



Excellence in Exhibition: Preventing Disease in Animals and People

Bring Home the Blue, Not the Flu!

Abbey Canon, DVM, MPH, DACVPM
Working Together for Healthier Fairs
May 17, 2018



Background

- H3N2v influenza outbreaks at fairs
- Influenza prevention education among youth with swine and poultry exposure at agricultural fairs
- CSTE/CDC pilot project
- Other zoonotic diseases
- Partnership
 - Human health
 - Animal health
 - State and county youth agriculture organizations



Importance of Youth Involvement in Agriculture

- Iowa leader in animal agriculture
 - First: egg production
 - First: hog inventory
 - Top ten: cattle, turkey
- Youth ag programs are key element in future of animal husbandry and food production
 - Responsibility
 - Sportsmanship
 - Confidence
 - Public education



Importance of Youth Involvement in Agriculture

- 4-H membership
 - Iowa: ~100,000
 - National: 6 million active, 25 million alumni
- FFA membership
 - Iowa: >15,000
 - National: >650,000
 - Advisors: 11,000
- Most youth interested in agriculture career involved in 4-H or FFA



Gaps in Knowledge

- Disease transmission risks for youth animal agriculture projects
- Biosecurity for youth projects vs. commercial
- Education linking
 - Biosecurity
 - Animal health
 - Zoonotic diseases
- Lack of disease prevention resources



Web-based Education

- Always available
- Engaging
- Responsive
- Accessible
- Free



Showing Animals Is A Good Thing!



Acknowledgements



Produced by
Brittney Nelson, BS
Abbey Canon, DVM, MPH, DACVPM
Kristen Obbink, DVM, MPH, DACVPM
Molly Lee, DVM, MPH

