NASS Training for the NAHMS Health Management on U.S. Feedlots 2021 Study
Day 1
Outline

- NASS-NAHMS Partnership
- COVID-19
- Background
- Design
- Timeline
- Materials
- Consent Process
- Requirements and Benefits of Participation
- Promotional Video
- Engaging Respondents
Partnered on over **30 national studies** of animal health and management since 1990

**NASS**
- Administers Phase I
- Provides survey design, methodology, and administration expertise

**NAHMS**
- Administers Phase II
- Conceptualizes and designs the study, obtains OMB clearance, provides veterinary expertise and biological sampling
COVID-19 had substantial impacts on the cattle feedlot industry.

- Closure of processing plants (spring-summer 2020)
- Restaurant closures
- Fed cattle pricing impacts
COVID-19 Impacts

United States Cattle on Feed
1,000+ Capacity Feedlots Number Placed

Million head

Jan  Feb  Mar  Apr  May  Jun  Jul  Aug  Sep  Oct  Nov  Dec

2019 2020

USDA-NASS
01-22-2021
United States Cattle on Feed
1,000+ Capacity Feedlots Number Marketed

Million head

- 2019
- 2020

USDA-NASS
01-22-2021
COVID-19 Impacts

Questions specifically targeting COVID-19 impacts were added to both questionnaires

**Phase I**
- Number of placements
- Average days on feed
- Veterinarian use

**Phase II**
- Preconditioning and backgrounding
- Prevalence of diseases, including bovine respiratory disease
- Death loss in late-fed cattle
- Feed additives
- Biosecurity practices
First look into the prevalence of *E. coli* O157:H7 shedding by feedlot cattle. Pioneered research into injection sites, branding locations, and cattle handling practices, leading to data benchmarking for beef quality assurance programs.

Economic analysis on the market impacts of reducing the prevalence of bovine respiratory disease in feedlot cattle.

Almost 1,500 scientific and industry publications have referenced NAHMS feedlot data since 1990.
 Needs Assessment

- A needs assessment survey was performed in April, 2019
- Responses were collected from beef producers, veterinary practitioners or consultants, University extension, and government researchers
- Interest in web surveys

**Top Feedlot Management Priorities**
- General cattle health
- Biosecurity/disease prevention
- Cattle welfare

**Top Antibiotic Stewardship Priorities**
- Veterinary-client-patient relationship
- Use and availability of veterinarians
- Regulatory changes on antibiotics
- Availability of antibiotics
Study Objectives

- Describe health management practices on U.S. feedlots with 50 or more head capacity
- Estimate the prevalence of important feedlot cattle diseases
- Describe antibiotic use and stewardship practices on U.S. feedlots
- Describe trends in feedlot cattle health management practices and important feedlot cattle diseases
Study Design

**Phases**
- NASS-administered questionnaire (management-focused)
- NAHMS-administered (health-focused)

**Phase I Sample**
- 5,342 operations
- 22 States

**Phase I Modes**
- Computer-assisted self interview (CASI)
- Telephone interview
  - PATI from the field
  - CATI from DCC
Study Design
**Study Timeline**

- **March 1**: Survey packets mailed to producers
- **March 1-April 2**: Self-administration (CASI)
- **April 5-April 30**: Enumeration follow-up (CATI and PAPI)
- **May 21**: Turnover of information to NAHMS for Phase II
- **June 14-August 6**: Phase II enumeration
Study Materials

Launch sheet

Paper questionnaire (with web form code)

Appendix document

- Enrollment letter
- Appendix A – map for A.11
- Appendix B – official ID for A.15
- Appendix C – housing types for A.16
- Appendix D – full consent form language for B.24
- Appendix E – full consent form language for B.25 (California only)
NAHMS Health Management on U.S. Feedlots 2021

Study Launch

From March through August 2021, the USDA’s National Animal Health Monitoring System (NAHMS), in collaboration with the National Agricultural Statistics Service, will conduct a national study focusing on cattle health and management on U.S. feedlots in at least 50 states. The NAHMS Health Management on U.S. Feedlots, 2021 study is designed to provide a snapshot of current feedlot cattle health management practices. The information collected will also allow for the analysis of different specific factors related to cattle health, based on previous NAHMS feedlot studies.

