

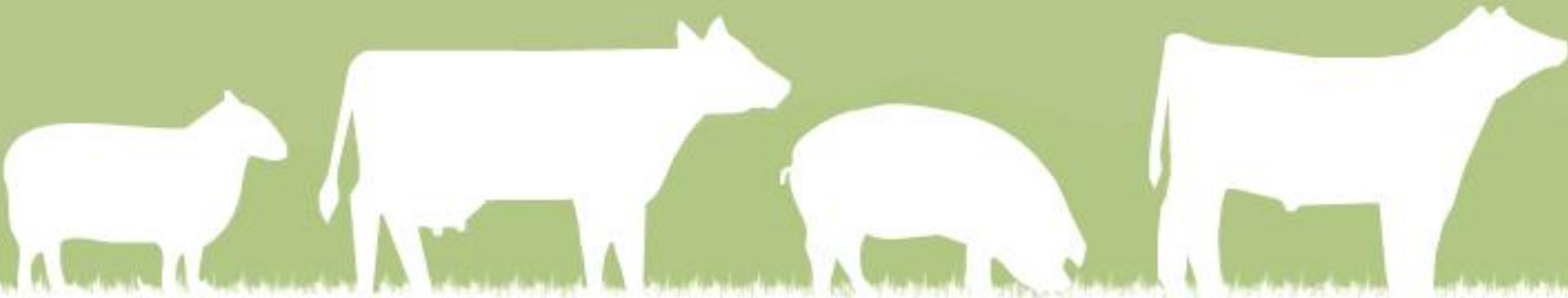
2012 Research Overview:

Effective FMD Outbreak Communication

FMD Cross-Species Communications Team

USAHA/AAVLD Committee on Animal Emergency Management

October 19, 2013 | San Diego, CA



Agenda

- FMD Cross-Species Communication Team Update
- Consumer Research Overview
- Next Steps
- Questions



FMD Cross-Species Team



Not If, But When

- Recent outbreaks
 - **UK, 2007**
 - Small outbreak, quickly contained
 - **Japan, 2010**
 - 200,000 animals culled
 - **South Korea, 2011**
 - 30M emergency vaccinations
 - **Bulgaria and Turkey, 2011**
 - Wild boar, low transmission

“The total probability of introduction into the USA of FMD from imported livestock is estimated to be 0.415% per year, which is equivalent to one introduction every 241 years.”

--Miller GY, Ming J, Williams I, Gorvett R., 2012. Probability of introducing foot and mouth disease into the United States via live animal importation, *PubMed.org*.

“We need to prepare for it as if it is going to occur in the near future, plain and simple.”

--Dr. Gay Miller, University of Illinois, at the FMD Symposium 2013



FMD Team Efforts

Establish umbrella plan

- Umbrella for all communications response
- Each species to drive messages through their individual channels
- Plan frequently updated to reflect new developments, contacts, tactics, etc.

Collaboration on message/material development

- Ensure all spokespeople across species and at all levels use same materials
- Core messages and materials are developed and ready for use

Develop relationships across industry and stakeholders

- Frequent discussions with organizations, government agencies, etc. to inform of coordinated effort



