

## CFIA/Industry Communications during the Bovine TB investigation in Western Canada



### Bovine TB Investigation Summary

- **Started in September 2016**
  - Detection of TB in cow slaughtered in USA which came from an Alberta farm.
  - The herds implicated and the time of year / stage of the production cycle complicated the investigation.
- **Effectiveness of the disease control measures and investigation recognized by trading partners**
  - No disruption to overall domestic cattle market.
  - No bovine TB related restrictions on live animal or meat export markets.
- **Outcomes to date**
  - 6 confirmed cases in one infected herd
  - 45,000 animals in 150 herds in Western Canada tested
  - 11,500 animals ordered destroyed with \$39 million in compensation paid to producers.
  - All animals released from quarantine. The investigation is officially closed. Restocking testing will be complete Fall 2018/Winter 2019

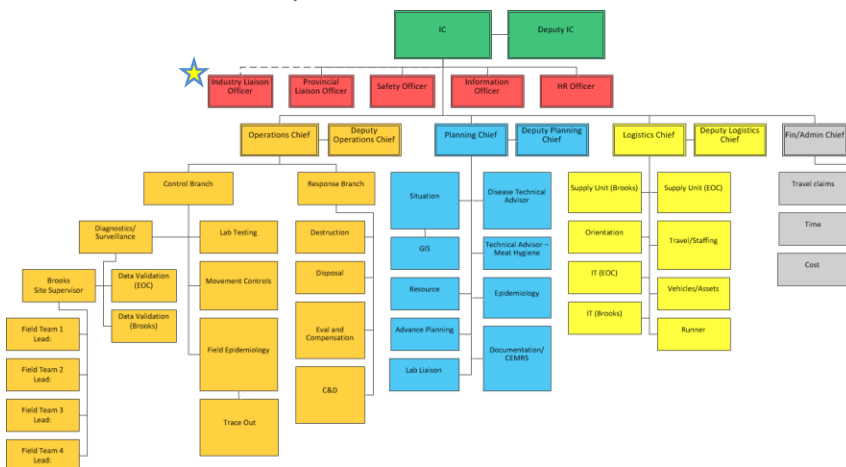
## Communications challenges and successes

- The scope of the TB investigation grew rapidly and outstripped the normal investigation response and on-farm communication activities.
  - The investigation launched at the worst possible time of year for cow-calf operations in SE Alberta.
  - There was limited engagement with communications in the early days of the investigation.
  - The operational capacity shortfall was not initially well communicated internally and helped create an information vacuum for producers and the community.
- Standing up the ICS and Emergency Operations Centres started the communications turn around because of improved internal information flow.
  - Lots of ground to make up with producers and media.
  - Industry Liaison embedded in ICS structure and participating in daily “Chief’s Meeting”



## Bovine TB Investigation Summary

- Incident Command System



## Financial aspects were key foundation

- Engagement with affected producers about testing and disease control improved as immediate concerns about financial costs were addressed.
  - The Canada-Alberta Bovine Tuberculosis Assistance Initiative (and similar support provided by Saskatchewan) provided support for quarantine costs not covered by Health of Animals compensation.
  - Thorough reviews of compensation files including consideration of production costs with timely delivery of payments also supported cooperation from producers.

## Industry Perspectives

- Communications challenges & successes
  - Improvement over time
  - Involvement in EOC
  - Town halls in the area
  - Town hall conference calls
  - Case officer model
  - Joint CFIA/industry stakeholder meetings
  - Relationship/trust building
  - Communications to producers
    - Science
    - Privacy
    - Rumor mill
    - Producer champions

## Moving Forward

- Commitment to ongoing dialogue
  - Opportunities for input into policy development
- After Action Community engagement
  - Planned follow up town hall in concert with ABP
- Proposed Changes to AHFP and CPM
  - Recognition of social impacts of disease investigations
  - Provide resources for CFIA staff to better engage producers during disease responses

## Questions?

