EXCITE

Extension Collaborative on
Immunization Teaching & Engagement

EXCITE National Partners

Centers for Disease Control and Prevention
CDC 24/7: Saving Lives, Protecting People™

National Institute of Food and Agriculture
UNITED STATES DEPARTMENT OF AGRICULTURE

EXTENSION
FOUNDATION

Cooperative Extension: Trusted Community Messengers

- The partnership was formed in spring 2021, early in COVID-19 vaccine rollout.
- Mis- and disinformation about the COVID-19 vaccine was pervasive.
- Trusted messengers at local levels were needed to deliver credible, science-based information about the vaccine to build confidence and demand.

University of Illinois Extension director Jody Johnson (right) exchanges contact information with Lee Wright (left) and son Roman Wright. The extension's office in southern Illinois has launched a vaccination education program that aims to reach this storied city; Johnson knows listening to locals will be key.

Cara Anthony/Kaiser Health News

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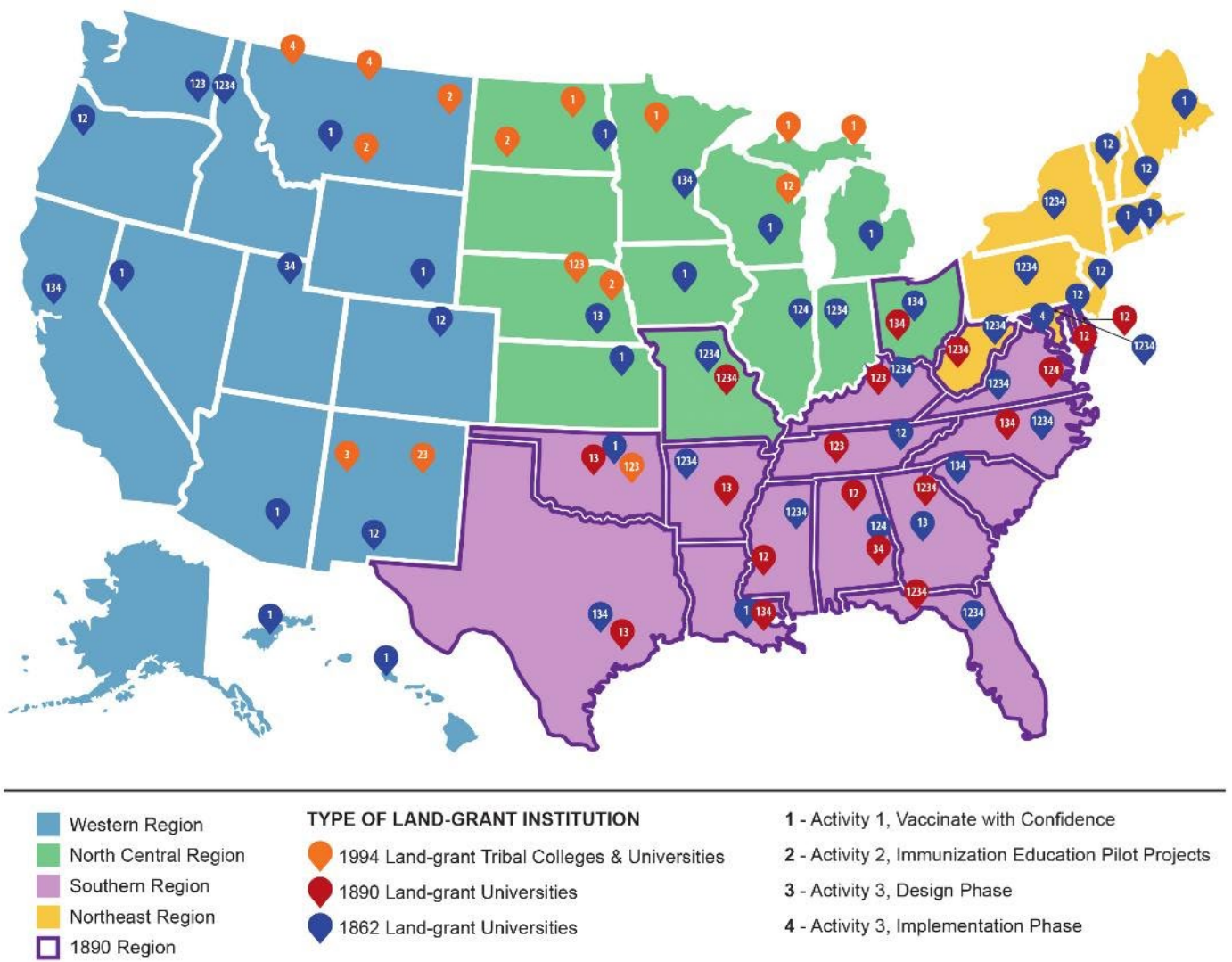
Land-grant Institutions Participating in EXCITE by Project



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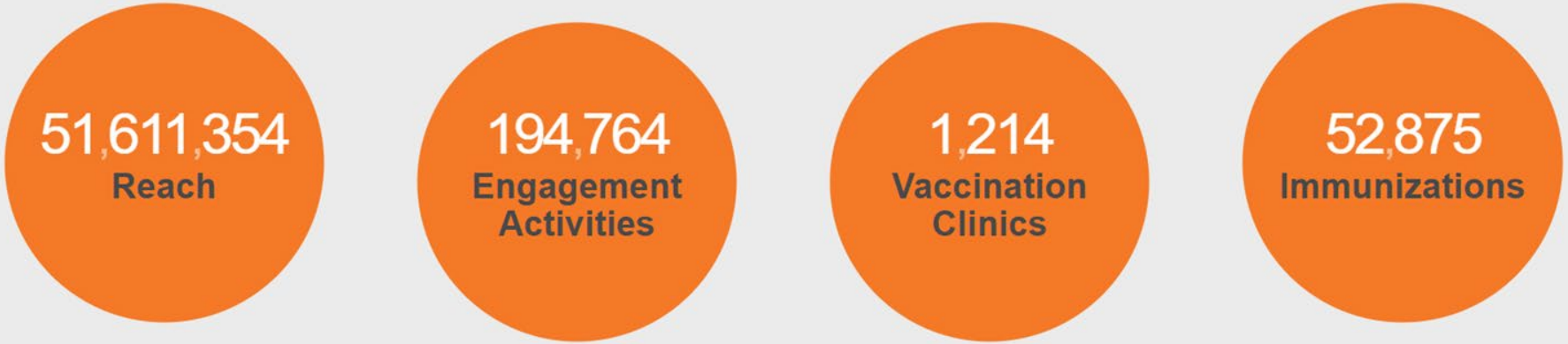
EXCITE Impact by the Numbers



