



Role of Associations in Response and Dissemination During a Pandemic Event

Gail C. Golab, PhD, DVM, MANZCVS, DACAW

*Associate Executive Vice President/Chief Veterinary Officer
American Veterinary Medical Association*

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Associations

Varied and far-reaching

- **Trade associations**—established by industries to allow businesses in the same industry to connect to and benefit from one another.
- **Professional associations**—organizations established to further specific professions and the interests of those who work in them; members are individuals, rather than businesses.
- **Philanthropic organizations**—give or receive support from money allocated for humanitarian purposes.

Typically, associations qualify as

- **Non-governmental organizations**—organizations that are neither part of a government nor conventional for-profit businesses; may be funded by governments, foundations, or businesses. Some have charitable status, others are registered for tax exemption based on social purposes.

Associations can play critical roles during pandemic events.

An organization or group of individuals affiliated with one another who share a common purpose, interest or mission and exist for the mutual enrichment and advancement of their membership

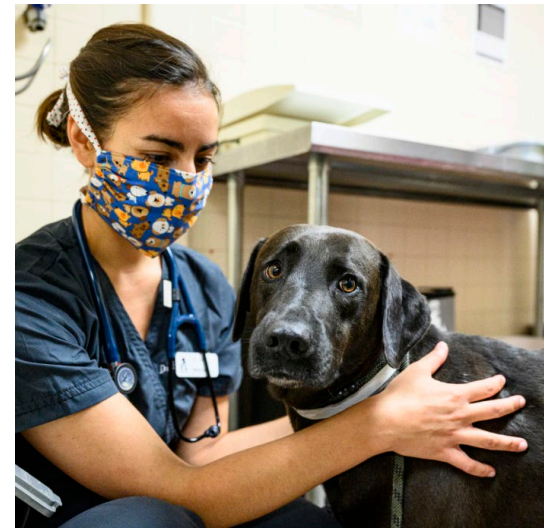
American Society of
Association Executives,
2012

AVMA and AVMF as exemplars

- **American Veterinary Medical Association (AVMA)**
 - Professional association serving the veterinary profession
 - Anticipated to reach 100,000 members (veterinarians) by end of 2022
 - Approximately 75% of veterinarians in the US are members
 - Member-focused and trusted, volunteer directed
 - Approximately 170 staff members, 25% are veterinarians, including many with advanced degrees and specialty board certifications
- **American Veterinary Medical Foundation (AVMF)**
 - Charitable arm of the AVMA
 - Focus areas include veterinary education, veterinary research, charitable care for animals, disaster response

