

Communicating With the Public About High-Path Avian Flu

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Presentation Overview

1. Preparing
2. Process of Initial Notification of Positive Case
3. Considerations
4. Messaging
5. Questions



Preparation

NEWSROOM | INDUSTRY



NORTH CAROLINA PREPARES FOR HIGHLY PATHOGENIC AVIAN INFLUENZA

CURRENT STATUS
North Carolina is free from HPAI
[Check National Status Here](#)

BIOSECURITY LEVEL
All N.C. poultry farms should be following
STRICT biosecurity protocols

What is avian influenza?	Consumers & Food Safety	Biosecurity	Newsroom	FAQs	Small & Backyard Flocks	Wild birds and hunting	Fall ban on bird shows/sales
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What is avian influenza?

Influenza in poultry falls into two groups: low pathogenic avian influenza (LPAI), or highly pathogenic avian influenza (HPAI). Similar to influenza symptoms in people, birds infected with LPAI usually experience only mild signs if any, including respiratory signs such as conjunctivitis and nasal discharge, ruffled feathers or a drop in egg production. Unlike LPAI, the first indication of HPAI in poultry is sudden death, often without signs of illness. In the last 40 years, there have been introductions of LPAI across the country, all of which have been successfully eliminated.

AVIAN INFLUENZA
Learn more at [USDA.gov](#)

NCD&CS has worked with the poultry industry and other state and federal agencies to prepare for and respond to introductions of influenza in poultry. The state's voluntary cooperative control plan includes education, monitoring, reporting and response. Testing for influenza in poultry is conducted through our Animal Disease Diagnostic Laboratory system. Commercial and non-commercial poultry flocks are routinely monitored for influenza.

- Website (www.ncagr.gov/avianflu) created with FAQs, biosecurity tips, other information
- News conference in June to announce suspension of poultry shows Aug. 15-Jan. 15
- News releases about additional precautions
- Interviews
- Newsletters to poultry owners



If an Outbreak Occurs ...

- Public information is part of incident command structure
- Coordinate with USDA APHIS Public Affairs on initial announcement
- Determine timing and scope of news conference; coordinate with other agencies, Governor's Office
- Determine media briefing schedule
- Establish Joint Information System using Web EOC tool; determine whether full-scale JIC should be activated
- Update website
- Distribute information via news releases, social media and poultry newsletter list
- Monitor information on news and social media



Considerations



- Transparency, accuracy
- Respect confidentiality
- Interagency relations
- Politics
- Biosecurity
- Media topics of interest
- Consumer confidence
- Emotional impact



The STARCC Principle

Simple

Timely

Accurate

Relevant

Credible

Consistent



Five Elements to Build Trust

- Empathy
- Competence
- Honesty
- Commitment
- Accountability



Under-Promise, Over-Deliver

- Instead of making promises about outcomes, express the uncertainty of the situation and a confident belief in the process to fix the problem and address public concerns.
- A high estimate of harm modified downward is much more acceptable to the public than a low estimate of harm modified upward.



Messaging

- Focus on the government's response to the outbreak
- Explain what quarantine and depopulation mean
- Emphasize that HPAI is not a food safety issue
- CDC considers risk to human health low
- HPAI is an economic threat to farms and poultry industry



Questions?

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www.ncagr.gov/avianflu

