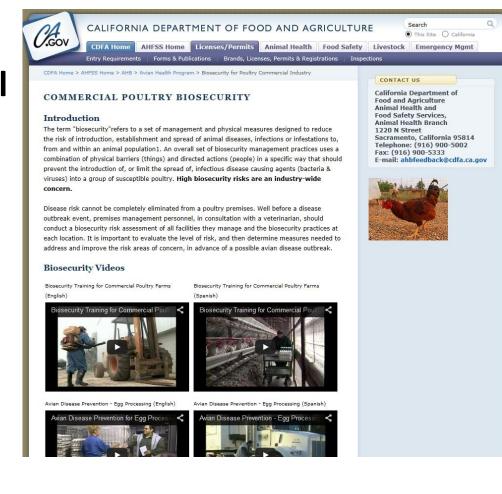
- Status: In Progress
- Proposed Team:
 - Lead: Felicia De La Torre
 - Dr. Sarah Mize, Dr. Andrea Mikolon, Daysi Lopez,
 - Dr. Maurice Pitesky (UC Cooperative Extension),
 - Dr. Ken Takeshita, Dr. Dennis Wilson

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)

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

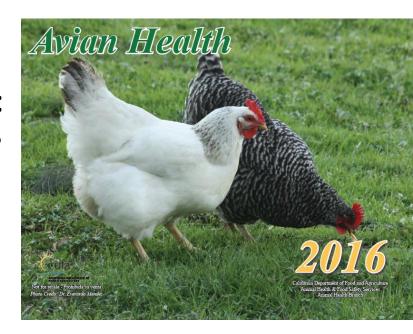


- Working Group Accomplishments:
 - 9/24/15: California Poultry Census published in AHB newsletter
 - 10/28/15: Updated Poultry Producer Letter (from Dr. Jones)
 - 11/3/15: Latino Farmer
 Conference Outreach Booth
 - 11/23/15: Biosecurity
 Guidelines Memo for State,
 County, Local Personnel
 visiting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





- 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.)



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