



Excellence in Exhibition: Preventing Disease in Animals and People

Bring Home the Blue, Not the Flu!

Center for Food Security and Public Health,
Iowa State University
Iowa Department of Public Health



Free Online Course Meets Needs

- Gaps
 - Biosecurity for youth agriculture projects vs. commercial
 - Education linking biosecurity, animal health, zoonoses
- Web-based education
 - Engaging, responsive, freely available, accessible
- Stakeholders
 - Developed by CFSPH
 - Reviewed and distributed by IDPH, IDALS, FFA, ISU Extension, NPB



Next Steps

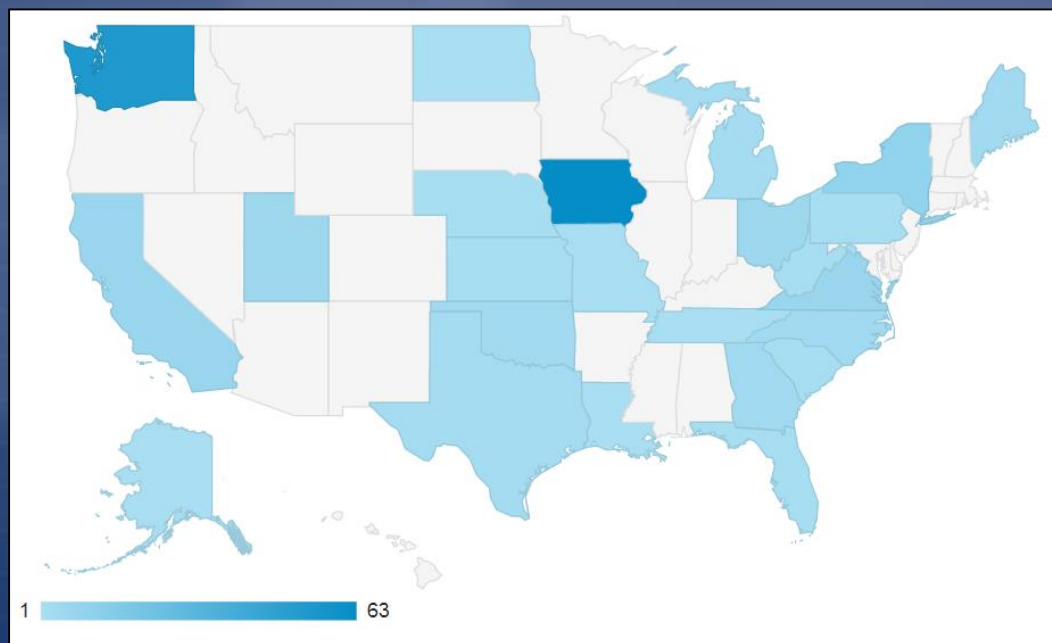
- Enhance existing course
 - 508 compliance
 - Enhance evaluation
- Expand use and distribution
 - Incorporate into National 4-H curriculum
 - Travel, present to stakeholders and youth
- Develop new course for younger audience
 - More gamification, less text, lower reading level, shorter lessons



Outputs

March 1–October 13, 2017

- Pageviews
 - 3,455 views
 - 2,805 unique
 - 41 logins to the instructors page
- “Take the Course”
 - 202 events
- Events
 - Iowa FFA Convention
 - World Pork Expo
 - Iowa Ag Ed Conf.
 - American Association of Extension Veterinarians



“Take the Course”

