



Defend the Flock Outreach Campaign

Dr. Julie Gauthier, DVM, Assistant Director for Poultry Health and
Veterinary Medical Officer, USDA APHIS

December 1, 2021



Animal and Plant Health Inspection Services

Defend the Flock Campaign Overview

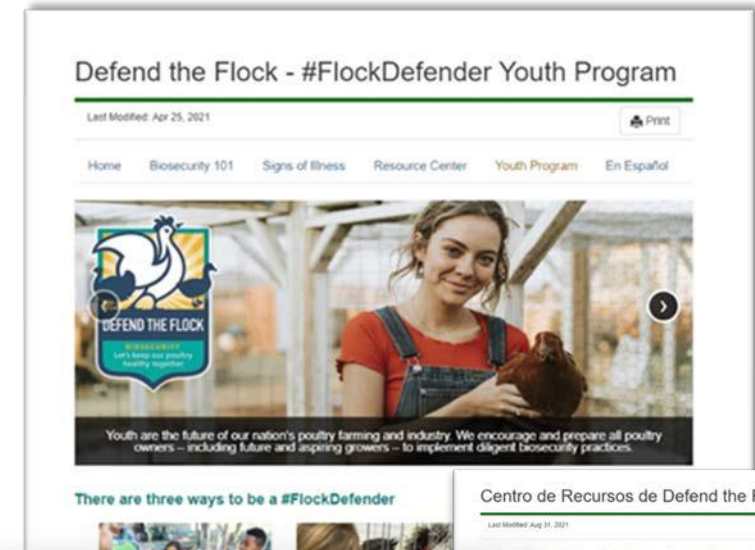


- Considering the devastating impact of the HPAI outbreak in 2014-2015, USDA APHIS launched the *Defend the Flock* campaign in 2018.
- The campaign provides poultry growers of all flock sizes with the awareness, training, and reminders necessary to sustain good biosecurity practices.
- While the Nation has seen great strides in biosecurity over the past few years, biosecurity is an every day, every time effort.

Defend the Flock Campaign Components



- Resource Center
- Dedicated Facebook and Twitter social media pages
- Public education events
- Stakeholder and partner outreach
- Paid media advertising
- #FlockDefender youth program
- *Defend the Flock* Spanish language resource page
- *Defend the Flock: Your Biosecurity Bulletin* newsletter



Defend the Flock Campaign Results and Metrics



- Campaign resources shared by **over half the country with a total of 38 states**, including 13 of the 15 top poultry producing states.
- The *Defend the Flock* web pages account for **69.11%** of the total avian content page views.
- *Defend the Flock* Facebook and Twitter impressions hit over **682,100**.
- Over **65,000** subscribers to the *Defend the Flock Biosecurity Bulletin* Newsletter
- The *Defend the Flock* paid media campaign has garnered over **6.4 million impressions**.

Defend the Flock Resource Center



USDA
United States Department of Agriculture

Checklist for Cleaning and Disinfecting Poultry Enclosures

Keeping poultry houses, coops, and other enclosures clean is one of the best ways to prevent germs from spreading among poultry flocks. A thorough cleaning, and then applying disinfectant, takes time. But the process is vital to stop disease spread and keep our flocks healthy.

If you see or suspect anything unusual, call your flock supervisor, veterinarian, or cooperative extension office right away. Use this form to record phone numbers for contacts in your area. The earlier you act, the easier it is to contain the disease to a single flock.

Check the list on the back for tips to help keep your flocks healthy.

Report Sick Birds
If you see signs of illness, take action right away!

Veterinarian
Cooperative Extension Office
State Veterinarian/Animal or Poultry Diagnostic Lab
USDA

Animal and Plant Health Inspection Service

USDA
United States Department of Agriculture

¿Posee o trabaja con aves de corral?

Protejamos juntos la salud de nuestras aves de corral.

Servicio de Inspección de Sanidad de Animales y Plantas

USDA
United States Department of Agriculture

Report Sick Birds

If you see signs of illness, take action right away!

