

HPAI Prep Teams - Outreach

- Status: In Progress
- Proposed Team:
 - Lead: Felicia De La Torre
 - Dr. Sarah Mize, Dr. Andrea Mikolon, Daysi Lopez, Dr. Maurice Pitesky (UC Cooperative Extension), Dr. Ken Takeshita, Dr. Dennis Wilson

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Main Goals:

- 1) Targeted Intro. Letters/ Fact Sheets
- 2) Keeping CDFA Avian Health/ Avian Influenza Websites Up-to-date
- 3) Establishing E-mail Distribution Groups (esp. for State and Local Govt. Affiliates)

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- Working Group Accomplishments:
 - **8/24/15: Commercial Biosecurity Website (Collaboration with Biosecurity Team)**
 - https://www.cdffa.ca.gov/ahfss/Animal_Health/BioSpecies/CommercialPoultryBiosecurity.html

The screenshot shows the website for the California Department of Food and Agriculture (CDFA). The page is titled "COMMERCIAL POULTRY BIOSECURITY" and is part of the "Avian Health Program" under the "Biosecurity for Poultry Commercial Industry" section. The page includes a navigation menu with links for CDFA Home, AHFSS Home, Licenses/Permits, Animal Health, Food Safety, Livestock, and Emergency Mgmt. The main content area features an "Introduction" section explaining the term "biosecurity" and its importance in reducing the risk of animal diseases. It also includes a "Biosecurity Videos" section with four video thumbnails: "Biosecurity Training for Commercial Poultry Farms (English)", "Biosecurity Training for Commercial Poultry Farms (Spanish)", "Avian Disease Prevention - Egg Processing (English)", and "Avian Disease Prevention - Egg Processing (Spanish)". A "CONTACT US" sidebar on the right provides contact information for the California Department of Food and Agriculture, Animal Health and Food Safety Services, Animal Health Branch, including the address, telephone, fax, and email.

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- Working Group Accomplishments:
 - 9/24/15: California Poultry Census published in AHB newsletter
 - 10/28/15: Updated Poultry Producer Letter (from Dr. Jones)
 - **11/3/15: Latino Farmer Conference – Outreach Booth**
 - 11/23/15: Biosecurity Guidelines Memo for State, County, Local Personnel visiting Commercial Poultry Sites



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- In Progress/Upcoming Projects:
 - Avian Calendar Distribution
 - Feedstore outreach (letter re: permit process & possibilities for quarantine in outbreak situation, including updated factsheets)
 - Determine an Outbreak Outreach Plan (order of whom to distribute – ICP, Ag Commissioners, Feedstores, etc.)



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Lessons Learned

- Outreach is ongoing. Previously, it has been triggered by an incident, but want to start being proactive and pushing the main themes of biosecurity before an incident occurs.
- Working with UC Cooperative Extension will assist in getting messages to a wider audience- including backyard poultry owners.
- In addition to biosecurity and disease themed factsheets, it is important to use mixed multimedia- videos, posters, calendars, letters, etc. and also include basic care information, for those just getting started in the poultry business.
- It is important to think of affiliates to poultry businesses such as vector control to ensure that they are aware when they step onto poultry premises and use proper biosecurity to keep from tracking any potential disease.
- Any other recommendations/advice?
 - Felicia.delatorre@cdfa.ca.gov