Study Objectives

The NAHMS Health Management on U.S. Feedlots, 2021 study is designed to provide stakeholders with valuable information about the U.S. feedlot industry. This study will:

- Describe health management practices on U.S. feedlots with at least 500 cows and describe the prevalence of important feedlot cattle diseases.
- Describe the factors that influence feedlot cattle health.
- Describe research and development trends on feedlot cattle diseases.
- Describe the results of feedlot cattle health management practices and improvements feedlot disease.

Figure 1. States participating in the NAHMS Health Management on U.S. Feedlots, 2021 study, by feedlot capacity.

- Large (>1,000 head)
- Medium (500-1,000 head)
- Large and Small

Benefits to Participating

Exposures published from this study will bring the U.S. feedlot industry by providing current and scientifically valid estimates to:

- Aid in understanding disease progression patterns and vulnerabilities.
- Help producers and industry stakeholders make informed decisions.
- Identify research and development trends in feedlot cattle diseases.
- Evaluate the health and productivity of the U.S. feedlot industry.
- Identify educational needs and opportunities related to feedlot cattle health.
- Provide benchmark data on important feedlot cattle management practices to inform policy assessments programs.
- Make compareable, accessible, and independent information on U.S. feedlot industry practices that is not collected by the industry's own.

NAHMS Study Feeds have Impact

- The USDA-FSAS Feedlot 104 and 109 studies helped producers to understand key risk factors associated with feedlot cattle diseases and management practices.
- The USDA-FSAS Feedlot 201 study produced the industry’s first tool to identify feedlot disease outbreaks.
- The USDA-FSAS Feedlot 201 study provided data to inform the development of the Feedlot Quality Assurance Program.
- The USDA-FSAS Feedlot 100 and 109 studies have informed NAHMS feedlot studies since 1998.

NAHMS studies provide critical information for animal health, veterinary services, and more. The data are not only important for understanding and managing feedlot cattle disease, but also for improving animal health and food safety.

"NAHMS studies provide a comprehensive understanding of feedlot cattle health and disease management, which is critical for ensuring the safety and quality of animal products. These studies are an essential part of our ongoing efforts to improve the health and well-being of our nation's cattle. They provide valuable insights into the factors that influence feedlot cattle health and allow us to develop effective strategies for controlling and preventing diseases, which ultimately leads to better animal health, improved food safety, and a stronger agricultural sector."

- Food Safety: Essential for the global economy and public health.
- Animal Health: Critical for the well-being of the animals we produce.
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For More Information

TEAM-USA: 1-866-282-SPSR (7777)
Ph: 703-514-0085
Email: n909@aphis.usda.gov


This Division operates under the guidance of international standards that ensure our data collection and research practices are consistent with the highest ethical and scientific standards. The data collected in these studies are used to inform and develop policies, programs, and practices that support the health and welfare of animals, as well as the health of the people who work with them. These studies are also used to inform and develop policies, programs, and practices that support the health and welfare of animals, as well as the health of the people who work with them.
Selection letter
APPENDICES
FOR THE
HEALTH MANAGEMENT ON U.S. FEEDLOTS 2021 PHASE 1 QUESTIONNAIRE

The following appendices will help you answer the given questions on the Health Management on U.S. Feedlots 2021 Phase 1 Questionnaire. Please keep this reference until you have completed the questionnaire over the web or by phone interview.

Appendix A. Reference Map for Section A, Question 11
(des and HI are not pictured and are included in Region 1)

Appendix C. Examples of Types of Housing for Section A, Question 16

Appendix B. Examples of USDA official ID methods for Section A, Question 15
(From Animal Disease Traceability Framework, Official Earings - Criteria and Options, [link to specific document])

Official Vaccination Ear Tag (bluecollars)
National Uniform Ear Tagging System (NUEN) Tag ("Blue" or "Belle" Tag)
Respondents from California

Appendix D, Consent to Contact for Section B, Question 24

The U.S. Animal and Plant Health Inspection Service operates a study in California called NAIMS. This study is conducting a survey of U.S. butcher operations with a capacity of 50 or more cattle. Respondents from California will be contacted by phone or mail. Respondents will be asked to participate in this study.