updated June 2025

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“When the COVID vaccine came out, my elderly grandmother was afraid to get it. She thought it might harm her because of things she’d heard. Instead of pushing, I listened, answered her questions, shared facts, and reminded her how much we wanted to keep her safe. Eventually, she agreed. The day she got her shot, she squeezed my hand and said, “Thank you for not giving up on me.” Getting her vaccinated was one of the most meaningful moments for our family. It brought us peace and brought us back together safely. **Having access to EXCITE resources like hand sanitizer, masks, hand soap, and easy-to-understand information about the importance of vaccines really helped her feel more confident and make an informed decision.**”

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EXCITE: Where we are now and where we are going

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NHOC Pre-conference
April 29, 2025

New Partners

Immunization Education partnership of National Rural Health Association (NRHA) and Cooperative Extension Service (CES)

Highlights

$500K Allocated

3 Pilot Projects:
Minnesota
Virginia
Tennessee
$100K ea

Deepen our understanding of successful strategies identified from the field.

Connecting rural healthcare organizations and providers with CES on implementing adult immunization outreach and education strategies.

Through September 2025

Adult Immunization Education Integration & Awareness

Education: Integration of adult vaccine education into existing/promising CES programs across all program areas.

Awareness: Creation of adult vaccine messaging that may be used in any CES programs and events.

Highlights

$1.5 Million Allocated

10 Education Projects
$125K ea

6 Awareness Projects
$40K ea

2025 NHOC pre-conference

September 2024 - August 2025

Integrating Vaccine Education into Existing Curriculum

Curriculum Focus	Lead LGUs
Increasing Immunization Messaging Supplement for EFNEP	University of Delaware
Diabetes Prevention Program (Immunization supplement)	University of Arizona
Increasing HPV Vaccination	Clemson University
Junior Master Wellness	Mississippi State University
Health Workers Empowering Adult Immunization Educ.	Oregon State University
How to Talk to Your Doctor	University of Arkansas
Poverty Informed Strategies	University of Idaho
Climate Adaptation Roadmap	University of Minnesota, with a subaward to the University of Arizona
Stay Strong, Stay Healthy (Immunization supplement)	University of Missouri
Balanced Living with Diabetes (Immunization Supplement)	Virginia Tech

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(IAA) Integrative Model of Sustainable Health Decision Making

Establish a sustainable model for integrating vaccine education across program areas as a core part of Cooperative Extension's ongoing outreach.

Highlights

$10 Million

4 new positions per ECOP region

In collaboration with local partners, will increase the public's confidence in vaccinations for adults.

Integrate vaccine education across program areas as a core part of Cooperative Extension's ongoing outreach.

Design phase
October 2024 - March 2025
Funded positions
3 years from hire

20 New Immunization Educator Positions

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The National EXCITE team is working with Regions to design their approach for assigning the positions.

The national team will continue to support both the regions and the educators.

- Northeast
- South
- North Central
- West
- HBCUs

Each region will choose three states to host immunization educators.

They can choose to hire a fourth educator or use those funds to support efforts to integrate vaccine education into other programs.

Educators will support immunization efforts both in their states and across their regions

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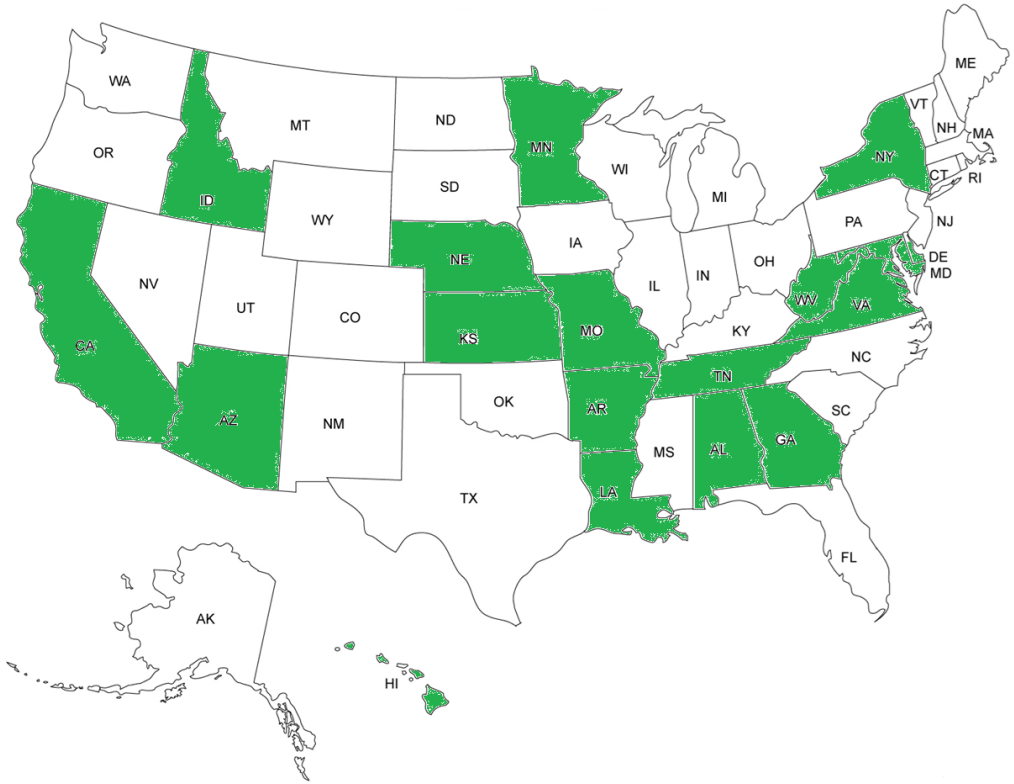
Health Agents Located Across the U.S.