Phone Number _____

Veterinarian _____
Cooperative Extension Office _____
State Veterinarian/Animal or Poultry Diagnostic Lab _____
USDA _____

866.536.7593

Animal and Plant Health Inspection Service

USDA
United States Department of Agriculture

Defend the Flock Newsletter / Summer Edition 2021

Defend the Flock: Your Biosecurity Bulletin

TRAINING HIGHLIGHTS:

Defend the Flock: How Avian Influenza Affects Us All

USDA APHIS hosted a free webinar that shared first-hand accounts of how devastating poultry disease outbreaks such as avian influenza can be to poultry keepers and their communities and the importance of making biosecurity an everyday practice.

The webinar featured Dr. Julie Graubler with the USDA, Dr. Dale Lauer from the Minnesota Board of Animal Health, Dr. Rosie Combs from NC State University, and Dr. Denise Heard from the U.S. Poultry & Egg Association.

You can listen to a replay of the webinar and see the following Q&A at the Defend the Flock Resource Center, under the "Webinars" tab.

Q&A **Vet for a Day: A Talk with Dr. Fidelis (Fide) Njili Heggi**

We asked Dr. Fidelis Njili Heggi, Senior Staff Veterinarian at USDA APHIS Veterinary Services, what it is like to "Defend our Flocks."

1. How did you become involved with poultry medicine? I came to the United States from Cameroon with plans to study medicine. As an undergrad I had the opportunity to take poultry classes and, in spite of being a city boy, realized I enjoyed working with chickens. This ultimately led to a doctorate in Veterinary Medicine and advanced studies in avian and poultry medicine at the Virginia-Maryland College of Veterinary Medicine.

Since then, I have worked as a private small animal veterinarian, as an assistant state veterinarian, and finally at the federal level with USDA APHIS.

2. You have been with USDA APHIS for 17 years. How have biosecurity practices changed over this time? When I joined APHIS 17 years ago, we were recovering from the virulent H5N1 disease (H5N1 outbreak of 2000-2003). That outbreak made us realize that APHIS needed the need to include backyard growers in biosecurity planning and education. This resulted in the Biosecurity for 20k campaign, an early version of Defend the Flock. Then we had the highly pathogenic avian influenza (HPAI) outbreak of 2014-2015, which mostly spread within commercial poultry producers. APHIS worked with the poultry industry and the critical state agencies (CSG) to critically develop the APHIS 14 Biosecurity Practices. These practices are the basis of the Defend the Flock checklists which you can download for free at the Defend the Flock Resource Center.

DEFEND THE FLOCK: How Avian Influenza Affects Us All
February 23, 2021

Keep It Clean: wear separate gear when caring for your poultry.

USDA
Let's keep our poultry healthy together
#DefendTheFlock
aphis.usda.gov/animalhealth/defendtheflock

New/Replacement Birds Starting out with new poultry?

0:13 / 1:40

Defend the Flock Social Media Channels



Defend The Flock
June 30 · 🌐

High summer temperatures can cause poultry to suffer from heat stress and even stop laying eggs. For heavier breeds, extreme heat can be fatal. Give your birds plenty of clean water and shade. More tips: bit.ly/DefendtheFlock-ResourceCenter #DefendtheFlock

Top Tweet earned 1,778 impressions

Wild birds can transmit diseases and parasites that can affect domestic poultry. Immediately clean all feed spillages, and do not locate your coop or pen near an open pond that can attract migratory waterfowl. More tips at: bit.ly/DefendtheFlock... #DefendtheFlock
pic.twitter.com/EplAenf5Ky



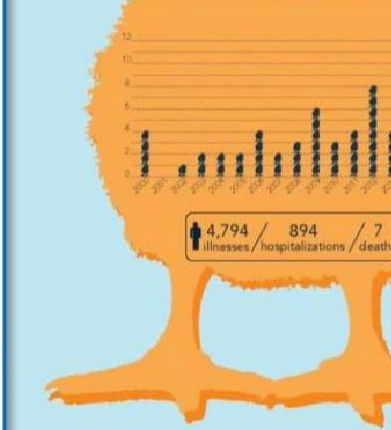
Defend The Flock
Published by Alba À La Mode · May 22, 2020 · 🌐

Poultry can carry Salmonella germs even if they don't look sick. Children under 5 years, and people with weakened immune systems should avoid handling or touching chicks, ducklings, or other live poultry. #DefendTheFlock

Don't play chicken with your health

Since 2000, 70 Salmonella outbreaks have been linked to backyard poultry.