By signing this consent form, you agree to allow USDA-NAIMS staff to provide the following information to the State NAIMS Coordinator, who is employed by USDA-NAIMS. This information includes your name, address, phone number, email address, and inventory. This data from this questionnaire will be shared with NAIMS state coordinators.

The NAIMS Coordinator will share this information with a Federal or State veterinary medical officer (VMO), who will contact you to schedule an interview. Only the Federal or State VMO will be aware of the identity of study participants.

Confidentiality of your data is crucially important. No name or contact information will be associated with individual data, and no data will be reported in a way that could reveal the identity of a participant. Data is presented only in aggregated summaries.

When you are contacted by a Federal or State VMO, please be advised that the study is voluntary. You are free to agree or decline participation at that time. If you decline participation at that time, the data will not be shared with any VMOs. If you have any questions regarding the study, please call: (800) 334-2280.

Please indicate your willingness to consent in Section B, Question 24 on the Health Management or U.S. Feedlots, 2021 survey questionnaire.

Appendix E, Informed Consent for Feedlots in the State of California for Section B, Question 26

The U.S. Department of Agriculture National Animal Health Monitoring System (NAHMS) will conduct a survey of all California cattle feedlots (NAIMS) to monitor livestock health management practices in California. The California Department of Food and Agriculture (CDFA) will conduct the survey for the California Animal Health Monitoring System (CAHMS) Health Management Program. Respondents from California will be contacted by phone or mail. Respondents will be asked to participate in this study.

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Respondents from all other states

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Please indicate your willingness to consent in Section B, Question 24 on the Health Management or U.S. Feedlots, 2021 survey questionnaire.
Training Materials

Study materials packet (launch sheet, paper questionnaire, appendix document)

Interviewer’s Manual

Other materials on the SharePoint

- Talking points document
- Questionnaire exercises
- Training recordings and slides
- FAQ document (will be posted after this training)
Consent Process

To participate in Phase II, respondents must consent

Consent is given on Question B.24 in the Phase I Questionnaire

Consent allows NASS to turn over information to NAHMS to contact the respondent to participate in Phase II
Consent is indicated by Question B.24 = Yes

24. Do you agree to allow USDA/NASS staff to provide the following information to the State NAHMS Coordinator, who is employed by USDA-APHIS-NAHMS, a non-regulatory program; your name, address, phone number, email address, and any special notes regarding the operation or location of animals. A Federal or State veterinary medical officer (VMO) will contact you to administer a Phase II questionnaire, and you are free to accept or decline participation at that time. Data collected from the Phase II questionnaire will be confidential and no name or contact information will be associated with the data. Data are only presented in aggregated summaries.

Please see Appendix D in the "Appendices" document that came in the survey packet in which you received your unique web code for more information.

We will attempt to contact all consenting respondents
Two important items for consent

- **Explain Phase II benefits and requirements**
- **Ensure contact information is up-to-date**
### Requirements

<table>
<thead>
<tr>
<th>Phase I</th>
<th>Phase II</th>
</tr>
</thead>
<tbody>
<tr>
<td>• 51 minute survey</td>
<td>• 1 hour survey</td>
</tr>
<tr>
<td>• CASI, CATI, PATI</td>
<td>• CAPI, CATI</td>
</tr>
<tr>
<td>• Topics</td>
<td>• Topics</td>
</tr>
<tr>
<td>• Inventory</td>
<td>• Preconditioning and backgrounding</td>
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<tr>
<td>• Cattle sourcing</td>
<td>• Prevalence and treatment of disease</td>
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<tr>
<td>• Identification</td>
<td>conditions including bovine respiratory</td>
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<tr>
<td>• Overall antibiotic</td>
<td>disease (BRD)</td>
</tr>
<tr>
<td>• Record-keeping</td>
<td>• Antibiotic use</td>
</tr>
<tr>
<td>• Veterinarian use</td>
<td>• Nutrition</td>
</tr>
<tr>
<td></td>
<td>• Biosecurity</td>
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</tbody>
</table>
### Why should a producer participate?

