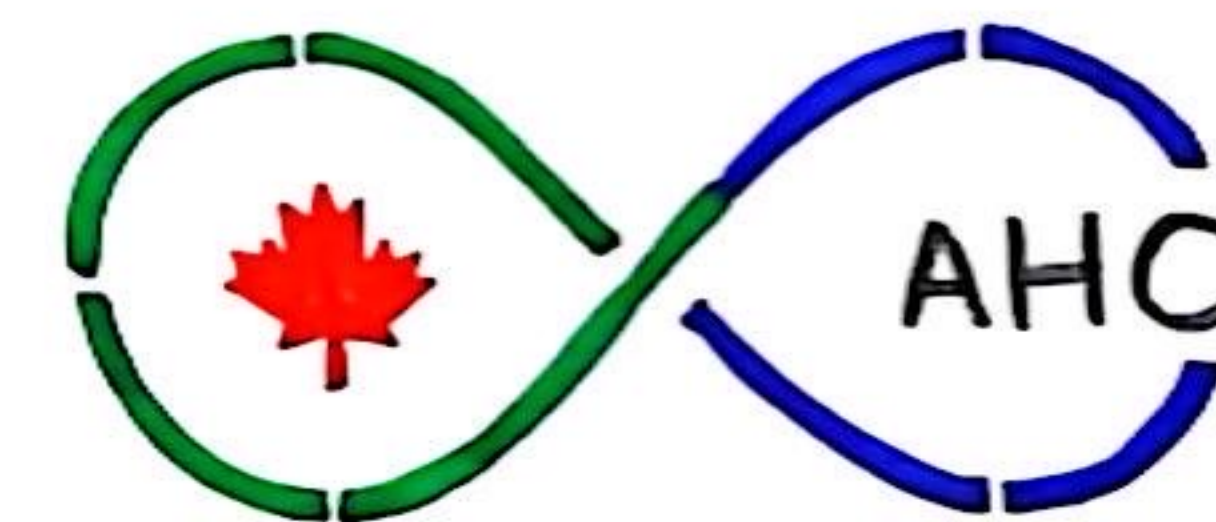
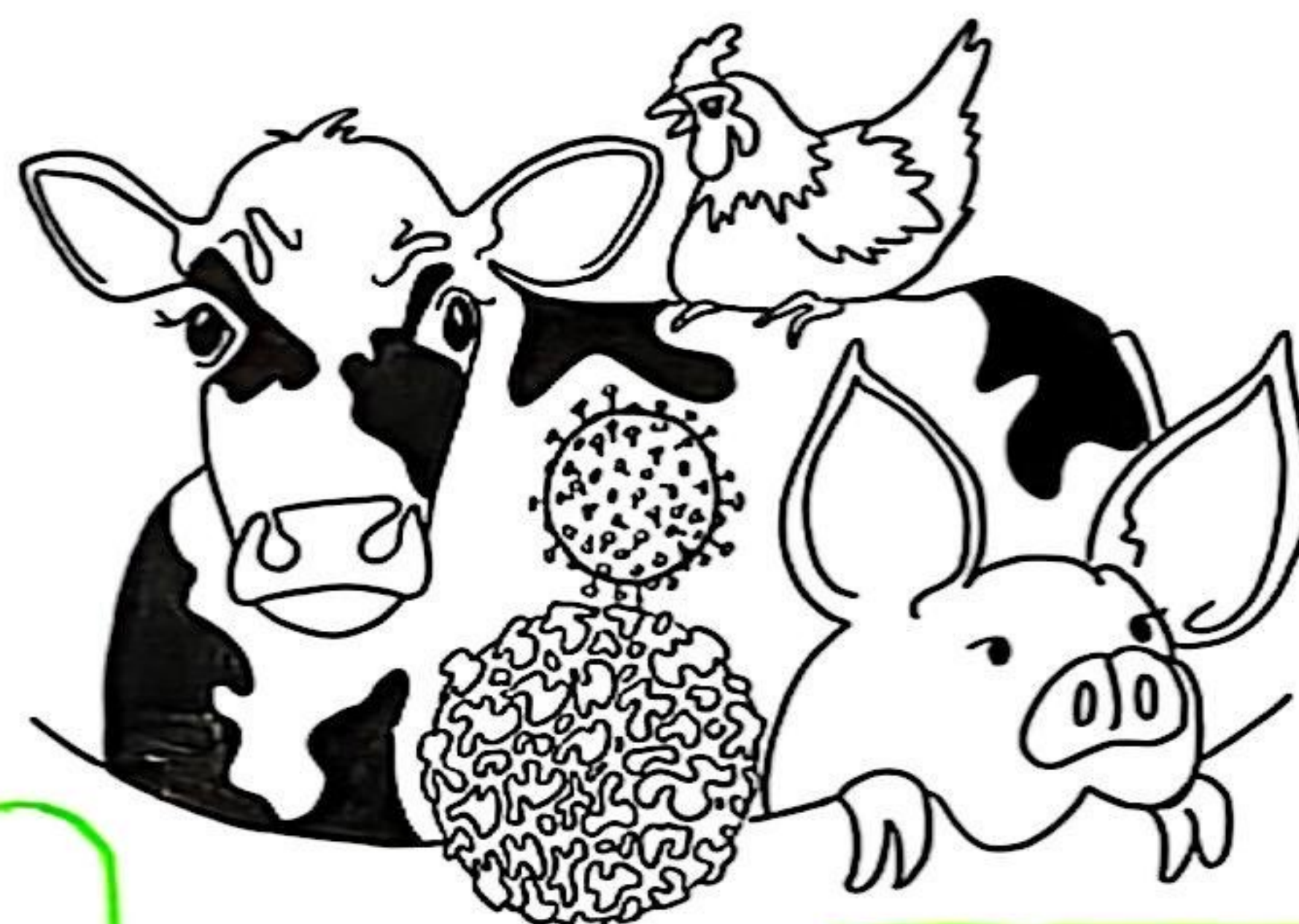


