



County Animal Security and Health Network (CASHN)

FAZD CENTER

NATIONAL CENTER FOR FOREIGN ANIMAL
AND ZOOBOTIC DISEASE DEFENSE

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National Extension Conference on Foreign Animal and
Zoonotic Disease Defense

El Paso, TX

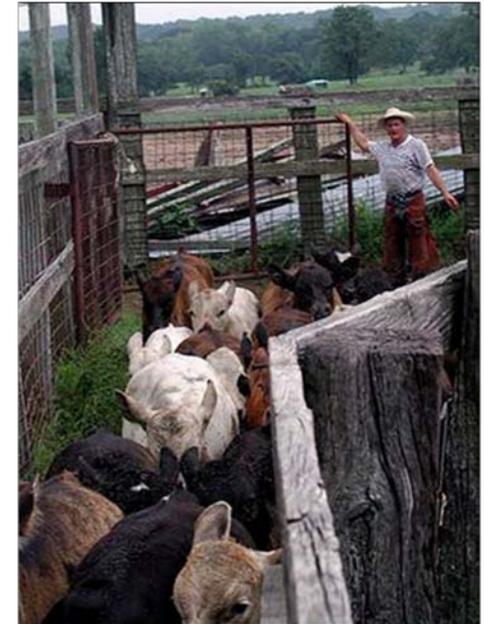
September 19, 2008

Homeland Security Presidential Directive/HSPD -9

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- Identified Agriculture as a critical infrastructure
- Established a national policy to defend the agriculture and food system against terrorist attacks, major disasters, and other emergencies





Why Focus on Agriculture?

- Large size and complexity
- Relative ease of access
- Highly concentrated
- Limited genetic diversity
- Susceptibility to foreign disease
- Public health implications





Vulnerability of U.S. Agriculture

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- **Exotic Newcastle Disease (END)**

- Existed in backyard flocks of underserved and non-commercial livestock and poultry owners (UNLPO) for 6 months prior to detection
- Depopulation of over 3 million birds
- Affected CA, NV, & AZ
 - 22 commercial flocks
 - 1,900 private premises
- At least 34 countries suspended the importation of poultry and poultry products from affected states



Texas Animal Health Commission



Non-Commercial Livestock and Poultry Owners (NLPO)

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- Vital but difficult audience to reach for the protection of our agricultural infrastructure.
- How do you disseminate vital animal disease-related information to those who do not wish to be identified?





2006 FAZD Defense Center Focus Groups

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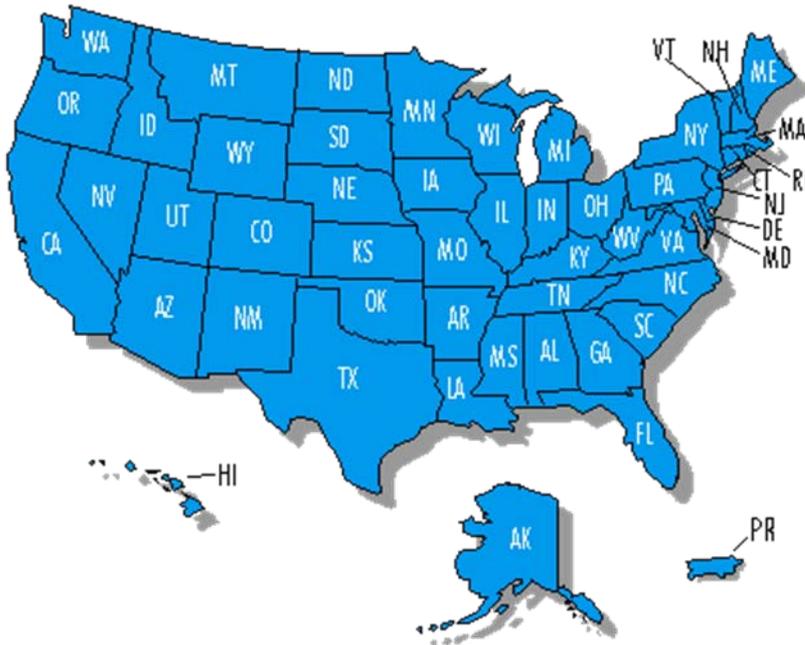
- 3 focus groups to identify “Best Practices” communication methods
 - Rural, rural/urban, and urban county Extension agents (CEAs) and feed retailers
- Feed retailers identified as the most common dissemination point

County-Based Communications Model Proposed

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Cooperative Extension effectively link state veterinarians with feed retailers and their customers



- Extension has an established network of county-based community educators
- Located in all 3,066 US counties



**County Animal Security &
Health Network
(CASHN)**

Communications Network

State Veterinarian

State & County Extension

County Feed Retail Managers

**Underserved & Non-Commercial Livestock
and Poultry Customers**

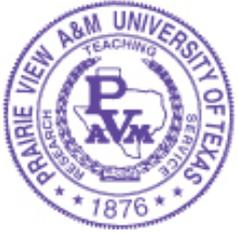


CASHN Pilot Test 2007 - 2008



- Behavior of model in “real world” setting.
- Effectiveness of model
- The potential number of NLPO reached
- Perceptions of network usefulness

Lead Extension Programs



Cooperative Extension Program
Prairie View A&M University



UNIVERSITY OF ARKANSAS
DIVISION OF AGRICULTURE
Cooperative Extension Service



COOPERATIVE EXTENSION PROGRAM
Kentucky State University – Land Grant Program



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Collaborating Extension Programs



Improving Lives. Improving Texas.

