

# Highly Pathogenic Avian Influenza Communications



## **2024 HPAI Impact and Insights Forum**

**Presented by  
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USDA Animal and Plant Health Inspection Service**

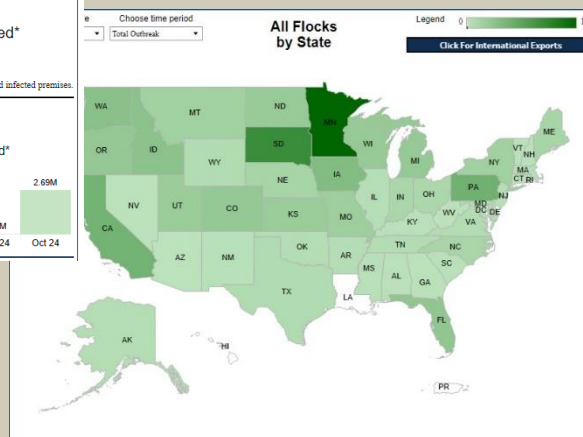
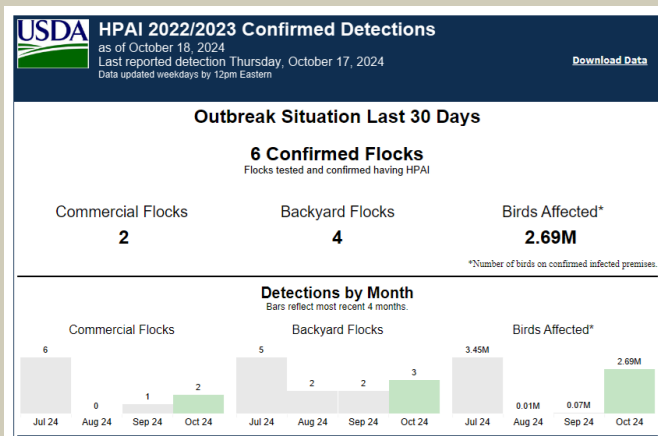


# February 2022 - March 2024



## Key focus on:

- Partnerships/information sharing with States and Industry
- Consistent messaging to partners, stakeholders, and media
- Sharing timely and accurate information and resources through the APHIS website.
- Providing context about the current status of the outbreak.



# March 2024 - Present



## How did communications change?

### Maintained:

- Partnerships and information sharing with States and Industry
- Consistent and timely information on our website

### Added:

- Additional partners within and outside of USDA
- Increased One Health messaging



**HPAI Confirmed Cases in Livestock (USDA-APHIS)**



**H5N1 and U.S. Meat Supply Safety (USDA-FSIS)**



**HPAI and Milk Safety Updates (FDA)**



**Human Health and H5N1 Bird Flu (CDC)**

# Announcing New Cases

## Domestic Birds

### USDA Confirms Highly Pathogenic Avian Influenza in a Commercial Turkey Flock in Dubois County, Indiana

Published: Feb 9, 2022

 Print



### USDA Confirms Highly Pathogenic Avian Influenza in a Commercial Poultry Flock in Delaware

Published: Feb 23, 2022

 Print



## Dairy Cattle

### Federal and State Veterinary, Public Health Agencies Share Update on HPAI Detection in Kansas, Texas Dairy Herds

[Print](#)

*Wild migratory birds believed to be source of infection; viral testing and epidemiologic efforts continue  
Commercial milk supply remains safe due to both federal animal health requirements and pasteurization*

#### Press Release

Contact: [aphispress@usda.gov](mailto:aphispress@usda.gov)

WASHINGTON, March 25, 2024 – The U.S. Department of Agriculture (USDA), Food and Drug Administration (FDA) and Centers for Disease Control and Prevention (CDC), as well as state veterinary and public health officials, are investigating an illness among primarily older dairy cows in Texas, Kansas, and New Mexico that is causing decreased lactation, low appetite, and other symptoms.

### USDA Actions to Protect Livestock Health From Highly Pathogenic H5N1 Avian Influenza

*Federal Order to assist with developing a baseline of critical information and limiting the spread of H5N1 in dairy cattle*

**WASHINGTON, April 24, 2024** – To further protect the U.S. livestock industry from the threat posed by highly pathogenic H5N1 avian influenza, USDA is sharing a number of actions that we are taking with our federal partners to help us get ahead of this disease and limit its spread.

