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)
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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)
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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