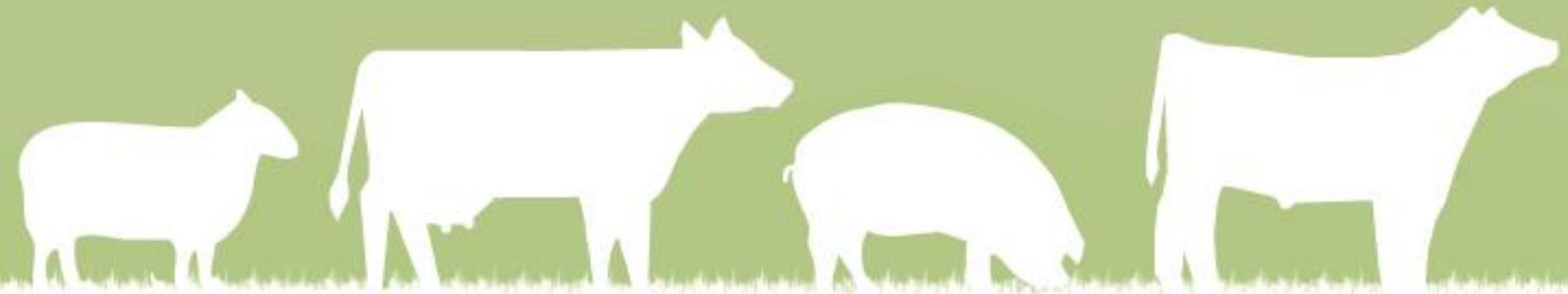
Cross-Species Team Update



THE VOICE OF FOOD RETAIL
Feeding Families  Enriching Lives



2012 Research Overview



DMAI DAIRY MANAGEMENT INC.™
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Research Objectives

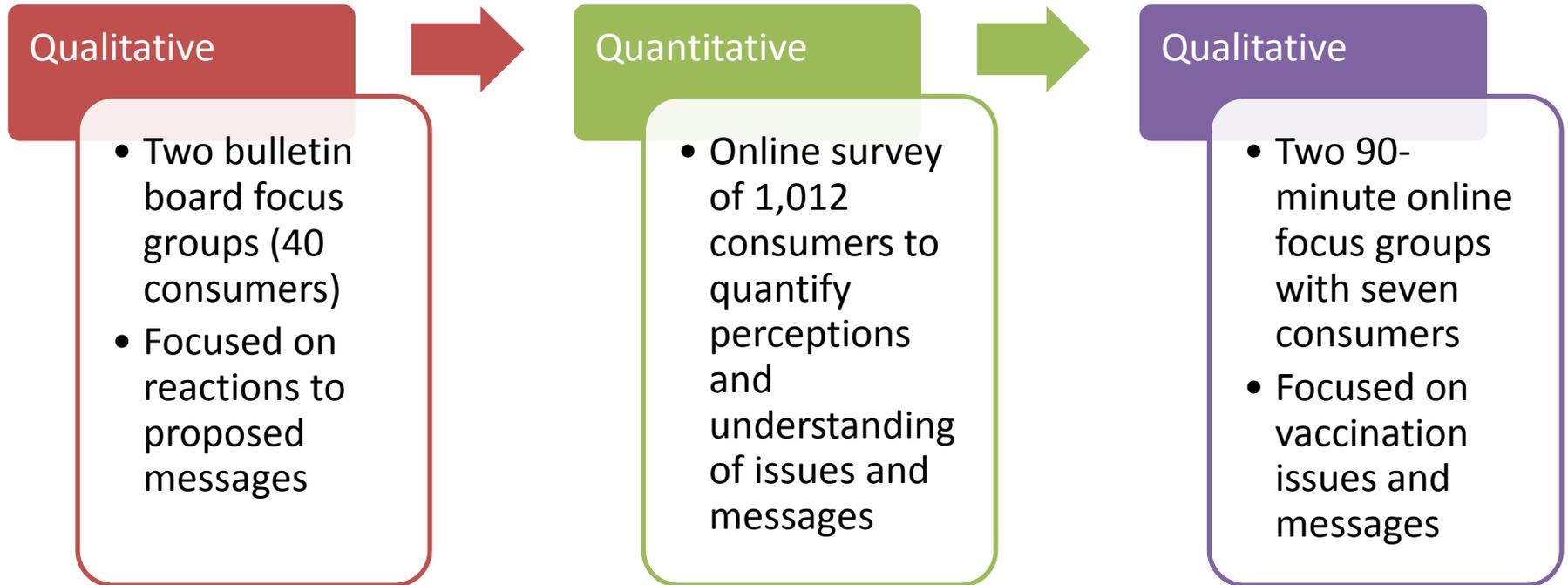
- Before an outbreak, we want to understand current awareness and knowledge levels regarding:
 - Awareness of vaccinations of livestock,
 - Awareness and knowledge of FMD, and
 - Top-of-mind concerns, if there was an FMD outbreak



Research Objectives

- Also want to explore consumers' understanding and acceptance of various FMD message categories (last assessed in 2007)
 - 1) Food Safety
 - 2) Disease Impact and Management
 - 3) FMD Containment
 - 4) FMD Control
 - 5) Vaccinations

Research Process



All participants ate meat or dairy products at least two times each month.
Mix of ages, sex, employment, education, ethnicity, income and geographic location.