Health Agents will be located across the country. While they are housed at specific LGUs, they will be supporting their entire region in implementing immunization education.

Additionally, EFNEP educators in the Northeast and in Louisiana will continue to improve upon vaccine education modules in the curriculum.

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EXCITE Staffing Project Objectives

1. At the community level, EXCITE Immunization Educators, in collaboration with local partners, will increase the public's confidence in vaccinations for adults.

1. Extension professionals across program areas will increase their knowledge of and ability to educate communities using a model for making sustainable health decisions.

3. EXCITE Immunization Educators will expand and strengthen community partnerships with health departments, healthcare providers, and community-based organizations depending on the needs of their communities.

4. EXCITE will integrate vaccine education across program areas with their Extension colleagues, community health workers, and volunteers as a core part of Cooperative Extension's ongoing outreach.

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The Primary Audience will be:

Rural and Medically Underserved Individuals

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H5N1

Education program focused on Cooperative Extension Dairy Agents and Dairy producers to understand and manage the health risk of H5N1.

Highlights

$500K Allocated

14 Priority States (where H5N1 has been identified)

Cooperative Extension Dairy Agents will increase their knowledge and understanding of H5N1 and gain knowledge and enhance skills in behavior change communication as it relates to human health.

Dairy producers will have an increased knowledge and understanding of H5N1 and the potential transference and impact on human health.

Dairy producers will adopt prevention practices on farm to reduce health risk of H5N1.

Increasing Focus on H5N1

Partnering with the National Center for Farmworker Health and using existing CDC and corporate funding, EXCITE is working to educate dairy workers and others about H5N1 risks and prevention

Photo Credit: Mark Stebnicki

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Merging Animal and Human Health Efforts

Objective #1	Objective #2	Objective #3
Cooperative Extension Dairy Agents will **increase their knowledge and understanding of H5N1** and gain knowledge and **enhance skills in behavior change communication** as it relates to human health.	**Dairy producers will have an increased knowledge and understanding of H5N1** and the potential transference and impact on human health and animal health.	**Dairy producers will adopt prevention practices** on farm to reduce human and animal health risk of H5N1.

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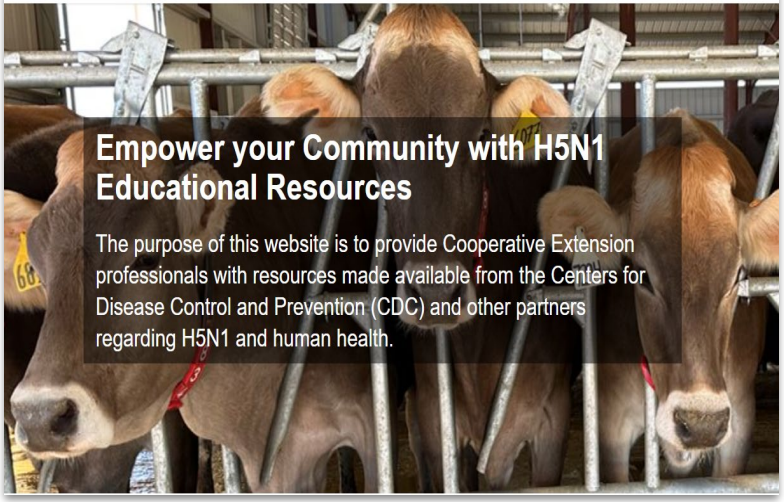
Provide One-Stop-Shop for Science-based Info

H5N1 Educational Resources



https://h5n1.extension.org/

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- Print and Media Resources
- Food Safety
- Upcoming Events and Opportunities
- Supporting Websites for General Information
- USDA Actions and Regulations
- On-Farm Biosecurity Recommendations and Training
- Youth Livestock Events and Shows
- Poultry Resources

Worker Protection

H5N1 in the Workplace. Resources for protecting yourself and your employees.

GO TO PAGE

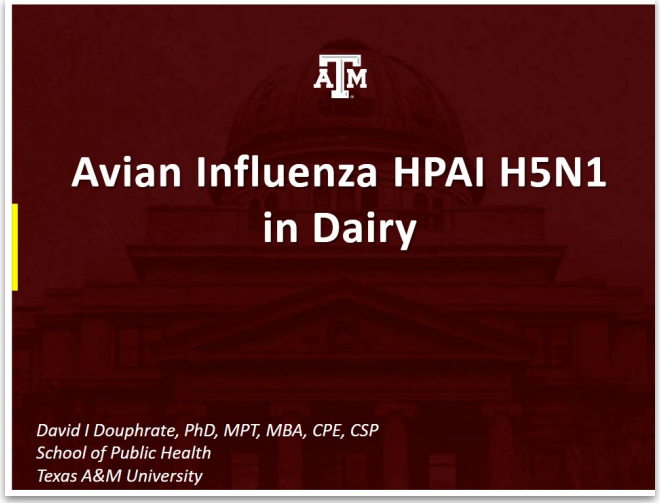
How is it spreading?

While the current public health risk is low, CDC is watching the situation carefully and working with states to monitor people with animal exposures.