Upcoming Events

- Table exhibit

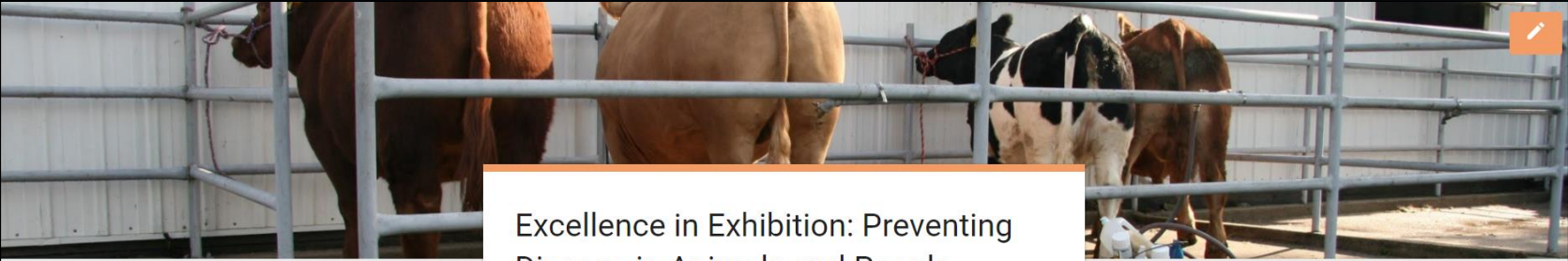
- *Iowa FFA Convention (5,000 youth, educators, guests)
- *Iowa Association of Agricultural Educator's Conference (200)
- National FFA Convention (64,000 youth, educators, guests)
- National Association of Agricultural Educators Annual Convention (600)

- Demonstration/seminar

- Iowa 4-H Conference
- *World Pork Expo (20,000 producers)
- International Association of Fairs and Expositions Annual Convention (4,000)
- *Association of Iowa Fairs Annual Meeting (100)



Evaluation



Excellence in Exhibition: Preventing Disease in Animals and People

What grade are you in?

Choose ▼

Have you ever done a project with animals?

☐ Yes

☐ No

Have you ever taken your animals to an exhibition or show?

☐ Yes

☐ No

What kind of work do you expect to be doing when you are 30 years old?

Choose ▼

NEXT

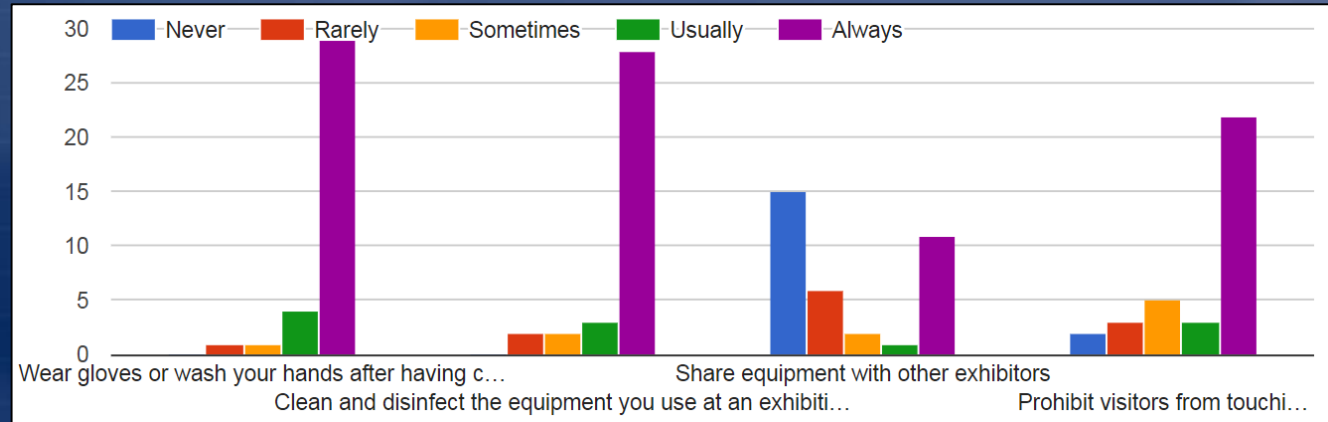
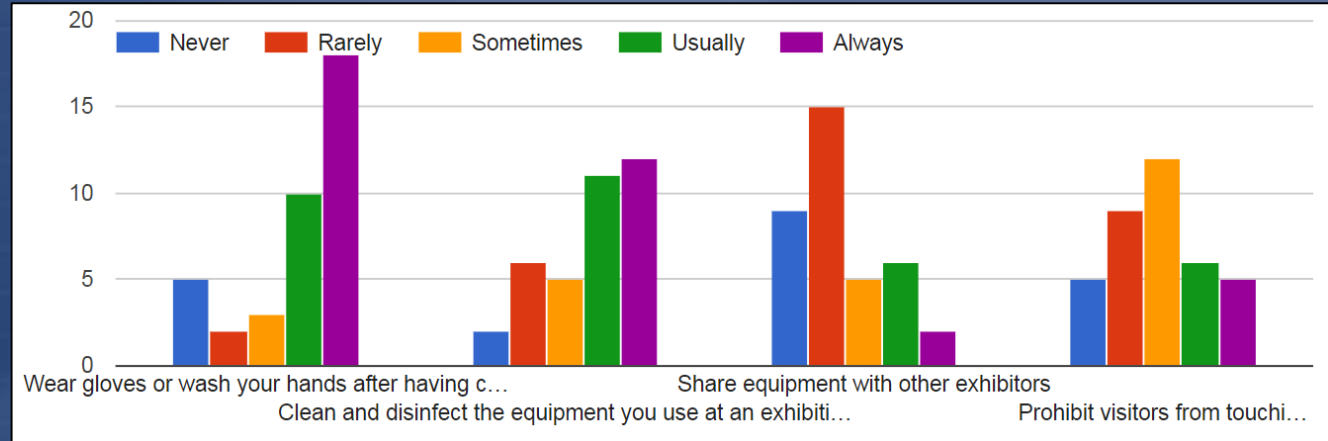
Page 1 of 4

