



**MEDIA TOOLKIT FOR LOCAL
HEALTH DEPARTMENTS**

H5N1 Avian Bird Flu in West Virginia



Social Media Graphics

Click [here](#) to download and edit the H5N1 avian influenza social media graphics. Please tag the West Virginia Department of Health and Human Resources on [Facebook](#), [Instagram](#), and [Twitter](#).

Click [here](#) for information on editing the graphics and adding a logo.

Post 1, Post 2, and Post 3:



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

More information on the current H5N1 situation can be found here:

https://www.cdc.gov/bird-flu/situation-summary/index.html?CDC_AA_refVal=https%3A%2F%2Fwww.cdc.gov%2Fflu%2Favianflu%2Favian-flu-summary.htm

Post 4:



Caption: Avian flu is uncommon in humans. For most people, the risk of transmission to humans is low although those with direct contact with infected poultry, wild birds, dairy cows are at greater risk of infection. The CDC has information to help prevent farm workers from being infected. Learn more: https://www.cdc.gov/bird-flu/prevention/farm-workers.html?CDC_AAref_Val=https://www.cdc.gov/flu/avianflu/h5/farm-workers.html

Post 5:



Caption: If you work with dairy cows, birds, or poultry that could be infected with H5N1 bird flu, find out how to reduce your risk of infection. For a general guide to

practicing good biosecurity, check out the USDA biosecurity checklist:
<https://www.aphis.usda.gov/sites/default/files/sample-biosecurity-checklist.pdf>

Post 6



Caption: Farm workers: When in contact with infected or potentially infected dairy cows, raw milk, wild birds or poultry, or surfaces and other items that might be contaminated with #H5N1 bird flu virus, take action to reduce your risk of infection. Learn more:

https://www.cdc.gov/bird-flu/prevention/?CDC_AAref_Val=https://www.cdc.gov/flu/avianflu/prevention.htm

Post 7:



Caption: Dairy farm workers: Take preventative action to reduce your risk of spreading disease. Check out the USDA's biosecurity resources for dairy production: <https://securemilksupply.org/training-materials/biosecurity/>

Post 8:

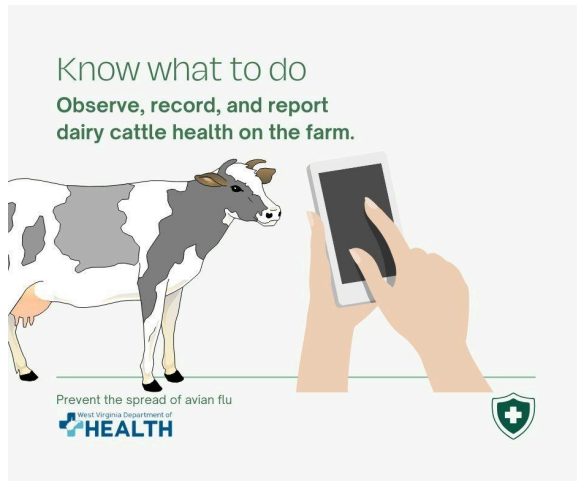


Caption: West Virginia poultry producers are encouraged to increase biosecurity to prevent the spread of the disease. Poultry owners should immediately report unusual death loss, a drop in egg production or any sick domestic birds to WVDA's Animal Health Division at 304-558-2214.

The USDA has resources to help keep your birds healthy and reduce the risk of avian influenza and other infectious diseases.

<https://www.aphis.usda.gov/livestock-poultry-disease/avian/defend-the-flock>

Post 9:



Caption: Dairy Farmers: Observe the herd and keep records of dairy cattle health. Report sick dairy cows to WVDA'S Animal Health Division at 304-558-2214. The USDA has disease monitoring resources for dairy producers: <https://securemilksupply.org/milk-producers/disease-monitoring/>

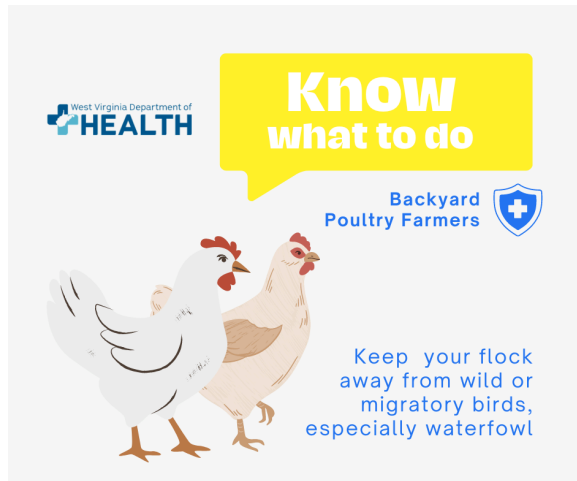
Post 10:



Caption: Avian flu is uncommon in humans. For most people, the risk of transmission to humans is low although those with direct contact with infected poultry, wild birds, dairy cows, and other animals are at greater risk of infection. The CDC has information to help prevent for farm workers from being infected:<https://www.cdc.gov/bird-flu/prevention/worker-protection-ppe.html>

