

Highly Pathogenic Avian Influenza Communications



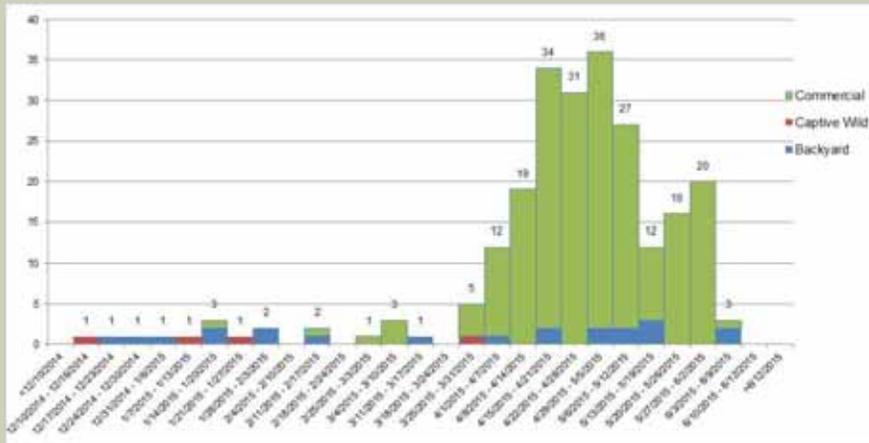
**LESSONS LEARNED,
FALL PLANNING,
AND WORKING WITH STATES**

**PRESENTED BY:
LYNDSAY COLE
APHIS LEGISLATIVE AND PUBLIC AFFAIRS**



Early 2015 HPAI Outbreak

HPAI Cases by Week



- Worst animal health emergency in U.S. history
- 223 Detections of HPAI from Dec. 19th through June 17th
- 21 states – most in MN and IA
- More than 48 million birds affected

Coordinating with APHIS



- **Initial announcement**
- Messaging and other resources
- Coordination of media availabilities
- Sharing photographs and b-roll
- Media calls



State Hotwash



- **Strengths:**

- Learning from one another
- Informal phone calls
- Joint press availabilities
- Being able to announce presumptive cases (after the second and subsequent detections)
- COSDA conference calls

- **Needs:**

- Announce the first case in a State along with, or immediately after, trade notifications
- Get APHIS PIOs on the ground in affected States as soon as possible
- Develop a database of stock photographs and b-roll

Changes and updates



Outreach Campaigns

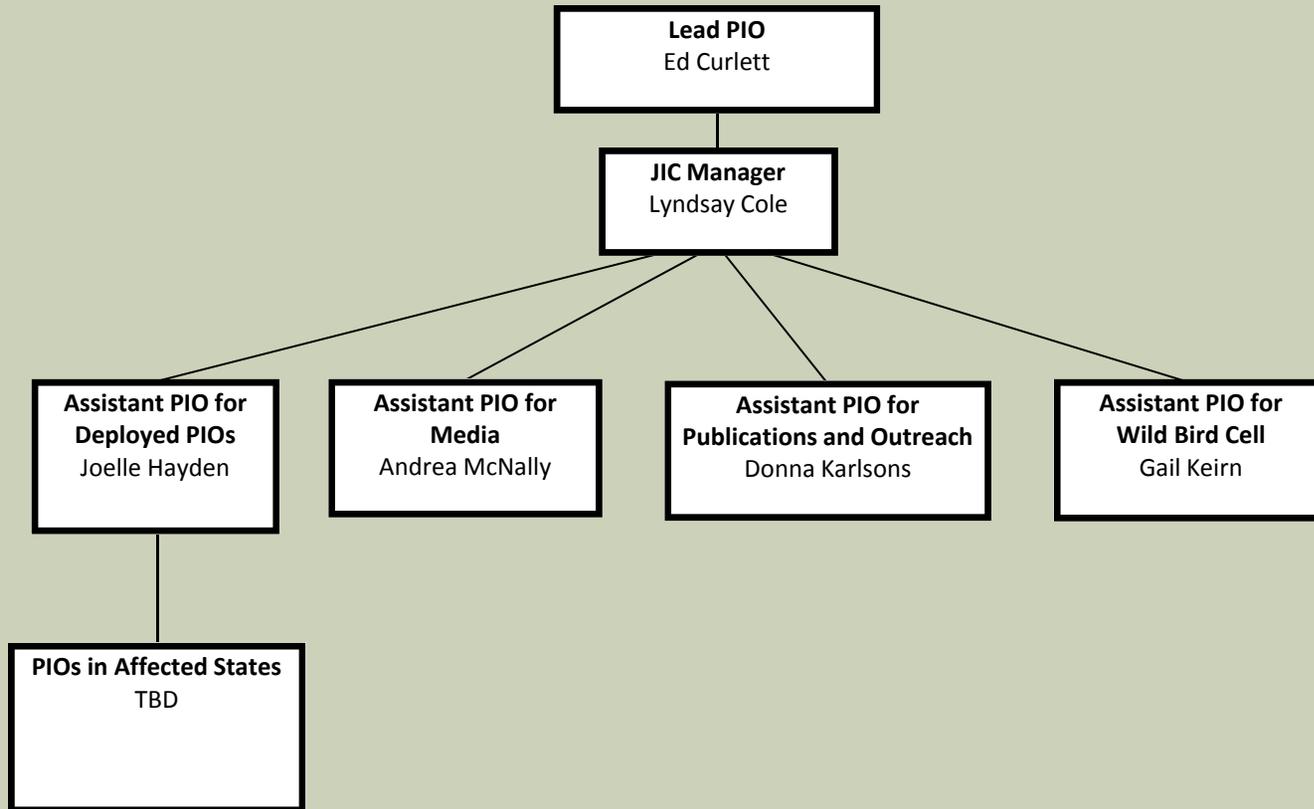
- **Biosecurity for Birds**
 - Aimed at backyard poultry owners
 - Many materials available including the new 2016 Calendars