GO TO PAGE

Monthly Spotlight Sessions with Industry Experts

Featuring top researchers, partners, and practitioners



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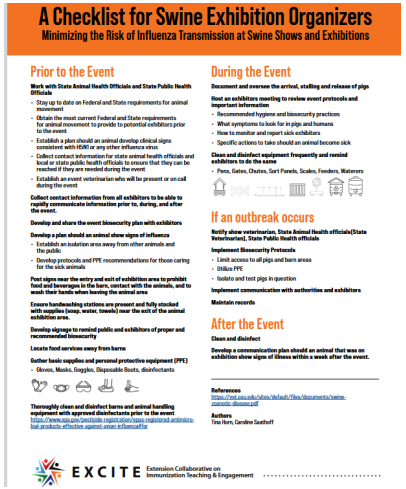
Fairs and Livestock Exhibitions

Resources and One-Page Checklists for those organizing or exhibiting at livestock shows for multiple species

Distributed to Extension livestock and 4-H agents, to state and local contacts (e.g., fair managers and show boards), and via Extension Foundation lists.



A Checklist for Swine Exhibition Organizers

Minimizing the Risk of Influenza Transmission at Swine Shows and Exhibitions

Prior to the Event

Work with State Animal Health Officials and State Public Health Officials

- Stay up to date on Federal and State requirements for animal movement
- Obtain the most current Federal and State requirements for animal movement to provide to potential exhibitors prior to the event
- Establish a plan should an animal develop clinical signs consistent with H5N1 or any other influenza virus
- Collect contact information for state animal health officials and local or state public health officials to ensure that they can be reached if they are needed during the event
- Establish an event veterinarian who will be present or on call during the event

Collect contact information from all exhibitors to be able to rapidly communicate information prior to, during, and after the event.

Develop and share the event biosecurity plan with exhibitors

Develop a plan should an animal show signs of influenza

- Establish an isolation area away from other animals and the public
- Develop protocols and PPE recommendations for those caring for the sick animals

Post signs near the entry and exit of exhibition area to prohibit food and beverages in the barn, contact with the animals, and to wash their hands when leaving the animal area

Ensure handwashing stations are present and fully stocked with supplies (soap, water, towels) near the exit of the animal exhibition area.

Develop signage to remind public and exhibitors of proper and recommended biosecurity

Locate food services away from barns

Gather basic supplies and personal protective equipment (PPE)

- Gloves, Masks, Goggles, Disposable Boots, disinfectants

Thoroughly clean and disinfect barns and animal handling equipment with approved disinfectants prior to the event

https://www.epa.gov/pesticide-registration/epas-registered-antimicrobial-products-effective-against-avian-influenza#flr

During the Event

Document and oversee the arrival, stalling and release of pigs

Host an exhibitors meeting to review event protocols and important information

- Recommended hygiene and biosecurity practices
- What symptoms to look for in pigs and humans
- How to monitor and report sick exhibitors
- Specific actions to take should an animal become sick

Clean and disinfect equipment frequently and remind exhibitors to do the same

- Pens, Gates, Chutes, Sort Panels, Scales, Feeders, Waterers

If an outbreak occurs

Notify show veterinarian, State Animal Health officials(State Veterinarian), State Public Health officials

Implement Biosecurity Protocols

- Limit access to all pigs and barn areas
- Utilize PPE
- Isolate and test pigs in question

Implement communication with authorities and exhibitors

Maintain records

After the Event

Clean and disinfect

Develop a communication plan should an animal that was on exhibition show signs of illness within a week after the event.

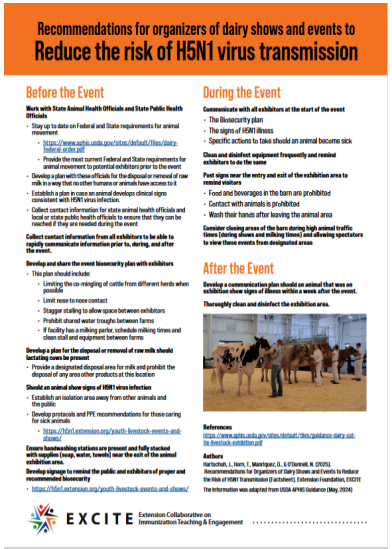
References

https://vet.osu.edu/sites/default/files/documents/swine-zoonotic-disease.pdf

Authors

Tina Horn, Caroline Southoff

EXCITE Extension Collaborative on Immunization Teaching & Engagement



Recommendations for organizers of dairy shows and events to Reduce the risk of H5N1 virus transmission

Before the Event

Work with State Animal Health Officials and State Public Health Officials

- Stay up to date on Federal and State requirements for animal movement
  - https://www.aphis.usda.gov/sites/default/files/dairy-federal-order.pdf
  - Provide the most current Federal and State requirements for animal movement to potential exhibitors prior to the event
- Develop a plan with these officials for the disposal or removal of raw milk in a way that no other humans or animals have access to it
- Establish a plan in case an animal develops clinical signs consistent with H5N1 virus infection.
- Collect contact information for state animal health officials and local or state public health officials to ensure that they can be reached if they are needed during the event

Collect contact information from all exhibitors to be able to rapidly communicate information prior to, during, and after the event.

Develop and share the event biosecurity plan with exhibitors

- This plan should include:
  - Limiting the co-mingling of cattle from different herds when possible
  - Limit nose to nose contact
  - Stagger stalling to allow space between exhibitors
  - Prohibit shared water troughs between farms
  - If facility has a milking parlor, schedule milking times and clean stall and equipment between farms

Develop a plan for the disposal or removal of raw milk should lactating cows be present

- Provide a designated disposal area for milk and prohibit the disposal of any area other products at this location

Should an animal show signs of H5N1 virus infection

- Establish an isolation area away from other animals and the public
- Develop protocols and PPE recommendations for those caring for sick animals
  - https://h5n1.extension.org/youth-livestock-events-and-shows/

Ensure handwashing stations are present and fully stocked with supplies (soap, water, towels) near the exit of the animal exhibition area.

Develop signage to remind the public and exhibitors of proper and recommended biosecurity

- https://h5n1.extension.org/youth-livestock-events-and-shows/

During the Event

Communicate with all exhibitors at the start of the event

- The Biosecurity plan
- The signs of H5N1 illness
- Specific actions to take should an animal become sick

Clean and disinfect equipment frequently and remind exhibitors to do the same

Post signs near the entry and exit of the exhibition area to remind visitors

- Food and beverages in the barn are prohibited
- Contact with animals is prohibited
- Wash their hanes after leaving the animal area

Consider closing areas of the barn during high animal traffic times (during shows and milking times) and allowing spectators to view these events from designated areas

After the Event

Develop a communication plan should an animal that was on exhibition show signs of illness within a week after the event.