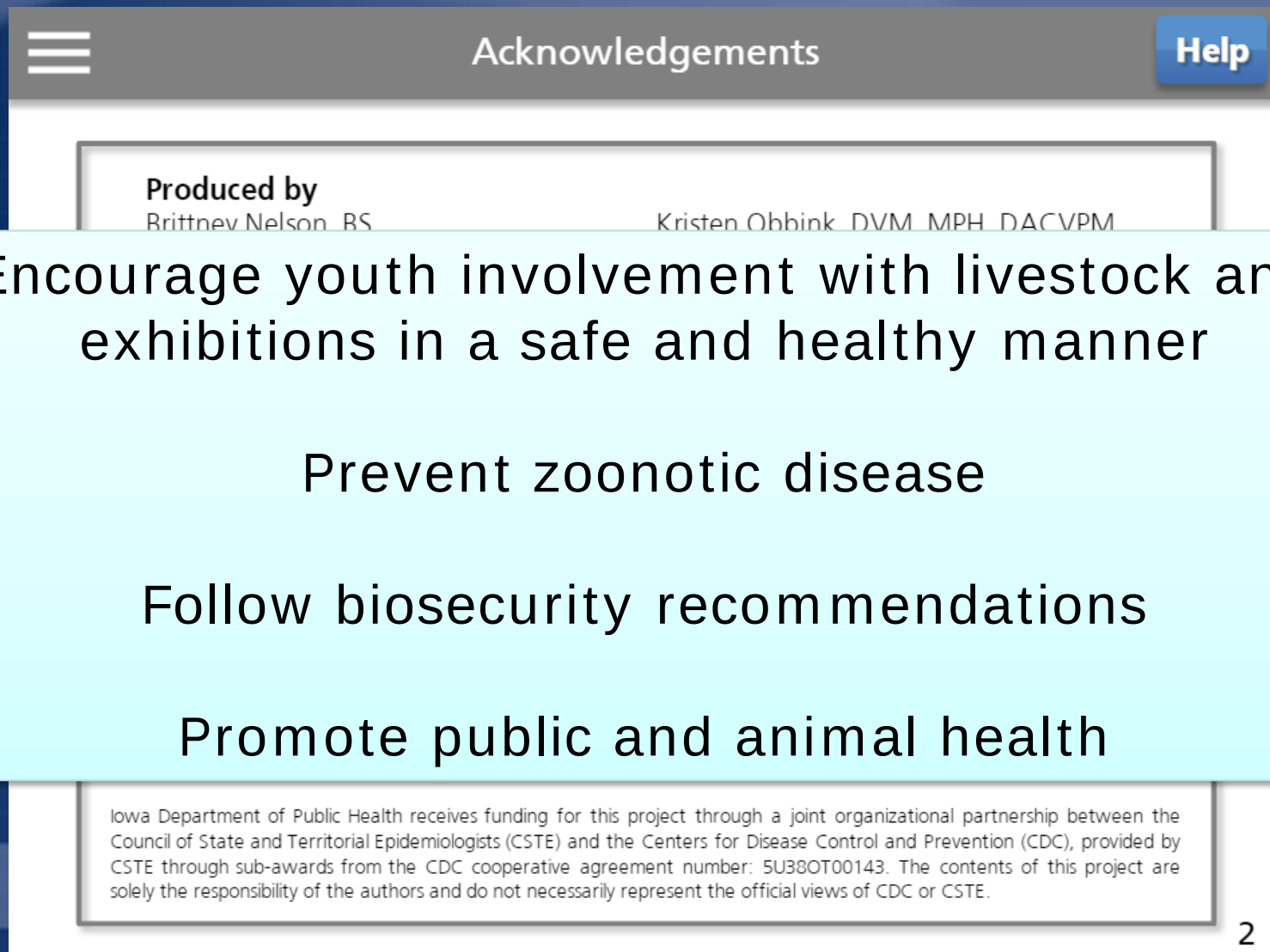
In collaboration with





Iowa Department of Public Health receives funding for this project through a joint organizational partnership between the Council of State and Territorial Epidemiologists (CSTE) and the Centers for Disease Control and Prevention (CDC), provided by CSTE through sub-awards from the CDC cooperative agreement number: 5U38OT00143. The contents of this project are solely the responsibility of the authors and do not necessarily represent the official views of CDC or CSTE.

Showing Animals Is A Good Thing!



The image is a screenshot of a web page titled "Acknowledgements". The page has a grey header bar with a hamburger menu icon on the left, the title "Acknowledgements" in the center, and a blue "Help" button on the right. Below the header, there is a white box containing the text "Produced by" followed by two names: "Brittney Nelson, BS" and "Kristen Obbink, DVM, MPH, DACVPM". Below this, there is a large light blue box containing four bullet points: "Encourage youth involvement with livestock and exhibitions in a safe and healthy manner", "Prevent zoonotic disease", "Follow biosecurity recommendations", and "Promote public and animal health". At the bottom of the page, there is a white box containing a disclaimer: "Iowa Department of Public Health receives funding for this project through a joint organizational partnership between the Council of State and Territorial Epidemiologists (CSTE) and the Centers for Disease Control and Prevention (CDC), provided by CSTE through sub-awards from the CDC cooperative agreement number: 5U38OT00143. The contents of this project are solely the responsibility of the authors and do not necessarily represent the official views of CDC or CSTE."

Produced by
Brittney Nelson, BS Kristen Obbink, DVM, MPH, DACVPM

- Encourage youth involvement with livestock and exhibitions in a safe and healthy manner
- Prevent zoonotic disease
- Follow biosecurity recommendations
- Promote public and animal health

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www.BlueNotFlu.org



Main Menu



1: Introduction to
Influenza, Zoonoses,
and Disease Risks



2: Zoonotic Disease
Transmission



3: Zoonotic Disease
Prevention and
Biosecurity



4: Highly Pathogenic
Avian Influenza
(HPAI) Outbreak
Case Study



5: Influenza A Virus
of Swine Origin
(H3N2v) Outbreak
Case Study



6: One Health
Agencies
and Careers

**Introduction, Acknowledgements,
and Directions**

**Finished? Take a survey to
evaluate the course.**

www.BlueNotFlu.org



Certificate of Completion

Lesson 1: Introduction to Influenza, Zoonoses, and Disease Risks



Kristen Obbink

of Co-ed Kids in Kossuth County

has completed Lesson 1: Introduction to Influenza, Zoonoses, and Disease Risks of *Excellence in Exhibition: Preventing Disease in Animals and People*.