Lessons Learned

- People THINK they've heard of the disease . . .
. . . but most often have it confused with HFMD
- People are interested . . .
. . . and want more detail than anticipated
- People want reassurance
. . . which means understanding there is collaboration and a plan



Awareness of FMD

- The vast majority (85%) believe they have heard of FMD
- Almost half (49%) believe small children can contract the disease
- Consumers are confused about the difference between FMD and HFMD

“I have heard of that disease. I cannot think of anything specifically I know about the disease except that it is much dreaded by the farmer.”

Inquiring Minds Want To Know

- The **location** of the outbreak
- **Species** involved
- **Actions** taken to contain the outbreak
- **Assurance** of vaccine testing and approval
- What has been **successful** in other countries
- What happens to **infected animals** after being euthanized

“I would want to know more about what steps were being taken to keep it under control. I would very closely monitor for more information, and I would be sure to know my meat and dairy source before buying.”

Perception Shifts Since 2007

- The Internet has increased the desire for self-search and information gathering
 - Consumers are naturally information seekers
 - It is important to provide enough accurate information, but too much can frighten people
- Consumers have more interest in where their food comes from



Actions Consumers Say They Would Take if There Was an Outbreak of FMD

- Not change habits much, monitor the situation through news, own research
- Research FMD
- Alter buying behaviors
- Alter diet, particularly if in an area that has infected animals
- Abide by the travel restrictions in a control zone

Consumer Reactions to an Outbreak

"I would contact my local public health agency and local retailers to see if there are any meats or dairy products that have been recalled."

"I would not purchase any milk/dairy products or meats until I felt that enough convincing evidence was released to make me feel safe."

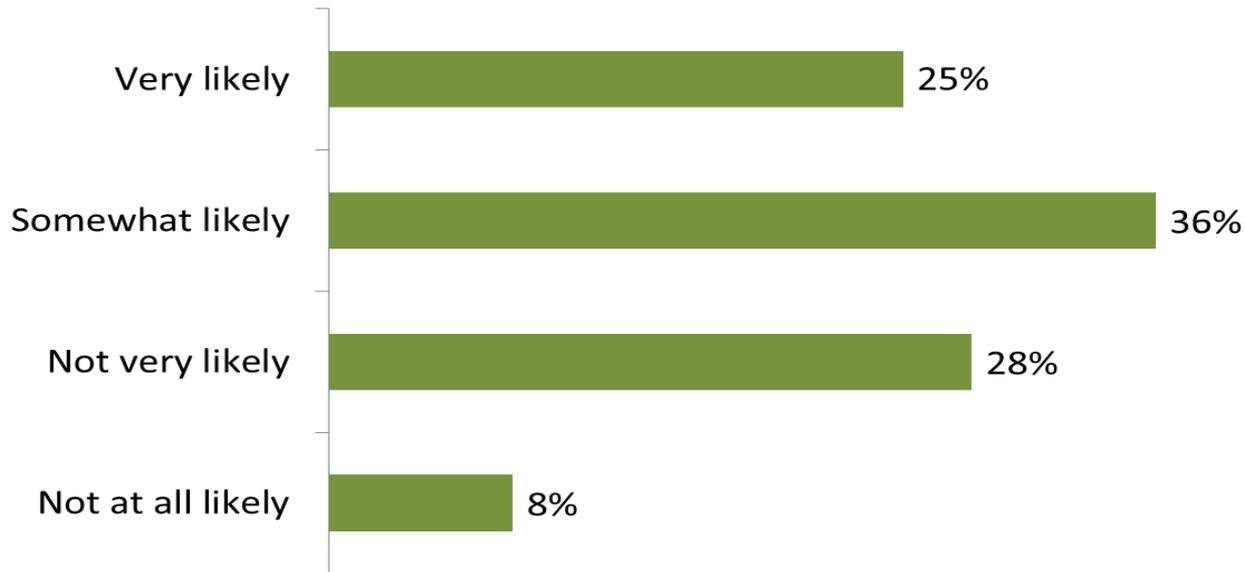
"As FMD is an animal disease, during the crisis, I'd change my diet to more vegetarian based."

