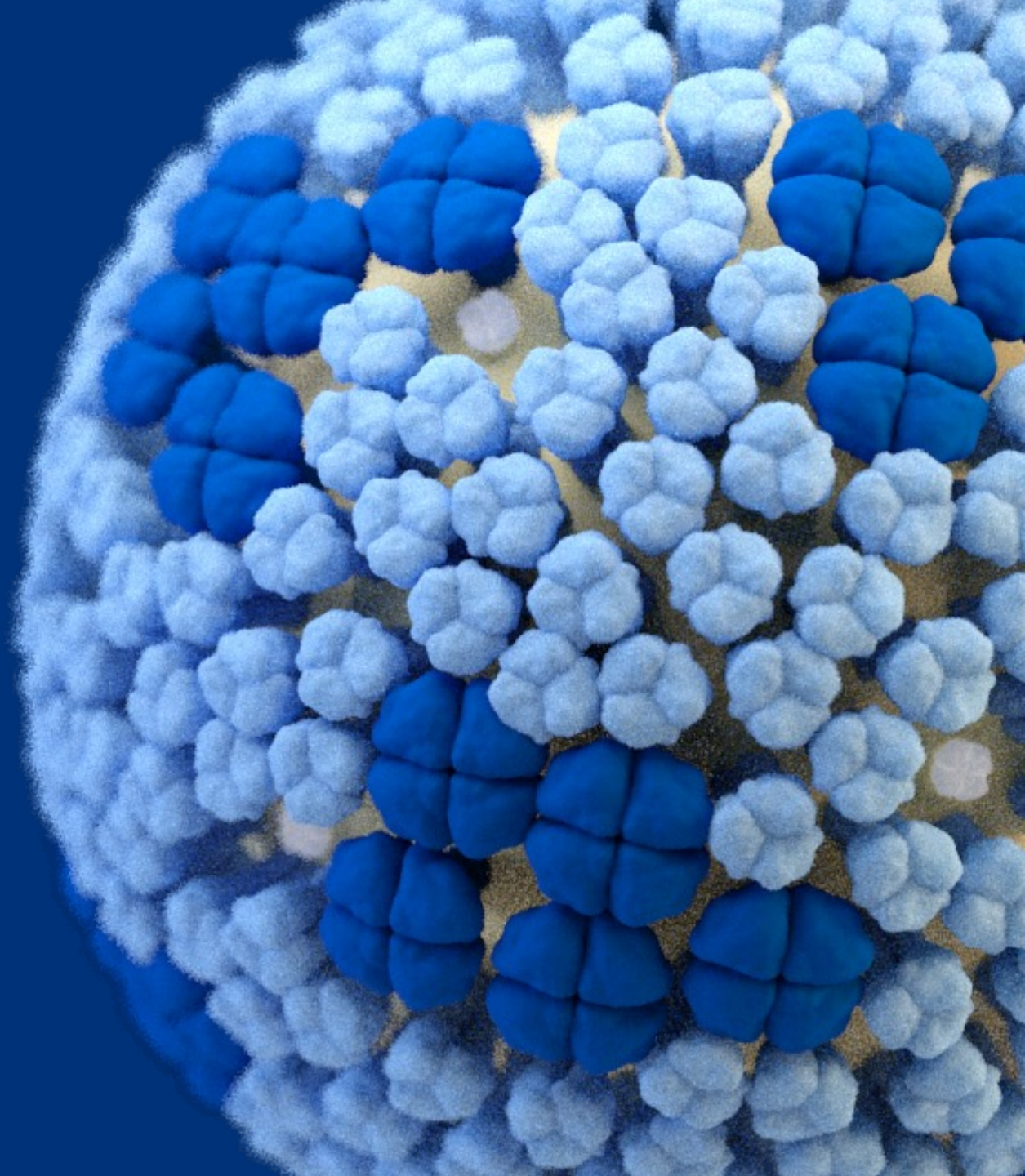


Highly Pathogenic Avian Influenza A(H5N1)

