Biosecurity Toolkit for Fairs and Livestock Events



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Definitions

Biological hazard	Bacteria, viruses, parasites, and fungi that pose a threat to the health of animals and humans.
Biosecurity	Procedures intended to protect humans or animals against disease or harmful biological hazards.
Continuity of Operations (COOP)	To ensure that essential operational activities continue to be performed during an emergency.
Foreign Animal Disease (FAD)	An animal disease or pest not known to exist in the United States or its territories.
Isolation	Separates sick animals with a contagious disease from animals that are not sick.
Personal Protective Equipment (PPE)	Equipment worn to minimize exposure to hazards that cause serious injuries and illness from chemical, radiological, biological, physical electrical, mechanical, or other hazards.
Premises	A building(s) or specific area of land.
Public Health	The science of protecting and improving the health of people and the community.
Quarantine	Separates and restricts movement of animals who were exposed to a contagious disease to see if they become sick.
Reportable Disease	Notifiable or monitored disease that must be reported to animal health professionals.
Reservoir	The habitat where an agent (bacteria, viruses, parasites, and fungi) lives, grows, and multiplies. May include humans, animals, and the environment.
Surveillance	To closely collect, monitor, assess, and interpret information for an event that has happened or is expected to happen.
Vector	An arthropod (mosquitos, ticks, flies, etc.) that carries a disease- causing bacteria, virus, or parasite from one host to another host.
Zoonotic Disease	An infection or disease that is transmissible from animals to humans under natural conditions.

Introduction

Fairs and livestock events represent one of the easiest ways many Americans can interact with the agricultural community. Whether at county fairs, state fairs, rodeos, horse shows, or other events, citizens across the nation are able to experience diverse types of livestock first-hand. Animals involved in fairs and livestock events pose a threat to the entirety of the animals within the U.S. agriculture sector. Rather than being raised within a relatively small geographic footprint for the purpose of food, feed, or fiber, animals involved in fairs and livestock events can readily be moved hundreds or thousands of miles across the country multiple times during their lives. At the same time, these animals regularly come into contact with other animals who lead similar lives. This regular convergence and distribution of animals means that one infected animal could, in the span of only a few minutes, infect dozens of other animals who can potentially distribute a high-consequence disease to dozens of states.

Animal species that commonly appear at fairs and livestock events may be exposed to infectious diseases common among animals. Potential diseases may be diseases that are regularly seen regionally or seasonally in the U.S. or they could be diseases not currently existing in the U.S., also called foreign animal diseases (FAD). Many infectious animal-to-animal diseases, both domestic and foreign, can cause significant illness or death. More importantly, a disease that easily spreads and causes severe illness will not only impact the fair or livestock event, but could greatly impact the nearby animal industry and local or regional economy.

Over the years, several disease outbreaks have impacted fairs and livestock events. Fair events and even entire livestock shows have been canceled due to disease outbreaks. Below are a few news headlines demonstrating recent events involving disease outbreaks that have impacted fairs and livestock events.

"County fairs cancel live poultry shows to avoid bird flu"	
– The Spokesman, Spokane, WA 2022	
"Rabbit show at 2020 Missouri State Fair canceled due to Rabbit Hemorrhagic Disease" – KTTN News, Trenton, MO 2020	
"Fair Grounds EHV: Entire Facility Quarantined"	
- The Horse, New Orleans, LA 2017	
"Horse show cancelled amid fears of outbreak"	
– The Bulletin, Santa Cruz County, AZ 2011	

Purpose

The focus of this document is to assist fair and livestock event organizers to prevent and respond to infectious disease outbreaks to protect participating animals and the surrounding animal industry. The biosecurity planning template for fairs and livestock events will allow event organizers to develop comprehensive plans for the overall safety of the animals, exhibitors, and attendees in the event of an animal disease outbreak.

Zoonotic diseases (disease or infections spread from animals to humans or humans to animals) should be considered in event planning to address public health threats. However, this template emphasizes the consideration of animal-to-animal diseases that have the potential to not only impact events at the fair or livestock show but also animals in the local and regional animal industry.

The template will help your team identify potential disease threats, organize important event information, design safety elements at the event location, plan for strategies to prevent and mitigate a disease outbreak, build communication plans in the event of an incident, and provide training materials to educate your team and staff.

Fairs and livestock events can range greatly in size and scope. The template is to serve as a guide and not all items on the checklists in each section may be applicable to your event. The information provided will create awareness of additional planning items that may be necessary to protect against an animal disease incident. The recommendations are not mandatory, nor do they supersede or replace procedures or policies already in place for your organization or any local, state, or federal laws or emergency plans.

In the event of an animal disease incident involving a reportable animal disease may require involvement by local, state, and federal authorities. All entities will contribute significant support to guide disease control efforts. In this situation, many elements in this template can be used for prevention and immediate control efforts while waiting on the state and federal response.

How to use the template

Event organizers may use the template to identify relevant risks and develop sections of a biosecurity plan to prepare for an animal disease incident and response effort. The template is divided into five steps:1) Hazard Vulnerability Analysis (HVA); 2) Essential Information; 3) Incident Management; 4) Biosecurity Plan; 5) Crisis Communication Plan. The template contains fillable areas and tables, and checklists to help your team think critically about areas within the venue, specific events, and the operations that may need additional planning and preparations. Step 3 and Step 4 contain boxes divided into two sections: Training and Awareness, and Facility and Operations Preparation. The Training and Awareness section will direct you to the Biosecurity Training Resources near the end of the manual where links to <u>optional</u> online training resources and/or recommended activities can be accessed. All training and awareness materials serve to provide additional information for team members and staff and can be used on an as needed basis. Checklist items in the Facility and Operations Preparation are recommended steps to complete. Checklist items might not apply to all types of events but serve as an optional guide.