IOWA STATE UNIVERSITY®
College of Veterinary Medicine



Print

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!

n:
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

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

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
- Eastern Iowa FSQA training (112)
- *World Pork Expo (20,000 producers)
- International Association of Fairs and Expositions Annual Convention (4,000)
- *Association of Iowa Fairs Annual Meeting (100)



Hands-on Activities



Hands-on Activities



Hands-on Activities



Hands-on Activities



Hands-on Activities



Hands-on Activities



IMPACT

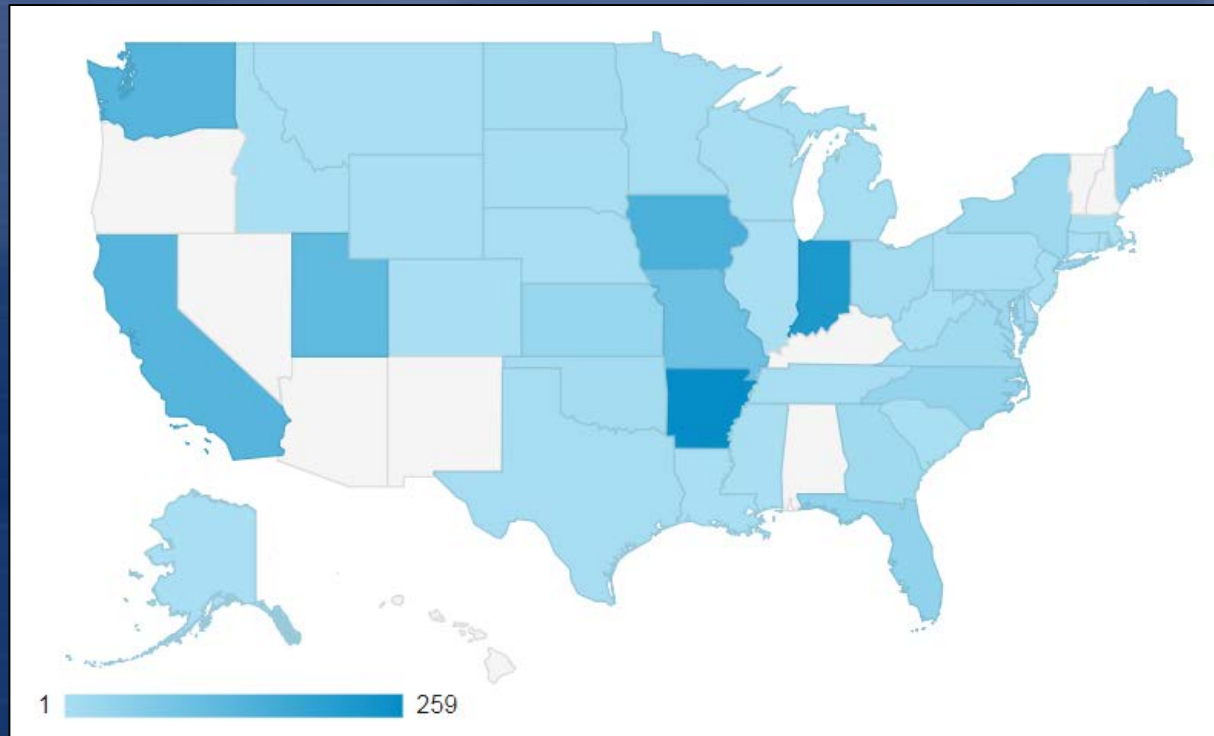




Tracking

March 1, 2017–May 15, 2018

- 5,608 page views
 - 4,596 unique
 - 57 logins to password protected instructor area
- 1,409 “take the course”
 - 41 states



Course 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?

