

## AUTHORIZATION REQUEST FOR FY 2019

CBB Budget Category: **Industry Information**

Name of Contractor: **National Livestock Producers Association**

Name of Organization Subcontracting: **National Institute for Animal Agriculture**

Start Date: **10/1/2018**

End Date: **9/30/2019**

### AR OVERVIEW

#### **AR Description:**

Antimicrobial Resistance: One Health Collaboration & Amplification

For seven years, a national dialogue focused on the use of antibiotics in food animals and the science surrounding antimicrobial resistance has been facilitated, with support from the beef checkoff. Antibiotic stewardship continues to be a top priority for the beef industry and this plan of work expands the collaboration between One Health leaders (including experts in animal health, human health and environmental health), and amplifies key antimicrobial messages within the beef community.

Continued focus on antibiotic stewardship is needed within the One Health community because stewardship does not have a beginning and end point. It requires on-going focus as technology and bacteria are ever-changing, consumers continue to question how food animals are raised, and the Centers for Disease Control reports at least two million people become infected with bacteria that are resistant to antibiotics, and at least 23,000 people die each year in the U.S. as a direct result of these infections.

Antibiotic resistance is real; humans and animals are dying as a result, and this plan of work delivers direct support to the beef industry to find pathways to continuous improvement in antibiotic stewardship. The key to this work is through the collaborations that will be facilitated within One Health communities. Expanding cross-industry knowledge drives innovative thinking and this will breed new solutions that will positively impact antimicrobial resistance in humans, animals and the environment.

Part of this plan is the development and execution of the 8<sup>th</sup> annual Antibiotic Symposium, to be held in Kansas City, November 13-15, 2018. The event features collaboration between stakeholders from the Centers for Disease Control (CDC), the Federal Drug Administration (FDA), USDA, American Veterinary Association (AVMA),

state public health offices, experts from all points along the beef supply chain (cow/calf, stocker, feedyard, packer, retailers, etc.), industry associations, and other animal agriculture groups, including pork and poultry.

At the symposium the One Health community will come together to talk with transparency about the new and developing science around antimicrobial resistance, what's happening on the farm, spotlighting examples of innovative antibiotic stewardship, challenges being faced and future concerns and needs.

The communication aspects of antibiotic stewardship will also be on the agenda, exploring the pressures being felt by the beef value chain from consumers as they voice requests for how they think food animals should be raised, which can often include asserting antibiotics should never ever be used to treat the animals they eat. These types of claims are unsafe for the future of the world's food supply and all of the stakeholders working to combat antimicrobial resistance will benefit from coming together to share best practices in communicating science-based information, in a world of "fake news" claims where people are bombarded with information—some accurate, and some not, some complete, and some incomplete, some interpreted thoughtfully, and some misinterpreted—the group will talk about how to educate and provide knowledge that helps people make informed decisions. This collaborative conversation will also provide space to discuss new communication strategies that could help to shift consumer opinions in the future.

A diverse group of voices will be heard over the course of three days at the symposium, including retailers, producers, experts in human and animal data and science, public health officials, veterinarians, communications experts and others will bring attention to the most pressing issues and opportunities we face as a One Health community who is working together to combat antimicrobial resistance. Beef producers will be included in multiple panels at the symposium, and will build further on the investments that have been made over the past two years to engage producers in One Health focused initiatives.

"It's about saving lives. Animal and humans" is what one beef producers said when asked why they think it's important to engage in AMR efforts. Another said, "This issue is more top of mind than ever before," when asked about the importance of the work being done by the beef industry to support strong antibiotic stewardship across all segments of the supply chain.

It's important for producers to continue to engage in the work being accomplished at the symposium and this plan of work expands their engagement and provides support for producers to reach across traditional audiences, finding new ways to influence their peers and ultimately public trust.