Training and Awareness section Example Step 3 and Step 4 boxes: contains materials that focus on the incident management and biosecurity Training and Awareness sections. Online links can be found at the end of this manual in the section Please refer to the Biosecurity Training titled "Biosecurity Training **Resources** section Resources." **Facility and Operations Preparation Facility and Operations Preparation** section contains a checklist of **Checklist Items** recommended steps to consider □ Example before and during the event. □ Example □ Example □ Example

For the purpose of this template, the following terms will be used and are defined as follows:

Event Organizer(s):

A person or group(s) of people involved in the planning, organization, and management of an event.

Animal Disease Incident:

Any animal disease, infection or infestation, that has an impact on one or multiple animals or people. An animal disease incident can include endemic diseases (disease known to exist in the U.S.), a Foreign Animal Disease (FAD), or a Zoonotic Disease.

*Please see "Definitions" on page 2 for Foreign Animal Disease and Zoonotic Disease.

Emergency Responder:

An individual that falls into one or more of, but not limited to, the following groups:

- Emergency Management Agency (EMA)
- Emergency Medical Services (EMS)
- Veterinarians
- Agriculture Emergency Responders
- Fire Fighters
- Law Enforcement
- Public Health

- Public Works
- Environmental Agencies
- Elected/Civilian Officials
- Producers/Associations
- Industry
- Academia
- Military

*Emergency responders listed above may be involved with the event planning and organization teams.

Step 1: Completing the Hazard Vulnerability Analysis

Animal disease incidents pose a risk to animal health, human health, and may have an economic impact to the event and local animal industry. The Hazard Vulnerability Analysis (HVA)- Animal Disease Incidents will help to identify disease threats that are unique to the event. The threat of an animal disease incident will depend on the species present at the event, the size and scope of the event, the time of year or season, and preventive strategies in place. Completing the HVA is optional and will likely require the assistance of an animal health specialist. The overall purpose is to understand that animals attending the event will come from many farms with a variety of animal husbandry practices. The HVA considers the common and uncommon disease threats that could impact the health of naïve animals and humans, and the commerce at the event and local community.

□ Complete the recommended HVA worksheets In Appendix A

- □ Involve a specialist(s) in the veterinary or animal health field (strongly recommended)
- □ Contact local animal health agencies about current disease outbreak status in the local area or region

Instructions

For each Animal Disease Incident listed in far-left hand column, assign a value in each subsequent column as either **N/A** (not applicable), **Low**, **Medium**, or **High**. The titled columns are defined as follows:

Probability: How likely the incident is to occur, that is, how likely one or more animals could arrive at the event with the disease condition.

Animal Impact: The possibility that one or more animals could experience illness or death due to the disease incident.

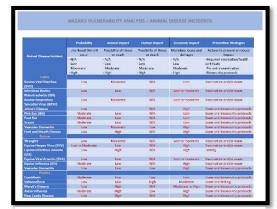


FIGURE 1: COMPLETED HVA EXAMPLE

Human Impact: The possibility that one or more people could experience illness or death due to the disease incident.

Economic Impact: The possibility that monetary losses could occur, either to the event directly and/or to the local, regional, or national animal industry.

Prevention Strategies: refers to actions taken prior to, during, or after the event to prevent an outbreak or minimize the impact. Three options are suggested on the HVA worksheet; however, your team can use the provided space to list additional strategies.

Step 2: Essential Information

Essential Information for a Biosecurity Emergency Operations Plan

Premises/site(s) address:			
Address:			
Address:			
City:	State:	Zip:	

Management of the Premises

Collect and have available the following contact information:

- □ Premises Contact Information
- □ Fair Board/Fair Committee Contact Information
- □ Map of premises indicating number and location of facilities and structures (including entrances and exits for humans and animals)

Event Organizers:

Collect and have available information for the following: (At minimum include name, title or role, phone number, and email address)

- □ Event Planners and Organizers
- □ Event Staff
- □ Event Volunteers
- □ Representatives for event vendors
- □ Representatives for event sponsors
- □ Event & Competition Participants

Animals on Property:

Collect and have available information for the following:

- □ Animal species, number, location on property
- $\hfill\square$ Animal owner, owner contact information, event(s) entered

Emergency Contacts

Collect and have available information for the following: (At minimum include name, title or role, phone number, and email address)

- \Box Police
- \Box Fire
- \Box EMS
- □ Health Department
- □ Hospital and Urgent Care
- □ County/State Emergency Management
- □ State Animal Health Official or equivalent
- □ State Department of Agriculture
- □ State Department of Health and Environment
- □ On-site/On-call Veterinarian and back-up veterinarians
- □ Livestock Extension Professional(s)
- □ City/County/State Government Official(s)
- Utility Companies

Step 3: Incident Management

Command Structure

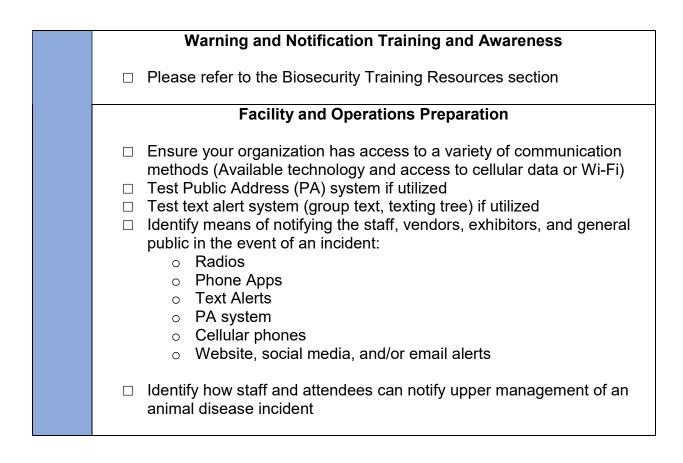
In the event of an animal disease incident at the event, a command structure should be in place. Developing a command structure does not need to be complex; event organizers need to determine who has authority and in which circumstances. A structure can be further designed to establish support to the person in charge. Developing a command system allows exhibitors, board/committee members, staff, and local responders to know who to contact. Your command structure can mimic the Federal Emergency Management Agency (FEMA) Incident Command System (ICS) but it is not necessary, particularly if your event is smaller and staff is limited. Consider drafting a command organization chart after you have finished all other sections of this template. The template can help you organize where staff members or teams need to be placed in the command structure.

