

[REDACTED]

Thank you for getting back to me.


Do you have a picture of campy that we can use?


I will be sending the final drafts to the printers tomorrow with those final comments added. We're getting there!

Kind Regards,

[REDACTED]
Campylobacter Project
Food and Farming

 **NFU**
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 07880 385687

From: [REDACTED]
Sent: 07 March 2014 13:10
To: [REDACTED]
Cc: [REDACTED]
Subject: RE: NFU poster and leaflet

[REDACTED]

Thanks very much for getting back to me. Looks like you have everything covered below. I have confirmed with [REDACTED] in PHE that the 110 figure is OK (he thinks it comes from the IID1 study and most deaths due to foodborne zoonoses involve compromised patients anyway so nothing different with Campy) so fine to leave as it if others are content.

On the chickens versus Campy picture – cant make up my mind really! So maybe see what others say? But are those broilers you have in the picture?

Best wishes

[REDACTED]

[REDACTED]
Veterinary and Science Policy Advice Team
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[REDACTED]

From: [REDACTED]
Sent: 06 March 2014 15:20
To: [REDACTED]
Cc: [REDACTED]
Subject: RE: NFU poster and leaflet

Dear [REDACTED]

Thank you very much, that's good constructive feedback.

Am free to discuss on the phone, just thought I'd jot down the feedback so far. I will circulate to the rest of the group after you have had a look and highlight to the group that this will be going to the printers on the 12th – if possible, I hope I'll be able to circulate that final draft but it's likely there may not be any more time for comments. I've attached the versions without the tape – thoughts on the picture of chickens rather than campy?

The comments on thinning – when I discussed this project with FSA Mary suggested that we keep it limited to before thin as this is within a farmer's control. But thank you for flagging up that this has not been mentioned in the documents.


- Removal of biohazard tape and symbols – done
- Suggestion to remove the recommendation of fly screens
- Suggestion to mention visitors book – as this is already practiced on every farm, not sure it's a necessity
- Positive feedback on design & layout – eye-catching
- Include messages on both that these measures will help to protect the flock from other diseases e.g. salmonella
- Mention that these guidelines should be adhered to up to thinning - when the farmer can maintain control
- Leaflet
 - Use 'reactive arthritis' instead of 'rheumatoid fever'
 - Say 'reduce the number of human infections' rather than the levels in poultry meat
 - Instead of saying 'will infect humans' say 'can infect humans if chicken is improperly cooked or handled'
 - 'only allow clean modules on farm'
 - Emphasise the number of potential sources and the importance of consistently applying biosecurity measures
 - Campylobacter can persist in soil, water, faecal matter, vehicles, clothing and equipment. A number of research projects have investigated how Campylobacter enters a flock and the triggers for colonization. A key factor is the very low number of bacteria required to cause infection, which means that biosecurity measures have to be thoroughly applied 100% of the time to be successful in preventing flock infections.
 - Foot dips: It is advised that Defra approved disinfectants at General Orders Concentration are used in foot dips.
 - Suggested - When crates and modules are returned to your farm, please ensure that they have been cleaned, disinfected and dried prior to use.
 - Inclusion of figures – 110 deaths per year is everyone happy with this? Or add instead - 'Poultry infected with Campylobacter can carry very high numbers of these

bacteria in their intestines causing contamination during slaughter which acts as a source for human infection during handling and consumption of poultry meat'.


- Poster
 - o Emphasis on 'Defra general orders concentrations' regarding foot dips.
 - o Perhaps on the 3 steps, both sets of footwear should be wellies
 - o Suggested removal of 'Why?' to reduce text and just keep to short, clear instructions


Let me know if I have missed anything.


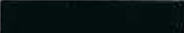

Kind Regards,


Campylobacter Project
Food and Farming

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From: 
Sent: 05 March 2014 12:06
To: 
Cc: 
Subject: RE: NFU poster and leaflet

Dear ,

So sorry about getting back to you late on this. I sent your poster and leaflet to colleagues here at Defra and AHVLA and we have a few comments, mostly related to the advice including extra detail. I realise that this is not easy as there is only limited space both in the poster and the leaflet and neither documents are supposed to be a 'one stop source of all known information/advice', but I thought I would forward on to you anyway for your consideration.

Overall, as a general comment, both the leaflet and the poster look good and the messages are clear and give good advice to improve biosecurity on farms. They both have a great catchy design too!!

