

Illustrating Answers to Hard Questions About Foreign Animal Disease Preparedness and Response: Animated Video Series



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Introduction

Without incentives, it is difficult to entice livestock and poultry producers to prepare for a foreign animal disease (FAD) emergency until one occurs.

In the event of a foreign animal disease outbreak of farm animals in the United States, those with affected animal species will be seeking answers to questions that go beyond how to practice biosecurity at the farm level.

Objectives

To help answer questions about challenging aspects of preparing for and responding to FAD outbreaks, a series of animated videos was produced to demonstrate concepts visually.

The intended audiences include producers, veterinarians, industry professionals, animal science students, 4-H & FFA youth, and anyone with an interest in protecting U.S. livestock and poultry from FADs.

Funder

This video series was funded by USDA's Animal and Plant Health Inspection Service through the National Animal Disease Preparedness and Response Program (NADPRP). It may not necessarily express APHIS' views.

 **USDA** Animal and Plant Health Inspection Service
U.S. DEPARTMENT OF AGRICULTURE

FAD Video Excerpts

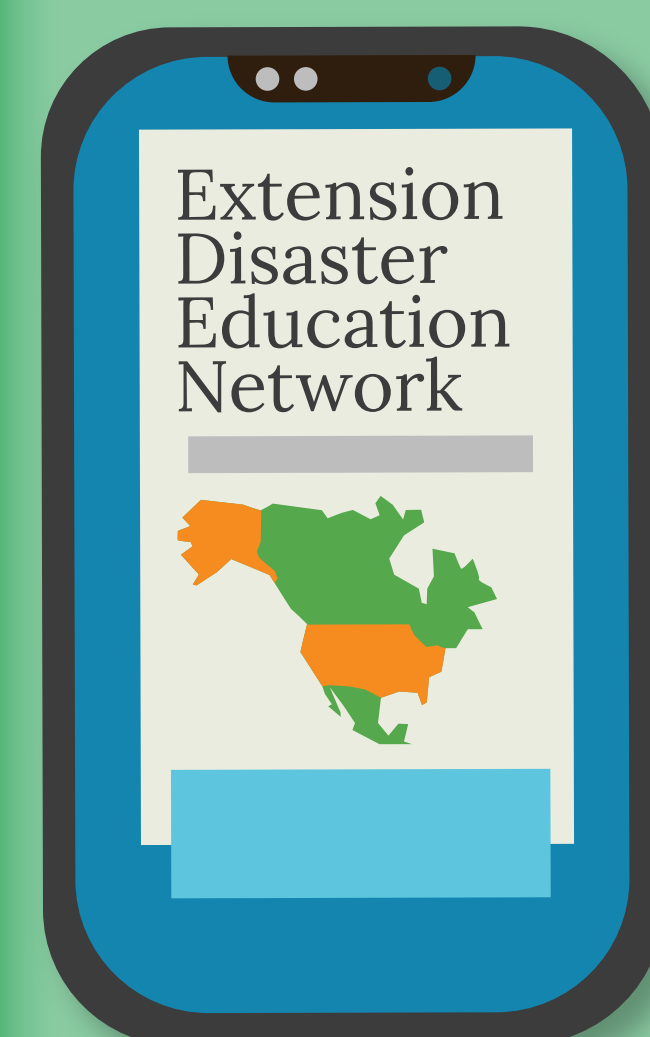
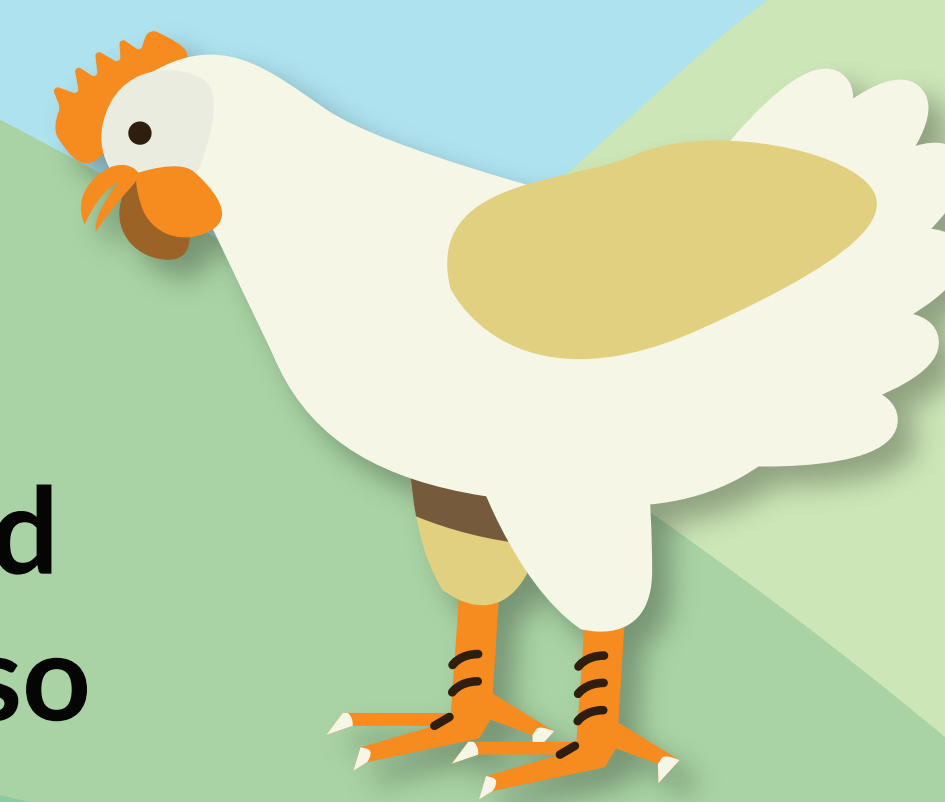
The best way to help your farm or ranch overcome hard times is to anticipate challenges and have emergency response plans ready to go.

