



With the recent detections of HPAI in poultry, **USDA APHIS** encourages all partner organizations to support outreach efforts to poultry growers to stress the importance of biosecurity to make sure they are doing everything possible to keep their birds healthy and reduce the risk of spreading disease. Here are posts, graphics, and articles to use on your websites and social media platforms.

The **Defend the Flock** public education program provides checklists, videos, webinars, and educational resources to help poultry growers. Featured outreach materials and social media posts are provided here for you to use at your discretion. High-definition versions of the images below are available upon request.

All materials in the **Defend the Flock Resource Center** are free and available 24/7 at [www.bit.ly/DefendtheFlock-Resources2022](http://www.bit.ly/DefendtheFlock-Resources2022). Checklists corresponding to each of the NPIP principles are available in Spanish, Chinese, Tagalog, and Vietnamese. Most of the other materials are also available in Spanish.

We encourage you to share these resources with colleagues, stakeholders, and constituents. Should you have questions or need additional materials, please contact me.

Thank you for your support. Let's keep our poultry healthy together!

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## NEWSLETTER/E-MAIL CONTENT

Highly pathogenic avian influenza (HPAI) has been detected in domestic poultry in the United States. Birds can be infected with HPAI and show no signs of illness. They can carry the disease to new areas when migrating. All bird owners should prevent contact between their birds and wild birds and report sick birds or unusual bird deaths to State/Federal officials, either through their state veterinarian or through USDA's toll-free number at 1-866-536-7593.

The *United States Department of Agriculture's (USDA) Animal and Plant Health Inspection Service (APHIS)* urges all poultry growers to make sure they are doing everything possible to keep their birds healthy and reduce the risk that an infectious disease will spread from their property to other flocks. Anyone involved with poultry production—commercial or backyard flocks alike—should review their biosecurity plan and enhance their biosecurity practices to assure the health of their birds.

The *APHIS Defend the Flock* public education program provides checklists, videos, webinars, and educational resources to help poultry growers learn good biosecurity. All materials can be found at [www.bit.ly/DefendtheFlock-Resources2022](http://www.bit.ly/DefendtheFlock-Resources2022) and are free and available 24/7.

Biosecurity is the key to keeping our nation's poultry healthy, and a responsibility that we all share. Let's keep our poultry healthy together!

## SOCIAL MEDIA LINKS AND TAGS

**Webpage:** [www.bit.ly/DefendtheFlock-Resources2022](http://www.bit.ly/DefendtheFlock-Resources2022)

**Facebook Tags:** @DefendtheFlock @USDAAPHIS

**Twitter Tags:** @Defend\_theFlock @USDA\_APHIS

**Program Hashtags:** #APHIS #DefendtheFlock

*Video: Biosecurity Practices to Protect Your Poultry*

English: [www.bit.ly/Defend the Flock VideoEN](http://www.bit.ly/Defend_the_Flock_VideoEN)

Spanish: [www.bit.ly/Defend the Flock VideoSP](http://www.bit.ly/Defend_the_Flock_VideoSP)

### Biosecurity Checklists

Checklist to Protect Against Wild Birds, Rodents, and Insects: [www.bit.ly/DefendtheFlock\\_Wild\\_Birds](http://www.bit.ly/DefendtheFlock_Wild_Birds)

Checklist for Cleaning and Disinfecting Poultry Enclosures: [www.bit.ly/DefendtheFlock\\_Clean\\_Disinfect](http://www.bit.ly/DefendtheFlock_Clean_Disinfect)

Checklist for Equipment and Vehicles: [www.bit.ly/DefendtheFlock\\_Equipment\\_Vehicles](http://www.bit.ly/DefendtheFlock_Equipment_Vehicles)

Checklist for Personnel and Visitors: [www.bit.ly/DefendtheFlock\\_Personnel\\_Visitors](http://www.bit.ly/DefendtheFlock_Personnel_Visitors)



## SOCIAL MEDIA POSTS

### Facebook Version:

Learn the symptoms of avian disease and if you see or suspect anything, call your flock supervisor, veterinarian, cooperative extension, or @USDAAPHIS right away. See photos of signs of highly contagious illnesses, including avian influenza here: [bit.ly/DefendtheFlock-AvianIllness](http://bit.ly/DefendtheFlock-AvianIllness)