Impact

Before taking
this course

How often
do you...

After taking
this course



EXCELLENCE IN EXHIBITION:
PREVENTING DISEASE IN
ANIMALS AND PEOPLE

BlueNotFlu.org



Help Needed

- Suggestions
 - Reaching our target audience
 - Engaging local stakeholders
 - Increasing evaluation response
- Course distribution, promotion, use

Questions?

youthinag@iastate.edu



Extra Slides



www.bluenotflu.org



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Youth in Animal Agriculture: Excellence in Exhibition

Welcome to the Excellence in Exhibition course! Animal agriculture is important to Iowa's economy and is an important part of 4-H and FFA. Working with and exhibiting animals is a great experience! Not only do you gain knowledge about animals, but you also develop responsibility, good sportsmanship, and confidence.

However, there are diseases that can be spread between people and animals, especially when you have such close contact with your show animals. This course was created to teach you how to keep yourself and your animals safe and healthy so that you can continue to enjoy showing and teaching others about animal agriculture.

The course is divided into six separate lessons. Each should take 20-30 minutes to complete.

Learn more about this course by reading this [introductory letter](#).

Additional Resources

- Handwashing Poster - [English](#) | [Spanish](#)
- [Know How to be Safe Around Animals](#)



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[Club Leader or Instructor Access >](#)

Take the Course!

Excellence in Exhibition:
Preventing Disease in Animals and People

Supplemental Material

Lesson 1: Introduction to Influenza Zoonoses, and Disease Risks
[Learning Objectives](#)
[Comparison Chart Worksheet](#)

Outreach

**EXCELLENCE IN EXHIBITION:
PREVENTING DISEASE
IN ANIMALS
AND PEOPLE**

**FREE ONLINE COURSE
TO TEACH YOUTH ABOUT ZOO NOTIC DISEASES**

Who should take the course?

- Youth ages 13–18 exhibiting animals
- Club leaders
- Chapter advisors
- Parents
- Teachers

What will you learn?

- Disease information
- Disease risks
- Disease prevention
- Influenza case studies
- Career opportunities in One Health

BRING HOME THE BLUE, NOT THE FLU!

Raising and showing livestock help youth develop responsibility, learn good sportsmanship, and gain confidence. While raising and showing animals have an overall positive impact on youth and the community, there are many animal diseases that can be spread between people and animals (zoonotic diseases), especially when people have close contact with animals. Several animal-related disease outbreaks, such as Influenza and E. coli, have been associated with fairs and resulted in severe illness in youth.

Youth livestock projects can also present disease transmission risks to animals due to the commingling of various animals and animal species from different locations.

Understanding disease risks and preventive measures is critical to reduce the occurrence of zoonotic diseases. Awareness of these risks can help youth to understand the importance of disease prevention for themselves, their animals, and the public.

The course is compatible across all electronic devices and is divided into six interactive lessons. Each should take 20–30 minutes to complete. A certificate of completion with the student's name, chapter or club, and county is provided at the end of each lesson. Additional resources for students and instructors or club leaders are available on the course website.