National Center for Immunization and
Respiratory Diseases

July 17, 2024



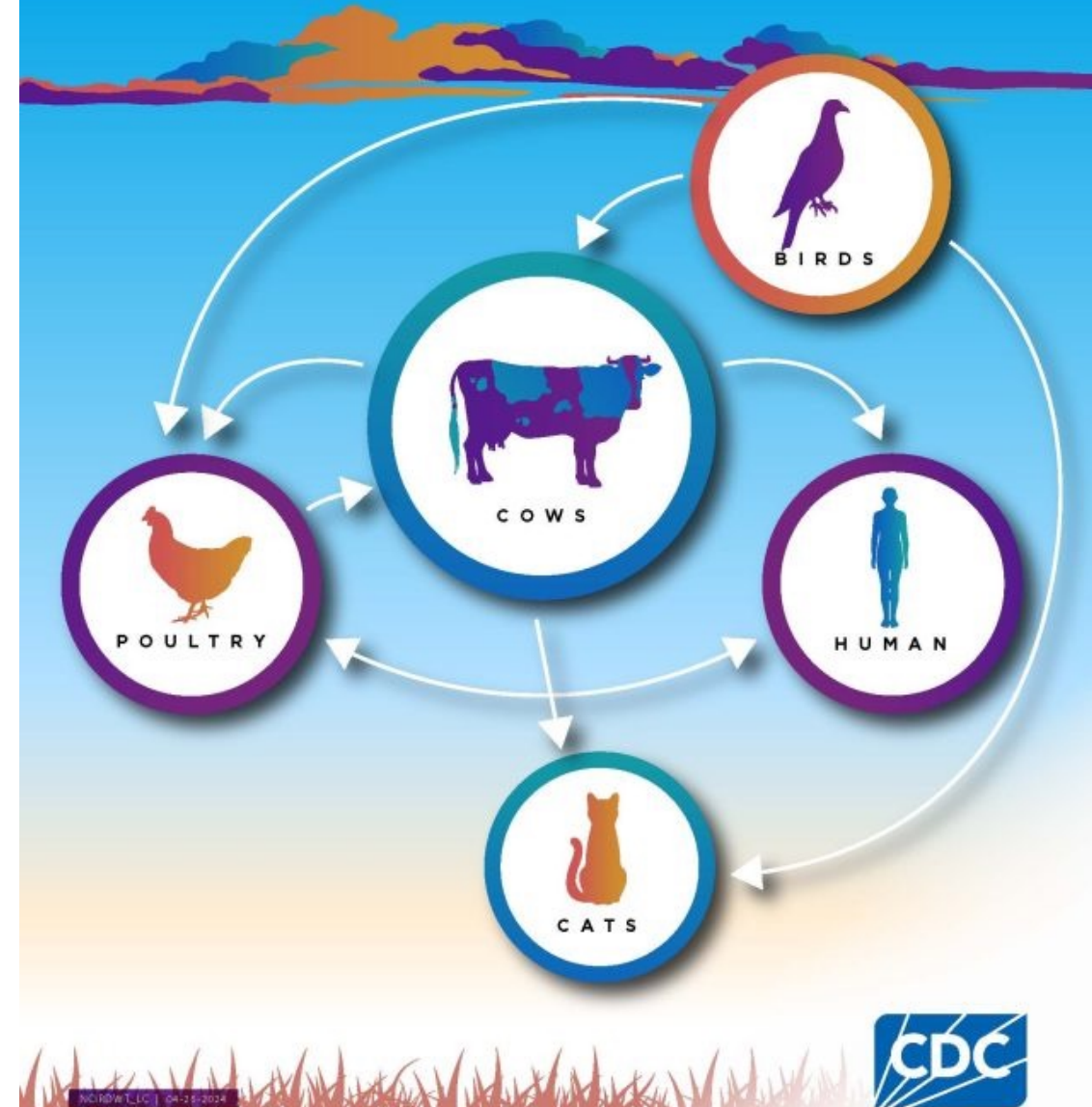
U.S. H5 Bird Flu Outbreak in Dairy Cows & Poultry

- First ever case in U.S. – 2022 in Colorado poultry worker
- Cases in 2024:
 - April 1 – Texas in dairy worker
 - May 22 – Michigan in dairy worker
 - May 30 – Michigan in dairy worker
 - July 3 – Colorado reports a case in a dairy worker
 - July 14 – CDC confirms 4 cases in poultry workers in Colorado
- 9 total cases of H5 in the U.S. cumulatively; 8 during 2024
 - 5 cases confirmed as H5N1; 4 as H5

Communicating Risk

- Immediate risk to the public is low
- People with occupational or recreational exposures to infected animals are at higher risk
- People with exposures should monitor for symptoms after first exposure and for 10 days after last
- Last IRAT for A/mink/Spain/3691-8_22VIR10586-10/2022: moderate for emergence and moderate for public health impact.=
- New IRAT underway for A/Texas/37/2024

H5N1 Bird Flu in Dairy Cows How is it Spreading?



Communicating Risk: What Could Happen

- Current viruses would need to undergo genetic changes to spread easily from person-to-person.
- Flu viruses are constantly changing
- Convey Uncertainty; Rapidly Evolving Situation
- Foreshadow More Cases
- Foreshadow Possible Severe Illness

CDC Communications - Outreach to Farmworkers



Meta (Facebook/Instagram)

– 12 weeks

In-feed ads across Facebook and Instagram to reach our priority audience across key counties



Programmatic Display (Fusable) – 12 weeks

Audience-targeted display to extend reach to campaign's niche audiences where they are already consuming content



Streaming Audio (Pandora) – 12 weeks

Audio placements contextually targeted to farming and agriculture professionals and similar audiences across podcasts and streaming audio



Terrestrial Radio (select local stations)*

– 8 weeks

AM/FM radio placements with local stations, reaching Spanish-speakers in rural, agriculture-driven priority counties

*Pending review/approval of plan

Total Estimated Digital Reach: 31M impressions

Total Estimated Spanish Language Radio Spots: 3,360 spots (30 spots per week, per station)