★Remember, in the event of a foreign animal disease (FAD), state and federal animal health professionals will have authority, and will implement the FEMA Incident Command System.

Command Structure Training and Awareness	
Please refer to the Biosecurity Training Resources section	
Facility and Operations Preparation	
 Draft a command structure for the event Assign a team member for one or more of the following roles: A person(s) that has power of authority for decision making A person(s) that collects information and manages the status of the incident A person(s) that directs actions and tasks A person(s) that keeps track of personnel, records, and requested resources A person(s) that provides and tracks resources and supplies A liaison to coordinate with responders & officials if needed A spokesperson to manage communications with stakeholders Identify a location on premises where a temporary incident command post can be set up if necessary 	
 Location should include operational supplies (electricity, internet, phones, outlets, office supplies, etc.) 	

Warning and Notification

Notification systems are vital during an incident to allow a more rapid response and adjustments to the response as the situation evolves. Event organizers should determine which communications systems will be utilized in the event of an animal disease incident. Some common notification methods include: two-way radios, phones, texts, emails, public address (PA) systems. Multiple methods may be used during an event; however, predetermining communication channels will ensure the appropriate stream of information. Remember that animal disease incidents can often involve sensitive information which should be considered when choosing a communication system and plan.



Site Security & Traffic Management

Beyond general site security and traffic management at your event, additional considerations may enhance your current plan and extend to the incident command site, animal isolation areas, and specific contaminated areas. Site security may include having additional staff stationed at entrances/exits, appropriate signage and/or taped-off areas, or notification through an event-wide communication system. Traffic management during an animal disease incident may consist of designated entrance/exits and parking areas, monitoring traffic flow, re-routing foot or vehicle traffic to keep unauthorized persons from entering restricted areas.

Site Security Training and Awareness		
Site Security fraining and Awareness		
Please refer to the Biosecurity Training Resources section		
Facility and Operations Preparation		
Security		
 Determine local security needs at the facility - during event hours and off-hours 		
 Determine areas on the property that are restricted to visitor/exhibitor vehicle and foot traffic 		
 Determine security needs for personnel if required for restricted areas 		
 Determine security needs for valuable equipment and records 		
 Determine a reporting method by which organizers, staff, and attendees are able to report suspicious behavior 		
 Maintain supplies for restricting areas: security line tape, road blocks, traffic cones, traffic and restricted access signage 		
Traffic		
 Determine designated parking areas for visitors, exhibitors, and personnel 		
Determine exhibitor load-in and load-out areas		
 Determine off-site area for exhibitor entry review (if appropriate) 		
Identify entry and exit routes for all parking and loading areas		
 Identify warmup areas and determine animal capacity limits and traffic flow into and out of areas 		
 Determine entrances, exits, and flow of traffic for showing areas 		

Step 4: Biosecurity

Biosecurity is the foundation for preventing or containing an animal disease outbreak to ensure the safety of livestock and protection of public health. Biosecurity protocols may also minimize the impact of disease and can allow for event activities to continue to reduce economic losses that would result from event closure. Knowledge about the scope of your operation, facility design, and points of disease entry and spread assist in identifying gaps in biosecurity that will need attention prior to an incident. Public health and zoonosis, surveillance, quarantine, feed safety, wildlife and vector control, cleaning and disinfection, waste management, and carcass disposal are critical elements in a biosecurity plan and are covered in separate sections.

Biosecurity Training and Awareness
Please refer to the Biosecurity Training Resources section
Facility and Operations Preparation
 Facility and Operations Preparation Assign a Biosecurity Team- members should include persons with knowledge/experience of: animal health and care, event planning, and facilities/maintenance Consult with state animal health officials and public health officials about biosecurity practices and disease outbreak management protocols Establish a meeting area for event organizers and biosecurity team at the event location Organizers and staff have reviewed and are familiar with premise map, animal housing locations, facility routes of entry and exit Organizers and staff have discussed where and how to access emergency contact information Determine location to store Personal Protective Equipment (PPE) and cleaning and disinfection supplies Implement a buddy system when working in high-risk areas such as
 an isolation or infected barn □ Determine method of communication when in the high-risk area (e.g. radios)

Public Health and Zoonosis

Animal health emergencies inevitably pose health and safety risks for the animals, staff, attendees, and responders. Diseases that pass from animals to people or people to animals are called zoonotic diseases. Awareness of these diseases at livestock events and appropriate prevention strategies are crucial to protecting human and animal health. Health and safety during the event can be addressed by evaluating site and personnel security. Site security has been previously addressed; however, biosecurity requires additional site controls such as minimizing animal and human traffic, minimizing the spread of the disease agent/hazard, and surveillance of animals for disease spread. Personnel security includes guidance and control measures for staff, attendees, first responders, and animal health professionals.