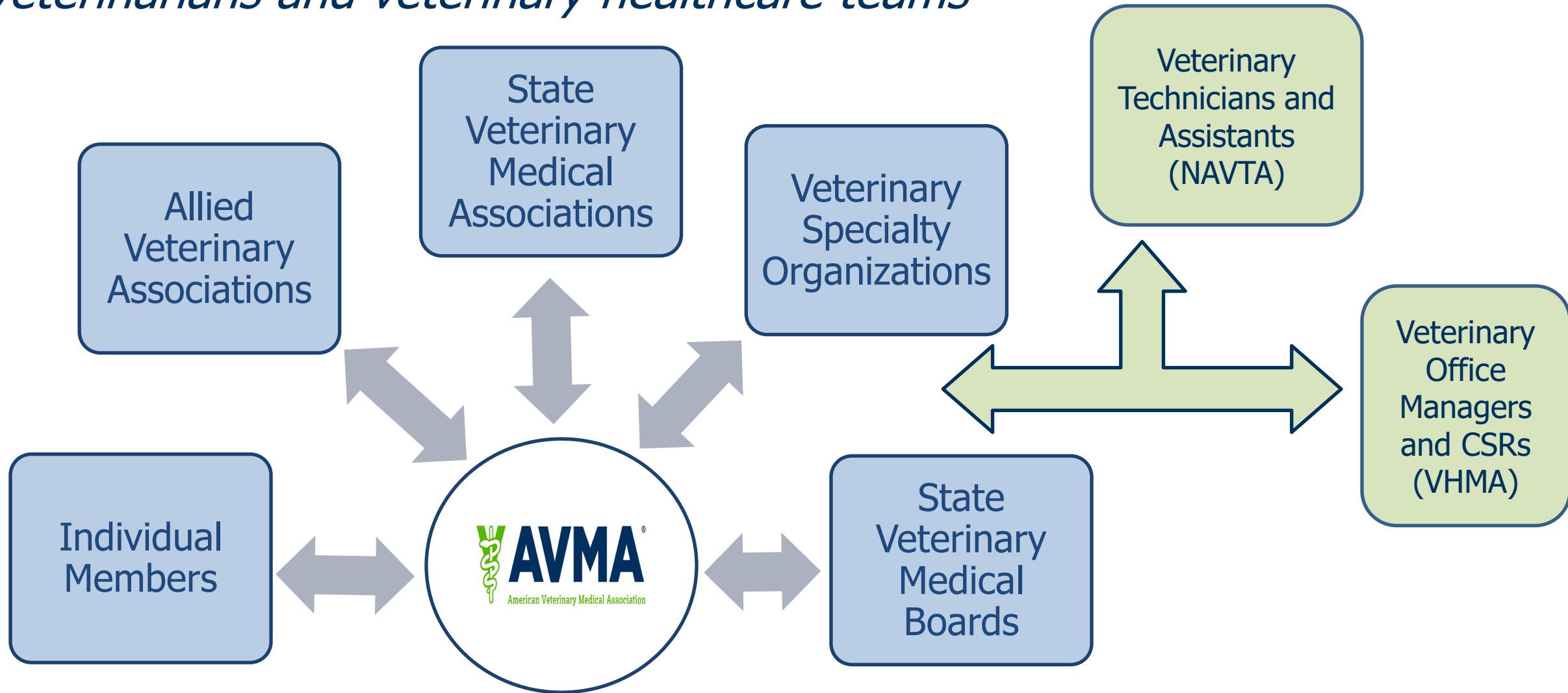
Also part of the AVMA Family

- **AVMA Professional Liability Insurance Trust**
- **AVMA Life Trust**

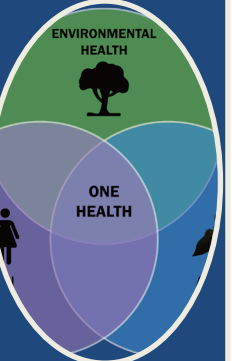


Reach across the profession

Veterinarians and veterinary healthcare teams



Other stakeholders



Congress

Federal Agencies
(CDC, FDA, USDA, DEA, DHS, DOT)

Academic Institutions
(education research)

Diagnostic Labs

Industry
(animal agriculture pharma devices distributor)

Animal Health
(USAHA AAVLD NASAHO Emergency Managers AAFSPHV NASPHV)

Other Professions
(medicine dentistry pharmacy legal)

Other Associations
(small business philanthropy)

Public

Global Profession and One Health
(WVA, FVE, FAVA, OIE, FAO, WHO)

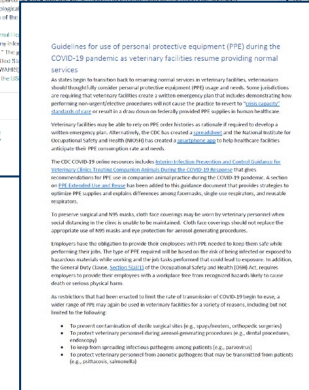
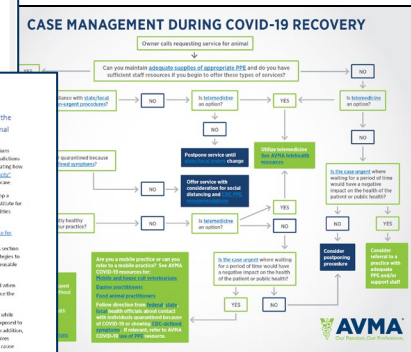
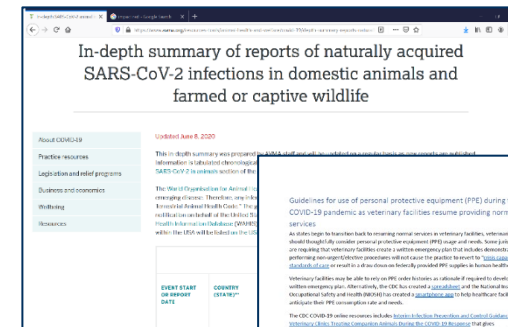
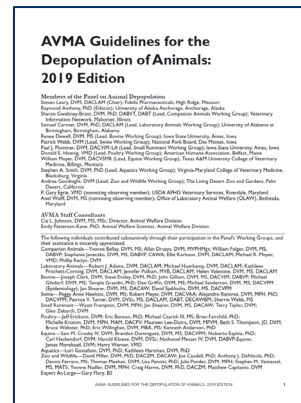
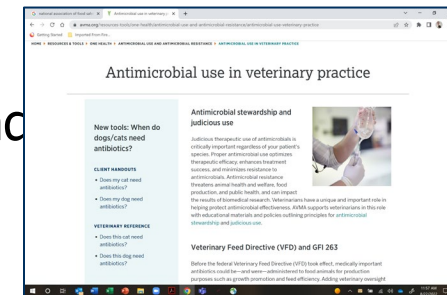


