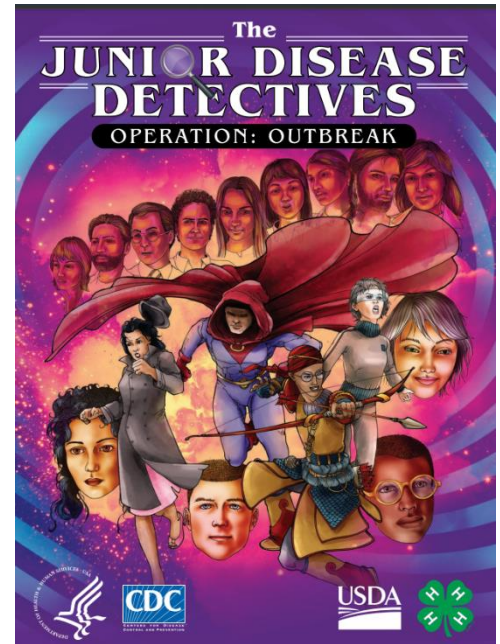
U.S. CENTERS FOR DISEASE CONTROL AND PREVENTION

2018 Graphic Novel: The Junior Disease Detectives Operation: Outbreak
(About a novel virus with pandemic potential.)

The Centers for Disease Control and Prevention (CDC), an agency that should be focused on controlling and preventing diseases, is spending time and resources publishing graphic novels— what used to be called comic books.¹⁰ But there’s nothing comic about this use of precious and limited resources.

In August of 2018, a little over a year before a viral pandemic broke out, bureaucrats at the CDC rolled out a 60-page graphic novel about a virus with “pandemic potential.”¹¹

In 2024, CDC rolled out a “2.0 update” to the graphic novel— teacher resources to identify the index case and the animal host reservoir.



¹⁰ <https://www.cdc.gov/flu-resources/graphic-novel/index.html>;
<https://www.cdc.gov/flu-resources/media/pdfs/2024/07/junior-detectives-print-web.pdf>;
<https://archive.cdc.gov/#/details?q=zombie%20&start=0&rows=10&url=https://www.cdc.gov/media/releases/2018/p0810-flu-graphic-novel.html>
¹¹ <https://archive.cdc.gov/#/details?q=zombie%20&start=0&rows=10&url=https://www.cdc.gov/media/releases/2018/p0810-flu-graphic-novel.html>; https://www.cdc.gov/flu-resources/media/pdfs/2024/07/HamletsStory_v1.pdf;
https://www.cdc.gov/flu-resources/media/pdfs/2024/07/EddiesStory_v1.pdf



U.S. CENTERS FOR DISEASE CONTROL AND PREVENTION



Graphic Novel: Operation Outbreak 2024 "2.0 Update": Eddie (the kid) & Hamlet (the pig)

AUGUST 14, 2024

The Junior Disease Detectives: Operation Outbreak Graphic Novel

PURPOSE

The 2.0 update is here! CDC has released two new STEM educational activities – Activity 2: Eddie's Story and Activity 3: Hamlet's story – for teachers to use with the Junior Disease Detectives: Operation Outbreak graphic novel. The 2.0 update also provides revisions to the educational overview for teachers and classroom "activity 1." All of these materials are available for download on this page in the "Educational Activities" section.




In August 2024, the CDC rolled out a "2.0 update" to its 2018 graphic novel "Operation Outbreak." Included in the update are 15- and 18-page teacher activity booklets to help students identify the pathogen's index case ("Eddie's Story") and the potential animal host reservoir ("Hamlet's Story").¹²

The booklets focus on Eddie, whose illness represents the index case (the first case to come to the attention of public health authorities), and Hamlet, the pig infected with swine flu, who possibly spread disease at the fair because "Hamlet could cough or bark or sneeze, which caused droplets containing virus to travel through the air and enter the eyes, nose, or mouth of nearby pigs at the fair." Luckily everyone in the CDC's graphic novel recovered. (No word on when Operation Lab Leak will be released.)

Operation Outbreak

Hamlet's Story



Activity details

Age or grade level
This activity is intended for middle and high school teachers to teach public health using the *The Junior Disease Detectives, Operation: Outbreak* graphic novel in their classrooms.