In addition to engagement at the symposium, beef producers will continue to work with One Health stakeholders throughout the year to shape communication tools and educational messaging tactics for human and animal health audiences. They'll work in

collaboration to share experiences and learnings about AMR and One Health with their peers, the Centers for Disease Control, and new audiences that are important to reach in the One Health world. This will be done through speaking engagements and small group discussions at targeted live events and during special online educational workshops and Q&A sessions. The producers' willingness to share their experiences and ideas for continuous improvement in antibiotic stewardship will provide valuable insights for multiple groups working on special projects and initiatives related to this important work.

The final piece of this plan of work is designed to amplify the messages and content generated by the work of those at the antibiotic symposium and by the influencer beef producers. Recordings of content from speakers and panels, links to key research, executive summaries of key topics, and more can be cultivated and shared across multiple audiences including those of our speakers and stakeholder networks.

Collaborations will be created with key groups who can share key messages, leverage targeted resources, and help to identify new opportunities for communication and producer engagement. This includes collaborations with state cattle and stockgrower associations, breed associations, academia, food safety groups, farm groups, human health groups, veterinarian groups, etc.,

The future of antibiotic stewardship will be shaped by consistent communication, collaboration, and commitment to a One Health approach. The collective efforts of the 8<sup>th</sup> annual antibiotics symposium, beef producer engagement strategies and message amplification activities provided in this plan support a future of transparency and progress and will help to shape what's to come for the future of animal agriculture and communicating in ways that build public trust.

**Long Range Plan Core Strategies Addressed by this AR** *(Check all that apply)*

Grow Beef Exports	Consumer Trust	Protect & Enhance	Beef's Value Proposition
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Digital properties and target audience(s) addressed by this AR:**

OneHealth audiences include: Human, animal and environmental health influencers and beef producers. Digital properties will include social media channels and websites of animal agriculture stakeholders.

**PROGRAM INFORMATION FOR THIS AR****Tactic A****Tactic Name: Symposium Development****Tactic Description:**

The 8<sup>th</sup> annual national antibiotic symposium will build on the momentum established in the prior symposia, funded in part by the beef checkoff, and will focus on the One Health approach of combating antimicrobial resistance (AMR). Science, building public trust, understanding real-life antibiotic stewardship needs and challenges, and identifying opportunities for progress will be spotlighted over the three-day agenda, which will include beef producers as panelists, along-side veterinarians, human medicine experts, environmental stakeholders, scientists and more.

A science update will be featured, including topical areas like bacterial genomics, the microbiome, alternative preventative and intervention strategies, and resistance mechanisms. This is important, as science must lead the way forward in the work around AMR. Science conversations will focus on food safety, feed efficiency, rapid diagnosis (e.g. pen-side testing), tracking resistance and One Health linkages, etc.

Each of these areas will be addressed, along with content that will drive improvements in how animal agriculture communicates and educates, leading with science and common values. Highly technical and very complex information can be difficult to communicate, especially and in a world where we are often bombarded by information, some accurate, and some not, some complete and some incomplete, some interpreted thoughtfully and some misinterpreted. This poses a unique challenge for animal agriculture and time will be spent exploring how the industry can educate and provide knowledge that helps people make informed decisions.

Additional agenda items will include data collection and privacy of information, lessons learned from human health surveillance projects, insights into what markets are demanding and how retailers are responding, and forecasts for what's to come in the next 5-10 years.

**Measurable Objectives** *(List at least three outcome-based objectives for this tactic):*

1. 150+ stakeholders from the following segments will attend the 2018 Symposium: Human health professionals, animal agriculture producers, processors, retailers, academia, and government.
2. Online, post-event survey will be used to assess the level of confidence attendees have in the key take-aways agreed upon at the closing of the symposium to build further momentum to combat antimicrobial resistance.

3. Engage at least two beef producers in symposium pre-event planning activities to provide feedback as symposium content is created and confirmed by October 31, 2018.