Agricultural Extension Service
The University of Tennessee



UofA
UNIVERSITY OF ARKANSAS
DIVISION OF AGRICULTURE
Cooperative Extension Service

NC STATE UNIVERSITY
A&T STATE UNIVERSITY
**COOPERATIVE
EXTENSION**
Helping People Put Knowledge to Work



UK **COOPERATIVE EXTENSION SERVICE**
University of Kentucky – College of Agriculture

Pilot Test Participants

- 6 State Veterinarians
 - Initiated network
- 6 Extension Points of Contact
 - Activated Extension educators
- 56 Extension Educators
 - Disseminated alert messages to feed retailers
- 108 Feed Retailers

The CASHN Pilot Test

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- County Extension educators:
 - Collected descriptive data from county feed retailers
 - Conducted community seminars targeting non-commercial livestock and poultry owners





Testing the Network

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- 3 network trials conducted in each state
 - One per month (Jan., Feb., March 2008)
 - Initiated by State Veterinarian
 - Test messages – animal disease related
 - Feed retailers reported receipt of message from county Extension Educator



Feed Retailer Demographics (N=108)

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- 2.5 per county
- 491 customers/week
 - 65% non-commercial customers
- Top 3 Species customers buy feed for:
 - Beef Cattle (43%)
 - Equine (34%)
 - Poultry (14%)
- 4 most common ways of relaying information to customers
 - Word of mouth
 - Telephone call
 - Direct Mail
 - Notice/flyer with billing statement



Feed Retailer's View of CASHN

- 93% CASHN would increase their confidence in animal disease-related information received
- CASHN would be effective in communicating animal disease information to NLPO
- 93% would continue involvement in CASHN
- 82% believed CASHN has value for their business



Community Seminar Participant's Demographics (N=277)

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(Still collecting data, n = 277)

- 55% NLPO
- 4% visit veterinarian 2-3 times a month or more
- 51% visit feed store 2-3 times a month or more
- Top 4 species buy feed for:
 - Beef Cattle (72%)
 - Equine (31%)
 - Poultry (25%)
 - Goats (11%)





Community Seminar Participant's View of CASHN

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- 85% CASHN would increase their confidence in the animal disease-related information received
- Interest in receiving information through CASHN
 - 44% interested
 - 34% very interested

Community Seminar Participant's View of CASHN

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- Usefulness to protect commercial and non-commercial livestock and poultry owners
 - 43% Useful
 - 31% very useful
- Types of animal disease-related information that would be helpful
 - Species specific information
 - Informational publications, radio programs, and websites
 - What the disease is, the origin, affected areas, the symptoms, and what to do
 - Problems with other countries of possible or suspected illnesses
 - Disease specific information



County Extension Educator Evaluation of CASHN

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(Still collecting evaluations, n = 15)

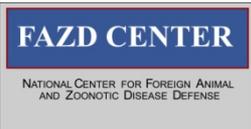
- Would continue involvement if adopted by counties in state (100%)
- Believes has value for agency (77%)
- Involvement would increase ability to reach underserved audiences (54%)
- A network using Extension to link the State Veterinarian's office with feed stores to relay animal disease-related information is a good idea (85%)
- Increase confidence in the animal disease-related information received (69%)

County Extension Educator Comments

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- *“With the pilot project I have become better acquainted with not only the underserved, but also with the feed retailers.”*
- *“Extension is paramount for a CASHN system to work. Participants of the pilot (farmers) usually checked for the Extension System (in my area) to handle the reporting. There is a sense of connection between local citizens.”*



Point of Contact Evaluation

100%

- Would continue involvement if adopted by counties in state
- Believes has value for agency
- Involvement would increase ability to reach underserved audiences
- A network using Extension to link the State Veterinarian's office with feed stores to relay animal disease-related information is a good idea
- Increase confidence in the animal disease-related information received

Point of Contact Comments

- *“There is potential for an animal disease related event/outbreak to occur which would call for a rapid response. The more we do to enhance the community's preparedness for such an event, the more we would minimize the negative impact it would have on our state.”*
- *“It should reach producers we do not see on a regular basis”*

Point of Contact Comments

- *“Of course it's a good idea. The State Veterinarian is the first to recognize a situation that calls for a rapid response. Extension has credible relationships with the audience and can be relied upon to relay dependable information to feed stores for dissemination. And most livestock owners have to buy feed and/or supplies from a vendor who will more than likely be a feed store.”*



State Veterinarian Evaluation of CASHN

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- 100%
 - Would continue involvement if adopted by counties in state
 - Believes has value for agency
 - Involvement would increase ability to reach underserved audiences
 - A network using Extension to link the State Veterinarian's office with feed stores to relay animal disease-related information is a good idea

State Veterinarian Comments

- *“There are always going to a group of non-commercial animal breeders that are difficult to reach and CASHN provides another tool to help notify them.”*
- *“Extension is in every county (almost) and producers trust them as educators. They are a great resource for many things and getting new information from Universities to producers is a proven way to increase awareness.”*



CASHN Potential

- Reduce vulnerability of the nation's food production sector
- With only 70% of all 3,066 U.S. counties participating (2,146 counties)
 - Potential to reach 1,720,380 non-commercial livestock and poultry owners within one week of the message receipt by local feed retailers.



Recommendations

- Pilot Test results will guide model revisions
- We recommend that DHS, State Veterinarians, and Cooperative Extension review the findings for consideration of adoption by state veterinarians across the US

Thank You



CASHN Pilot Test Participants