

United States Department of Agriculture  
Animal and Plant Health Inspection  
Services  
Veterinary Services  
**National Animal Health Monitoring  
System (NAHMS)**

# 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

## NASS-NAHMS Partnership

Partnered on over **30 national studies** of animal health and management since 1990

### NASS

Administers Phase I

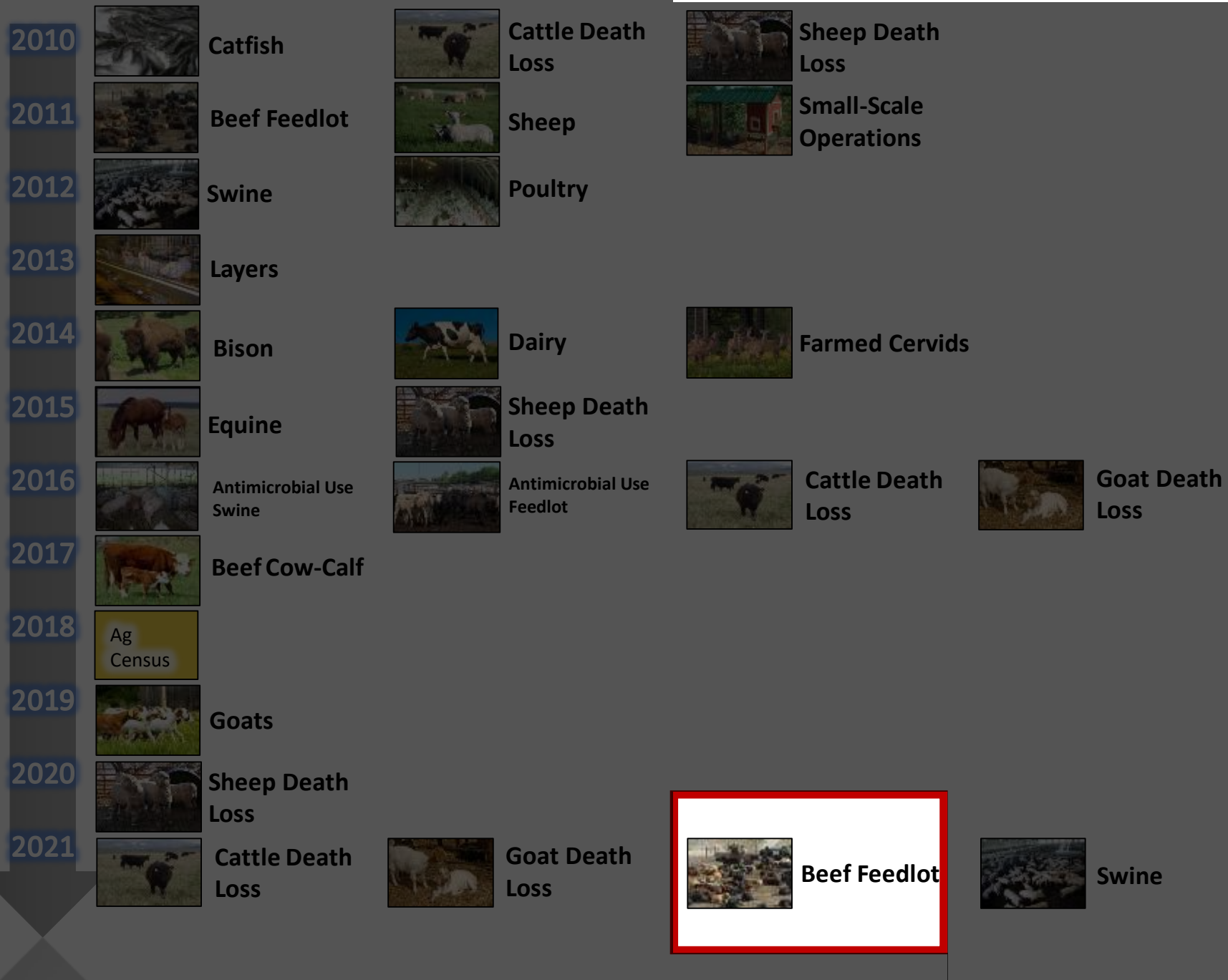
Provides survey design, methodology, and administration expertise