Take the course: BlueNotFlu.org
For more information: YouthInAg@iastate.edu

minutes. A certificate of completion with the student's name, chapter or club, and county is provided at the end of each lesson.

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February 28, 2017

Dear Educators, Chapter Advisors, and Club Leaders,

The Center for Food Security and Public Health (CFSPH) at Iowa State University's College of Veterinary Medicine, in collaboration with the Iowa Department of Public Health and with support from the Centers for Disease Control and Prevention (CDC) and the Council of State and Territorial Epidemiologists created an online course to teach youth about zoonotic diseases, "Excellence in Exhibition: Preventing Disease in Animals and People". The course is meant to encourage showmanship and animal involvement while keeping both animals and humans safe and healthy. The course is available to anyone free of charge through at www.BlueNotFlu.org.

Animal agriculture is an important part of our country's economy and culture. As with most agriculture based states, youth agriculture programs are a key element in the future of animal husbandry and food production. As you are aware, raising and showing livestock help youth develop responsibility, learn good sportsmanship, and gain confidence. Most Iowa youth interested in pursuing a career in agriculture are members of either 4-H or FFA. In Iowa, nearly 90,000 Iowa youth are involved with 4-H and nearly 23,000 students participate in FFA.

While raising and showing animals have an overall positive impact on youth and the community, there are many animal diseases that can be spread between people and animals (zoonotic diseases), especially when people have close contact with animals. Several animal related disease outbreaks, such as variant influenza A virus of swine (H5N1), or enteric disease outbreaks caused by pathogens such as E. coli and Campylobacter, have been associated with fairs in recent years. In many instances, these events resulted in severe illness in youth.

Youth livestock projects can also present disease transmission risks to animals due to the commingling of various animals and animal species from different locations. While most commercial farms implement biosecurity measures to reduce the risk of disease among animals, youth animal agriculture projects are generally reared on a smaller scale, involve closer contact with the animals, and have an increased opportunity for commingling of animals or sharing of equipment.

Understanding disease risks and preventive measures is critical to reduce the occurrence of zoonotic diseases among youth associated with animal agriculture. Awareness of these risks can help youth to understand the importance of disease prevention for themselves, their animals, and the public. Additionally, teachers, volunteer leaders, and parents should understand the same disease risks to further enforce measures needed to prevent zoonotic disease transmission.

The course is divided into six lessons. The first three lessons focus on specific zoonotic diseases, such as Influenza, and ways to prevent transmission to humans and animals. Two additional lessons are presented as case studies, and the sixth lesson highlights agencies and career opportunities in One Health—the health of animals, people, and the environment. Estimated completion time for each lesson is 20–30

Supplemental Resources

- Learning objectives
 - With answers for instructors
- Disease Factsheets
- Lesson worksheets
 - With answers for instructors
- PowerPoint versions of lessons
- Biosecurity and disease prevention hands-on activity guides

Introduction to Influenza, Zoonoses, and Disease Risks

This PowerPoint is a supplement to Lesson 1 of the *Excellence in Exhibition: Preventing Disease in Animals and People* course.

Developed by:



Supported by:



Excellence in Exhibition: Preventing Disease in Animals and People

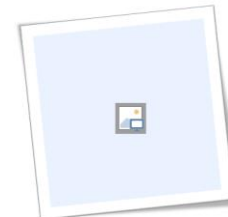
Lesson 2: Zoonotic Disease Transmission Routes of Transmission Worksheet

Match the route of transmission to ways it can be prevented. Only one letter may be used per blank, but letters may be used more than once.

Routes of Transmission:

- A. Direct Contact
- B. Aerosol/Droplet
- C. Indirect Contact
- D. Ingestion (Oral)

My name is (type your animal's name here).
My owner is (type your name here) of (type your club or chapter here) in (type your county here) County.



Please don't pet me!

and animals
d clothing after animal contact
paring food
to check and treat your animals
with sick animals
perature
when working with animals
r build-up in barns
ipment used with sick animals
een healthy and sick animals
ning pens or contact with
te internal temperature
r clean and disinfect equipment