Thoroughly clean and disinfect the exhibition area.

References

https://www.aphis.usda.gov/sites/default/files/guidance-dairy-cat-tle-livestock-exhibition.pdf

Authors

Hartschuh, J., Horn, T., Manriquez, D., & O'Donnell, N. (2025).

Recommendations for Organizers of Dairy Shows and Events to Reduce the Risk of H5N1 Transmission [Factsheet]. Extension Foundation, EXCITE

The information was adapted from USDA APHIS Guidance (May, 2024)

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https://h5n1.extension.org/youth-livestock-events-and-shows-2/

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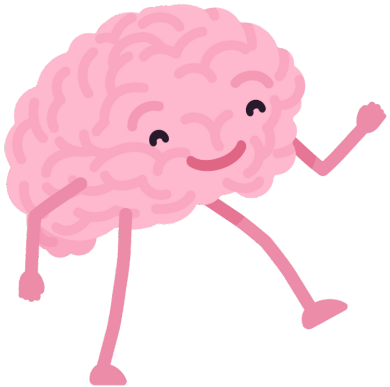
Using Brain Science for More Effective Materials

Brain Science helps us more powerfully **engage**, **educate**, and **empower** dairy farm professionals to mitigate risks of H5N1

BRAIN FRIENDLY



- ✓ **Factsheets**
- ✓ **One-page briefs**
- ✓ **Posters and banners**
- ✓ **Social media posts**

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Factsheet Examples

Keeping Our Farms Safe

Protecting Against H5N1

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Why It Matters

Biosecurity plans yield a healthy dairy farm. Safeguarding your herd protects your livelihood and the community that depends on you. Protecting animals, people, and the environment from diseases like H5N1 is everyone's responsibility.

What You Need to Know About H5N1

- H5N1 causes severe illness in poultry
- H5N1 is spreading among dairy cows
- H5N1 has been found in wild birds and some mammals, including cats

How Does It Affect Cows?

- coughing, sneezing, runny nose and eyes
- loss of appetite
- sudden drop in milk production

NOTE: Milk from infected cows may appear thick and yellow like colostrum.

Current Spread

H5N1 poses significant risks to livestock, with ongoing multi-state outbreaks in dairy herds escalating at an **alarming rate.**

Virus found in cows' milk, lungs, muscle, and udder tissue.

Human cases have been reported following contact with infected animals, but the public health risk remains low.

How Does H5N1 Spread?

Transmission Paths
- Respiratory droplets from infected animals.
- Movement of infected or exposed cattle.
- Contact with raw milk or contaminated equipment, clothes, and vehicles.

The virus can spread through cows' RAW MILK via
- **Direct contact:** Exposure to infected raw milk.
- **Indirect contact:** Contamination through clothes, animals, vehicles, or equipment.

High-Risk Areas
- Milking parlors.
- Sick animal zones.
- Contaminated water sources and surfaces.

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Bulk Milk Testing

Why Bulk Milk Testing Matters

- Provides early detection to minimize herd loss. Current testing suggest virus present in milk 14-16 days before clinical symptoms.
- Ensures safe animal movement between farms.
- Helps maintain the safety and sustainability of the dairy industry.

National Milk Testing Strategy

On December 6, 2024, the USDA announced its National Milk Testing Strategy (NMTS), introducing a new Federal Order to combat the spread of H5N1 Avian Influenza in dairy herds. These new rules introduce mandatory measures aimed at detecting and preventing H5N1 in dairy cattle.

Key Changes Under the Federal Order: Raw Milk Testing Requirements:

- Dairy farms, transporters, transfer stations, and processors must participate in mandatory raw (unpasteurized) milk testing.
- Any positive test results will be reported to the USDA for follow-up.

Personal Protective Equipment (PPE): Essential for Safety

Protect Yourself and Your Farm

Farm tasks determine exposure levels
- **High Exposure:** Work in milking parlors or with sick animals.
- **Medium Exposure:** Work near infected farms.
- **Low Exposure:** Work with no direct animal contact.

Recommended PPE for High Exposure Areas
- Wash your hands before and after contact.
- Wear disposable gloves for every task.
- Wear safety goggles and a face shield if needed.
- Use coveralls or work clothing only for the farm.
- Put on a sleeved waterproof apron.
- Use an N95 or surgical mask.
- Wear rubber boots.
- Use footbaths at entry points.

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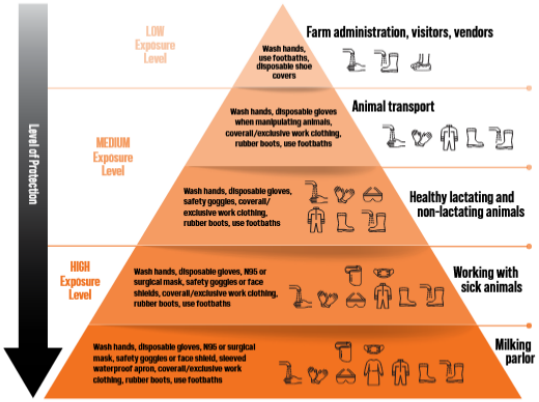
Your Role: Farm Leadership

Taking these steps demonstrates commitment to protecting your herd, employees, and community. Proactive biosecurity ensures the sustainability of your farm and strengthens the dairy industry for generations to come.

What PPE should be made available depending on the work tasks in the dairy?

Think of the protection pyramid:

To ensure safety at all exposure levels, encourage workers to follow these basic hygiene measures
- Do not take work clothing home or to other dairy, cattle, or poultry operations.
- Wash hands regularly.
- Use footbaths or disposable shoe covers when moving to different locations within the dairy.
- Allow boots to dry after using footbaths.
- Report any signs of illness.



