

County Animal Security and Health Network (CASHN)

FAZD CENTER

NATIONAL CENTER FOR FOREIGN ANIMAL
AND ZOO NOTIC DISEASE DEFENSE

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Why Focus on Agriculture?

- **Exotic Newcastle Disease (END)**

- Existed in backyard flocks of underserved and non-commercial livestock and poultry owners (UNLPO) for 6 months prior to detection
- Depopulation of over:
 - 2 million birds
 - 13 commercial flocks
 - 1,900 private premises
- Affected CA, NV, & AZ
- At least 34 countries suspended the importation of poultry and poultry products from affected states



Exotic Newcastle Disease (END)

- Introduced from a bird smuggled into the US illegally
- Early stages of outbreak confined to small backyard poultry operations
- Early detection and reporting could have significantly mitigated the negative impact

Underserved and Non-Commercial Livestock and Poultry Owners (UNLPO)

- Vital but difficult audience to reach for the protection of our agricultural infrastructure.
- How do you disseminate vital animal disease-related information to those who do not wish to be identified?



2006 Focus Groups

- 3 focus groups
- Feed retailers identified as the most common dissemination point
 - County-based network proposed

Focus Group Hypothesis

- **Hypothesis:** Cooperative Extension can build an effective communications network between state veterinarians and UNLPO
 - Extension has an established network of county-based community educators
 - Located in all 3,066 US counties