Public Health and Zoonosis Training and Awareness
Please refer to the Biosecurity Training Resources section
Facility and Operations Preparation
 Designate animal health team for animal health concerns and monitoring (may include veterinarians, animal health technicians/assistants, livestock extension agents, etc.) Set up meeting with public health officials to discuss zoonotic diseases of concern and prevention Distribute appropriate public health signage and hand-washing materials throughout the event (see Appendix B) Supply handwashing/hand sanitizing stations at entrances and exits of animal areas Discourage food or drink in animal petting areas with appropriate signage Establish site for first-aid for exhibitors, attendees, responders

Surveillance

Response strategies and control measures are dependent on the magnitude of the incident and the goal of the response. Detection of infected animals will aid in the response strategy and determine outbreak progression. Surveillance starts at the farm of origin prior to travel to the event. Routine animal preventive care, certificates of veterinary inspection, and health history records can serve as an initial safeguard for the introduction of a disease at the event. However, health is dependent on many factors and health status can rapidly change. Therefore, detection methods are important to identify sick animals and prevent further spread of illness. Surveillance can range from observation of clinical signs and positive lab results to known contact with infected animals. Given the high volume of animals comingling at events, identifying infected animals will indicate how quickly the disease is spreading or being controlled. Following identification of sick animals, tracing efforts may identify all previous contacts and from how or where the disease agent gained entry.

Surveillance Training and Awareness
Please refer to the Biosecurity Training Resources section
Facility and Operations Preparation
 Determine health requirements for entry of animals for the event Require valid Certificate of Veterinary Inspection (CVI) prior to entry Determine policy for sick animals upon arrival and during the event Determine a notification system for reporting sick animals to the event veterinarian or designated animal health team Establish off-site area for pre-entry animal document review and examinations Maintain record management system for animal registrations for the event (records could include: registration form, CVI, lab tests, entry permits, release forms) Determine person(s) to manage records (ensure organizers and staff have contact information for this person(s)) Assign person(s) with animal knowledge and experience to conduct daily to twice daily walkthrough of animal housing area to monitor for sick animals. (This person should have the authority to isolate an animal if necessary; can be a veterinarian, livestock extension agent, etc.) Establish an isolation housing area for sick animals with limited access
to authorized personnel only

Isolation Procedures

The goal of isolation procedures is to separate sick animals from healthy animals to prevent the spread of disease. Movement restrictions can also be used to control the spread and can include; movement of animals on and off the premise, the movement of animal products, contaminated equipment, vehicles, and animal waste. In the event of an animal disease incident, the event organizers and staff can implement preliminary procedures to stop the spread of the disease and manage the incident. Depending on the disease and the outbreak situation, state animal health officials may become involved in the response effort.

Quarantine Training and Awareness	
Please refer to the Biosecurity Training Resources section	
Facility and Operations Preparation	
 Determine protocols for: Isolation and care of sick animals Obtain or create animal identification records for sick animals (Appendix C) Cleaning and disinfection of isolation area Isolation log for cleaning/disinfection required for staff (Appendix C) Isolation Log for visitors (animal owners, veterinarian, etc.) (Appendix C) Communication with public about isolation and restricted access Requesting additional assistance for disease management 	
 Restrict visitors from isolation area unless authorized Determine fencing/barricade, signage, personnel to monitor access Setup and maintain cleaning stations at entrance and exit of isolation area Dedicated use of equipment and supplies in high risk areas Meet with state animal health officials to understand a state response to a disease outbreak if necessary 	

Feed Safety

Feed safety at a livestock events will focus on elements that result in feed contamination. Feed contamination can originate from exposure to weather and pests, cross-contamination from dirty equipment, dirty/contaminated feeders, contaminated/soiled feeding areas, and intentional contamination.

Eacility and Operations Preparation		
 Facility and Operations Preparation Determine general rules to be distributed to exhibitors for feed Livestock exhibitors are notified to: Keep feed in dry locations and off of the floor/ground. Keep grain in bags and containers tightly sealed Use personal cleaning utensils and do not share with others General cleaning recommendations in personal areas Animal exhibitors are responsible for security of feed and bedding supplies Recommendations on sharing feed, water, and bedding supplies 		
 Provide to feed vendors product storage and location requirements while at the event 		
 Determine if pest control is necessary in feed and bedding storage areas 		
 Determine if security is necessary in feed and bedding storage areas 		

Wildlife and Vector Control

Wildlife and arthropod vector control are essential to limit the spread of an infectious disease outbreak. Wildlife can include any free-ranging, native or feral mammals or birds that can interact with animals at the event. With or without obvious signs of illness, wildlife can become infected with a disease and can spread it to other animals. Animals that do not become ill and only carry and spread the disease are called animal reservoirs. Examples of wildlife that could spread disease at an event are rodents, birds, racoon, skunks, rabbits, opossums, foxes, and possibly deer.

Vectors are any living organism that can carry disease agents between animals. Most common vectors are arthropods and can include ticks, fleas, mosquitos, biting flies, midges, and lice. Vectors can transfer disease organisms by biting the animal or simply carrying it on body parts such as legs.

Various control measures can inhibit the entry or minimize the source of the animal and/or vector carrying a disease. Control measures can be physical barriers to reduce the source of the wildlife or vector (where they are originating from) or chemical control to reduce the numbers of the wildlife or vector gaining access to the event site.

Management of Wildlife	Management of Vectors
 Mowing vegetation surrounding the premise Reduce access to feed sources Perimeter fencing intact and gates kept closed Premise and livestock waste management Trash removal Rodent control 	 Baits/Fly traps Fogging Parasitic insects in manure Topical animal treatments Trash removal Habitat reduction (remove or agitate standing water)