"The only action I would take at the time would be to keep up on the information that was presented so I would know what is going on."



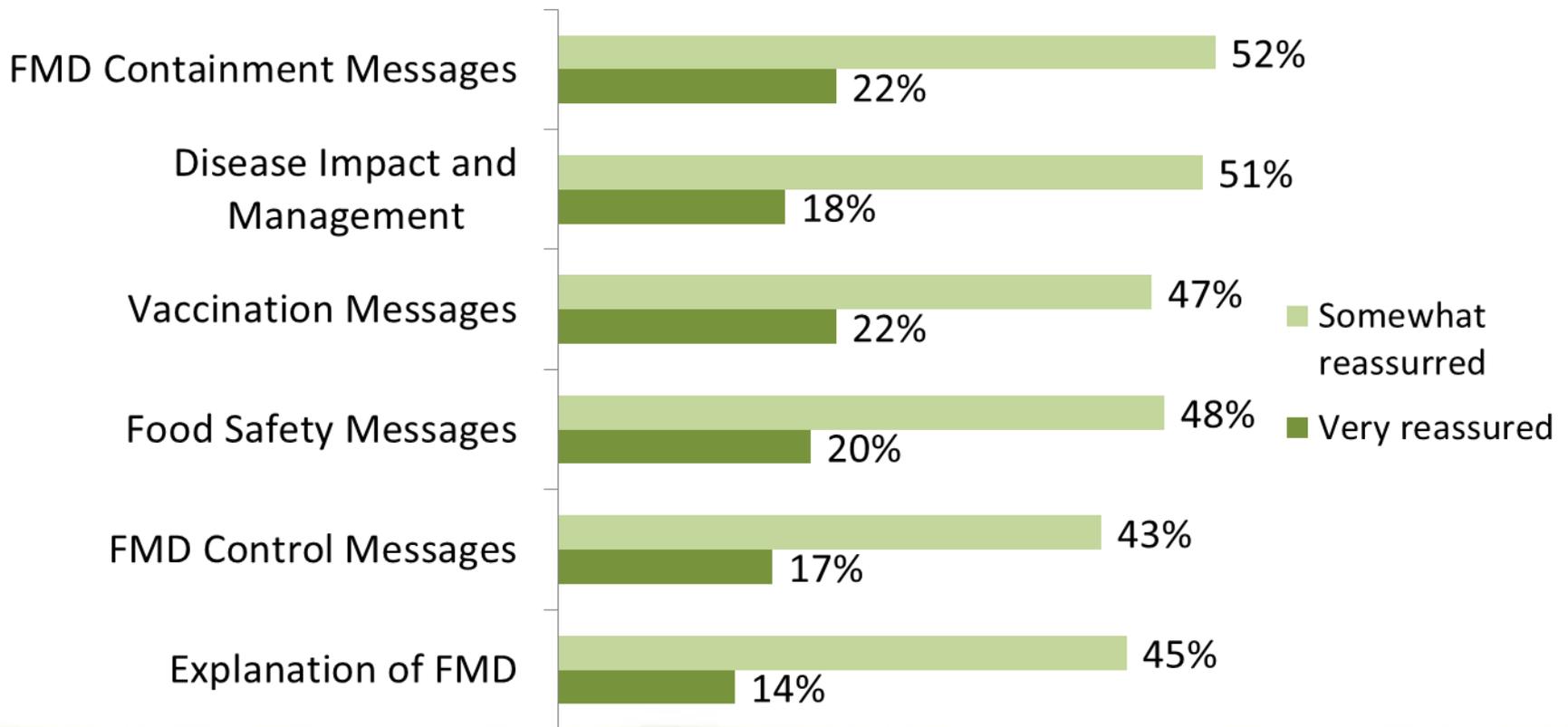
Six out of ten (61%) indicate they would be likely to stop consuming dairy and meat in the event of an FMD outbreak, only one-fourth (25%) is very likely to do so. More than one-third (36%) are not likely to change their consumption patterns.