Learning objectives
At the end of this activity, students should be able to

- Define zoonotic influenza virus.
- Explain how some influenza viruses in animals have the potential to cause disease in humans, and how some influenza viruses in humans can infect animals.
- Define *variant virus* and explain how it is a specific kind of zoonotic influenza virus in humans; also explain risk factors for variant virus infections in humans.
- Differentiate between direct and indirect transmission and explain the different modes of transmission through which influenza viruses can spread between hosts, such as humans and animals.
- Define *novel influenza virus* and explain how zoonotic and novel influenza A virus infections on rare occasions can cause pandemics among humans.

Problem-based skill
Identifying trends

National standards
HS-EPHS1-1: Describe how epidemiologic thinking is used to provide an evidence-based explanation concerning causes and correlations of health and disease.
<https://www.cdc.gov/careerpath/12teacherroadmap/pdfs/ephs-complexities.pdf>

NGSS Science & Engineering Practice:
Developing and using models; Crosscutting Concept: Systems and system models
<http://www.nextgenscience.org/get-to-know>

Activity time
45 minutes

Handouts

- Chains of Infection: Story Map Outlines
- Story Map

Materials

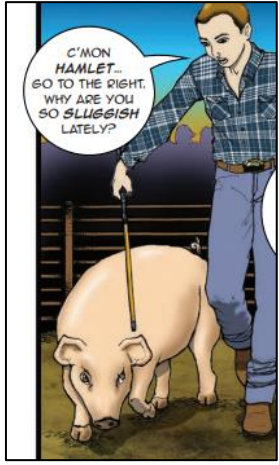
- The Junior Disease Detectives, Operation: Outbreak graphic novel (<https://www.cdc.gov/flu/graphicnovel>)
- Internet access

Introduction

When an outbreak occurs, disease detectives try to identify what the infectious agent is, how it is being transmitted, and who or what is transmitting it by mapping the **chain of infection**. The chain of infection provides a detailed account of how an infectious agent interacts with its host(s) and environment. More specifically, it shows the sequence of events. It starts when the infectious agent leaves its **reservoir host** — the natural habitat (animal or environment). This is where the infectious agent normally lives, grows, and multiplies. Note: reservoir species may not appear ill, and this is true of some avian influenza (bird flu) viruses in wild waterfowl. Likewise, pigs infected with influenza do not always display signs of illness. So animals that appear healthy can still carry and spread disease. The infectious agent leaves the reservoir host through a **portal of exit**. It is then transported by some **mode of transmission** and can enter a susceptible host through an appropriate **portal of entry**.


Note: different schools of thought exist regarding modes of transmission. This document teaches modes of transmission based on CDC's existing scientific literature on influenza transmission as well as "Principles of

Centers for Disease Control and Prevention
Center for Surveillance, Epidemiology, and Laboratory Services



Operation Outbreak

Eddie's Story



Activity details

Age or grade level
This activity is intended for middle and high school teachers to teach public health using the *The Junior Disease Detectives, Operation: Outbreak* graphic novel in their classrooms.

Handouts

- Making the Case
- Case Reports
- Case Classifications

Hamlet's Story | Page 4

Information

Authors
Activities were developed as a collaboration between the CDC Science Ambassador Fellowship program in CDC's Center for Surveillance, Epidemiology, and Laboratory Services; science, technology, engineering, and mathematics (STEM) teachers from across the country who participated in the 2017 CDC Science Ambassador Fellowship; CDC's National Center for Immunization and Respiratory Diseases; and CDC's National Center for Emerging and Zoonotic Infectious Diseases.

¹² <https://www.cdc.gov/flu-resources/graphic-novel/index.html>;
https://www.cdc.gov/flu-resources/media/pdfs/2024/07/HamletsStory_v1.pdf; https://www.cdc.gov/flu-resources/media/pdfs/2024/07/EddiesStory_v1.pdf

As featured in Senator Rand Paul's 2023 Festivus Report

Graphic Novel: "Resilience Series"



CISA's "Real Fake" graphic novel.¹³

"Real Fake": DHS's Graphic Novel About Disinformation

The Cybersecurity Infrastructure Security Agency (CISA), the Department of Homeland Security (DHS) agency that made itself the arbiter of "misinformation" during the COVID pandemic, created a series of graphic novels, called the "Resilience Series," to help educate the public about misinformation. There is nothing comical about wasting taxpayer money to justify censorship of constitutionally protected speech.

