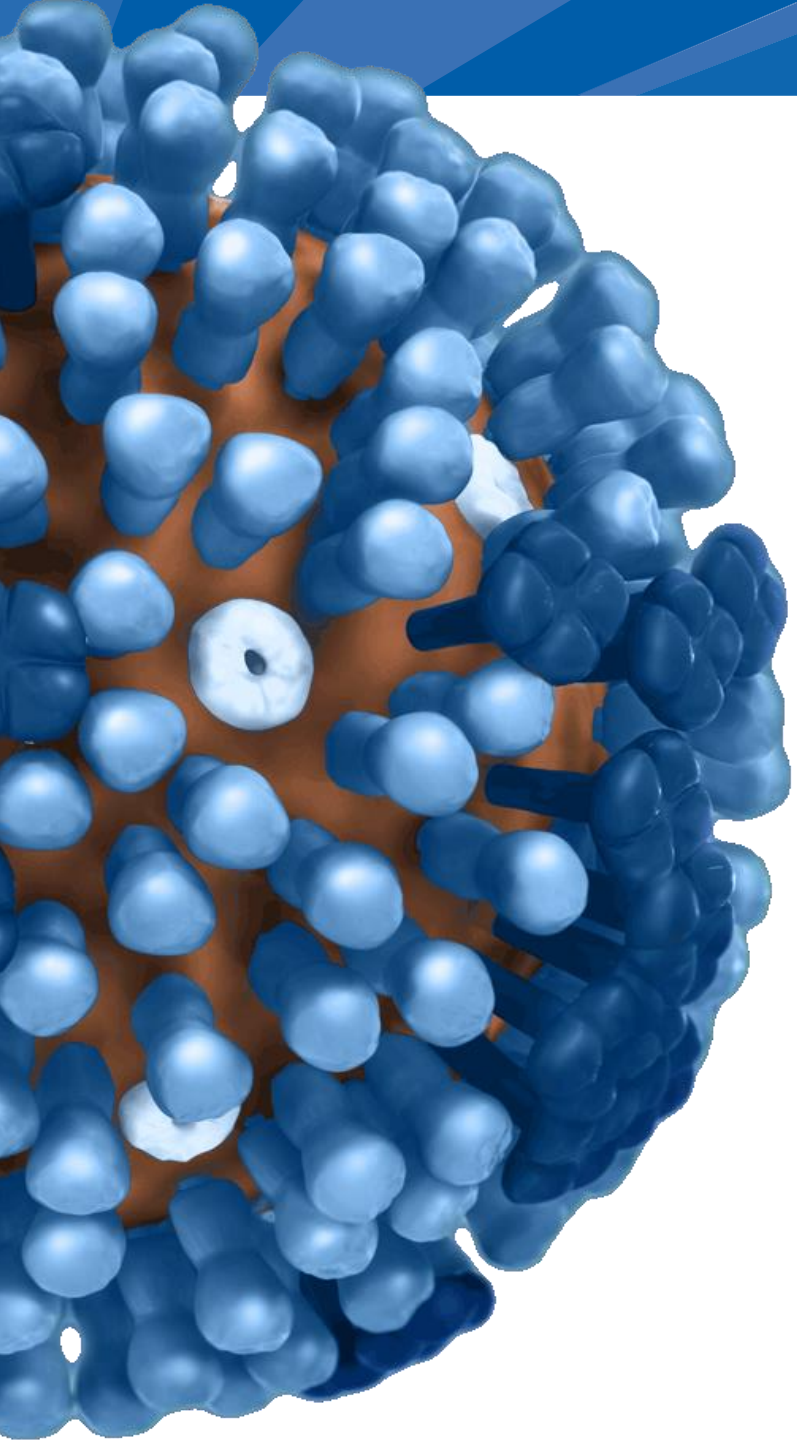




Communicating Impact

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- Describe why communicating impact is important for this project – brainstorm stakeholders.
- Establish “formula” for impact statements for this project – common themes.
- At end of session have a good working list of national level impact statements, ‘established’ state impact statements, and expected statements for new grantee states.

