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.”


“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
2012 Research Overview
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

Qualitative

• Two bulletin board focus groups (40 consumers)
• Focused on reactions to proposed messages

Quantitative

• Online survey of 1,012 consumers to quantify perceptions and understanding of issues and messages

Qualitative

• Two 90-minute online focus groups with seven consumers
• Focused on vaccination issues and messages

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.”

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

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

“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

<table>
<thead>
<tr>
<th>What Works</th>
<th>What Doesn’t Work</th>
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<tr>
<td>• Relevant and compelling</td>
<td>• Wordiness or too lengthy</td>
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<tr>
<td>• Ensures public and food safety</td>
<td>• Outdated resources and information</td>
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<td>• Shows collaboration</td>
<td>• Lack of research to support claims</td>
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<td>• Talks at a consumer level</td>
<td>• Raises questions about when and how outbreak will be</td>
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<td>• Believable and provides proof/credible source</td>
<td>contained</td>
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<td>• Provides additional resources</td>
<td>• Ambiguity around how to find latest updates</td>
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<td>• Puts the significance in context by explaining the economic impact</td>
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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.

- CDC: 48% very believable, 37% somewhat believable, 85% total
- Healthcare professionals: 30% very believable, 52% somewhat believable, 82% total
- U.S. Surgeon General: 35% very believable, 43% somewhat believable, 78% total
- USDA: 29% very believable, 46% somewhat believable, 75% total
- Veterinary associations: 25% very believable, 47% somewhat believable, 72% total
- Chief Veterinarian of state: 21% very believable, 49% somewhat believable, 70% total
- Livestock organizations: 10% very believable, 39% somewhat believable, 49% total
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