The first in the series was called "Real Fake" and featured a foreign operation created to spread misinformation about a U.S. Senator and impact U.S. elections.

Misinformation is not a joke, but it is especially not funny when bureaucrats in the federal government are determining what is and isn't considered misinformation, all under the guise of protecting Americans.



¹³ <https://www.cisa.gov/topics/election-security/foreign-influence-operations-and-disinformation/resilience-series-graphic-novels>; https://www.cisa.gov/sites/default/files/publications/cfi_real_fake_graphic-novel_508.pdf; <https://www.hsgac.senate.gov/wp-content/uploads/Festivus-2023.pdf>



Homeland Security

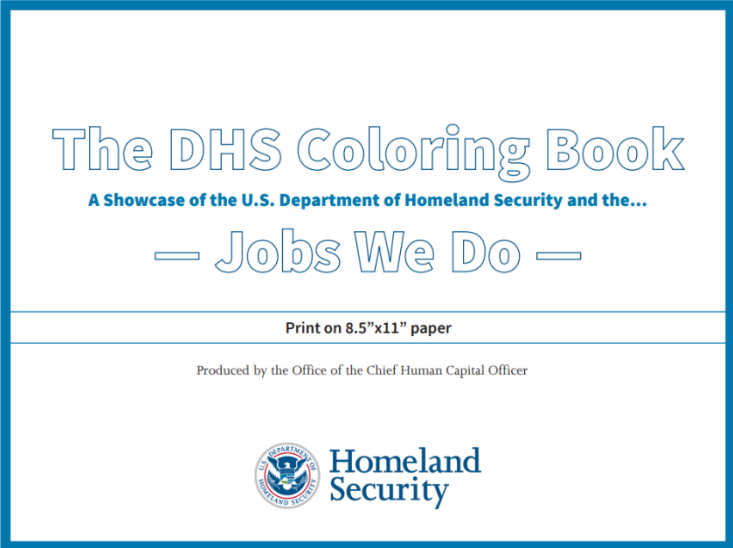
Coloring Book: "Jobs We Do"

In 2022, the U.S. Department of Homeland Security (DHS) released millions of illegal immigrants into the interior of the United States. The agency also released a coloring book for the children of DHS employees.¹⁴

The agency defended the "DHS Coloring Book" to the *Free Beacon*, saying, "This resource was created for the children of Department of Homeland Security (DHS) personnel to highlight the work their parents and loved ones perform each day to protect the United States."¹⁵

The coloring book's 14 pages of images, include:

- a man in a biohazard suit with clouds floating behind him, holding a Geiger counter used to measure radiation levels;
- a TSA airport security dog;
- a breaking-news image for a category 5 hurricane heading toward the East Coast of the U.S.;
- and an ICE immigration agent looking toward open structures with three doves flying overhead.



United States Department of Homeland Security 7 U.S. Immigration and Customs Enforcement (ICE)



United States Department of Homeland Security 10 Countering Weapons of Mass Destruction (CWMD)

¹⁴<https://www.dhs.gov/archive/employee-resources/publication/dhs-coloring-book>:

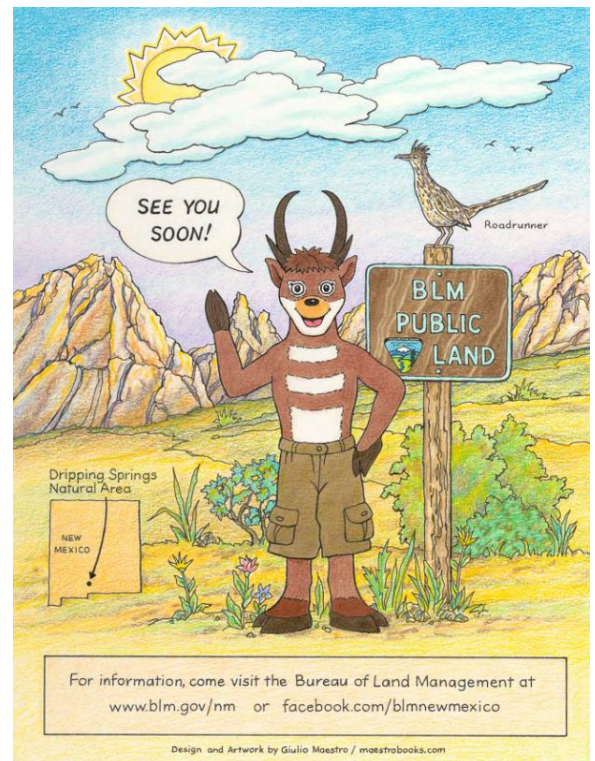
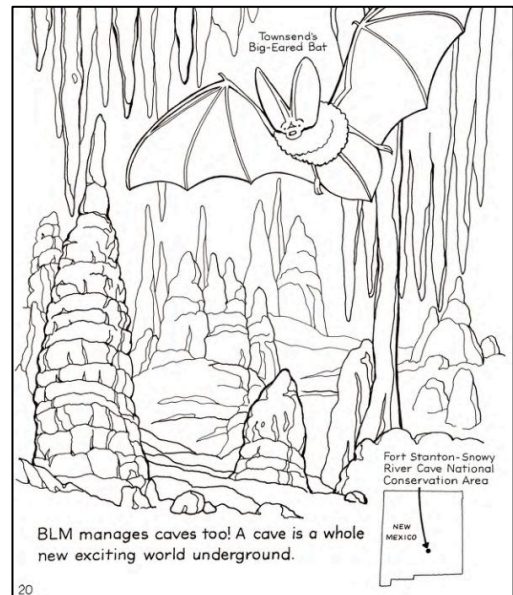
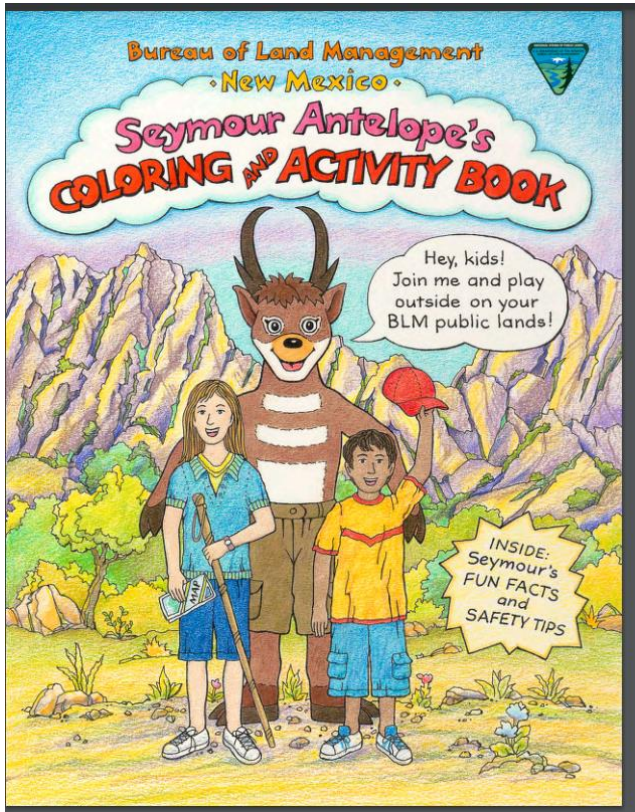
https://www.dhs.gov/sites/default/files/2022-04/220314_DHS%20Coloring%20Book_508_0.pdf

¹⁵ "In Midst of Border Crisis, DHS Releases Coloring Book for Children," Joseph Simonson, May 5, 2022, <https://freebeacon.com/biden-administration/in-midst-of-border-crisis-dhs-releases-coloring-book-for-children/>



Coloring Book: "Seymour Antelope"

In March 2020, the Interior Department’s Bureau of Land Management (BLM) rolled out a coloring book based on its mascot, Seymour Antelope.”¹⁶ The 24-page coloring book has “Fun Facts and Safety Tips” from Seymour the Antelope, including that BLM manages caves with bats, and encouraging people to wear their helmets when biking.



¹⁶<https://www.blm.gov/sites/default/files/documents/files/Seymour%20Antelope%20Coloring%20Book.pdf>

A Look Back at the Federal Mascots Senator Ernst Highlighted in the 116th Congress

Government agencies paid \$250,000 of taxpayer money for custom-made mascots, including for these:



Brite the Light Bulb
Department of Defense
U.S. Navy Installation
Command's Shore Energy
program
The giant, florescent-yellow
character with bright-blue pants
promotes energy conservation.