LESSONS LEARNED FROM HPAI IN DAIRY AND HOW TO APPLY TO FMD WORK



Graphic recording by
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During the the potential HPAI outbreak in Canada, what steps were taken to enhance **BIOSECURITY** and could these be applied to other sectors and diseases?



What is the most important **LESSON** learned in the HPAI dairy outbreak and how can we **APPLY** it to FMD discussions?

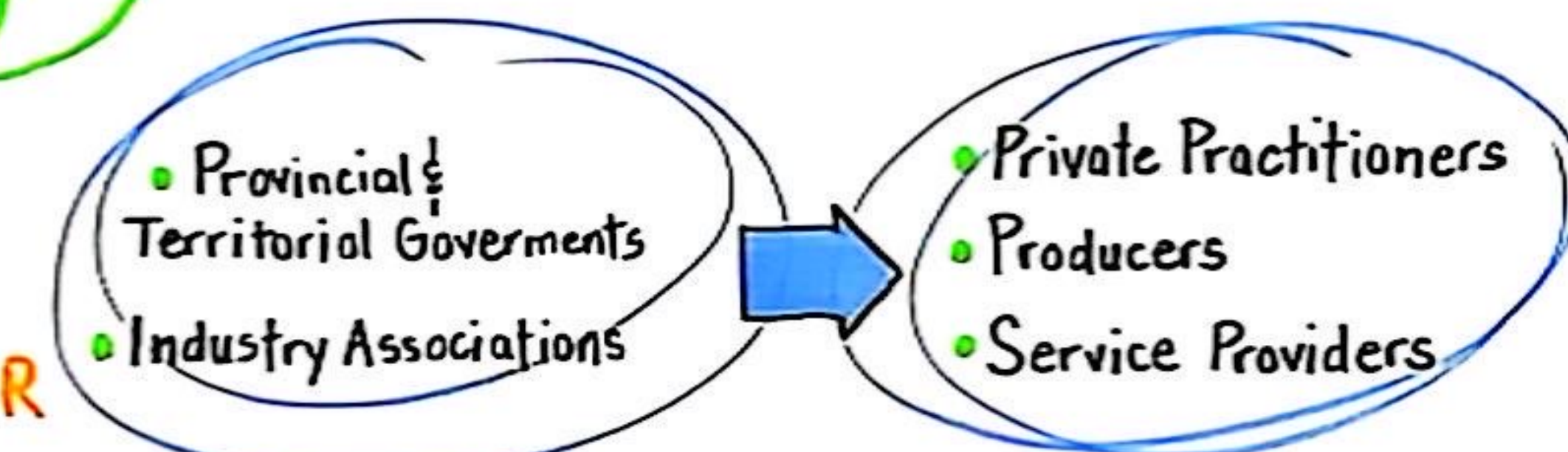


The foundation of a **Successful** response

We've come a long way... **NOW** it's time to push it **FURTHER**

WE NEED TO

EMPOWER them to take 1st steps
KNOW what they are looking for
HOW to reach in



BOOTS ON THE GROUND



From a place of Wanting to **HELP**... not punitive!

How can Canada address the challenge of **CONFUSION** at the processor level and ensure consumer **CONFIDENCE** in local markets?

When a disease is new it is **SCARY** for everyone

Proactive communication



What are the **CONCERNS**?

Need Upstream Communication!



Build **Trust** when not in **CRISIS** mode

Relationships allow a safe space to ask **QUESTIONS**

What AHC activity did you find most **USEFUL** during the HPAI outbreak and could AHC play a similar role in a FMD outbreak?

AHC brought us all **TOGETHER**

You took **CARE** of it!



Updates sharable to a **WIDER AUDIENCE**

The work AHC did **BEFORE** the outbreak was key to **SUCCESS**



FAMILIAR people
 Faster to find a **SAFE** space

Small teams don't have the **CAPACITY** to keep track of it all



AHC's **Superpower**

Getting the right people in the room and identifying the gaps

You brought us into the **FOLD**