CDC A-Z INDEX ▾

Influenza (Flu)

Swine Flu

- In Swine (Pigs) +
- In Humans +
- Prevention
- Treatment
- What CDC Does

Public Health Youth Agriculture Education Program

Language: English (US) ▾

Each year, thousands of youth across the United States participate in agricultural fairs, often in association with 4-H (a hands-on learning and education program for kids) or Future Farmers of America (FFA). Many fairs have swine (pig) exhibitions, where pigs from different places come in close contact with each other and with people. These venues may be a place where diseases can spread between pigs and people.

One disease that can spread between pigs and people is influenza. Swine influenza is a respiratory disease of pigs. It is caused by influenza A viruses. Influenza viruses that circulate in swine are called "swine influenza viruses". When these viruses are found in people, they are called "variant" viruses. Variant virus infections are rare in the United States. In recent years, most have occurred in people who have attended an agricultural fair and had exposure to pigs.

To prevent and better respond to variant influenza and other [zoonotic diseases](#), the Centers for Disease Control and Prevention (CDC) established the Public Health Youth Agriculture Education partnership pilot program. This program is the only formal [One Health](#) collaboration between federal and state public health authorities and state youth agriculture groups focused on public health. It is designed to educate youth about zoonotic infections and deliver prevention and mitigation messages targeting these infections.

The program is a joint collaboration with CDC, the [United States Department of Agriculture \(USDA\)](#) ¹, the [Council of State and Territorial Epidemiologists \(CSTE\)](#) ², selected state health departments and their state and local youth agriculture groups. Through this innovative project, human health, animal health and agricultural communities work together to promote more effective disease prevention and preparedness:

What this program does to educate rural youth

- Improves participant awareness and knowledge of variant influenza virus infections and other zoonotic diseases, including zoonotic disease transmission and prevention.
- Motivates participants to adopt behavior that can help prevent zoonotic disease transmission.
- Increases participant awareness and knowledge of careers in public and animal health.
- Facilitates a better understanding of the roles public and animal health play in disease prevention.
- Develops relationships among stakeholders to facilitate more effective and efficient responses to important public and animal health issues (e.g., the response to infectious disease outbreaks).
- Fosters inter-state collaboration around youth zoonotic disease education to create a sustainable regional and national partnership network.

Timeline of Youth Agriculture Education Program

2011-2012 - In response to [multiple outbreaks of human illness caused by influenza viruses that normally circulate in swine](#), CDC's Influenza Division identifies opportunities to collaborate with youth agriculture organizations to raise awareness and mitigate risk of future outbreaks. The Division convenes colleagues from CDC and USDA to discuss the creation of a federal/state network of human and animal health authorities to partner with 4-H and other organizations on zoonotic disease education and prevention.

2012 - CDC and USDA pilot this partnership with Georgia 4-H. In less than two years, a curriculum is jointly developed and distributed by Georgia 4-H; the curriculum reaches 90,000 youth in the state during the first year.

2014 - CDC and CSTE fund six state and local health departments to launch state-level programs.

2016 - CDC and CSTE award additional funding to five of the six states funded in 2014 to build on their previous success and expand the project's reach. This same year some county fairs in Michigan experience outbreaks of influenza A (H3N2) variant virus (also known as "H3N2v"). The existing partnership facilitates collaboration with youth agriculture clubs during the response.

Awards to continue this work will be made by CSTE with a focus on regional collaboration.

