National Equine Health Plan
Equine Disease Communication Center
Status Report: October 2014
What is the EDCC

A communication system that informs and educates all shareholders within the horse industry about disease outbreaks in order to minimize their effect on horse health and horse industry economy.
EDCC: Goals

- Protect horses & the horse industry from the threat of infectious diseases in North America
- Be a universal communication system for disease outbreak information for the horse industry
EDCC Goals

- Help mitigate & prevent the spread of disease for the horse industry
- Educate horse owners about endemic & foreign diseases & disease prevention
EDCC: What will it do?

- Provide the most **accurate & up-to-date information** about current disease outbreaks
- Use an **alert system** to keep all constituents of the horse industry aware of the status of disease outbreaks and risk of disease spread
- Be “**the source**” of information about equine infectious diseases
- Provide **biosecurity information** for horse horse owners & event managers
EDCC Response to Disease Outbreaks of Reportable Diseases

- EDCC notifies SAHO/USDA of incoming information about possible disease outbreak
- **OR**-
- SAHO/USDA notifies EDCC about the status of a current outbreak
- **THEN**-
- SAHO/USDA provides a statement to post on EDCC website
- EDCC sends message by email to horse organizations / vets
- **Subject matter experts** (AAEP & SAHO) available for consultation & response to media.
- Alert status & biosecurity/treatment/vaccination recommendations available on EDCC website.
EDCC Current Status

- USEF call center personnel will receive & transmit call information
- Communication protocols are established to manage numerous outbreak scenarios
- Website is constructed & informational materials are being added
- Beta testing of EDCC call center, website and SAHO communications to report information and get an update if available
Call Center Protocol
1) Horse owner calls requesting information about protecting a horse from an infectious disease
Then:
1) Call center directs caller to EDCC website
2) Caller information is recorded

Veterinarian suspects Low risk for spread of pathogen
- Notify owner of possible non-reportable disease
- Testing and treatment
- Positive for infection non-reportable/regulated and low risk of transmission
- Veterinarian responsible for advising owner(s) about implementing treatment and biosecurity measures

Possible Reportable disease
- Initiate biosecurity measures
- Negative for infectious disease

Alert State Official
- Testing for highly infectious disease
- Positive for infectious disease of concern
- Management by state animal health official (SAHO) for disease containment for reportable/actionable disease (intra/state)

Suspect Reportable Disease
- Transboundary disease (Interstate or International)
- OR
- Information sent to communication center**
  - Triage of Info Release Daily updates Biosecurity info Press Release
- IP multiple state disease management by affected SAHO’s and USDA Veterinary Services
- Activation of State Animal Health Official and APHIS Veterinary Services

Veterinarian determines there is high risk for spread of pathogen
- Notify owner/manager
- Recommend quarantine of all horses on site and initiate biosecurity measures to contain the disease
- Transboundary disease (Interstate or International)
- Identifies all horses at risk and initiates tracking of horses at current locations
- Breed Associations AAEP Event Managers American Horse Council Local Equine Vets County Extension Local Event Managers

** Same Information Center
Call Center Protocols

1) **SAHO or USDA contacts Call Center and relays information on a current outbreak**

Then:

1) Call Center records the message & directs the SAHO or any statement to the EDCC communication specialist
2) Communication specialist contacts the EDCC administrator with information
3) SAHO report is posted on the EDCC website.
4) Email blast goes to horse industry
Call Center Protocol

1) Event manager, owner or veterinarian reports a possible outbreak

Then:

1) Call center records information & contacts the EDCC communication specialist.

2) EDCC Communication specialist contacts the SAHO for information.

3) Communication specialist contacts EDCC Administrator, places SAHO’s report on website & sends email blast to industry

4) Original caller is contacted with an update

5) Communication specialist seeks misinformation on social media & continues to update the SAHO
EDCC