“Thinking about all the precautions and steps to contain the disease that have been presented to you, if there were an outbreak of FMD in the United States, how likely would you be to stop consuming dairy and meat products?” (n=1,012)



Most Reassuring Messages

Reassurance: The majority feels reassured by the different categories of messages. The FMD containment messages are the most reassuring.



Key Findings: Messages

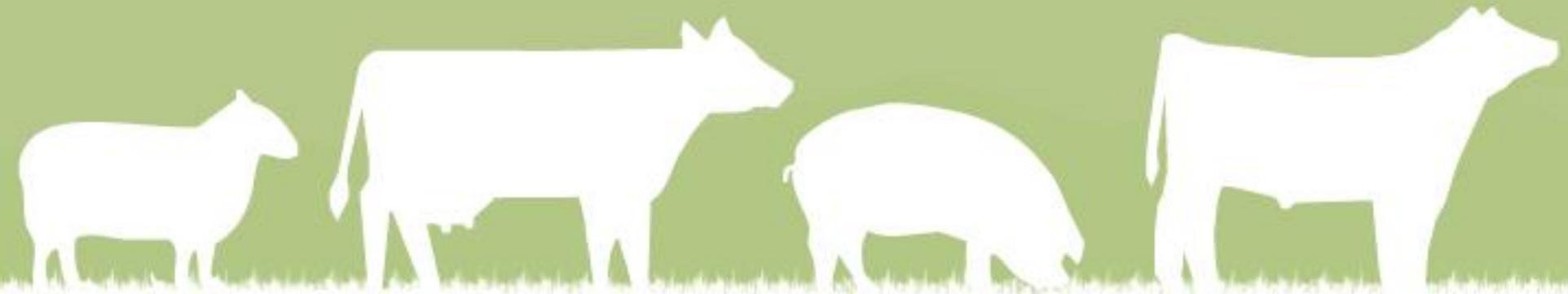
What Works	What Doesn't Work
<ul style="list-style-type: none">• Relevant and compelling• Ensures public and food safety• Shows collaboration• Talks at a consumer level• Believable and provides proof/credible source• Provides additional resources• Puts the significance in context by explaining the economic impact	<ul style="list-style-type: none">• Wordiness or too lengthy• Outdated resources and information• Lack of research to support claims• Raises questions about when and how outbreak will be contained• Ambiguity around how to find latest updates



Messages: Containment

- Containment messages tested to be the most reassuring and most likely to instill confidence
- Key points:
 - Not a public health threat
 - Collaboration between industry and gov't
 - “Even though FMD is not a public health threat, we must contain the disease to protect the economic viability of the beef, pork and dairy industries and our country’s ability to provide consumers worldwide with an affordable and steady supply of milk and meat.”

Digging Deeper: Vaccination



Key Takeaways: Vaccination

- Collaboration is crucial
- People are more interested than anticipated
- Understanding the international landscape instills confidence



Vaccination Awareness

- Both qualitative and quantitative results suggest consumers do not have top-of-mind awareness of livestock vaccinations, yet the majority (55%) know animals are vaccinated when they think about it.

“I don’t know if animals are currently being vaccinated. It would be fine with me if they do this, as long as they test the vaccine and make sure that it would not be harmful for humans.”