Number of Salmonella outbreaks per year



WASH YOUR HANDS
after handling backyard poultry
www.cdc.gov/features/salmonellapoultry

Defend The Flock
Published by Alba À La Mode · April 18, 2020 · 🌐

We know that you love your birds, but it's important not to kiss or snuggle your birds. Always supervise young children around live poultry. #defendtheflock

Too close for comfort!

Learn how to handle birds safely ▶

Top media Tweet earned 1,189 impressions

IN 2 DAYS - FREE WEBINAR: "Preventing Avian Influenza Introductions: Focus on the Big Risks." Learn from @USDA_APHIS experts how to mitigate risks to avoid introducing avian influenza into commercial flocks. Thursday, September 23, 2:30pm ET. Sign up at bit.ly/APHISWebinar_F... #6JtKMW58b

WEBINAR

Influenza Introductions: Focus on the Big Risks

2:30-3:30 pm ET

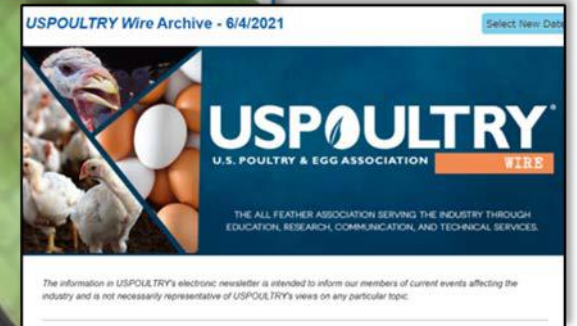
REGISTER TODAY!

Department of Agriculture
www.usda.gov/arnoldhealth/defendtheflock

Defend the Flock Stakeholders and Partners



- Share *Defend the Flock* content on social media
- Use campaign content and create customized social media posts promoting the program and free resources available
- Post and share *Defend the Flock* resources and links on their websites, newsletters, and other communication channels they use to reach their members, constituents, and employees
- Share their expertise and knowledge during *Defend the Flock* public education events and Biosecurity Bulletin newsletters



Dr. Denise Heard
Director of Research Programs
U.S. Poultry & Egg Association

- BS in Agriculture and Poultry Science – University of Georgia
- DVM – University of Georgia
- MAM – University of Georgia
- Diplomate of the American College of Poultry Veterinarians



Defend the Flock Advertising Creative

DEFEND THE FLOCK
BIOSECURITY

Know the Signs of Disease.
Learn how to keep your poultry healthy.
#DefendTheFlock



USDA

BE A #FlockDefender

Youth are the future of our nation's poultry farming and industry

GET FREE TOOLS

FREE WEBINAR



Defend Your Flock From Poultry Disease: Know the Signs and How to Respond

**Thurs., Feb. 27th
2:30-3:30 pm EST**

REGISTER HERE



United States Department of Agriculture

www.aphis.usda.gov/animalhealth/defendtheflock

Let's Keep Our Poultry Healthy Together
Get the latest biosecurity resources.
Help keep all flocks healthy

LEARN MORE

#DefendTheFlock

Thank You



Bookmark the Website

www.bit.ly/DefendtheFlock-Biosecurity



Follow Us On Social Media

Facebook: Defend the Flock

Twitter: @Defend_theFlock



Sign Up for the E-Newsletter

Select "Defend the Flock e-Newsletter" under Veterinary Services at bit.ly/2UC7iLi



Subscribe to the USDA APHIS YouTube Channel

Search for the Defend the Flock Playlist