**Performance Efficiency Measures** (PEM are not required for research ARs)

**Consumer Reach Goal:** N/A

**Consumer Engagement Goal:** N/A

**Voice/KOL Reach Goal:** 1,000

**Voice/KOL Engagement Goal:** 450

**LRP Strategic Initiatives Addressed by this Tactic** (Check all that apply)

Drive Export Growth	Grow Consumer Trust	Protect & Enhance Business Climate	Beef's Value Proposition
<input type="checkbox"/> Adopt traceability systems <input type="checkbox"/> Increase market access <input type="checkbox"/> Promote unique attributes of U.S. beef	<input checked="" type="checkbox"/> Ensure antibiotic stewardship <input type="checkbox"/> Certify & verify production practices <input checked="" type="checkbox"/> Ensure beef safety <input checked="" type="checkbox"/> Protect beef's image <input checked="" type="checkbox"/> Engage beef advocates	<input type="checkbox"/> Research & innovate new production tech. <input type="checkbox"/> Ensure beef's inclusion in dietary recommendations <input checked="" type="checkbox"/> Motivate producers & stakeholders to engage <input type="checkbox"/> Develop crises management plans <input type="checkbox"/> Attract, develop & enable the next generation <input type="checkbox"/> Defend beef's product identity	<input type="checkbox"/> Revolutionize beef marketing & merchandising <input type="checkbox"/> Measure & improve sustainability <input type="checkbox"/> Research & communicate beef's nutritional benefits <input type="checkbox"/> Connect & comm. with consumers <input type="checkbox"/> Improve product & production efficiency

**Committee(s) to Score this Tactic** (Check all that apply)

Consumer Trust	Export Growth	Innovations	Nutrition & Health	Safety	Investor Relations	Mkt. Research
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## Tactic B

**Tactic Name:** Beef Producer Engagement

**Tactic Description:**

For the past two years, the beef checkoff has provided specific funding for beef producers to engage in antibiotic symposia events and subsequent meetings with the Centers for Disease Control and related stakeholder groups. Building on the positive outcomes of having producer engagement, a group of roughly ten beef producers who've demonstrated highest engagement over the past two years, will be further engaged in antibiotic stewardship focused events and activities in the One Health world, but most specifically within our own beef industry to influence their peers' commitment toward continuous improvement related to antibiotic stewardship.

This tactic includes support for working with beef producers to identify targeted in-person and online tools and events that can be leveraged to engage their peers in important AMR related conversations, that can be conducted via online webinars, state and regional cattle association meeting presentations, unique social media events, sponsored producer influencer events, etc.

As a part of this tactic, each of the producer's strengths will be leveraged to amplify AMR messaging and activities would be tracked and evaluated for impact.

**Measurable Objectives** *(List at least three outcome-based objectives for this tactic):*

1. A minimum of two beef producers will attend the 2018 Antibiotics Symposium, and present as a part of a panel or interview to share insights and experiences.
2. At least five beef producers will participate in a minimum of two formal touch-points with the Centers for Disease Control to discuss One Health communication and collaboration opportunities by September 31, 2019.
3. Producer-led speaking engagements and online events will be conducted, reaching a minimum of 1,000 beef producers with peer-driven AMR messages.

**Performance Efficiency Measures** *(PEM are not required for research ARs)*

**Consumer Reach Goal:** N/A

**Consumer Engagement Goal:** N/A

**Voice/KOL Reach Goal:** 7,000

**Voice/KOL Engagement Goal:** 1,000

**LRP Strategic Initiatives Addressed by this Tactic** *(Check all that apply)*

Drive Export Growth	Grow Consumer Trust	Protect & Enhance Business Climate	Beef's Value Proposition
<input type="checkbox"/> Adopt traceability systems <input type="checkbox"/> Increase market access <input type="checkbox"/> Promote unique attributes of U.S. beef	<input checked="" type="checkbox"/> Ensure antibiotic stewardship <input type="checkbox"/> Certify & verify production practices <input checked="" type="checkbox"/> Ensure beef safety <input checked="" type="checkbox"/> Protect beef's image <input checked="" type="checkbox"/> Engage beef advocates	<input type="checkbox"/> Research & innovate new production tech. <input type="checkbox"/> Ensure beef's inclusion in dietary recommendations <input checked="" type="checkbox"/> Motivate producers & stakeholders to engage <input type="checkbox"/> Develop crises management plans <input type="checkbox"/> Attract, develop & enable the next generation <input type="checkbox"/> Defend beef's product identity	<input type="checkbox"/> Revolutionize beef marketing & merchandising <input type="checkbox"/> Measure & improve sustainability <input type="checkbox"/> Research & communicate beef's nutritional benefits <input type="checkbox"/> Connect & comm. with consumers <input type="checkbox"/> Improve product & production efficiency