Today, USDA's Animal and Plant Health Inspection Service (APHIS) announced a Federal Order requiring the following measures, effective Monday, April 29, 2024:

#### Press Release

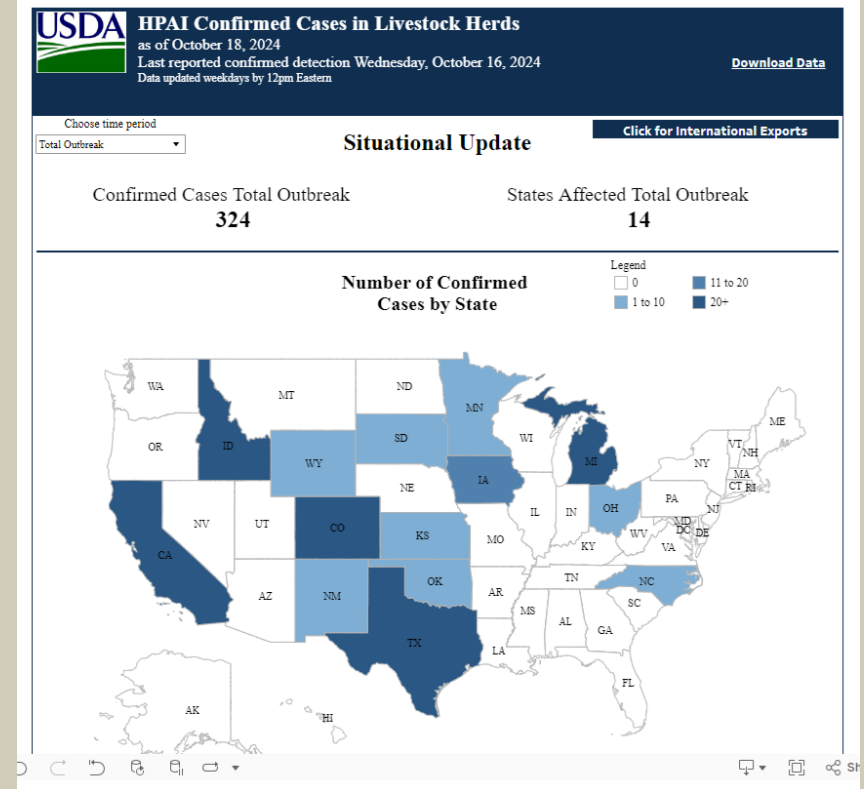
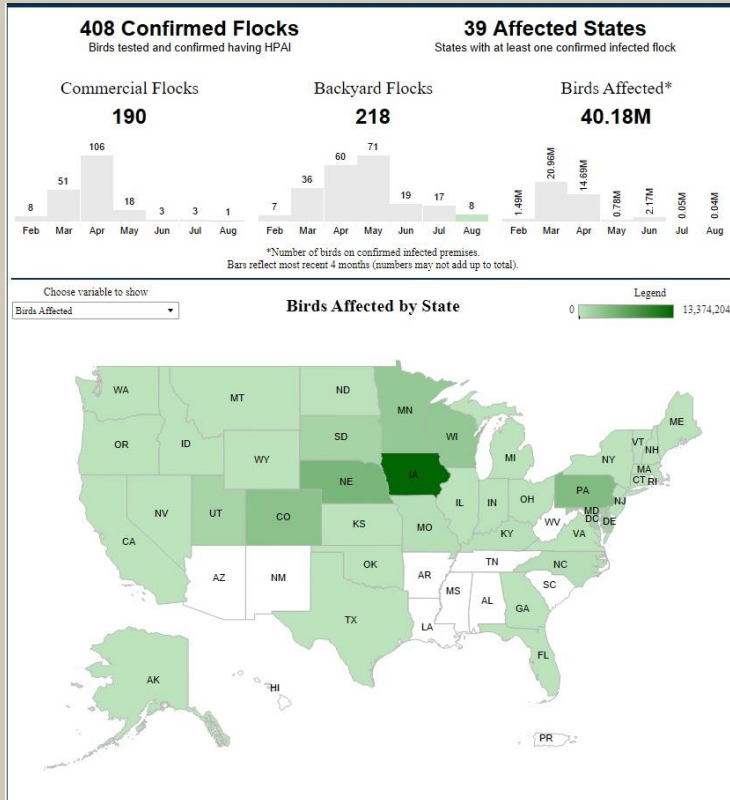
Release No. 0071.24