An emergency response plan helps your business respond to an event or situation that disrupts your normal activities.



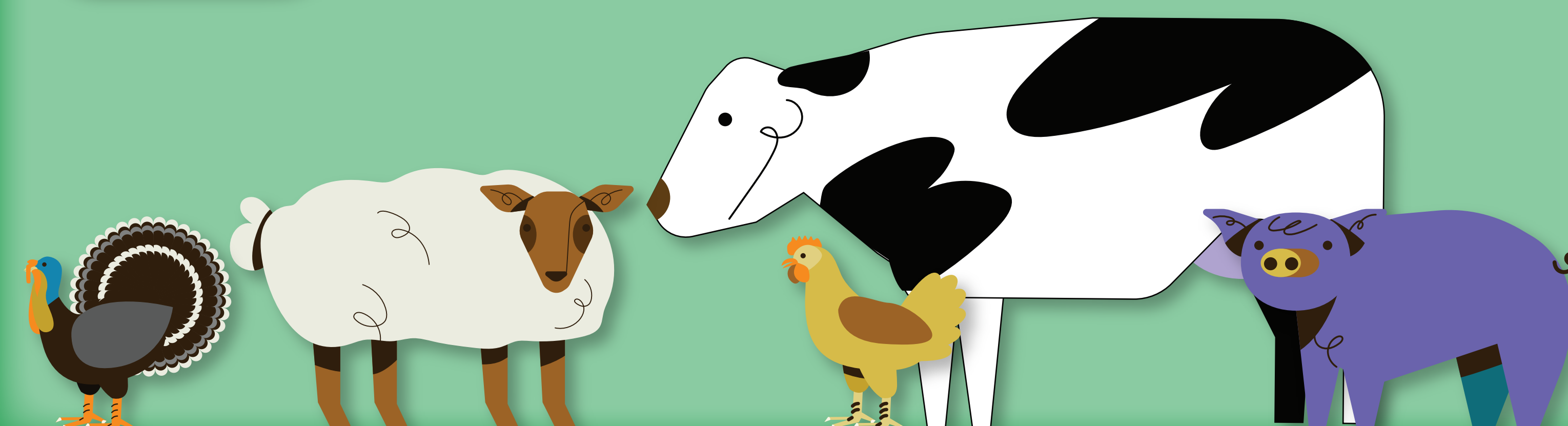
Natural disasters, such as earthquakes, fires, floods, hurricanes or tornadoes, can cause major damage, but their effects are usually confined to a limited geographic area, unlike diseases, which can spread widely if not contained.

A foreign animal disease, or FAD, is another potential disaster. FADs are animal diseases not normally found in the U.S. Some are highly contagious and can cause many animal deaths while also severely impacting the economy.



A Secure Food Supply plan can help you develop an enhanced biosecurity plan in case of an FAD emergency.

And the Extension Disaster Education Network can help you prepare for and recover from natural disasters.



Methods

A project team at the University of Vermont drafted/edited storylines for 11 videos in the series, with topics ranging from farm biosecurity planning to regulatory response to FADs.

Reviewers from state agencies and Extension organizations across the U.S. provided expert feedback.

A video production company was hired via an RFP process to turn the storylines into scripts, which were reviewed, and then turned into animated, short-form videos that include background music and scripted voice-overs.

Results

Eleven approximately three-minute videos were created. One video is repeated (4 & 11) with different titles, so there are 12 listed.

1. Disaster Proofing Your Farm
2. Why Plan for Foreign Animal Diseases?
3. Who Is Preventing Disease and Pest Introductions?
4. Everyday and Enhanced Biosecurity
5. Protect Your Farm with an Enhanced Biosecurity Plan
6. Map Out an Enhanced Biosecurity Plan
7. Basics of Understanding (Modeling) Disease Spread
8. Strategies to Stop/Slow Disease Spread
9. Disease Surveillance and Detection
10. Role of Removing Susceptible Animals
11. Can Farm Operators Assess Risk & Manage It?
12. Control Areas & Business Continuity

Recommendations

Ideas for Sharing with Different Audiences

Use the videos to introduce new content, to review, or to reinforce essential content about foreign animal disease response topics.

- Use as visual explanations for questions about preparedness.
- Use focused questions for students to investigate/explore.
- Ask students to solve a problem based on video information.
- Create scenarios where students use video to complete them.

Conclusion

The video series illustrates answers to hard questions about FAD response, and does it in an easily accessible, attractive, audience-centered, and accurate way.

The series is available as a YouTube playlist with recommended resources. Use the QR code below to visit the series landing page on the Healthy Farms Healthy Agriculture website.



FAD Video Series