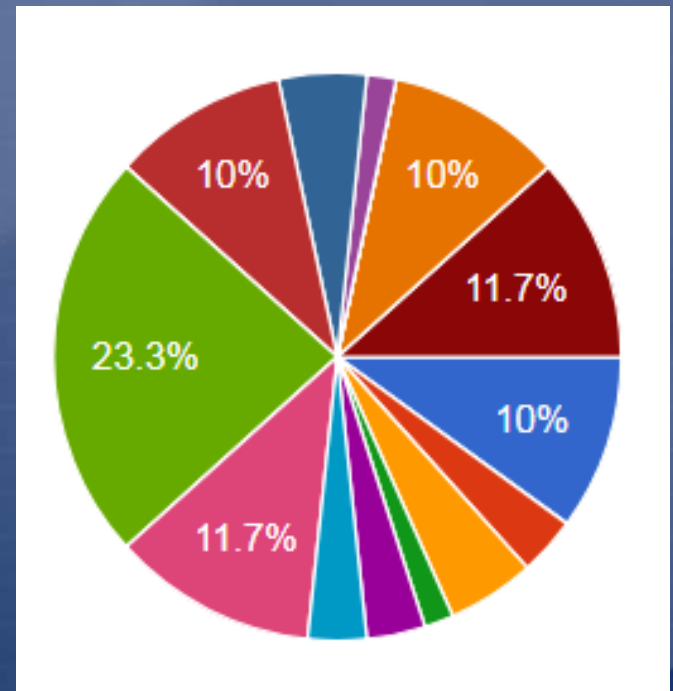
Choose ▼

NEXT

Page 1 of 4

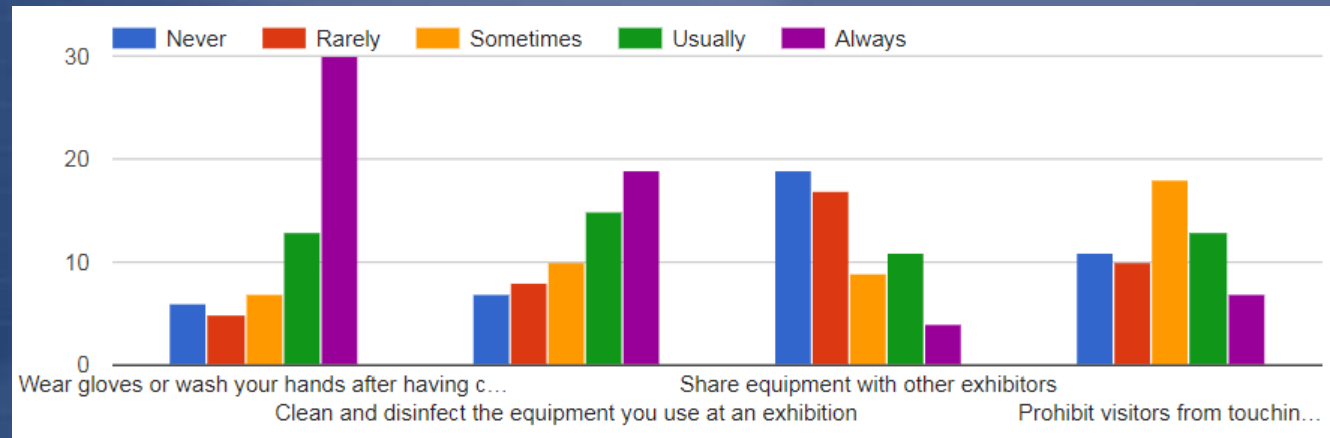
What kind of work do you expect to be doing when you are 30 years old?

- Farmer/rancher
- Military/police/security
- Professional business person or ma...
- Business owner
- Computers/technology
- Scientist/researcher
- Medical professional (doctor, nurse,...
- Animal health professional (veterina...
- Teacher
- Artist (writer, dancer, painter)
- Skilled craftsperson (carpenter, plu...
- Retail
- Engineer/architect
- Lawyer
- Other
- Don't know