Examples of management practices for controlling wildlife and vectors

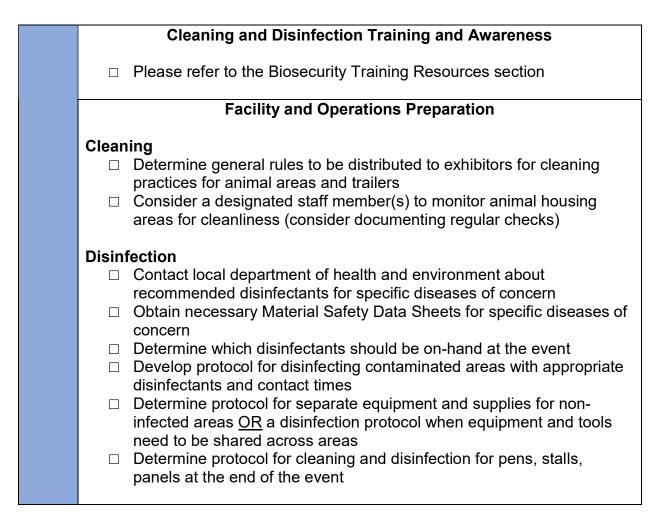
Wildlife and Vectors Training and Awareness
Please refer to the Biosecurity Training Resources section
 Facility and Operations Preparation
Determine general rules to be distributed to animal exhibitors for cleaning in and around animal pens and trailers
 Animal exhibitors are notified to: Keep feed in dry locations and off of the floor/ground Keep grain in containers with tight-fitting lids Immediately clean feed and water spills Regularly clean bedding soiled with manure and urine Regularly clean animal feed and water troughs
 Coordinate with pest control company to manage areas prone to pests Outdoor trash collection areas Animal waste collection area Common feed and bedding storage Food vendor areas
Coordinate with designated facility grounds/maintenance staff to address: Surrounding vegetation is mowed Reduce overgrown vegetation Animal waste areas are contained
 Coordinate with designated facility maintenance to address any facility concerns Unsecured routes of entry (holes in walls, broken fencing/gates, etc.) Minimize bird roosting in animal housing areas Trash and animal waste removal
 Coordinate with vendors near animal areas on policies for: Food, equipment, supplies Trash removal

Cleaning and Disinfection

Cleaning and disinfection activities aim to reduce and stop the spread of organisms that contribute to an animal disease incident. Cleaning involves removing dry material by sweeping and scraping, washing with detergents, and rinsing and drying. Cleaning is often used as a preventive measure to ensure accumulation of organisms does not reach a level that overwhelms the animal's health status.

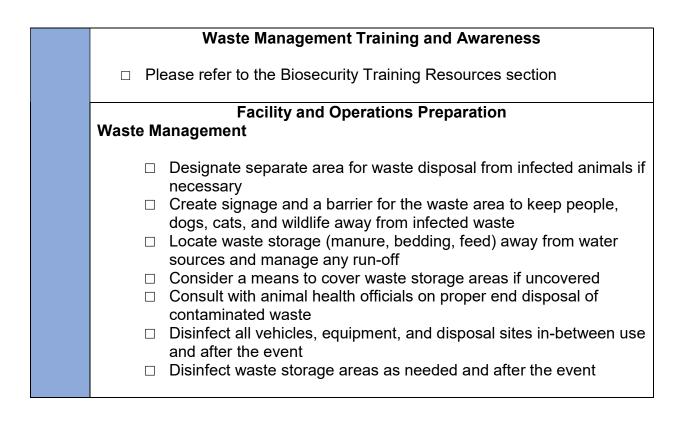
Disinfection involves an additional layer of cleaning through the use of chemicals. Disinfection is a response when a known organism has contaminated an area. Chemical products often used in disinfection can be hazardous, either from chemical or physical properties or the exposure time needed to disinfect an area. Chemical disinfectants should be stored and applied according the manufacturer's instructions.

For the purpose of events and animal disease incident management, cleaning is aimed at maintaining a sanitary environment through the event. Disinfection is aimed at treating areas where known contamination has occurred.



Waste Management

Waste disposal during an animal disease outbreak can be a source of further transmission to non-infected animals. Manure, soiled bedding, and feed must be removed and disposed of properly to ensure the disease agents are not carried to other areas by people, other animals, objects, or weather. Proper cleaning and disinfection during and following the event will further reduce the risk of spreading a disease to other onsite areas as well as off-site areas such as exhibitor's farms and homes.



Carcass Disposal

In the unfortunate event that an animal or animals have died as a result of an illness at the event, appropriate measures for the removal and storage of carcasses will be needed to prevent the spread of infectious materials. In addition, carcass disposal planning will ensure timely removal to avoid predation by wildlife, seepage of carcass byproducts, and unwanted attention from event visitors and media. State and local jurisdictions will have to be consulted prior to moving any animals to confirm allowable options for disposal such as rendering, burning, or burying should these options be needed.

Carcass Disposal Training and Awareness								
Please refer to the Biosecurity Training Resources section								
Facility and Operations Preparation								
Carcass Disposal								
 Designate a carcass pickup location away from animal areas on the premise Ensure location is accessible for large equipment and vehicles Create signage and a physical barrier for the location of any carcasses to keep people, dogs, cats, and wildlife away from infected waste Conceal location of carcasses from public view. Provide a barrier on the top and all sides. Contact local renderer for possible pickup and disposal if available in your area. Prevent access by people (See Appendix B for sample signage) 								

Continuity of Operations

In the event of a high consequence disease outbreak, events will follow state department of agriculture guidelines for biosecurity and permitted movement. Consequently, normal business operations will be significantly impacted and potentially reduced to allow for a response effort. Contingency plans should be developed for essential operations and also for approved activities that can continue during the response. The intention is to safely continue the event in order to minimize economic losses.

Continuity of Operations Training and Awareness
Please refer to the Biosecurity Training Resources section
Facility and Operations Preparation
 Organizers and staff have discussed how to operate in the event of an animal disease incident (e.g. revising operating times, event schedule, staffing) Create a list of essential functions that have to continue regardless of the incident/interruption (e.g. animal care, facility maintenance) Create a team of staff members that will ensure the essential functions in animal areas will be completed Develop a list of operations that can continue during an animal stop movement declaration Ensure staff maintains and follows safety restrictions that have been put in place by state animal health officials (SAHOs)

Step 5: Crisis Communication Plan

In the event that a disease outbreak occurs for a reportable disease, communications with the media will be guided by state and federal animal health officials. However, disease outbreaks that are not reportable will be managed by the event organizers and a communication plan will assist with the accurate dissemination of information. The following recommendations serve as a guide to effectively manage media inquiries and create appropriate messaging.