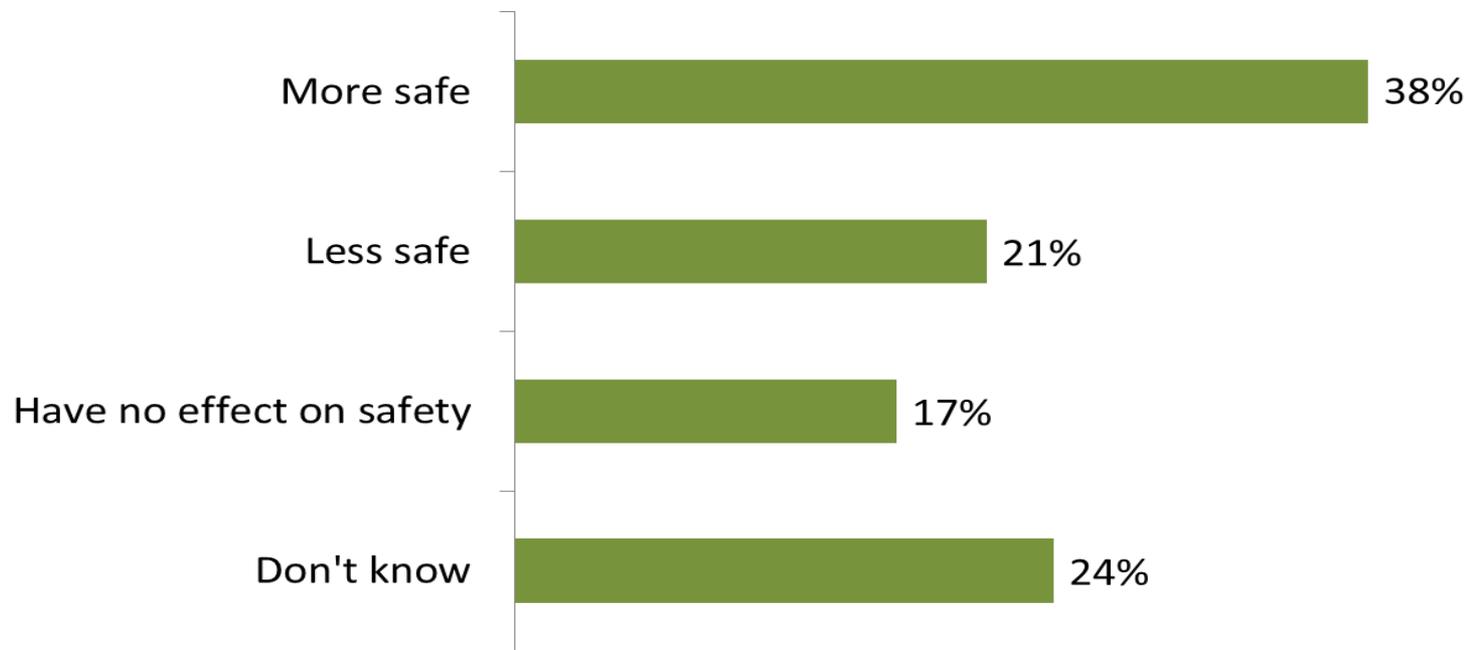
Vaccination Acceptance

- Consumers believe vaccines are necessary and routine for protecting humans, pets and livestock
- Some expressed concern about the potential for it to be passed to humans through consumption

“I would not mind eating meat or milk from vaccinated animals as long as I know it is safe.”

A plurality (38%) of consumers who are aware of routine vaccinations feel this procedure makes meat or milk more safe to consume. One-fifth feels it makes products less safe.

“Do you think these vaccines make the meat or milk more safe to eat, less safe to eat or have no effect on safety?” (n=587)