Comments are as follows:

General comments

1. We wondered if the motivations for uptake of this biosecurity advice may not be as convincing as they could be. The message would be stronger and more likely to increase uptake, if it was combined with keeping diseases e.g. xxx, xxx, xxx out of the flock in general so it may be worth referring to these good biosecurity measures being effective for important diseases like Salmonella and diseases that affect poultry health as well.
2. The strong risk factor of thinning and the increased risk in summer/autumn are not mentioned in either document. By leaving out these strong predictors, we think farmers are being asked

to change practices that may or may not work because the risk of season and thinning practices will be stronger determinants of *Campylobacter* status. The recommendations in the leaflet are most likely to have an effect on *Campylobacter* in winter and reduce the % of flocks which are infected before thinning but this is not clear in the leaflet - if a farmer implements these recommendations in winter, she/he may see a change for the better, which could then suddenly be reversed during the summer, without explainable reason. Also the thinning process is rather uncontrollable and whereas visible dirt is a reasonable indicator of bacteria presence, visibly clean crates/vehicles may still carry Campy so visible cleanliness is not a predictor of bacteria free. So the farmer can do everything in the leaflet/poster and still have a significant risk of producing Campy positive flocks if thinning is applied – especially in summer/autumn. This could be very demotivating, so, bottom line is, we think there is a need to manage expectations if the advice remains fairly simple and high level. There is always the risk that the value of biosecurity will be undermined by failure to keep Campy out, resulting in farmer demotivation which may even undermine advice given in the future.

Comments on specific text in the leaflet:

1. Suggest it would be good to emphasize up front the number of potential sources of *Campylobacter* and also how important it is to consistently apply biosecurity measures. So some suggested text to address this: *Campylobacter* can persist in soil, water, faecal matter, vehicles, clothing and equipment. A number of research projects have investigated how *Campylobacter* enters a flock and the triggers for colonization. A key factor is the very low number of bacteria required to cause infection, which means that biosecurity measures have to be thoroughly applied 100% of the time to be successful in preventing flock infections.
2. Foot dips: It is advised that Defra approved disinfectants at General Orders Concentration are used in foot dips.
3. Crates - we think it is important to encourage use of dry crates if this is a practical suggestion - appropriate time for drying crates and modules is a practice that has been shown to be important in *Campylobacter* transmission. So suggest "When crates and modules are returned to your farm, please ensure that they have been cleaned, and disinfected and dried prior to use."

Comments on specific text in the poster:

1. In general the 'why' is sometimes not fully addressed with the current text, so would suggest either remove the 'why' or include more explanatory text. There are obviously space limitations on this but I have included some suggestions anyway in the attached doc in case you feel you could fit more in.
2. **Three steps before entering the house** – showing a picture of leather boots may not be best as all footwear worn on site should be waterproof / be suitable for bootdipping before entry to house. However, saying that – not sure how you could show the difference between the 'outside footwear' and 'post hygiene barrier footwear' easily with just a picture then?
3. Again regarding the disinfectant – Defra General Orders concentrations. We think it is really important to emphasize this and, although it was mentioned at the meeting that this is anyway a requirement of the Assurance Scheme, I assume this poster will be distributed to the industry in general and not just Scheme members?

So attached some suggested text in case you may want to provide more to address the 'why' on the poster and I also attach the jpeg Defra logo as requested – this is the new one we now use. Also – if you let me know if you need help finding a picture of Campy – I may be able to get one from AHVLA?

Please let me know if you would like to discuss any of these comments over the phone – would be happy to explain our thinking in more detail! And sorry once again for the delay in getting back to you.

Best wishes



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From: [REDACTED]
Sent: 24 February 2014 09:13
To: [REDACTED]
Cc: [REDACTED]
Subject: NFU poster and leaflet
Importance: High

Dear All

Please find attached the NFU poster and leaflet for comment (completing action 6 from the recent on-farm subgroup). There is a gap on the leaflet where a suitable picture of Campylobacter will be added.

Please send all comments to [REDACTED] (copying me in) [REDACTED]. Please be aware that the deadline for comments is **3rd March** (next Monday).

If you haven't supplied your logo to [REDACTED] then please be aware that high resolution jpeg logos are necessary. Please also send these to [REDACTED] by the 3rd of March so that there is no delay for final printing.

Regards

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Animal Health and Veterinary Laboratories Agency (AHVLA)

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