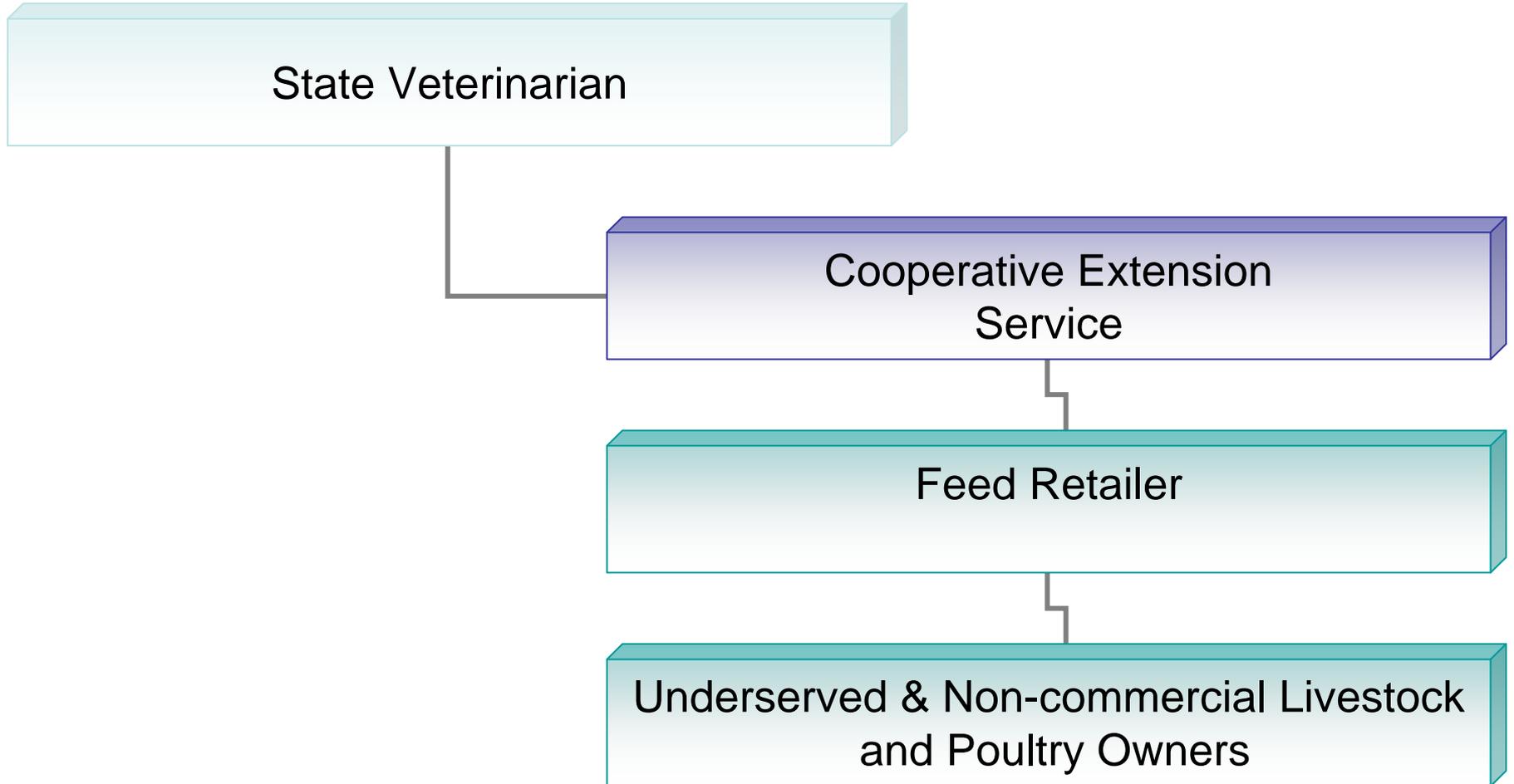
Hypothesized Communication Model

State Veterinarian

Cooperative Extension
Service

Feed Retailer

Underserved & Non-commercial Livestock
and Poultry Owners



A County Animal Security & Health Network (CASHN) Pilot Test

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- Mixed Methods Design
 - Descriptive