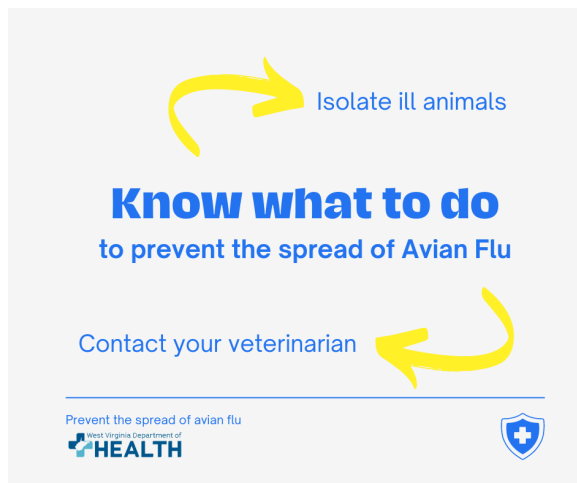
CDC recommends farm workers monitor their health for 10 days after their most recent exposure and contact their local health department if they develop symptoms.

Post 11:



Caption: The virus can be spread in various ways from flock to flock, including by wild birds, through contact with infected poultry, by equipment and on the clothing and shoes of caretakers. West Virginia poultry producers are encouraged to increase biosecurity to prevent the spread of disease. Learn More: <https://www.aphis.usda.gov/livestock-poultry-disease/avian/defend-the-flock>

Post 12:



Caption: Per CDC, H5 #birdflu virus infections in US wild birds/poultry pose a low risk to the public. People very rarely get sick with bird flu, but those with work or recreational exposures to infected birds/poultry should take precautions:

https://www.cdc.gov/bird-flu/prevention/?CDC_AAref_Val=https://www.cdc.gov/flu/avianflu/prevention.htm

Tweets

Per CDC, H5 #birdflu virus infections in US wild birds/poultry pose a low risk to the public. People very rarely get sick with bird flu, but those with increased risk due to work or recreational exposures to infected birds/poultry should take precautions. Learn more:

https://www.cdc.gov/bird-flu/prevention/?CDC_AAref_Val=https://www.cdc.gov/flu/avianflu/prevention.htm

#DYK the H5N1 avian flu nationally affects US wild birds, poultry, and dairy cattle? If you have backyard poultry, or are in contact with dairy cattle, learn how to protect them and yourself against bird flu.

The #H5N1 virus can be spread in various ways from flock to flock, including by wild birds, through contact with infected poultry, by equipment and on the clothing and shoes of caretakers. @WVDeptofHealth encourages poultry producers to limit, monitor and record any movement of people, vehicles, or animals on or off the farm to increase biosecurity

Farm workers: When in contact with infected or potentially infected dairy cows, raw milk, wild birds or poultry, or surfaces and other items that might be contaminated with #H5N1 bird flu virus, take action to reduce your risk of infection. Learn more:

https://www.cdc.gov/bird-flu/prevention/?CDC_AAref_Val=https://www.cdc.gov/flu/avianflu/prevention.htm

To increase biosecurity on the farm, @WVDeptofHealth advises disinfecting equipment, vehicles, footwear, and other items. Learn more about protecting yourself and others:

<https://www.cdc.gov/bird-flu/caring/index.html>

Talking Points

- Avian Influenza is a respiratory virus that spreads easily among chickens through nasal and eye secretions, as well as manure. It easily spreads from flock to flock including by wild birds, through contact with infected poultry, by equipment and on the clothing and shoes of caretakers.
- Mammals, like dairy cow herds, can be infected with H5N1 bird flu viruses when they eat infected birds; or if they are exposed to environments contaminated with the virus.
- It is important to note that the avian flu is uncommon in humans. For most people, the risk of transmission to humans is low although those with direct contact with infected wild birds, poultry, and dairy cattle are at greater risk of infection.
- The seasonal flu vaccine protects against flu viruses that normally infect people; it does not protect against bird flu. The West Virginia Department of Health encourages everyone to get their seasonal flu shot, which offers important protections from influenza viruses that normally infect people.
- For most people, the best way to prevent bird flu is to avoid contact with wild birds, and unprotected contact with domestic poultry and dairy cattle.
- – urges West Virginia poultry and cattle owners to take preventive measures against spreading the H5N1 avian influenza.
- For people with occupational or domestic exposure to poultry or dairy cattle, it is important to wear appropriate PPE and use proper hygiene and disinfection practices while at work.
- If you suspect that your flock or dairy cattle are infected with the bird flu virus, immediately report it to the state veterinarian or call United States Department of Agriculture (USDA)'s toll-free number 1(866) 536-7593.

Avian Flu

Safety Tips



Avoid unprotected or close, physical contact with:

Sick birds, livestock, or dairy cattle

Carcasses of animals that have died from unknown cases

Wild birds

Raw milk

Feces, litter, saliva, mucous of infected animals

Surfaces and water that are contaminated with bird flu

Additional Resources

[CDC Backyard Flock Owners](#)

[CDC Information for People Working with or Exposed to Animals](#)

[OSHA Avian Influenza](#)

[USDA Defend the Flock](#)

[USDA Secure Milk Supply Plan](#)

This resource is provided by the West Virginia Department of Health, Bureau for Public Health to assist Local Health Departments with messaging to promote the health and well-being of West Virginians.

If you have questions on the usage of these materials, please contact DHCommunications@wv.gov.