Power Panther
U.S. Department of Agriculture
Food and Nutrition Service



Franklin the Fair Housing Fox
Department of Housing and
Urban Development
Office of Fair Housing and Equal
Opportunity
A HUD official explained, "our
hope is that this mascot will lead
to greater housing opportunities
for all."



Sunny Saguaro
Department of Interior
National Park Service
Saguaro National Park
Sunny attends parades
and festivals, but the
Park's community
engagement coordinator
notes, the costume's
"range of walking is very
limited."



Thermie and BAC
U.S. Department of the Agriculture
Food Safety and Inspections Service



Major Muskrat
Department of Interior
National Park Service
River Raisin National Battlefield
Park
Major Muskrat was created to
increase awareness of the
existence of the River Raisin
National Battlefield Park in
Michigan. The park
commemorates the site of the
greatest American defeat during
the War of 1812. "The life-sized
character is played by a person
inside the costume that cannot
talk and has limited vision,"
according to the National Park
Service. "The Major is
accompanied by two to three
other people who are in uniform
or costume. One person acts as
the Major's handler and is
responsible for ensuring the
Major does not fall, is not pulled
over by children, is aware of what
is going on around him, is
positioned well for photos, and
can safely move from one point to
another."



The Green Reaper
Department of Energy
National Security Technologies
Energy Program
Modeled after the Grim Reaper
but holding a flower instead of a
scythe, the Green Reaper visits
elementary school children to
encourage energy conservation.
The costume includes a built-in
fan, which ironically requires
the use of energy.



Milkshake the Cow
U.S. Department of the Agriculture
Agricultural Marketing Service



Sammy Soil
U.S. Department of Agriculture
Natural Resources Conservation
Service



G. Lupe Ringtail
Department of Interior
National Park Service
Guadalupe Mountains and
Carrizosa Caverns National Park
Lupe is a ringtail. Some park
"visitors want to pull Lupe's
inflatable tail, and the occasional
baby will cry at the sight of the six-
foot mascot."



Puddles the Blue Goose
Department of Interior
U.S. Fish and Wildlife Service



Owlie Skywarn and Sanctuary Sam
U.S. Department of Commerce
National Oceanic and Atmospheric Administration



Rex the Ready Lion
Department of Homeland Security
Federal Emergency Management
Agency (FEMA)



Riley the Roadrunner
Department of the Interior
National Park Service
Manhattan Project National Historical Park
Because it gets hot inside the costume,
Riley is fitted with a built-in fan and an ice
vest can also be worn underneath.



Eli and Layla the Mighty Minters
U.S. Department of Treasury
U.S. Mint



Various agencies have spent a total of \$250,853 on contracts with Costume Specialists, Inc. since Fiscal Year 2018, including costs for costume maintenance, USAspending.gov, accessed October 2, 2019; <https://www.usaspending.gov/#/recipient/48b31733-f33b-4e4b-5d76-9689e51d1c0e-c>
Emma Best, "Don't fear the Green Reaper: The story of the Department of Energy's dubious mascot," Muckrock, January 23, 2019; <https://www.muckrock.com/news/archives/2019/jan/23/etid-green-reaper/>.
"Field Goals Halftime Report: NRCS Soil Health Expert Helps Farmers Take Their Gameplan to the Next Level, By Sammy Soil, America's Favorite Clod, Sept 20, 2023;" <https://www.farmers.gov/blog/field-goals-halftime-report-nrcs-soil-health-expert-helps-farmers-take-their-gameplan-next>.
Brite Facebook page, https://www.facebook.com/pg/navybrite/about/?ref=page_internal, accessed October 2018.
"HUD'S OFFICE OF FAIR HOUSING AND EQUAL OPPORTUNITY INTRODUCES, 'FRANKLIN, THE FAIR HOUSING FOX,'" U.S. Department of Housing and Urban Development press release, April 10, 2007; <https://archives.hud.gov/news/2007/pr07-040.cfm>.
Nicolas Brulliard, "The Rise of the National Park Mascots," National Parks Conservation Association, February 28, 2018; <https://www.npsa.org/articles/1758-the-rise-of-the-national-park-mascots>.