Getting Started

- □ Crisis Communication Team Members
- Predetermined Media Control Site
- □ List of Key Audiences
- Methods of Communications
- List of Key Media
- □ List of Emergency Personnel and Local Officials
- □ Key Messages
- □ Fact Sheets
- □ Tips When Speaking to the Media
- Media Release Statements

Crisis Communication Team Members

Developing a preselected crisis communication team will assist in managing a coordinated message to be distributed across various audiences. The structure of the crisis communications team will vary depending on the scope of event, complexity of the crisis, available resources, and number of key audiences.

A Crisis Communications Team will often consist of the following:

Role	Responsibilities
Team Manager	 Communications with management/officials, drafting/approving press releases, coordinating the crisis management team.
Spokesperson	 May be one or more persons on the team designated for contact with various media outlets. Coordinates with state or federal Public Information Officer (PIO).
Liaison	 Supervise communications among staff, volunteers, vendors, and others.
Team Member(s) (1-3 persons)	 Assist in the preparation of news releases, development of media materials including advisories, articles, fact sheets, public service announcements. Monitor media outlets, manage and responds to incoming media inquiries.

*Not all fairs or events will require a communications team; one person may have multiple roles and responsibilities. Messaging should be consistent, accurate, and provide transparency to avoid confusion and unnecessary concern.

Predetermined Media Control Center Site

The Crisis Communication Team should have a predetermined site to control the communication. Having more than one designated site for the control center might be useful if the incident renders a location inaccessible or not optimal for use. The site should be easily accessible, close to the incident (but at a safe distance), have access to electrical power and phone lines, and sufficient working space. A list of necessary supplies for the control center can include, but not limited to, the following:

- □ Map of premises
- □ Contact lists
- □ Desk/tables
- □ Chairs
- □ Bulletin board/white board
- □ Computer
- □ Printer
- □ Copier
- □ Walkie-talkies
- Public Address System
- □ Cell phones
- Camera
- □ Internet/radio access
- □ Extension cords, power access
- Paper, pencils, pens, markers, folders/binders, clipboards, paperclips, tape, page protectors
- First-aid kit
- □ Food and beverages
- □ Backdrop for press conferences
- Designated location for media trucks

List of Key Audiences

The key audiences include all public entities the event organizers must communicate with in the event of an incident. Key audiences can be identified as internal (participants of the event) or external (entities not directly associated). The list of key audiences should be comprehensive; however, not all entities may need to be notified in every crisis.

The importance of developing a list of key audiences is to provide more targeted messaging surrounding an animal disease incident. A one-size-fits-all form of messaging is not recommended as it will not address the specific concerns that different key audiences may have regarding the incident.

□ Consider key audiences in each of the two categories and how the messaging might differ given the level of involvement and potential concerns for each group.

Internal: People affected by the incident (event organizers, exhibitors, attendees, vendors, volunteers, event staff, emergency responders, local government officials)

External: People whose attitudes/opinions about your event might be influenced by information (community residents, community leaders, media, government officials, sponsors, food and animal industry representatives

Methods of Communication

How do you communicate information about the incident? The notification process will begin with the person who discovers or is alerted to the sick animal. The subsequent chain of notifications will depend on the type of incident and predetermined protocol outlined by your event. Eventually, communication about the incident and status updates will need to directed to the key audiences. A consistent message must be communicated to each key audience. While duties and roles may overlap during an incident, assigning the same representative for a given key audience will help avoid variability in the messaging and overall communication.

Now that you have your list of key audiences, determine how the key audience will be contacted (phone, email, in-person, etc.) and by whom on the communication team. In the event that a key audience requests communication from a team member, it has already been determined who that representative will be and therefore the messaging maintains the same tone and quality.

□ Using a whiteboard, paper or chalk board, print-out, or any other method, create a table for your event similar to the table illustrated below. Additions and modifications may be necessary.

Key Audience	Phone	Email	In-person visit	On-site event notification	Social Media	Communications Representative
Event Organizers						
Staff/Volunteers						
Event Attendees						
Animal Exhibitors						
Vendors/Contractors						
Sponsors						
Government Officials						
Law Enforcement						
Emergency Responders						
Community Residents						
Media Outlets						
 Place an "X" in the box for "Communication Representation" 						l ey audience

List of Key Media

One of the key audiences is the media outlets. The different types of media outlets can be extensive; therefore, developing a list of key media sources should be created to facilitate outreach.

Media outlets can include, but are not limited to, the following:

- Local/state print and online newspapers
- Local/state television stations
- Local/state radio stations
- Industry news outlets
- Social media
- Online blogs
- □ Create a list of the media outlets your event will communicate with to deliver messaging. Obtain the following information:
 - Media outlet name
 - Point of contact
 - Contact information
- □ Create a list of the media outlets your event will monitor for negative coverage of an animal disease incident.

Incident Briefing and Key Messages

Addressing the key media and audiences about an animal incident at an event can be overwhelming and stressful. Preparing an outline for the incident briefing and developing key messages prior to a crisis will help your organization convey messages to the public while avoiding errors, misquoting, and a failure to accurately inform the public.

As a general rule, the incident briefing should confirm only what is known about the incident by addressing the who, what, where, when, why, and how. Key messages are used, either prior to or after the incident briefing, to convey the main message you want the audience to know followed by a supporting point. A supporting point is a statement that reinforces the key message by providing facts, examples, or action steps. Key messages should be tailored to the interest and concerns of the audience you are addressing.

A good key message is:

- Concise and relevant
- •Focused on a single idea
- •Simple and easy to understand
- Tailored to the target audience

The examples below illustrate the incident briefing and key message with the supporting point for different audiences.