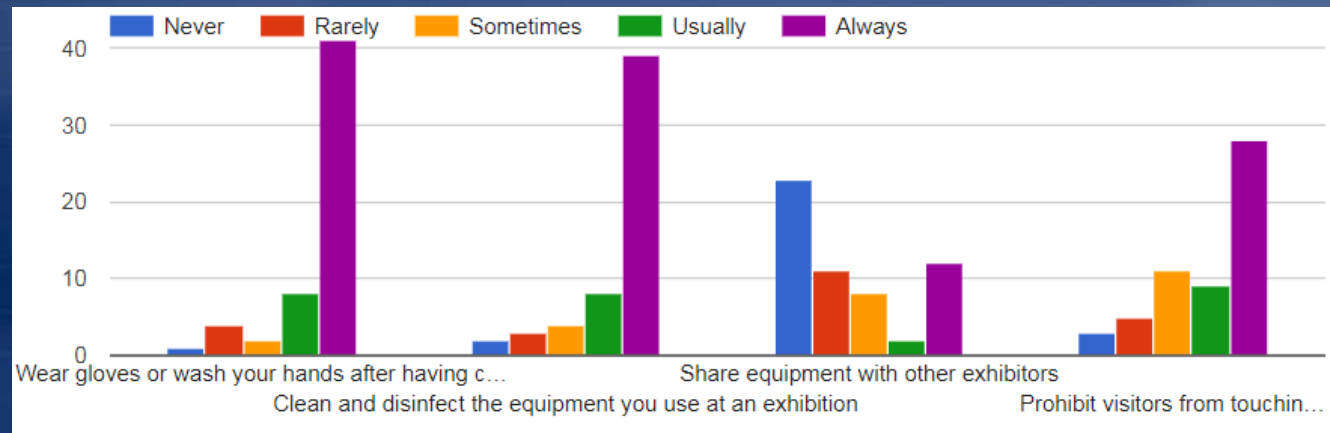


How often do you..

Before taking
this course



After taking
this course



WHAT'S NEXT



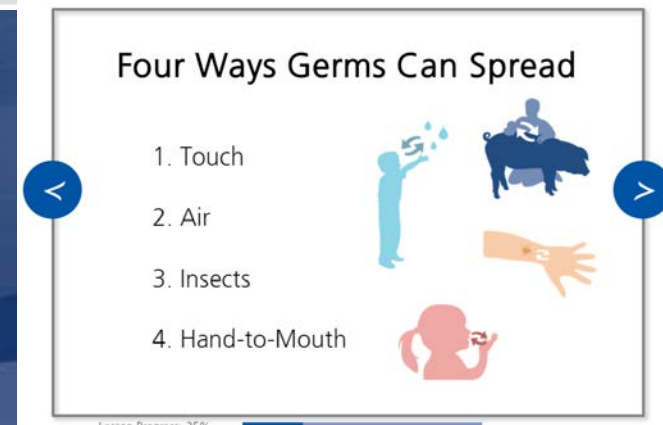
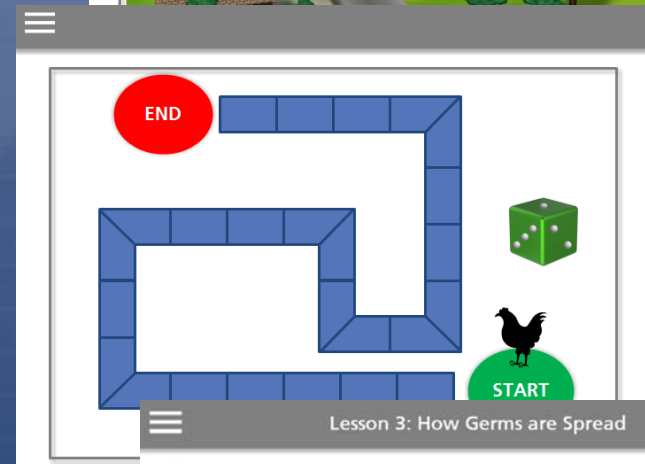
Next Steps

- Enhance existing course
 - Updates coming soon
 - Accessibility
 - Enhance evaluation
- Expand use and distribution
 - National 4-H curriculum
- Develop new course for younger audience



Coming Soon

- New course for youth aged 7–12 years
- Web-based, interactive
- More gamification
- Less text
- Lower reading level
- Shorter lessons





Suggestions for Use

- **Requirement to exhibit at fair**

- Education in classroom or clubs
- Use in preparation for CDE or other contests
- Competition between clubs or chapters for most member certificates
- Use as part of awards requirements





Summary

- Promote youth involvement in animal agriculture
- Increase disease prevention practices
- Reduce zoonotic disease risks



Help Needed

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

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Discussion and Questions

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www.BlueNotFlu.org