<table>
<thead>
<tr>
<th>To benefit the industry (from the launch sheet)</th>
<th>Aid in understanding <strong>disease preparedness</strong> strengths and vulnerabilities</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Help policymakers and industry stakeholders make <strong>informed decisions</strong></td>
</tr>
<tr>
<td>Identify <strong>research and development</strong> needs on vital issues related to feedlot cattle health</td>
<td>Enable <strong>economic analyses</strong> of the health and productivity of the U.S. feedlot industry</td>
</tr>
<tr>
<td>Identify <strong>educational needs</strong> and opportunities related to feedlot cattle health</td>
<td><strong>Provide benchmark data</strong> on important feedlot cattle health management practices to inform quality assurance programs</td>
</tr>
<tr>
<td></td>
<td><strong>Provide transparent, credible, independent information</strong> on U.S. feedlot industry practices that is not collected by the industry itself</td>
</tr>
</tbody>
</table>
### Further benefits

| Producer education packets will be given to those who complete Phase I and Phase II | Contains materials from extension programs with information on management practices to address important feedlot cattle diseases |
| Your participation ensures accurate and complete data | You represent several feedlot producers like you, so your voice matters |
| Provides baseline knowledge so you know where you are to inform where you can go in the future | Helps you gauge where your feedlot is in relation to your neighboring feedlots and to the industry as a whole |
| Industry-supported | Members of National Cattleman's Beef Association (NCBA) and the American Association of Bovine Practitioners (AABP) have spoken out in support of the study |
| Your information is protected and remains confidential throughout the study | Strong data confidentiality laws protect the data in both Phase I and Phase II |
After seeing some of the listed benefits, what do you see as being benefits you would highlight over the phone with a respondent?
Data protected under CIPSEA
(Confidential Information and Statistical Efficiencies Act)

- Information collected for the NAHMS Health Management on U.S. Feedlots 2021 study is protected by law
- Information is used for statistical purposes only
- No identifying information will be published or shared, only aggregated summaries
- Identifying information is not linked with study response data
- Data collected under CIPSEA are protected from Freedom of Information Act (FOIA) requests
- CIPSEA protection only applies to this study
  - Activities initiated by the Producer unrelated to this study, such as testing for movement or sale, may cause unrelated regulatory action
Promotional video

https://www.youtube.com/watch?v=Njf3UnNj8kE&feature=youtu.be
Talking points from the promotional video

NAHMS studies

Provide unique, objective, national-level data

...there's no other survey data that brings us National information and ties all that together... to [help the industry] make decisions.

Dr. Bob Smith, Veterinary Research and Consulting Services

...we have an intuitive idea or anecdotal thoughts on [producer] practices... The NAHMS data, though, ... puts the teeth to it.

Dr. Rosslyn Biggs, Oklahoma State University
NAHMS studies

Gauge where industry and producers are to inform where they are going

Without having data like this, it's very hard to show how well we're doing and how much we've progressed in certain areas. That benchmark [gives focus to] research to identify what's the next challenge that we need to try to overcome. And how do we know we've overcome it if we don't measure it?

Dr. Jason Ahola, Colorado State University
NAHMS studies
Support evidence-based policy-making

...we're a community that believes in science and we want to base decisions on science. Well then, we have to measure ourselves scientifically...

Mary Ann Kniebel, Feedlot Producer
Talking points from the promotional video

NAHMS studies
Are a gift

It's an awesome gift. And every rancher, every feedlot manager I've ever visited with that spent any time at all with the NAHMS information recognized that and supported it and couldn't wait till the next edition came out.

Dr. Dee Griffin,
Feedlot Veterinarian
Strategies for contact and engagement

Space out contacts throughout the day

Limit voicemails
- Leave your name and contact number
- Explain the reason for calling

Use an informative introduction
Hello, my name is ____, calling on the behalf of the National Agricultural Statistics Service. I am calling to follow up on a letter that you may have received in the mail about a study of U.S. Feedlots. Do you have time now to complete this survey or would you like to schedule an alternative time to complete the survey?

Have responses for common reasons for not responding
- Not enough time
- Wariness of government
What is a strategy that you use or have seen used that helps ensure response to a phone-based survey?
Common sticking points

Not enough time
- Can complete on the web any time before 4/30/2021
- Can reschedule the call for a time that is convenient
- Takes about 51 minutes to complete

Wariness of government
- NASS and NAHMS are non-regulatory
- We collect data to help the industry and policy-makers make more informed decisions
- Your data will be confidential and protected by law, your information will only be reported in aggregate form
What is a common sticking point you have encountered?

What are some ways you have overcome them?
Thank you

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