[More information on prevention can be found here:](#)

Get Email Updates

To receive weekly email updates about Seasonal Flu, enter your email address:

What's this? Submit

Influenza Types

- Seasonal
- Avian
- Swine
- Variant
- Other

Senate HELP August 2017

- 1) **Flu Threats, All Place and All Seasons:** First, we want to thank you all for your continued interest in influenza threats. The cases of H3N2v – variant influenza – we're discussing today are a good reminder that influenza viruses require constant vigilance.
 - a. In June we talked with you about fatal H7N9 avian influenza cases in China. H7N9 continues to concern us the most out of all the flu viruses we're watching, but the H3N2v cases we're seeing each summer are a reminder that novel flu is not just a threat from abroad.
 - b. Novel flu threats can occur anytime and in all seasons, and can come from anywhere.
- 2) **OH Cases and Context:** "Situation" Update (note – I will send you Flu View and H1N2v key points in another email)/Risk Assessment Context
 - a. Talk about cases of both types of variant viruses in Ohio (explain we've been seeing these cases associated with fairs since 2011)
 - b. We have not seen anything surprising thus far during this fair season – no major changes in epi, and we're prepared to work with states to address these cases during fair season.
 - c. How risk assessment of H3N2v compares with H7N9 – we last talked to them about H7N9
- 3) **Working with Partners on Rural Health (Play this up, even though it is new, Rural Health resonates strongly):** We are excited about the gains we've made in working with partners on influenza threats in Rural America.
 - a. We collaborate with USDA/APHIS closely on zoonotic influenza threats – constant communication about surveillance data.
 - b. We have also built new and exciting partnerships with State PH and State and County Ag and fair groups, namely 4-H and the land grant universities that they're headquartered in.
 - i. We work with USDA National Institute for Food and Agriculture (NIFA) on this as well.

Detailed TPs (Same as I sent you last week) about Youth Ag Project:

- Responding effectively to flu threats that impact human health and animal health in the U.S. requires close collaboration USDA and agriculture groups.
- We've gotten better at collaborating not only with USDA, but also with groups that are important to our rural communities like State and County 4-H.
 - We are proud of the work that we have done with USDA, states, industry and Youth Ag groups to get better at protect rural Americans from variant influenza and other novel flu threats.
 - We take seriously our responsibility to take all influenza threats very seriously, while also responding proportionately. (Note:
- In 2011, when first faced with variant flu, our CDC staff and leadership from USDA's APHIS and National Institute for Food and Agriculture (NIFA), identified the need for better collaboration around zoonotic disease response in rural America with Youth Ag Groups like 4-H.
 - We founded the Public Health Youth Agriculture Education partnership pilot program in 2011. Since then, the program has really taken off – modest investment is going far (we're reaching hundreds of thousands of youth and their families).
 - Joint effort federal government, several state departments of health, land grant University's and the 4-H programs run out of them, and generally state ag depts.
 - Goal: Educate youth about novel influenza and other zoonotic infections and how to prevent and respond to them using a One Health Approach.

- This partnership work has already helped us conduct variant flu outbreak responses in rural communities where we couldn't have managed to do so before (MI, 2016 – operated at county level with Michigan State Extension/4H paving the way for PH response).
- As part of the program, ODH and Ohio State University have just been awarded a third year of grant expand their education and program evaluation efforts related to variant influenza for youth exhibiting swine at fairs.
 - Ohio is one of the national leaders in this still-new partnership effort.
 - Along with IA, MI, and MN, they have received several years of funding and are working to increase reach of education work with youth ag around the Midwest.
 - OSU is the national leader in swine surveillance at fairs. They have coupled their work on SIV surveillance with education and prevention efforts.
 - OSU will be using its network from this project to mitigate loss of trust in work with PH and collaborators. Communicating through social media and other outlets.
- List of states receiving funding this year:
 - Michigan
 - Ohio
 - Minnesota
 - Iowa
 - Maine (new-ph)
 - North Dakota (new this year)
 - Kentucky (new this year)