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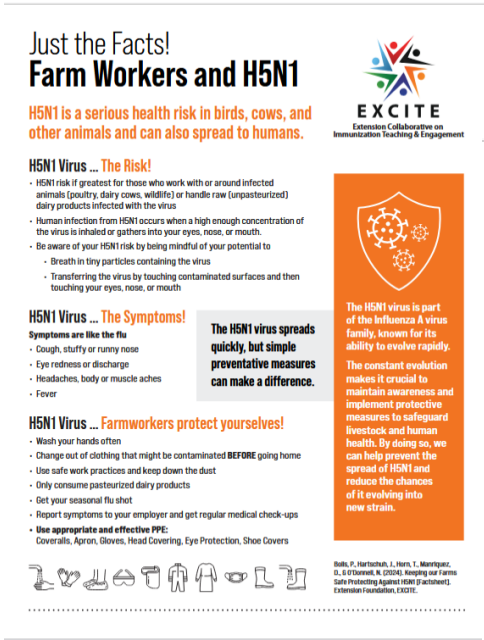
One-Page Brief Examples



Just the Facts!

Farm Workers and H5N1

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H5N1 is a serious health risk in birds, cows, and other animals and can also spread to humans.

H5N1 Virus ... The Risk!

- H5N1 risk if greatest for those who work with or around infected animals (poultry, dairy cows, wildlife) or handle raw (unpasteurized) dairy products infected with the virus
- Human infection from H5N1 occurs when a high enough concentration of the virus is inhaled or gathers into your eyes, nose, or mouth.
- Be aware of your H5N1 risk by being mindful of your potential to
  - Breath in tiny particles containing the virus
  - Transferring the virus by touching contaminated surfaces and then touching your eyes, nose, or mouth

H5N1 Virus ... The Symptoms!

Symptoms are like the flu

- Cough, stuffy or runny nose
- Eye redness or discharge
- Headaches, body or muscle aches
- Fever

The H5N1 virus spreads quickly, but simple preventative measures can make a difference.

H5N1 Virus ... Farmworkers protect yourselves!

- Wash your hands often
- Change out of clothing that might be contaminated **BEFORE** going home
- Use safe work practices and keep down the dust
- Only consume pasteurized dairy products
- Get your seasonal flu shot
- Report symptoms to your employer and get regular medical check-ups
- **Use appropriate and effective PPE:** Coveralls, Apron, Gloves, Head Covering, Eye Protection, Shoe Covers

The H5N1 virus is part of the Influenza A virus family, known for its ability to evolve rapidly.

The constant evolution makes it crucial to maintain awareness and implement protective measures to safeguard livestock and human health. By doing so, we can help prevent the spread of H5N1 and reduce the chances of it evolving into new strain.

Bolls, P., Hartschuh, J., Horn, T., Manriquez, D., & O'Donnell, N. (2024). Keeping our Farms Safe Protecting Against H5N1 (Factsheet). Extension Foundation, EXCITE.

¡SOLO LOS HECHOS!

Trabajadores Agrícolas Y Gripe Aviar H5N1

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El virus H5N1 es un riesgo grave para la salud de las aves, vacas y otros animales. H5N1 también puede propagarse a los humanos.

Virus H5N1 ... ¡El Riesgo!

- El riesgo de contraer el virus H5N1 es mayor para aquellos que trabajan con o alrededor de animales infectados (aves de corral, vacas lecheras, vida silvestre) o quienes manejan productos lácteos crudos (no pasteurizados) infectados con el virus.
- La infección humana por H5N1 ocurre cuando se inhala una concentración suficientemente alta del virus o cuando el virus entra en los ojos, la nariz o la boca.
- Sea consciente de su propio riesgo de contraer H5N1 teniendo en cuenta el riesgo que usted tiene en su lugar de trabajo de:
  - Inhalar pequeñas partículas que contienen el virus (desde leche cruda o animales enfermos).
  - Transferir el virus al tocar superficies contaminadas y luego tocarse los ojos, la nariz o la boca.

Virus H5N1 ... ¡Los Síntomas!

Los síntomas de infección por H5N1 son similares a los de la gripe:

- Tos, nariz tapada o que moquea
- Enrojecimiento o secreción ocular
- Dolores de cabeza, corporales o musculares
- Fiebre

El virus H5N1 se propaga rápidamente, pero simples medidas preventivas pueden marcar la diferencia.

Virus H5N1 ... ¡Trabajadores agrícolas, protéjanse!

- Lávese las manos con frecuencia.
- Cámbiese de ropa que pueda estar contaminada ANTES de ir a casa.
- Use prácticas de trabajo seguras y mantenga el polvo bajo control.
- Consuma solo productos lácteos pasteurizados, no crudos.
- Póngase la vacuna contra la gripe estacional.
- Informe los síntomas a su empleador y realice chequeos médicos regulares.
- **Use EPP (Equipo de Protección Personal, PPE en Inglés) adecuado y efectivo:** Overol o ropa exclusiva para su trabajo, Delantal impermeable y/o lavable, Guantos desechables, Cobertura para la cabeza, Protección ocular, Cubre zapatos

Debido a que el virus H5N1 pertenece a la familia de los virus de la Influenza A, puede evolucionar rápidamente. Esto hace que sea crucial utilizar medidas de protección para salvaguardar la salud del rebaño y de los humanos. Esto ayuda a prevenir la propagación del H5N1 y reduce sus posibilidades de evolucionar en una nueva cepa.

Bolls, P., Hartschuh, J., Horn, T., Manriquez, D., & O'Donnell, N. (2024). Keeping our Farms Safe Protecting Against H5N1 (Factsheet). Extension Foundation, EXCITE.

Recommendations for organizers of dairy shows and events to Reduce the risk of H5N1 virus transmission

Before the Event

Work with State Animal Health Officials and State Public Health Officials

- Stay up to date on Federal and State requirements for animal movement
  - https://www.aphis.usda.gov/sites/default/files/dairy-federal-order.pdf
  - Provide the most current Federal and State requirements for animal movement to potential exhibitors prior to the event
- Develop a plan with these officials for the disposal or removal of raw milk in a way that no other humans or animals have access to it
- Establish a plan in case an animal develops clinical signs with H5N1 virus infection.