**Contact:** USDA Press

**Email:** [press@usda.gov](mailto:press@usda.gov)



# Website



# Media

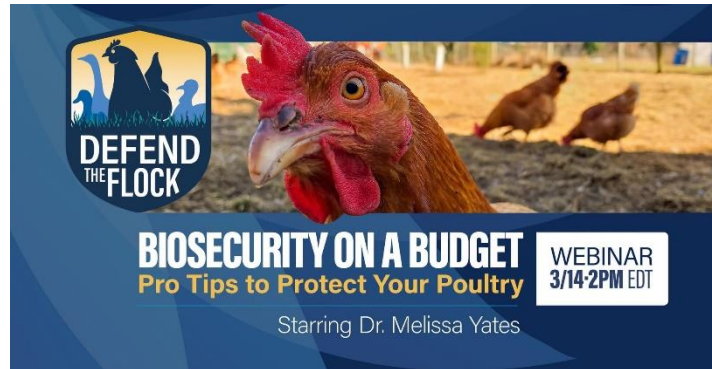


- Approximately 300 media inquiries between February and August 2022 (first 6 months of the outbreak in domestic birds)
- Approximately 350 media calls on HPAI in dairy cattle from March-September 2024
- Differences between media inquiries and focus



# Outreach to Stakeholders (Birds)

<http://www.aphis.usda.gov/animalhealth/defendtheflock>



# Outreach to Stakeholders (Dairy Cattle)

<https://www.aphis.usda.gov/livestock-poultry-disease/avian/avian-influenza/hpai-detections/livestock>

USDA Animal and Plant Health Inspection Service U.S. DEPARTMENT OF AGRICULTURE

## Influenza and Biosecurity: Not Just for the Birds

Highly pathogenic avian influenza (HPAI) is a very contagious and often deadly respiratory disease of poultry, such as chickens, turkeys, and geese. It is often spread by wild birds and can make other animals sick too.

You can protect your birds and other animals from HPAI with good biosecurity. Simply put, biosecurity refers to everything people do to keep diseases away from animals, property, and people.



### Limit visitors

- Only allow people on farm who need to be there.
- Use only one entrance and exit for the farm.
- Keep a record of all farm visitors.



### Keep germs away

- Give visitors disposable shoe covers to wear on the farm.
- Keep a separate pair of boots for use on the farm around your animals.
- Use a footbath with a disinfectant solution (4 ounces of bleach in 1 gallon of water) to clean footwear before entering the farm.
- Spray disinfectant on all vehicle and trailer tires before returning to the farm.
- Don't borrow tools or equipment from other farms.
- Don't use untreated water from ponds or streams.



### Avoid mixing species

- Keep other animals and strangers off the property.
- Keep livestock and pets away from birds, including bird feed, litter, or equipment.
- Keep birds out of animal pens and barns.
- Keep all wild animals (including rats and mice) away from bird and livestock areas.



### Look out for sick animals

- Check animals regularly for the following signs of illness:
- Coughing ("barking"), sneezing, or trouble breathing
  - Discharge from eyes or nose
  - Difficulty moving, walking, or standing upright
  - Lack of appetite
  - Severe illness in multiple animals
  - Sudden or unexplained deaths



### If your animals look sick, take action!

Isolate sick animals and report them to your veterinarian and/or State and Federal animal health officials.

Your veterinarian will determine if your animals might have HPAI. They may contact the U.S. Department of Agriculture or your State Animal Health Official to test your animals.