Example #1

Incident Briefing

"Today at the Wayne County Fair, two horses were identified with signs of illness. The on-site fair veterinarian and local animal health officials have isolated the animals and are currently conducting exams and initial testing. We ask that you stay clear of the isolation barn to allow animal health experts to complete their assessments."

Audience: Animal owners

Key Message: "Our primary focus is animal health and safety."

Supporting Point: "Animal health professionals are standing by to provide additional support if necessary."

Incident Briefing and Key Messages

Example #2

Incident Briefing

"Today at the Wayne County Livestock Show, two animals have died of an unknown cause. The on-site fair veterinarian and local animal health officials are currently conducting examination and testing to determine the cause of death. All animal owners have been asked to keep their animals in their pens until notified."

Audience: County Officials

Key Message: "We are proactively investigating the incident and do not foresee any interruptions to the show event schedule at this time.

Supporting Point: "Local and state animal health officials are on the scene and we are taking all necessary precautions."

Additional information in the messaging can include:

- Sentiments of compassion for those involved
- A timetable, if possible
- Contact information for additional information

Practical Exercise

On the next page, write two key messages and supporting points for the given audience. Consider a scenario for a potential animal disease outbreak, such as: an animal illness or death, multiple affected animals, multiple species of affected animals, etc. The key message should be tailored to your audience.

Incident Briefing and Key Messages
Audience: Animal Owners at County Fair
Key Message:
Supporting Point:
Audience: Fair Attendees (non-animal owners) at County Fair
Key Message:
Supporting Point:

Fact Sheet

A fact sheet serves as a quick reference for the event spokesperson(s) to answer media questions that are factual in nature. This will prevent the spokesperson from needing to defer the question until the information can be gathered. The fact sheet can include essential information about the event and the incident, such as:

- □ Address of the event & event space details (have a map on hand)
- □ Number of attendees and animals on premise
- □ Event schedule information (have schedule of events on hand)
- □ Safety information and sources
- □ Animal disease information and sources
- □ Full name of agencies involved in a response
- □ Contact information for updates, questions, concerns

Best Practices When Speaking to the Media



Remember you are <u>always</u> on the record!

Media Release

[Animal Incident] at [event]

The following statement was issued today by [Name of Organization]

At approximately [time] during a routine animal welfare check, a [insert animal] was discovered to have signs of an illness. A veterinarian examined the animal and decided to contact the state animal health official. At this time, the animal is in an isolation area to protect the health and safety of the other animals, and further testing is being performed.

No other animals appear sick at this time; however, we have enacted safety protocols to mitigate the potential for spreading any disease. *[if you have any safety protocols or change of event schedule, communicate here.]*

We have taken rapid steps to protect the health of the animals. As more information becomes available we will provide updates through [website/social media].

###

Biosecurity Training Resources

The training materials incorporate multiple resources to be reviewed as you go through the toolkit and develop your event's Biosecurity Plan and the Crisis Communications Plan (CCP). The training materials are recommendations and aim to provide background information on the section your team is completing. Training materials vary depending on the size of the event and the expected number of organizers and staff available for planning. Some resources provided may not be relevant to all organizers and staff training. As you complete Steps 3-5, refer to the titled section on the training plan for training resources and links. Not all steps of the plan will have an associated training section.

Lature durations	
Introduction	
Center for Food Security & Public Health-Iowa State University	Animal Disease Resources - CFSPH (iastate.edu)
	 Livestock & Poultry in Public Settings - Healthy Farms
Healthy Farms Health Agriculture	Healthy Agriculture
Prepare 2 Respond	 Prepare2respond (prepare2respondprogram.org)
Command Structure	
Center for Food Security & Public Health-Iowa State University	Overview of Incident Command System (ICS)
FEMA Incident Command System	An Introduction to the Incident Command System, ICS
Training	<u>100</u>
	 <u>Basic Incident Command System for Initial Response,</u> ICS 200
Traffic Management	
Center for Food Security & Public	<u>Traffic Control and Movement</u>
Health- Iowa State University	
Biosecurity	
Healthy Farms Health Agriculture	• <u>6 Tips for Biosecurity- A Guide for Youth Livestock</u>
	Exhibitors
North Dakota State University	Animal Biosecurity at Fairs and Shows- <u>Animal</u>
	Biosecurity NDSU Agriculture and Extension

Biosecurity Continued	
Center for Food Security & Public Health- Iowa State University	 <u>High Consequence Diseases and Your Livestock</u> <u>03-Biosecurity-Overview_PPT.pptx (live.com)</u>
	 Implementing Enhanced Biosecurity During a FAD Outbreak - YouTube
Journal of American Veterinary Medical Association	• <u>Compendium of Measures to Prevent Disease</u> <u>Associated with Animals in Public Settings, 2017</u>
National Assembly of State Animal Health Officials (NASAHO)	 <u>Microsoft Word - Measures to Minimize Influenza</u> <u>Transmission at Swine Exhibitions June 2014.docx</u> (nasphv.org)
National Association of State Public Health Veterinarians (NASPHV)	 Immunization Billing Program Checklist - Minnesota Dept. of Health (nasphv.org)
Public Health and Zoonosis	
Center for Food Security & Public Health-Iowa State University	Overview of Zoonosis: Risk and Prevention
USDA Animal and Plant Health Inspection Service (APHIS)	 <u>USDA APHIS NAHEMS Educational and Training</u> <u>Materials</u> Health and Safety Personal Protective Equipment
Center for Disease Control and Prevention	 <u>Sequence for putting on Personal Protective</u> <u>equipment</u> <u>Zoonotic Diseases One Health CDC</u>
Surveillance	
Michigan Department of Agriculture & Rural Development	• Signs of Illness in Animals (michigan.gov)
USDA Animal and Plant Health Inspection Service (APHIS)	 Surveillance, Epidemiology, and Tracing: USDA APHIS NAHEMS Educational and Training Materials