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...age to remind the public and exhibitors of proper and ...d biosecurity

...s1.extension.org/youth-livestock-events-and-shows/

During the Event

Communicate with all exhibitors at the start of the event

- The Biosecurity plan
- The signs of H5N1 illness
- Specific actions to take should an animal become sick

Clean and disinfect equipment frequently and remind exhibitors to do the same

Post signs near the entry and exit of the exhibition area to remind visitors

- Food and beverages in the barn are prohibited
- Contact with animals is prohibited
- Wash their hands after leaving the animal area

Consider closing areas of the barn during high animal traffic times (during shows and milking times) and allowing spectators to view these events from designated areas

After the Event

Develop a communication plan should an animal that w... exhibition show signs of illness within a week after th...

Thoroughly clean and disinfect the exhibition area.

References

https://www.aphis.usda.gov/sites/default/files/guidance-di...ile-livestock-exhibition.pdf

Authors

Hartschuh, J., Horn, T., Manriquez, D., & O'Donnell, N. (2025). Recommendations for Organizers of Dairy Shows and Events t... the Risk of H5N1 Transmission (Factsheet). Extension Foundat...

The information was adapted from USDA APHIS Guidance (May...

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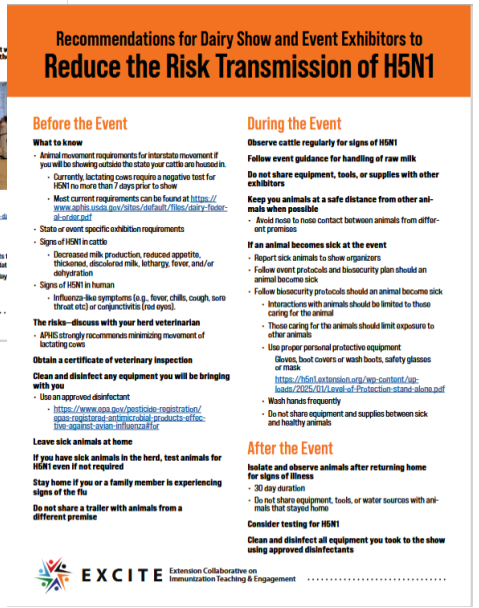

Recommendations for Dairy Show and Event Exhibitors to Reduce the Risk Transmission of H5N1

Before the Event

What to know

- Animal movement requirements for interstate movement if you will be showing outside the state your cattle are housed in.
  - Currently, lactating cows require a negative test for H5N1 no more than 7 days prior to show
  - Most current requirements can be found at https://www.aphis.usda.gov/sites/default/files/dairy-federal-order.pdf
- State or event specific exhibition requirements
- Signs of H5N1 in cattle
  - Decreased milk production, reduced appetite, thickened, discolored milk, lethargy, fever, and/or dehydration
- Signs of H5N1 in human
  - Influenza-like symptoms (e.g., fever, chills, cough, sore throat etc) or conjunctivitis (red eyes).

The risks--discuss with your herd veterinarian

- APHIS strongly recommends minimizing movement of lactating cows

Obtain a certificate of veterinary inspection

Clean and disinfect any equipment you will be bringing with you

- Use an approved disinfectant
  - https://www.epa.gov/pesticide-registration/epas-registered-antimicrobial-products-effective-against-avian-influenza-flu

Leave sick animals at home

If you have sick animals in the herd, test animals for H5N1 even if not required

Stay home if you or a family member is experiencing signs of the flu

Do not share a trailer with animals from a different premise

During the Event

Observe cattle regularly for signs of H5N1

Follow event guidance for handling of raw milk

Do not share equipment, tools, or supplies with other exhibitors

Keep you animals at a safe distance from other animals when possible

- Avoid nose to nose contact between animals from different premises

If an animal becomes sick at the event

- Report sick animals to show organizers
- Follow event protocols and biosecurity plan should an animal become sick
- Follow biosecurity protocols should an animal become sick
  - Interactions with animals should be limited to those caring for the animal
  - These caring for the animals should limit exposure to other animals
  - Use proper personal protective equipment
    - Gloves, boot covers or wash boots, safety glasses or mask
    - https://h5n1.extension.org/wp-content/uploads/2025/01/Level-of-Protection-stand-along.pdf
  - Wash hands frequently
  - Do not share equipment and supplies between sick and healthy animals

After the Event

Isolate and observe animals after returning home for signs of illness

- 30 day duration
- Do not share equipment, tools, or water sources with animals that stayed home

Consider testing for H5N1

Clean and disinfect all equipment you took to the show using approved disinfectants

