

A UNIFIED APPROACH: PREPARING FOR AN FMD OUTBREAK

FMD Cross-Species Communications Team

October 1, 2011



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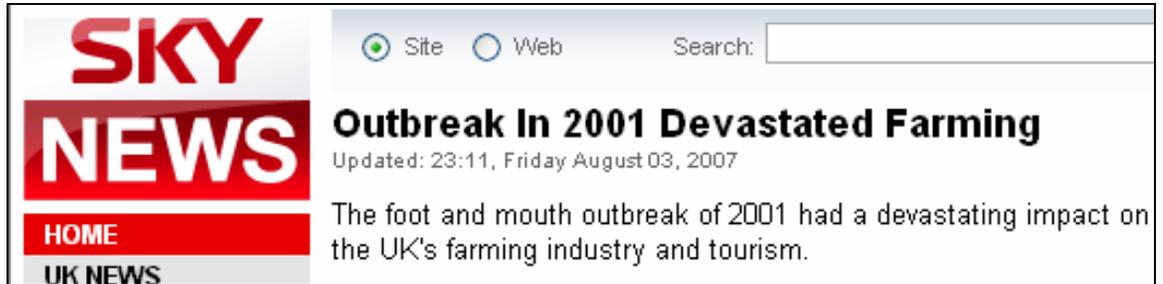
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Who is the FMD Cross-Species Team?



FMD Cross-Species Team: Objectives

- Create unified FMD crisis response plan
- Share FMD messaging
- Form government partnerships for coordinated response



FMD Working Group Goals

- Protect animal health & minimize disease spread
- Ensure consumer confidence in meat & milk safety
- Prevent supply disruption to customers

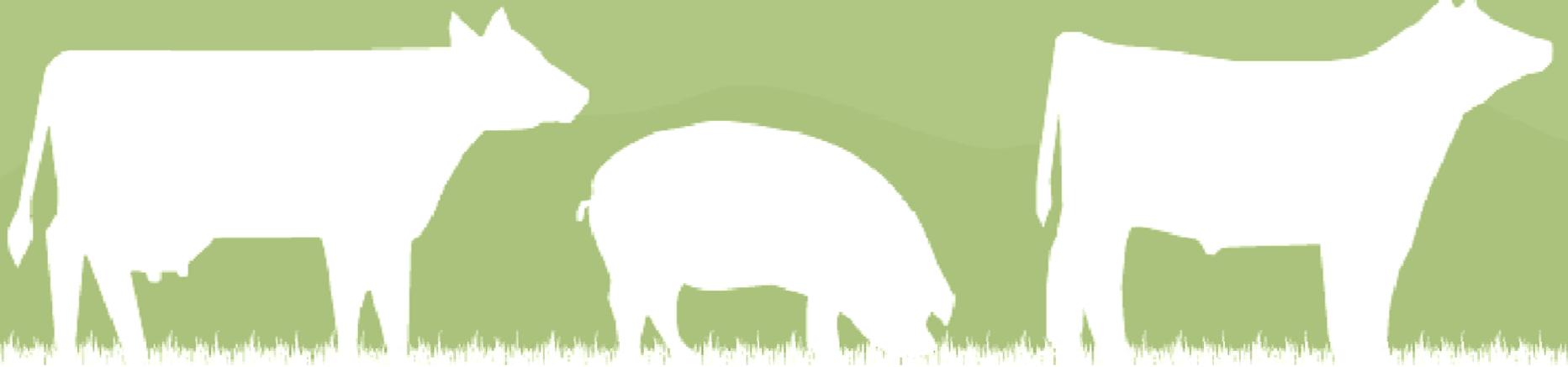


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Rising to the Challenge: *Communicating with Consumers*



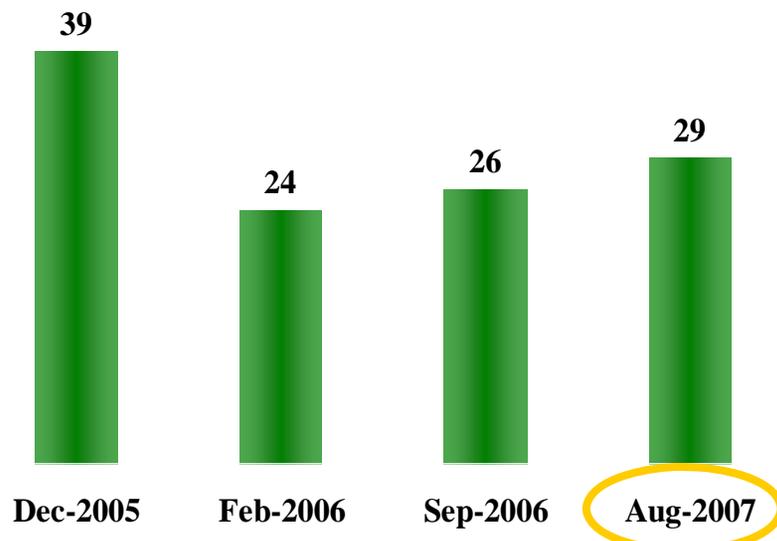
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The FMD Consumer Challenge: Lack of Knowledge

Have you heard anything about a disease called Foot and Mouth Disease?