Isolation	
Center for Food Security & Public Health- Iowa State University	 <u>Quarantine Structure and Terminology</u> <u>Livestock Isolation and Quarantine Areas Biosecurity</u> <u>Tip Sheet (iastate.edu)</u>
Healthy Farms Healthy Agriculture	Isolation - Healthy Farms Healthy Agriculture
Wildlife and Vector Control	
Center for Food Security & Public Health- Iowa State University	<u>Wildlife Management and Vector Control</u>
Cleaning and Disinfection	
Center for Food Security & Public Health- Iowa State University	<u>Cleaning and Disinfection Biosecurity Tip Sheet</u> <u>(iastate.edu)</u>
Healthy Farms Healthy Agriculture	<u>Sanitation - Healthy Farms Healthy Agriculture</u>
USDA Animal and Plant Health Inspection Service (APHIS)	 Cleaning and Disinfection- Roles and Responsibilities <u>USDA APHIS NAHEMS Educational and Training</u> <u>Materials</u>
Waste Management	
Center for Food Security & Public Health- Iowa State University	 <u>Manure, Litter, & Bedding Management Biosecurity Tip</u> <u>Sheet</u> <u>Carcass Disposal Overview</u>
Crisis Communications Plan	
Ready.gov	<u>Crisis Communications Plan Ready.gov</u>
Center for Food Security & Public Health- Iowa State University	 <u>17-Communication_Handling-Conflict_PPT.pptx</u> (live.com)

APPENDIX A: HAZARD VULNERABILITY ANALYSIS – ANIMAL DISEASE INCIDENTS

	Probability	Animal Impact	Human Impact	Economic Impact	Prevention Strategies
Animal Disease Incident	Likelihood this will occur	Possibility of illness or death	Possibility of illness or death	Monetary losses and damages	Actions to prevent or reduce impact
Anna Disease incluent	- N/A - Low - Moderate	- N/A - Low - Moderate	- N/A - Low - Moderate	- N/A - Low - Moderate	 -Required vaccination/health certificate -Pre-entry examination
	- High	- High	- High	- High	-Biosecurity protocols
Cattle		ingn	111811	111BIT	
Bovine Viral Diarrhea (BVD)					
Infectious Bovine Rhinotracheitis (IBR)					
Bovine Respiratory					
Syncytial Virus (BRSV)					
Johne's Disease					
Pink Eye (IBK)					
Foot Rot					
Scours					
Vesicular Stomatitis					
Foot and Mouth Disease					
Equine					
Strangles Equine Herpes Virus (EHV)					
Equine Infectious Anemia (EIA)					
Equine Viral Arteritis (EVA)					
Equine Influenza (EIV)					
Vesicular Stomatitis					
Poultry					
Coccidiosis					
Salmonellosis					
Marek's Disease					
Avian Influenza					
New Castle Disease					

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	Probability	Animal Impact	Human Impact	Economic Impact	Comments
Animal Disease Incident	Likelihood this will occur	Possibility of illness or death	Possibility of illness or death	Monetary losses and damages	Prevention Strategies
	- Low - Moderate - High	- Low - Moderate - High	- Low - Moderate - High	- Low - Moderate - High	 -Required vaccination/health certificate -Pre-entry examination -Biosecurity protocols
Pigs					
Mycoplasma Pneumonia					
Porcine Epidemic Diarrhea (PED)					
Porcine Parvovirus (PPV)					
Porcine Reproductive and					
Respiratory Syndrome (PRRS)					
Pseudorabies					
Transmissible					
Gastroenteritis (TGE)					
Vesicular Stomatitis					
Classical Swine Fever					
African Swine Fever					
Foot and Mouth Disease					
Sheep/Goats					
Scrapie					
ORF/Sour Mouth Mycoplasma					
Ovipneumoniae					
Caseous Lymphadenitis					
Footrot					
Vesicular Stomatitis					
Foot and Mouth Disease					

APPENDIX A: HAZARD VULNERABILITY ANALYSIS – ANIMAL DISEASE INCIDENTS

	Probability	Animal Impact	Human Impact	Economic Impact	Comments
Animal Disease Incident	Likelihood this will occur	Possibility of illness or death	Possibility of illness or death	Monetary losses and damages	Prevention Strategies
Animar Disease incluent	- Low - Moderate - High	- Low - Moderate - High	- Low - Moderate - High	- Low - Moderate - High	-Required vaccination/health certificate -Pre-entry examination -Biosecurity protocols
Rabbits					
Rabbit Hemorrhagic					
Disease					
Myxomatosis					
Snuffles (P. multocida)					
Encephalitozoon Cuniculi					
Bordetella bronchiceptica					
Zoonotic Diseases					
Leptospirosis					
Rabies					
Dermatophytosis					
(Ringworm)					
Scabies					
Salmonellosis					
Colibacillosis (E.coli)					

Appendix A – Signage



Appendix B – Forms

Owner:					
Address:					
City:		State:			Zip:
Veterinarian N	lame:				
Animal Name:				Sp	ecies:
Date of Birth:		Tag	g Nun	nber:	
Tattoo:		Re	gistra	tion Numbe	er:
	Vaccinations				Deworming
Date	Vaccine		Da	ate	Product
Medical Tre	eatments				
				Notoo	
Date	Treatment			Notes	
	I				
Physical Ol	bservations				
Date	Weight	Physical Observ	ations	·	

Isolation Cleaning Log

Date	Staff Name	Time-In	Time-Out	Areas Cleaned (Pen#, hallways, etc.)	Number of Animal Contacts*	Disinfectant Used & Contact Time

*Number of Animal Contacts: record the number of animals that were handled during cleaning

Isolation Visitor Log

Date	Name & Phone #	Last Date of Contact with Livestock	Species	Time-In	Time-Out