### DEFEND THE FLOCK

Learn more about stopping avian influenza: [aphis.usda.gov/animalhealth/defendtheflock](https://aphis.usda.gov/animalhealth/defendtheflock)

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Animal and Plant Health Inspection Service U.S. DEPARTMENT OF AGRICULTURE

## USDA Support Options for Dairy Herd Producers

In March 2024, USDA confirmed highly pathogenic avian influenza (HPAI) in dairy cattle. Since then, the U.S. Department of Agriculture (USDA), Food and Drug Administration (FDA) and Centers for Disease Control and Prevention (CDC), as well as State veterinary and public health officials, have been investigating and responding to virus detections in cattle across multiple States.

On May 10, USDA announced financial assistance options for producers with affected herds. On May 23, USDA announced expanded support to include producers whose herds have not tested positive for HPAI. USDA is offering this financial support to help producers enhance their biosecurity practices, offset costs associated with collecting and shipping samples, as well as to help producers eliminate the virus and protect their employees.

### Available to Affected and Unaffected Producers

All dairy producers are eligible for the following financial assistance options:

**Biosecurity Planning and Implementation** – Up to \$1,500 per premises plus \$100 for in-line milk sampler

USDA will provide support to develop biosecurity plans. This includes recommending enhanced biosecurity practices for individuals that frequently move between dairy premises (such as milk haulers, veterinarians, feed trucks, and artificial insemination technicians) as well as on-farm disease management practices, mitigations for wildlife and birds, and other key biosecurity practices.

Eligible expenses include:

- Labor hours for farm workers to complete biosecurity training
- Working with State animal health personnel (compensated through a cooperative agreement with the State) or hiring a private entity to:
  - Develop site-specific biosecurity plans



The Farm Service Agency (FSA) also provides farm loans for biosecurity measures. Learn more at [www.aphis.usda.gov/sites/default/files/farm-loans-for-biosecurity.pdf](https://www.aphis.usda.gov/sites/default/files/farm-loans-for-biosecurity.pdf).

**Offset Shipping Costs for Influenza A Testing** – Up to \$50 per shipment, up to 2 shipments per month, for a total of \$100 per month combined

USDA will pay for the cost of shipping samples to laboratories in the National Animal Health Laboratory Network (NAHLN) for testing. Eligible expenses include (but may not exceed \$100 per month combined):

- Actual shipping costs for up to two shipments per month for each affected premises.
- Shipping supplies

Testing at NAHLN laboratories for samples associated with these cases (e.g. pre-movement, testing of sick/suspect animals, or samples from concerned producers) is already being conducted at no-cost to the producer.

### Available to Unaffected Producers

**Reimbursement for Veterinary Costs to Collect Samples** – Up to \$2,000 per premises

Beginning on the date of the Federal Order, April 29, 2024, and up to 120 days total, eligible expenses include:

- Veterinarian's fees (hourly rate, call fee, etc.)
- Supplies for HPAI-related sample collection

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## USDA FINANCIAL ASSISTANCE IS AVAILABLE FOR: HIGHLY PATHOGENIC AVIAN INFLUENZA (H5N1)

Farm Service Agency's (FSA) Emergency Assistance for Livestock, Honeybees, and Farm-raised Fish Program (ELAP) now provides financial assistance to dairy producers who suffer milk production losses in dairy herds having a confirmed positive Highly Pathogenic Avian Influenza H5N1 test.



**CONTACT YOUR LOCAL FSA OFFICE FOR MORE INFO.**

[farmers.gov/service-center-locator](https://farmers.gov/service-center-locator)  
For program information and eligibility requirements, scan the QR code.



**VISIT THE APHIS WEBSITE FOR MORE INFO**

For program eligibility and enrollment, scan the QR code.

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# Future Communications Planning



- Biosecurity is the top priority.
- We continue to plan communications.  
Our goal is to reach all producers.



# For More Information



- Defend the Flock Campaign:  
<http://www.aphis.usda.gov/animalhealth/defendtheflock>
- USDA HPAI Page (with producer resources):  
<https://www.aphis.usda.gov/aphis/ourfocus/animalhealth/animal-disease-information/avian/avian-influenza/hpai-home/hpai>
- HPAI in Dairy Cattle Page:  
<https://www.aphis.usda.gov/livestock-poultry-disease/avian/avian-influenza/hpai-detections/livestock>
- Contact information: [Ed.C.Curlett@usda.gov](mailto:Ed.C.Curlett@usda.gov)