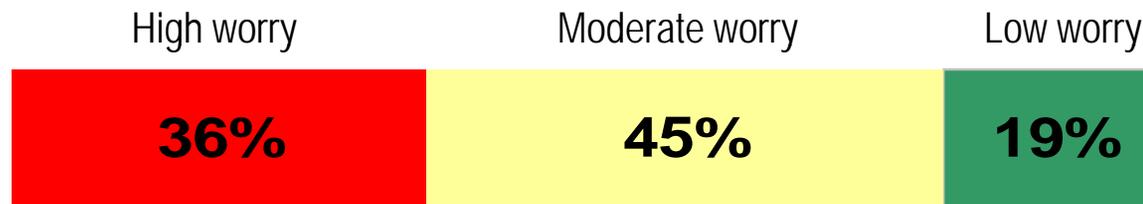


- **72%** of consumers think FMD affects humans
- **69%** of consumers say people can get FMD from infected meat



The FMD Consumer Challenge: Worried Consumers

...how worried would you be that you and your family might be negatively affected [by FMD]?



42% of consumers say they would stop drinking milk if there is an FMD outbreak.



The FMD Consumer Challenge: Worried Consumers

- Consumers . . .
 - care most about how FMD will impact their health and the health of their families.
 - want to be certain that the food they are eating and serving their family is safe.
 - don't want to change their purchasing, preparation or consumption behavior.
 - will be irritated and want more information.



FMD Research: Outbreak Messengers

- **Industry spokespeople** are most credible and reassuring when responses are consistent and provided by a variety of sources.
- **Livestock producers** are credible when speaking about the actions they are taking on their farm and cooperation with officials.
- **Local government** is more credible than federal agencies because they are connected to community needs.
- **Veterinarians** are the most credible source for consumer health information about FMD.



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FMD Research

Words that Work	Words that <u>Don't</u> Work
There is a plan	Highly contagious/quarantines
Examples of where the situation has been effectively handled	Roadblocks
Demonstrate steps that destroy FMD: pasteurization of milk	Protect their livelihood
FMD is not a threat to people	Protect the animals
No human health risks	Economically devastating
Does not affect safety of meat or milk	Animals are euthanized
Producers are working together with vets and the local government	Pats on the head
Vets working with farmers and ranchers to stop spread	Endemic vs. epidemic



Words that Don't Work

Highly contagious/Quarantines

Roadblocks

Protect their livelihood

Protect the animals

Economically devastating

Animals are euthanized

Pats on the head

Vague/unclear information

Endemic vs. epidemic

Safety assertions without proof



Getting Down to Work: *FMD Team Efforts*



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Actions and Outcomes

- **Establish an umbrella plan**
 - Cross-species team will serve as the umbrella for all outreach
 - Each species will also drive messages through their individual channels
- **Speak with one voice**
 - FMD may break in one species first or nearly simultaneously in all species
 - The industry must ensure **all spokespeople** across species and at all levels are using the same messages and materials
 - This is critical to maintaining consumer confidence



Actions and Outcomes

- **Do not duplicate efforts/work smart**
 - Difficult in the heat of the moment
 - Closely coordinated to ensure members aren't reaching out to the same influencers, media, etc.
- **Eliminate consumer confusion**
 - FMD is not a food safety issue
 - Consumers confuse FMD with BSE
 - Strong messaging on this point will be crucial to ensuring consumer confidence in the meat & milk supply



What's Been Delivered?

- Umbrella crisis plan
- Approved message platform
- Approved initial standby statements
- Approved media fact sheets
 - Economic Importance of FMD
 - Comparing Agriculture from 1929 and Now
 - FootandMouthDiseaseInfo.org



FootAndMouthDiseaseInfo.org

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FMD and Prevention
Watch this [video](#) to learn more about foot-and-mouth disease.

How does FMD affect consumers?
FMD is not a public health concern but an outbreak could ultimately threaten the entire U.S. economy. Click [here](#) to find out more.

What can livestock producers do?
Being prepared and informed is essential in keeping your farm and the U.S. livestock industry free from FMD. Get more information [here](#).

Welcome to FootAndMouthDiseaseInfo.org
Your Source for Information About Foot-and-Mouth Disease

The United States has been free of foot-and-mouth disease (FMD) since 1929. The U.S. government and the nation's livestock producers have extensive prevention, surveillance and response measures in place to prevent the re-introduction and spread of the disease.

Foot-and-mouth disease is one of the most economically damaging animal diseases in the world and currently exists in more than 100 countries. This website is designed to help consumers, livestock producers and others learn more about FMD, including what it is, who it affects and how to protect the United State's FMD-free status.

FMD is not a public health concern and does not affect food safety.
However, it is highly contagious among animals with cloven (divided) hooves, such as cattle, pigs, sheep, goats and deer. Controlling FMD, or eradicating it if an outbreak did occur, requires cooperation among those in agriculture, tourism and commerce as well as coordination among private industry groups and the government.

Recent News

[Raise foreign animal disease awareness on your farm](#), July 18, 2011

[Local farms prepped for emergencies](#), July 4, 2011

[Cattle trade ban 'increases foot and mouth risk'](#) (Australia), June 14, 2011

[Learn More about FMD](#)
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New Consumer Video



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Media Outreach

- Goals
 - Communicate through media to producers
 - Create partnership with media prior to event
 - Build knowledge base of key trade media so they can more accurately provide coverage during an event
- Activities
 - Joint APHIS Trade Media Event at EEOC
 - NAFB Table Top Session
- Results – 55 educated trade media



Relationship Development

The cross-species team has met several related organizations, including:

- Animal and Plant Health Inspection Service
- USDA Communications
- American Meat Institute
- U.S. Meat Export Federation
- Agriculture Marketing Service



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Spreading the Word

- Animal Ag Alliance
- Critical Infrastructure Partnership Advisory Council's Food and Agriculture Sector Joint Quarterly Meeting
- Communications Officers of State Departments of Agriculture (COSDA)



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Looking Forward

- What else is needed?
- What vulnerabilities do you see?
- What information would be valuable?



Thank you!



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