Timing: 8 – 12 weeks (*varies by channel; flexible pending outbreak trajectory*)

Outreach to Farmworkers



- English Meta placements since 5/30: 1.6 million unique users with 2.6 million impressions
- Spanish Meta placements since June 6: 165,000 unique users with 213,000 impressions

Communications Resources

- [H5N1 Bird Flu: Current Situation | Bird Flu | CDC](#)
- [How CDC is monitoring influenza data among people to better understand the current avian influenza A \(H5N1\) situation | Bird Flu | CDC](#)
- [News & Spotlights | Bird Flu | CDC](#)
- [Information for Specific Groups | Bird Flu | CDC](#)
- [Avian Influenza Communication Resources | Bird Flu | CDC](#)

Protect Yourself From H5N1 When Working With Farm Animals

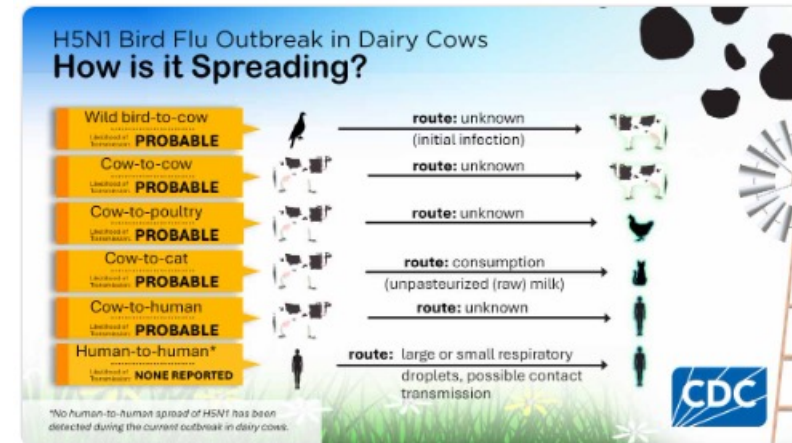
H5N1 is a bird flu virus that could make you sick. Wear recommended personal protective equipment (PPE) when working directly or closely with sick or dead animals, animal feces, litter, raw milk, and other materials that might have the virus.

Wash hands with soap and water, then put on PPE in this order:

1. Fluid-resistant coveralls
2. Waterproof apron, if needed for job task
3. NIOSH Approved* Respirator (e.g., N95* filtering facepiece respirator or elastomeric half mask respirator)
4. Properly-fitted unvented or indirectly vented safety goggles or face shield
5. Head cover or hair cover
6. Gloves
7. Boots

CDC NIOSH

Farm workers: If you work with dairy cows or other animals that could be infected with bird flu, take action to reduce your risk of infection.



H5N1 Bird Flu in Dairy Cows: How is it Spreading?
This graphic illustrates what is currently known about how spread is happening.

Translations

Spanish

K'iche'

Nahuatl

Mam (Mamean)

Q'anjob'al (also spelled Kanjobal)

Haitian Creole

• [Protect Yourself From H5N1 When Working With Farm Animals \(cdc.gov\)](#)

- Spanish: [Protect yourself Spanish](#)
- K'iche': [Protect yourself K'iche'](#)
- Nahuatl: [Protect yourself Nahuatl](#)
- Haitian Creole: [Protect yourself Haitian Creole](#)

• [Information for Farm Workers \(cdc.gov\)](#)

- Spanish: [factsheet-farm-workers-spanish.pdf](#)

• [How H5N1 Might Spread From Cows: Illustration: cows-spread-flu.jpg \(1650×1275\) \(cdc.gov\)](#)

- Spanish: [infographic-cows-spread-flu-spanish.jpg \(1650×1275\)](#)

Chachajij awib' che le H5N1 are taq katchakun pa le K'olib'al re ak'

H5N1 jun chikop yab'il re le q'aq' yab'il kech ak' kakowinik kaq'ax chwe. Chakojo' le jastaq on atz'yaq katuto'o (personal protective equipment, PPE) ri b'im chwe are taq katchakun kuk' on chkinaqaj ri e yowab' taq awaj on e kaminaq awaj, ruk' kimes awaj, mes, tu' wakax man tz'akon taj xuquje' e nik'aj chi jastaq jawje' k'o ri uchikop yab'il.

Ximomaljui Ika H5N1 Kema Tijtekiti luaya Yolkalmej

H5N1 elij se virus tlen piyomej tlasonpilua uan uelis mis maus kokolistli. Xitekiui tlamantli tlen mis paeus moselti (PPE) tlanautijtojke titekiuis kema titekitis o inin uaya ti istok nopa tlapiyalmej tla mo kokoua o miktojke, inin kuitlatl, inin zakatl, lechi axmolontok uan sekinoj tlamantli tlen uelis ms majuis nopa kokolistli.



Ximomajteki ika atl uaya xapo, teipa ximotlalili moyoyo (PPE) kenij:

1. Yoyontekitl tlen tlapaleuili tlen ajayoj.
2. Ixpantsakayotl tlen axoloni, tlamoneiki

Thank you