### NAHMS

Administers Phase II

Conceptualizes and designs the study, obtains OMB clearance, provides veterinary expertise and biological sampling

# NASS-NAHMS Partnership



## COVID-19 Impacts

# COVID-19 had substantial impacts on the cattle feedlot industry



Closure of processing plants  
(spring-summer 2020)



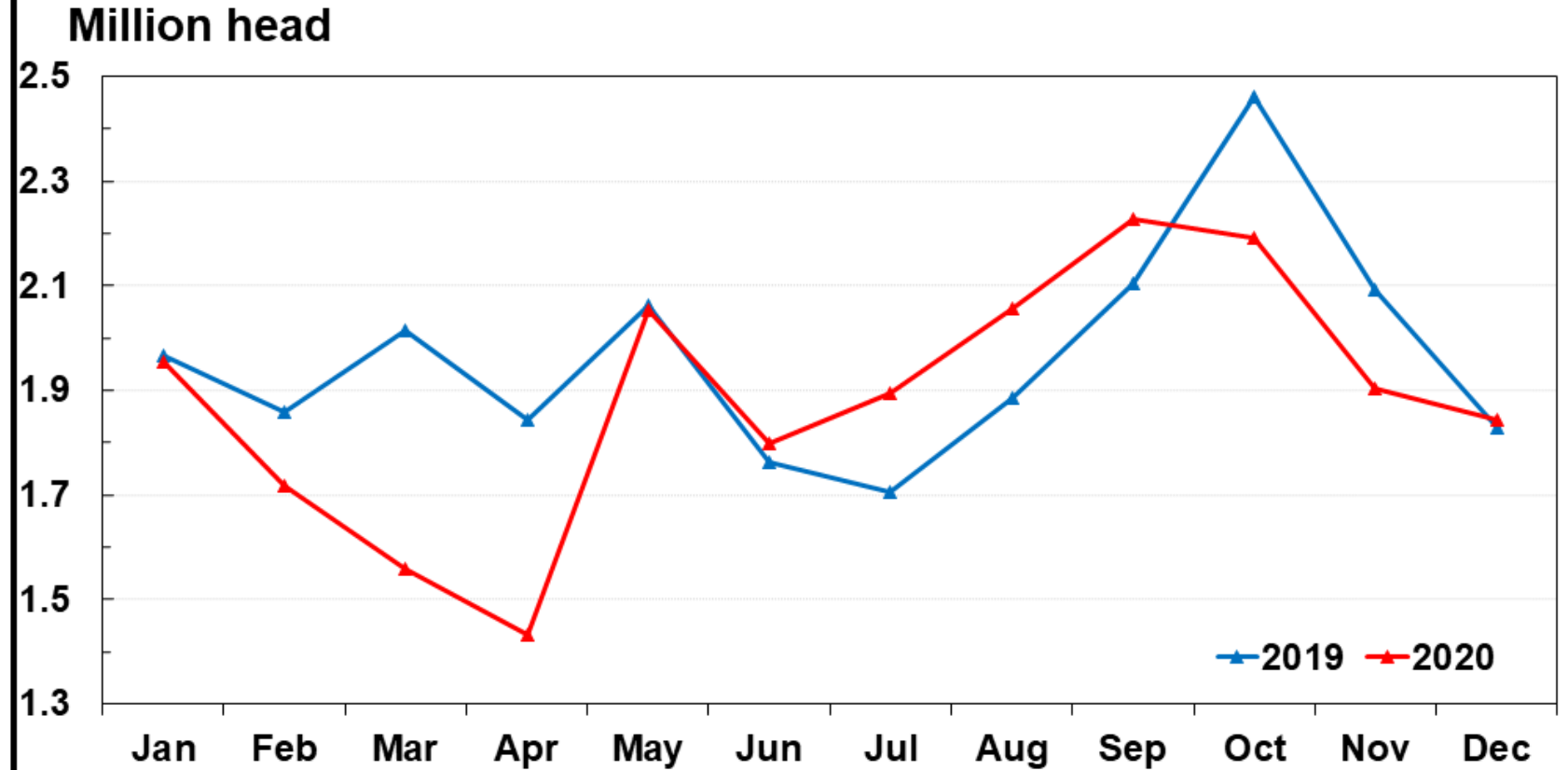