**Committee(s) to Score this Tactic** *(Check all that apply)*

Consumer Trust	Export Growth	Innovations	Nutrition & Health	Safety	Investor Relations	Mkt. Research
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Tactic C**

**Tactic Name:** Antimicrobial Resistance Communication Collaboration & Partnerships

**Tactic Description:**

A rich variety of compelling antimicrobial information has traditionally been shared during past antibiotic symposia and the goal of this tactic is to amplify the reach of the content that will be shared during the 2018 antibiotic symposium. Keynotes, panelist discussion points, slide decks, white papers, talking points, links and resources and more will be shared, during and post-event, using influencer networks and social media to reach more stakeholders within One Health than ever before.

Collaborations are key with this tactic, as symposium partners, speakers, sponsors, and allied industry supporters will align with efforts to amplify the key messages from the symposium using their own established channels across the One Health network. This includes sharing live social media content during the symposium, and content that can

be leveraged after the event such as the symposium proceedings and other digital content that could support communication efforts.

A variety of collaborations will be targeted within this tactic, and will include groups like beef producer micro-influencers, American Veterinarian Medical Association (AVMA), food safety groups, zoonotic groups, academia including Cornell University, and agriculture based organizations such as the Farm Foundation.

Coordinated social media events, email communication blasts, ambassador program development and more could be supported through the work of this amplification tactic and partners like the Centers for Disease Control, State health officials and beef producers will help the beef checkoff to guide these efforts.

**Measurable Objectives** *(List at least three outcome-based objectives for this tactic):*

1. .
2. A minimum of five specific communication collaborations with One Health stakeholders will be conducted and results reported by September 30, 2019.
3. AMR messages reach a minimum of 162,000 people by September 30, 2019.

**Performance Efficiency Measures** *(PEM are not required for research ARs)*

**Consumer Reach Goal:** N/A

**Consumer Engagement Goal:** N/A

**Voice/KOL Reach Goal:** 200,000

**Voice/KOL Engagement Goal:** 4,000



**LRP Strategic Initiatives Addressed by this Tactic** (Check all that apply)

Drive Export Growth	Grow Consumer Trust	Protect & Enhance Business Climate	Beef's Value Proposition
<input type="checkbox"/> Adopt traceability systems <input type="checkbox"/> Increase market access <input type="checkbox"/> Promote unique attributes of U.S. beef	<input checked="" type="checkbox"/> Ensure antibiotic stewardship <input type="checkbox"/> Certify & verify production practices <input checked="" type="checkbox"/> Ensure beef safety <input checked="" type="checkbox"/> Protect beef's image <input checked="" type="checkbox"/> Engage beef advocates	<input type="checkbox"/> Research & innovate new production tech. <input type="checkbox"/> Ensure beef's inclusion in dietary recommendations <input type="checkbox"/> Motivate producers & stakeholders to engage <input type="checkbox"/> Develop crises management plans <input type="checkbox"/> Attract, develop & enable the next generation <input type="checkbox"/> Defend beef's product identity	<input type="checkbox"/> Revolutionize beef marketing & merchandising <input type="checkbox"/> Measure & improve sustainability <input type="checkbox"/> Research & communicate beef's nutritional benefits <input type="checkbox"/> Connect & comm. with consumers <input type="checkbox"/> Improve product & production efficiency

**Committee(s) to Score this Tactic** (Check all that apply)

Consumer Trust	Export Growth	Innovations	Nutrition & Health	Safety	Investor Relations	Mkt. Research
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**SUPPLEMENTAL INFORMATION FOR THIS AR****1. Will all work detailed in this AR be completed by the end of the fiscal year?**

Yes

*If not, please provide an explanation.***2. Please explain changes from FY 2018 approved AR:**

Changes include new tactic language focused on amplification of messages (vs. building new digital messages) and increased focus with beef producers to influence greater engagement in advocacy efforts within beef community audiences.