American Veterinary Medical Association

Risk management

Identification, collaboration, mitigation, and mobilization

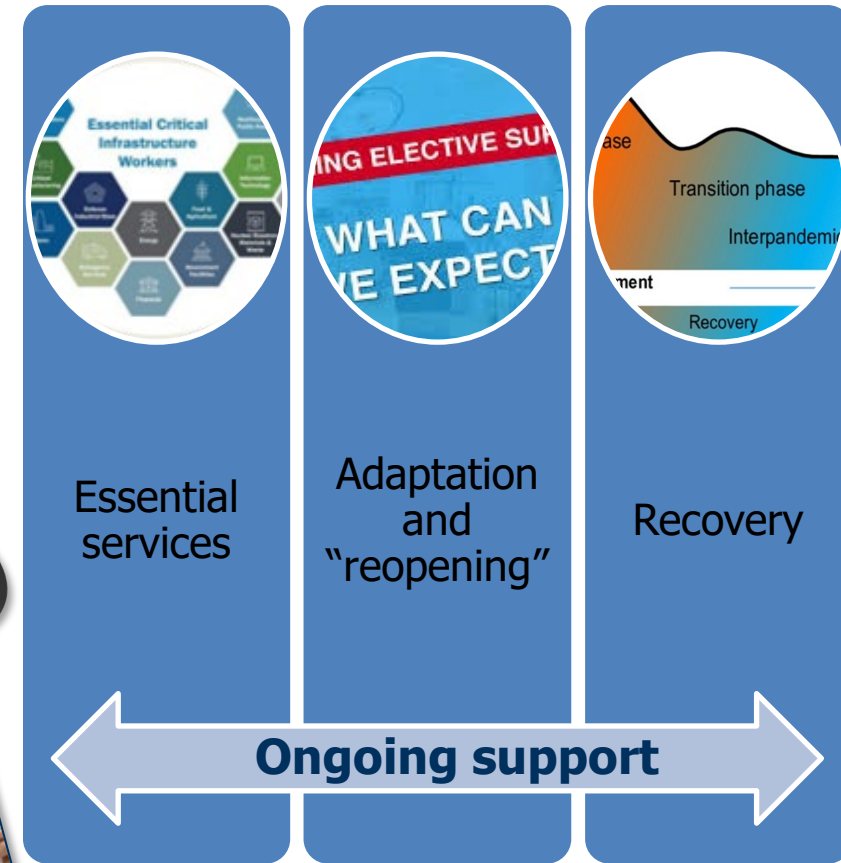
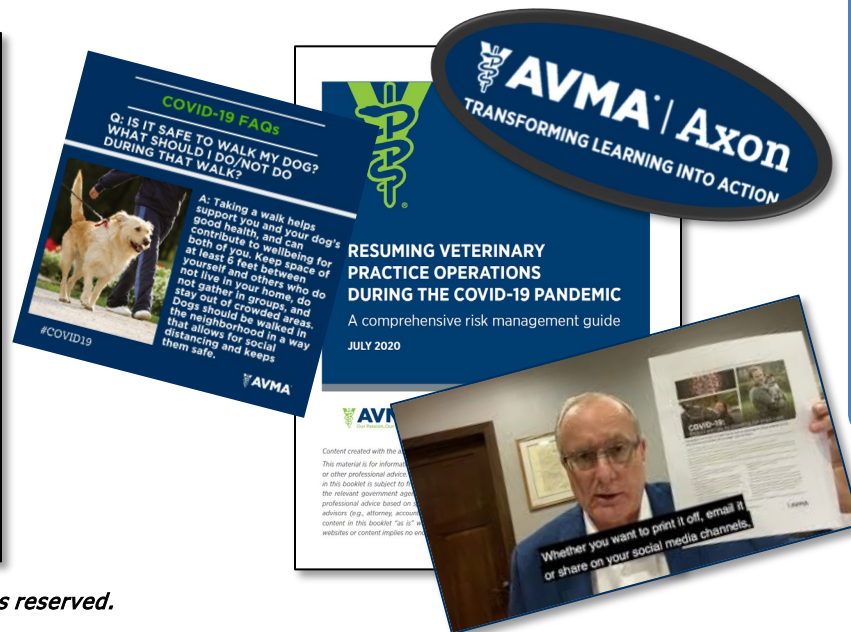
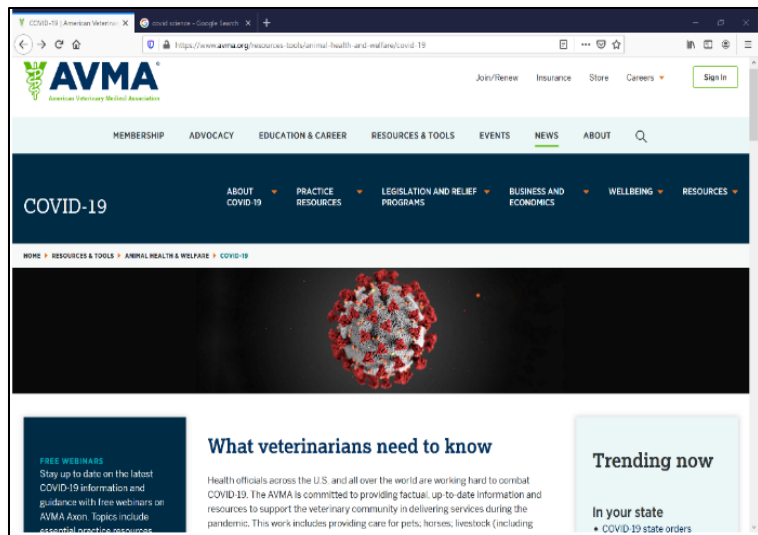
- Key contacts in critical organizations/agencies/institutions, scheduled calls
- Existing and needed information and guidance
 - Proactive (e.g., biosecurity, antimicrobial stewardship, animal depopulation)
 - Reactive (e.g., current knowledge, case triage and management, conservation and alternatives to disposable PPE)
 - Emergent (e.g., alternatives to scarce or unavailable treatments and products, supply chain and personnel impacts)
- Resources
 - Response personnel—identification and training
 - Products and supplies—identification, prioritization, and redirection/repurposing
 - Service adaptations
 - Clinical
 - Laboratory
 - Disease control
 - Technology
- Financial support through the AVMF and AVMA Trust



Information compilation and dissemination

Central resource center with targeted delivery in multiple formats

- Comprehensive—science and impacts, practice resources, supply chains, business and economics, legislation and relief programs, wellbeing
- Resources that reflect collaborative compilation and evolving guidance
- Digital delivery—website, newsletters, flowcharts, CE sessions, posters, social media, detailed guidance documents



Advocacy

Supporting prudent actions by federal and state governments and the private sector

- Associations develop relationships, credibility, and trust over time
- Relationships and credibility are critical during a crisis when there is a massive and urgent need for information and support from multiple places
 - Congress and state legislatures
 - Federal and state agencies
 - Variety of industries, businesses, and their associations
- Advocacy led by associations can move mountains—and did—during the most recent pandemic
 - Veterinary practices were designated as essential services at the federal and state levels; allowed us to protect animal and human health, as well as animal resources
 - Practical guidance and assistance from
 - DHS
 - ASPR
 - CDC
 - FDA
 - USDA
 - SBA
 - Appropriations for response and relief efforts
 - Advocacy for recognition of training and skills led to a cadre of boots-on-the ground vaccinators who could help traditional human healthcare providers deliver life-saving vaccines



THANK YOU