### Twitter Version:

Learn the symptoms of avian disease and if you see or suspect anything, call your flock supervisor, veterinarian, cooperative extension, or @USDA\_APHIS right away. See photos of signs of highly contagious illnesses, including avian influenza: [bit.ly/DefendtheFlock-AvianIllness](http://bit.ly/DefendtheFlock-AvianIllness)

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Prevent wild bird viruses from getting into your flocks. Keep your birds away from ponds and other outdoor open water sources. This water can also carry germs. Use water from a contained water supply instead. [bit.ly/DefendtheFlock\\_Safe\\_Water](http://bit.ly/DefendtheFlock_Safe_Water)

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Don't let shoes infect your flock. Dedicate a pair of shoes or boots to your poultry area or use boot covers. Change your shoes before entering the poultry area and between bird enclosures. [bit.ly/DefendtheFlock\\_Equipment\\_Vehicles](http://bit.ly/DefendtheFlock_Equipment_Vehicles)

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Keeping poultry coops and enclosures clean is one of the best ways to prevent germs from spreading among flocks. The entrance to the poultry area should have a solid floor that is easy to clean and disinfect, such as a concrete pad. [bit.ly/DefendtheFlock\\_Clean\\_Disinfect](http://bit.ly/DefendtheFlock_Clean_Disinfect)

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Feathers, nests, feces, and other organic materials can carry disease. Look around the poultry enclosure for wild bird droppings and remove promptly. Pay close attention to entryways and other areas where people, vehicles, and equipment move. [bit.ly/DefendtheFlock\\_Wild\\_Birds](http://bit.ly/DefendtheFlock_Wild_Birds)



## IMAGES/GRAPHICS

Paste and copy images directly from here. High-definition and animated versions of the graphics can also be found at [www.bit.ly/DefendtheFlock-Resources2022](http://www.bit.ly/DefendtheFlock-Resources2022)

**USDA**  
United States Department of Agriculture

### Report Sick Birds

If you see signs of illness, take action right away!

**Phone Number**

Veterinarian \_\_\_\_\_  
Cooperative Extension Office \_\_\_\_\_  
State Veterinarian/Animal or Poultry Diagnostic Lab \_\_\_\_\_  
USDA 866.536.7593

Animal and Plant Health Inspection Service

**DEFEND THE FLOCK**  
BIOSECURITY  
Let's keep our poultry healthy together.





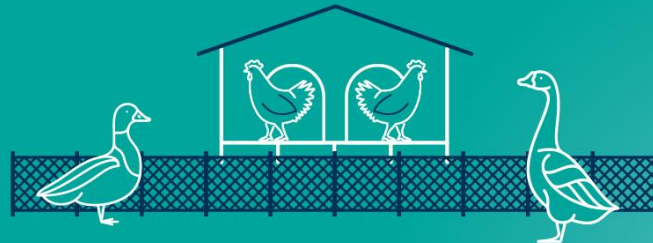
**Don't haul disease home**  
clean all vehicles and equipment.



Let's keep our poultry healthy together  
#DefendTheFlock  
[aphis.usda.gov/animalhealth/defendtheflock](https://aphis.usda.gov/animalhealth/defendtheflock)



**Wild fowl can carry disease**  
keep them away from your flock.



Let's keep our poultry healthy together  
#DefendTheFlock  
[aphis.usda.gov/animalhealth/defendtheflock](https://aphis.usda.gov/animalhealth/defendtheflock)





**Respond quickly to signs of disease.**  
Report unexplained bird illness or death immediately.



Let's keep our poultry healthy together  
#DefendTheFlock  
[aphis.usda.gov/animalhealth/defendtheflock](https://aphis.usda.gov/animalhealth/defendtheflock)



## Biosecurity is a Team Effort



Let's keep our poultry healthy together  
#DefendTheFlock  
[aphis.usda.gov/animalhealth/defendtheflock](https://aphis.usda.gov/animalhealth/defendtheflock)