 - Feed Retailer historical customer demographic data
 - UNLPO perceptual data
 - Participant perceptual data
 - Quasi-Experimental
 - 6 States
 - 3 alerts per state

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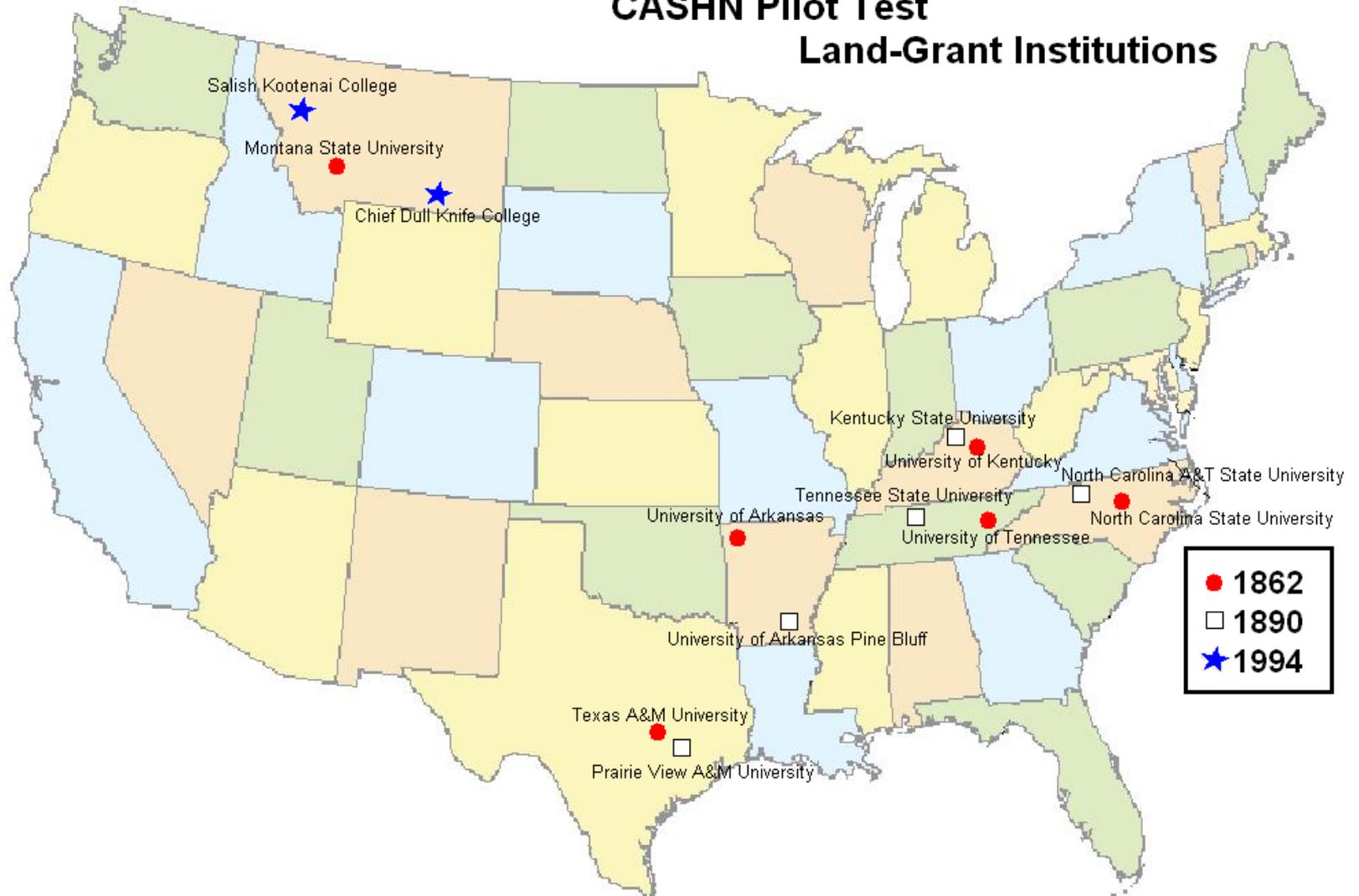
- Behavior of model in “real world” setting.
- Effectiveness of model
- The potential number of UNLPO reached