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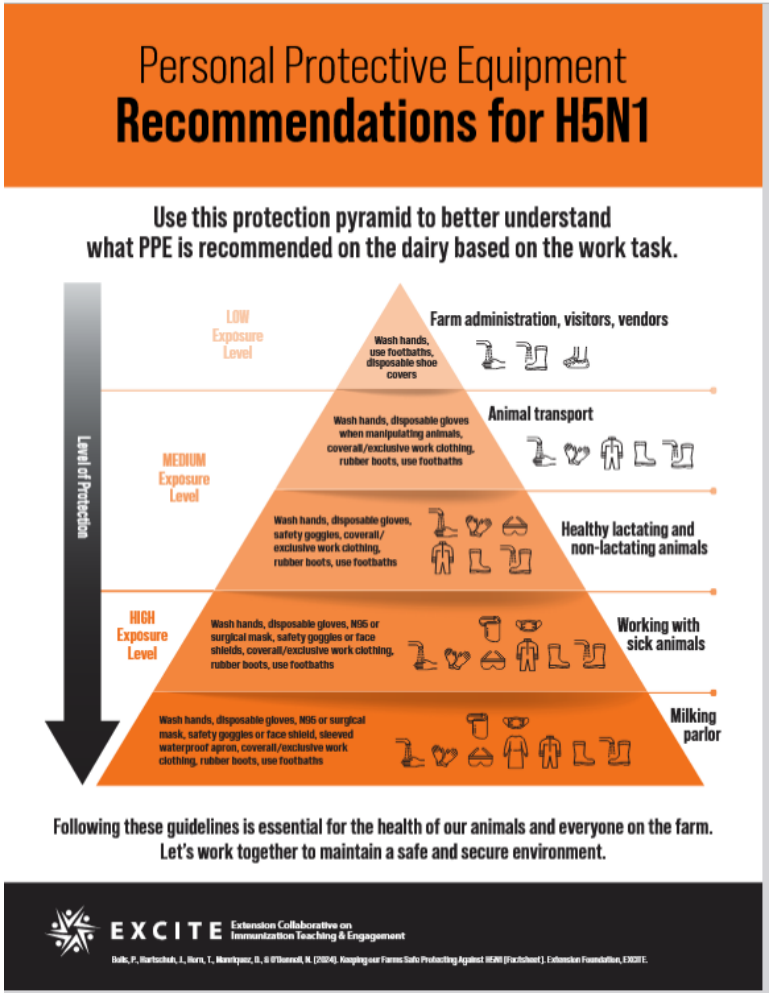
Posters and Banners

50 banners
distributed for use at producer meetings, fairs, trade shows



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Social Media Post Examples

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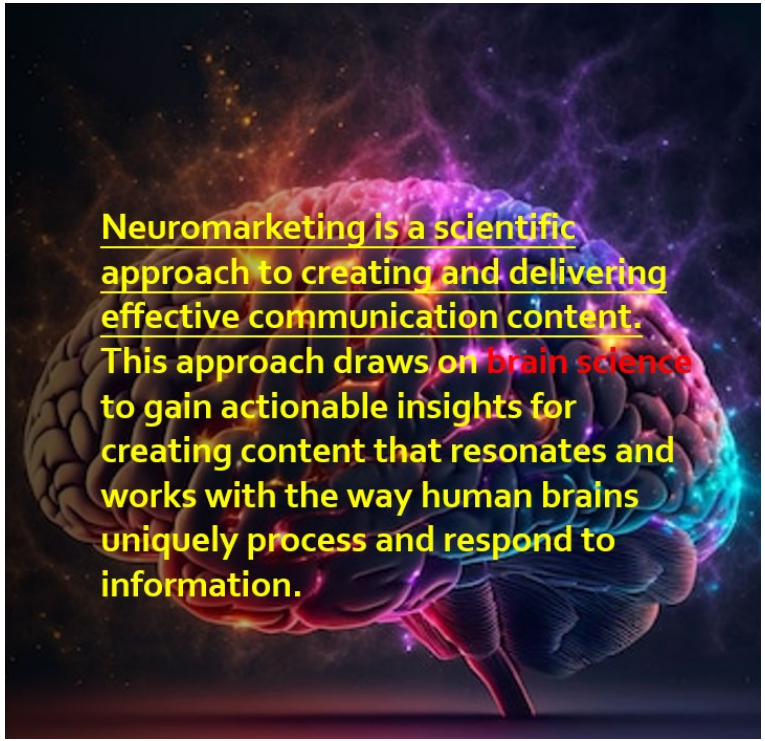
EXCITE H5N1 Response

Applied Neuromarketing Content Testing



METHODOLOGY:

- Participants (N = 37) were dairy professionals recruited from three Colorado dairies and CSU
- H5N1 Extension team content was tested (English and Spanish language versions)
- Measures:
  - Eye Tracking - Visual Attention
  - Heart Rate - Cognitive Effort (Attention)
  - Skin Conductance - Intensity of Emotions
  - Facial Muscle Activity - Negative Emotion
  - Self-report Questions - Attitudes

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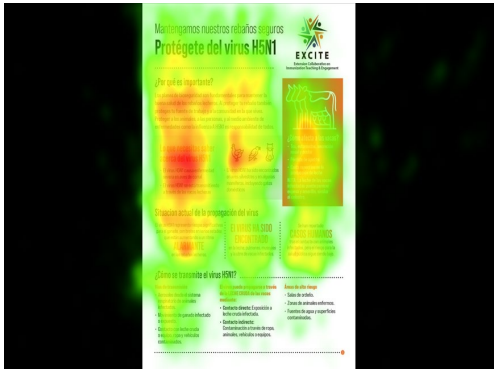
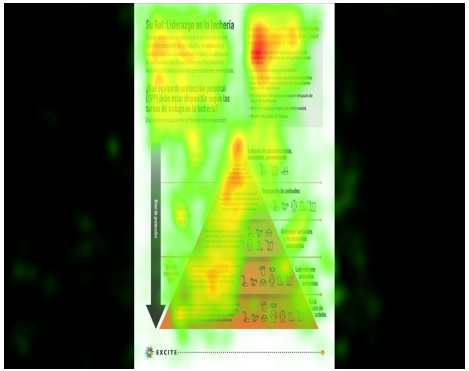
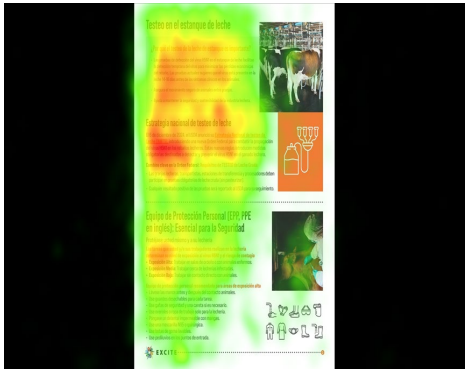
Applied Neuromarketing Preliminary Insights







- Educational print content
  - Visual icons/Information graphics are effective
  - “Real photos” are less effective
  - Blocked Column, sectioned layout is effective

- H5N1 Educational content for farmworkers
  - Text about milk testing and how H5N1 impacts animals is engaging
  - Text about PPE is less engaging

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