**3. List any proposed subcontractor/agencies that will be used to complete the work in this AR.**

None at this time. To be determined.

**4. Will all work with subcontractors be competitively bid?**

Yes

*If not, why not?*

**5. Please list any relationships between this AR and projects previously funded by the Operating Committee:**

The beef checkoff has funded projects related ARs for the past seven years.

**CBB/BPOC Funding Request:**

Committee	Tactic	Tactic Name	Funding Source	Direct	Implementation	Total
Safety	A	Symposium Development	BPOC	\$ 35,000	\$ 5,000	\$ 40,000
Safety	B	Beef Producer Engagement	BPOC	\$ 7,000	\$ 1,500	\$ 8,500
Safety	C	Antimicrobial Resistance Communication Collaboration & Partnerships	BPOC	\$ 8,000	\$ 3,500	\$ 11,500
<b>AR Totals</b>				\$ 50,000	\$ 10,000	\$ 60,000

**Federation of SBCs Funding Request: (Informational Only)**

Committee	Tactic	Tactic Name	Funding Source	Direct	Implementation	Total
Safety	A	Symposium Development	Federation	\$ -	\$ -	\$ -
Safety	B	Beef Producer Engagement	Federation	\$ -	\$ -	\$ -
Safety	C	Antimicrobial Resistance Communication Collaboration & Partnerships	Federation	\$ -	\$ -	\$ -
<b>AR Totals</b>				\$ -	\$ -	\$ -

**Other Funding Source(s): (Informational Only)**

Committee	Tactic	Tactic Name	Funding Source	Direct	Implementation	Total
Safety	A	Symposium Development	USDA, CDC, Pork Checkoff and Allied Industries	\$ 80,000		\$ 80,000
Safety	B	Beef Producer Engagement				\$ -
Safety	C	Antimicrobial Resistance Communication Collaboration & Partnerships				\$ -
<b>AR Totals</b>				\$ 80,000	\$ -	\$ 80,000

**Total Cost Summary for All Funding Sources: (Informational only)**

Committee	Tactic	Tactic Name	Funding Source	Direct	Implementation	Total
Safety	A	Symposium Development	All	\$ 115,000	\$ 5,000	\$ 120,000
Safety	B	Beef Producer Engagement	All	\$ 7,000	\$ 1,500	\$ 8,500
Safety	C	Antimicrobial Resistance Communication Collaboration & Partnerships	All	\$ 8,000	\$ 3,500	\$ 11,500
<b>AR Totals</b>				\$ 130,000	\$ 10,000	\$ 140,000

To be entered by CBB

Summary of Prior Year Budget:	FY 2018 Approved Budgets						
	CBB/BPOC	FSBCs	Other Source(s)	Total	Direct Cost	Impl.	Total
AR Total	\$ 53,150	\$ -	\$ 130,000	\$ 183,150	\$ 178,150	\$ 5,000	\$ 183,150

Summary of Prior Year Actual Expenses:	FY 2018 Actual Expenses (through May 30, 2018)						
	CBB/BPOC	FSBCs	Other Source(s)	Total	Direct Cost	Impl.	Total
AR Total	\$ 53,150	\$ -		\$ 53,150			\$ -

Historical Summary of Budgets and Expenses	Total Approved Budgets			Total Actual Expenses		
	FY 2017	FY 2016	FY 2015	FY 2017	FY 2016	FY 2015
AR Total	\$ 66,500	\$ 47,500	\$ 45,000	\$ 66,500	\$ 47,500	\$ 45,000