The CASHN Pilot Test

- AR, KY, TN, NC, MT, & TX
- Engaged Cooperative Extension programs at 5 MSI and 2 Tribal colleges
- 54 counties and 2 reservations identified in the 6 states

Institutional Involvement

CASHN Pilot Test Land-Grant Institutions



Pilot Test Participants

- 6 State Veterinarians
- 6 Points of Contact
- 56 Extension Educators
- 100 Feed Retailers

The CASHN Pilot Test

- County Extension educators:
 - Collect descriptive data from county feed retailers
 - Establish number of feed customers
 - Establish types of species owned by customers
 - Conduct 56 county/tribal community seminars
 - Targeting 1,400 UNLPO
 - Introduce early detection/early response information
 - Gather perceptions of the CASHN concept

The CASHN Pilot Test

- 3 trials of the network conducted in each state
 - One per month (Jan., Feb., March 2008)
 - Initiated by State Veterinarian

The County Animal Security & Health Network (CASHN) Concept Model

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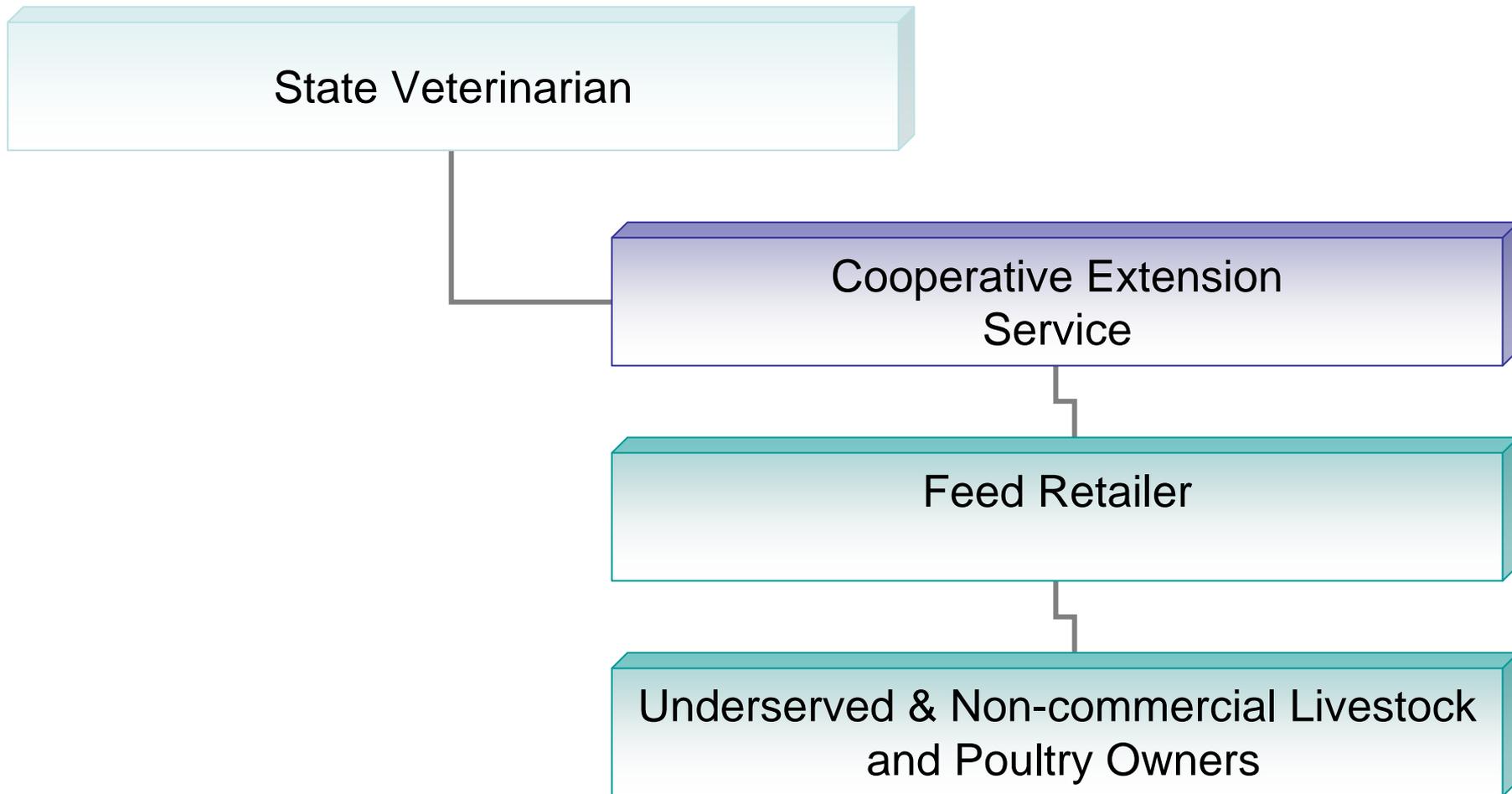
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The CASHN Pilot Test

- Trial data recorded on web-based data collection site: <http://fazd.tamu.edu/>
- Network efficiency analyzed
- Participants provide summative evaluation of CASHN

CASHN Pilot Test

CASHN October 2007 – May 2008 Project Plan

Activity	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May
P-1 CASHN County Extension Educator training								
P-2 Identify and gain feed retail manager commitments								
P-2 Conduct feed retailer pre-CASHN survey w/ historical info								
P-2 Extension Educators conduct CASHN educational seminar								
P-3 Deliver 1 st alert scenario								
P-3 CASHN reporting on date and time alerts received/sent								
P-3 Adjust CASHN alert system as needed								
P-3 Deliver 2 nd alert scenario								
P-3 CASHN reporting on date and time alerts received/sent								
P-3 Adjust CASHN alert system as needed								
P-3 Deliver 3 rd and final alert scenario								
P-3 CASHN reporting on date and time alerts received/sent								
P-4 Participant evaluation of CASHN								
P-4 Analyze data								
P-4 Write evaluation summary and disseminate results								

Recommendations

- Pilot Test results will guide model revisions
- Planned expansion for State-wide adoption in original CASHN states
- We recommend that DHS, State Veterinarians, and Cooperative Extension review the findings for consideration of adoption by state veterinarians across the US

Thank You



CASHN Pilot Test Participants