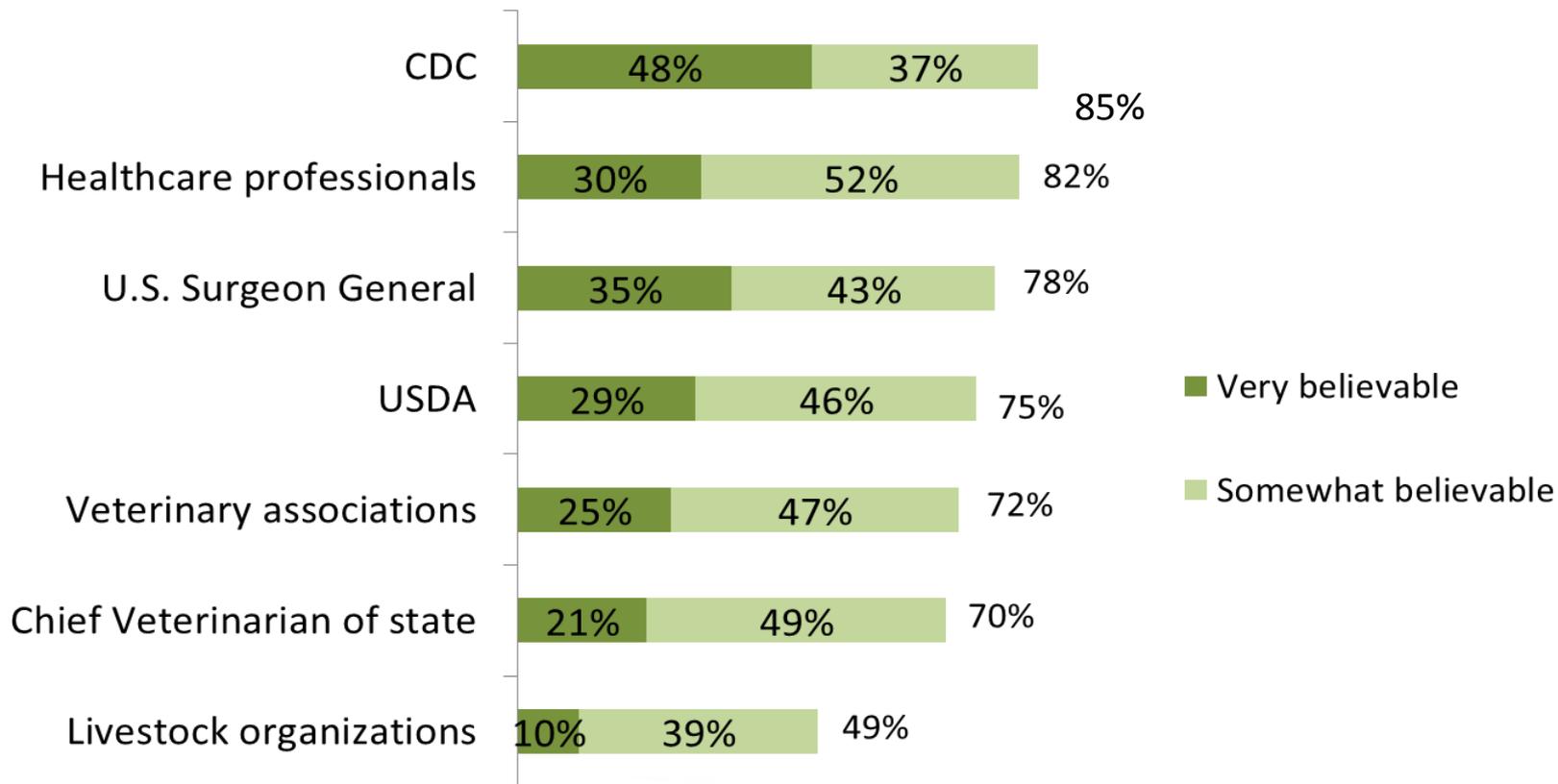
Vaccination Acceptance in the Context of an Outbreak

- Consumers are reassured by the messages that were tested
 - Some consumers would likely avoid consuming milk and meat until they knew it was under control
 - Consumers support vaccinations in the event of an FMD outbreak



Credible Sources

Vast majority of consumers consider government agencies credible sources of information. Fewer than half find livestock organizations credible.



The Bottom Line

- In the event of an FMD outbreak, communications should:
 - Assure consumers of food safety and what is being done to contain the outbreak
 - Reference trusted and credible organizations and sources
 - Provide resources for additional information
 - Integrate a human element



Where Do We Go From Here?

- Be a consistent voice in the conversation
- Use the FMD Team resources
 - Website: www.footandmouthdiseaseinfo.org
 - Key messages and FAQ
 - Consumer video
- Connect with your ag allies
- Update industry members and producers on the progress made in the FMD communications plan

Questions?

FootAndMouthDiseaseInfo.org