FY16 Pandemic Influenza Funding Project Proposal Flu Div CSTE Youth Ag

1. **Center/Division/Branch:** Influenza Division with collaboration from ICU, NCEZID One Health, DFWED & DGMQ
2. **Project Title:** CSTE Youth Agriculture Zoonotic Disease Prevention Project
3. **Project Lead Contact Information:** Emily Eisenberg (ida5@cdc.gov), Joe Gregg (hie6@cdc.gov), Michael Jhung (dvk3@cdc.gov)
4. **Administrative Lead Contact Information:** Emily Eisenberg (ida5@cdc.gov)
5. **Total Amount Requested:** \$450,000 (\$150,000 to fund FY17 activities that are part of overall project awards made in FY16 for OH, IA, MI, MN, AZ but have not been billed for – Additional \$300,000k to fund overall project with CSTE at level awarded in FY16 for Phase 2 of work in same 5 states or expansion to new states).
6. **Amount Requested by Object Class:** 41-51 – CSTE Cooperative Agreement.
7. **Project Priority When Compared to Others from Division:**
8. **Proposal Description (limit to two pages):**
 - a. **Need:** This proposal requests support for the continuation of the CDC-funded CSTE Youth Agriculture Zoonotic Disease Prevention Project. This funding would sustain gains made at the state level and allow for expanded reach of the project to **hundreds of thousands of additional U.S. youth**. The CSTE Youth Ag project creates and delivers influenza prevention and response messages to young Americans at potentially high risk for zoonotic or novel influenza infection via the development and dissemination of written lessons and accompanying curriculum guides for teachers/club leaders, the creation of online lessons and games, and the implementation of “education interventions” for youth exhibiting swine at fairs and studies to evaluate success of these interventions on preventing virus circulation among fair pigs.
 - b. **Program Response:** The funds requested will allow for the project to reach a potential reach of approximately 400,000 4-H and/or FFA youth in five states with interactive and hands on zoonotic influenza disease activities. These five states include some of the nation’s most prolific producers of swine, as well as those where there have been recent outbreaks of highly pathogenic avian influenza in birds. Not all of these youth are actively participating in livestock projects, but this estimate does not account for the potential public health impact of reduced zoonotic disease in fairs. It will also allow for evaluation and expansion of these activities at the state level so that knowledge/attitude change as well public health impact might be assessed to inform future program work.

The CDC and CSTE Youth Agriculture Education Project is the only formal collaboration between national and state youth ag groups and public health to prevent zoonotic infectious disease in the U.S. – and this is its only potential funding sources for continuation. H3N2v infections in humans in the U.S. were first identified in 2011, and then in 2012 and additional 309 cases of H3N2v infection across 12 states were detected. These outbreaks occurred primarily in children with close contact with swine at agricultural fairs, many of whom were exhibitors participating in 4-H. This demonstrated the need to fill gaps in members’ knowledge of disease and disease processes, particularly in the context of diseases that are transmitted between animals and people. As NCIRD/ID worked to reach youth agriculture organizations and their members with prevention and education messages about H3N2v, key agriculture and public health stakeholders pointed to an overall lack of collaboration between public health, animal health, and young members of the agriculture community that have frequent contact with animals. Working alongside NCEZID (DGMQ, One Health and DFWED), Influenza Division Staff formed a workgroup with USDA’s National Institute for Food and Agriculture’s (NIFA) Division of Youth and 4-H and its Animal Plant Health Inspection Service (APHIS). Almost immediately, the workgroup established more routine communication within CDC, between CDC and USDA, within USDA, and created a channel for CDC to communicate directly with leaders in the fair and youth ag club community. The partnership quickly proved a tool to combat not just emerging influenza threats, but also has had benefits for other public health and zoonotic disease prevention and response activities.

While the partnership started as an unfunded “passion project” between CDC divisions as well as between CDC and USDA, over the course of just three years with relatively minor investments from APHIS (\$45k in 2012) and CDC

(\$150k in both 2014 and 2015) it grew from a interagency workgroup with a single, one state education initiative in Georgia to a multifaceted program including 10 additional states. CSTE funded eight state health departments at \$20,000 each to work with their agriculture counterparts in state government and with a state 4-H and/or FFA program. Of those eight states, three very successful grantees (MI, AZ, OH) have been funded to continue work with additional projects funds, and two states (IA and MN) have been added to the project to expand its reach to high priority youth groups. These five states emerged as the strongest of 13 applicants for awards up to \$75,000 in CSTE awards (see attachments 1, FOA). The proposed budget would allow for the completion of their project plans for 2016, and either for continuation of their work if their demonstration projects demonstration for expansion within their states and to other states, or the funding of states that had strong applications but did not receive awards in 2016 due to budget limitations. The overarching CSTE project goals are as follows:

- Improve participant awareness and knowledge of zoonotic diseases, including zoonotic disease transmission and prevention
- Motivate participants to adopt behavior that can help prevent zoonotic disease transmission
- Increase participant awareness and knowledge of careers in public and animal health
- Facilitate a better understanding among participants of the role public and animal health play in disease prevention
- Develop relationships among stakeholders that could be used to facilitate more effective and efficient responses to important public and animal health issues (e.g., the response to infectious disease outbreaks or epidemics)

In the early days of the CDC Youth Agriculture Project, champions within CDC and USDA recognized an unmet need for this work, but we underestimated the demand for funding by state governments and agriculture groups to join us in this effort in such a short period of time, as well as the incredible reach gained through even small awards (described below). Even in with a total funding amount of \$300,000 made available in the FY16 CSTE FOA for the project (\$75,000 maximum awards), we had to turn down several very solid state proposals and only partially fund some excellent ones. The funding requested in this proposal would allow for maintenance of that FY17 level – this would either allow for Year 2 of project work for five states funded in 2016, or allow for funding to be made available to strong state applicants that funds were not available for during the last application cycle. Despite the growth of this project it is still in its very early stages and the Division considers it to be pilot work to determine how best to move forward with support for the various partner groups involved in the effort. Based on success the proposed FY17 project, CDC and USDA can plan around what amount of funding is needed on a year-to-year basis to sustain gains already made and continue to build the program in more places to reach more young people.

CDC’s Flu Division has found impressive return on investment for these projects (Examples of written products created and distributed are available as attachments 2-4). With seed \$45,000 seed money from APHIS in 2012, Georgia 4-H was able to create (with CDC and USDA) and distribute 75,000 “Friends” magazines about zoonotic disease prevention, and use to drive curriculum development to instruct GA middle-school students on its content. Using the original \$150,000 awarded to CSTE in 2014, Michigan created and distributed an influenza and zoonotic disease curriculum and workbook to more than 60,000 youth with potential exposure to zoonotic influenza. Indiana trained 15 youth leaders from counties across the state to initiate county level programs. Ohio health and agriculture officials have combined this project with their swine influenza surveillance program (also funded through CSTE/NASPHV) to provide education materials to youth exhibiting swine at fairs, and will implement an evaluation protocol to evaluate the impact of the program on education outcomes this year. In Virginia, officials used the funds to work with VA 4-H to create a zoonotic disease education curriculum to be integrated in the state public school curriculum. In Arizona, officials and 4-H created a “Zoonias” zoonotic disease education magazine and 4-H club curriculum for pilot in Maricopa County and expansion across the state. As a result of webinars delivered to 4-H leadership, CDC and USDA communicated zoonotic influenza prevention strategies to an agricultural audience and solicited input directly from this audience on public health recommendations. For example, farmers and policymakers were able to discuss the importance of swine events at fairs to the agricultural community (2012). The partnership also facilitated rapid creation and dissemination of two documents co-branded by CDC, USDA, and 4-H describing zoonotic disease prevention strategies specific to animal exhibitors and agricultural fair managers.

- Public Health CDC decision makers
 - CDC Division & Center Directors, CDC Director
 - Federal Agency Heads (HHS, USDA)
- Elected representatives (federal – i.e. members of congress)
- Youth Ag Groups (?)
- General Public (?)
- Academic Audiences
- Industry Partners (?)
- **OTHER?**



- In 2017, the Youth in Ag Program reached XXX youth ag group participants through direct programming.
 - Variations for in-person, online, other?
 - Youth Livestock exhibitors
- In 2017, the Youth in Ag Program reached XXX youth ag group participants **and their families** through direct programming.
- In 2017, the Youth in Ag Program reached XXX (Fairgoers? Fair managers? Livestock exhibitors?) through direct programming.
- Also....
 - X% expressed intent to change Y