Website

EQUINE DISEASE COMMUNICATION CENTER

CURRENT DISEASE OUTBREAKS


<table>
<thead>
<tr>
<th>DATE</th>
<th>DISEASE</th>
<th>LOCATION</th>
<th>STATUS</th>
</tr>
</thead>
<tbody>
<tr>
<td>10/10/2014</td>
<td>EHV-1</td>
<td>Lexington, KY</td>
<td>Status 3</td>
</tr>
<tr>
<td></td>
<td>These are details</td>
<td></td>
<td></td>
</tr>
<tr>
<td>10/6/2014</td>
<td>African Horse Sickness</td>
<td>Lexington, KY</td>
<td>Status 3</td>
</tr>
<tr>
<td>5/14/2014</td>
<td>EHV-1</td>
<td>Rio Grande County, CO</td>
<td>Status 1</td>
</tr>
<tr>
<td></td>
<td>Horse euthanized, Results of Diagnostic Tests Pending; this horse and its stable mates have history of travelling to several events within Colorado over the past several weeks. There was potential contact to other horses that attended the National High School Rodeo and Colorado Junior Rodeo events in Henderson, CO April 26-27, 2014; Eagle, CO May on 2-4, 2014 and Rocky Ford, CO May 10-11, 2014.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5/2/2014</td>
<td>EHV-1</td>
<td>Brown County, SD</td>
<td>Status 5</td>
</tr>
<tr>
<td></td>
<td>Horse being treated at local veterinary clinic</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Current Status of the EDCC

- Call center has developed a protocol
- EDCC office & personnel will be housed at AAEP
- Donated funds will be held & allocated by the AAEP Foundation (tax deductible)
- AAEP Foundation will establish the EDCC advisory (steering) committee
  - Includes representatives from USDA, SAHO, AAEP, 2 horse organizations
EDCC Communication Specialist

- Coordinates communications with call center, vet administrator & SAHO/USDA
- Phishes information via social media & lay press
- Posts alerts on the website.
- Seeks newest information on biosecurity & diseases to post on the website
- Will be an AAEP salaried employee paid from the EDCC fund in the AAEP Foundation
- Reports to the EDCC administrator
EDCC Administrator

- Responds to SAHO/USDA concerns about EDCC communications
- Approves & coordinates outbreak reports to be communicated on the web & by email
- Oversees activities of the call center & communication specialist
- Seeks subject matter experts when needed
- Reports to the EDCC oversight committee
- Paid as a consultant by AAEP from EDCC fund in AAEP Foundation
EDCC: Finances

- Estimated annual cost $100,000
- Current in kind donations from USEF and AAEP
- Need to raise $300,000 in donations or pledges for 3 years of continual operations
- Need to establish annual donations for EDCC function
What is it worth?

- **2007 Equine Medical Center EHM outbreak**
  - $750,000 in lost revenue and expenses
  - Estimated $2,000,000 cost to local industry in three states

- **2011 Ogden Utah EHM outbreak**
  - May 13\textsuperscript{th} to July 30\textsuperscript{th}
  - 148 out of 480 horse shows were canceled in California alone
Florida EHV-1: Equine Influenza Confirmed at HITS Facility

By Erica Larson, News Editor • Mar 06, 2013 • Article #31471

As Florida animal health officials monitor horses housed at the quarantined Horse Shows in the Sun (HITS) facility in Ocala, Fla., for signs of equine herpesvirus-1 (EHV-1), they're also on the lookout for signs of another respiratory disease that's been confirmed at the showgrounds: equine influenza.

Ocala, Florida: Feb 2013

- 13 (+) EHV-1
- 2 cases EHM
- 15 premises quarantined
- Many febrile horses tested (+) for EIV
HITS Show: The Challenge

- 300(+) acres with multiple entrances & ride-in trails
- > 3500 horses competing
- > 2000 horses on premises at one time
- > 10,000 spectators
- Economic impact for Ocala: >$50 million
What is it worth?

According to Verderosa, there are 51 horses in that barn. No horses in that barn will be permitted to race until all tests are conducted and the quarantine is lifted.

Hopefully for NYRA, this quarantine doesn't last much beyond that, as several horses based in Europe are scheduled to ship in for the USD 1.25 million Belmont Derby Invitational and the USD 1 million Belmont Oaks Invitational, races for 3-year-old males and females, respectively, to be run 5 Jul 2014.
EDCC Fund Raising!

- American Horse Council set up fund-raising committee
- Hope to raise all needed funds from the horse industry
- Tiered fund-raising: equine associations, events, individual owners and allied industry partners
It is essential that the entire equine industry participates.
EDCC: Next Steps

- In the process of **Beta-testing** the system with a limited number of SAHO’s
- Raise needed funds: **$300,000 / 3 yrs**
- Set up **EDCC advisory committee**
- Hire **EDCC communication specialist & EDCC administrator**
- Goal: Start full operations in January 2015
Conclusions

- Disease recognition, containment & prevention are vital to economic health of the equine industry
- Informed horse owners & veterinarians can work together to help prevent & mitigate severity and extent of equine disease outbreaks
- Equine industry needs to help regulatory veterinarians do their job
- EDCC will become “The Source” for information about disease outbreaks & infectious diseases
What do we know for sure?

An EHM outbreak will happen again!
Response to Equine Disease Outbreaks

“Should we keep talking about it calmly or go to the Internet and get scared about it?”