- **HPAI**
 - New Campaign
 - Will target the commercial poultry industry and the general public



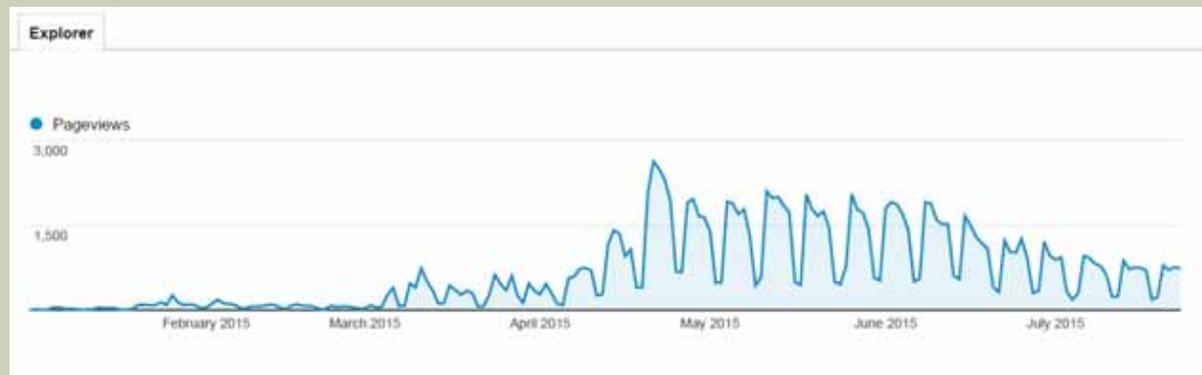
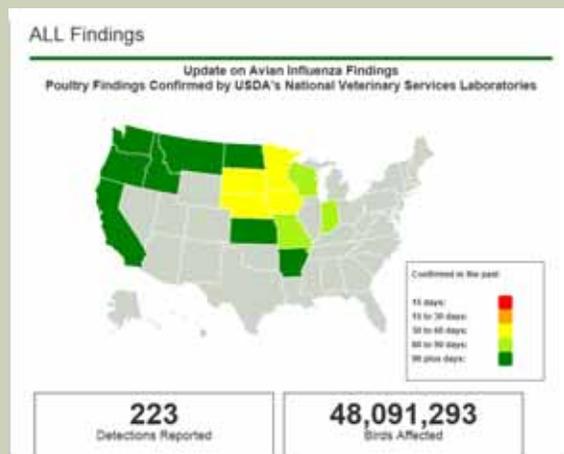
Additional Resources

- APHIS contacts



Additional Resources

- APHIS Website



Additional Resources



New password-protected resource page:

<http://www.aphis.usda.gov/hpai>

- ID = hpaidocs
- Password = hpai*2015



Questions?