Restaurant closures



Fed cattle pricing impacts

# COVID-19 Impacts

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

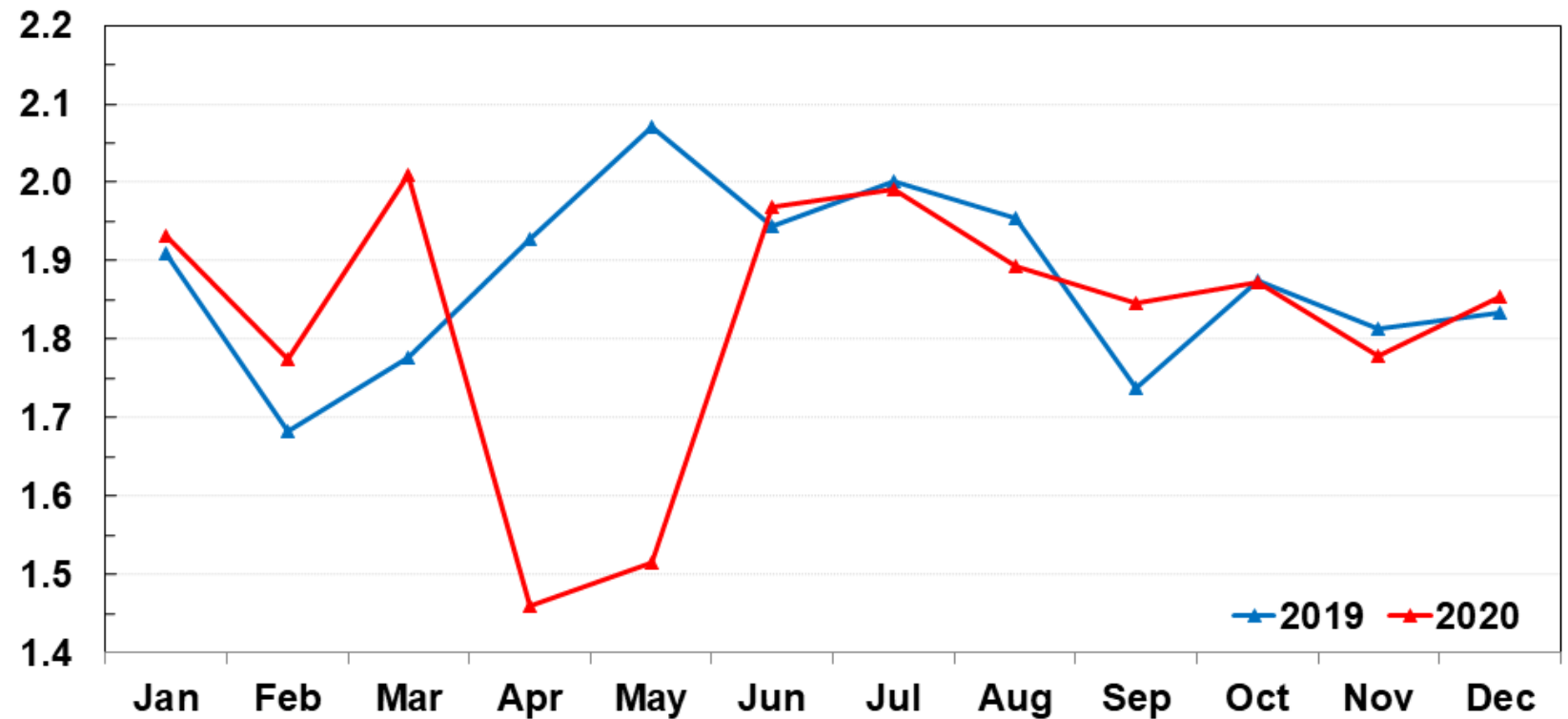


USDA-NASS  
01-22-2021

## COVID-19 Impacts

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

Million head



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



# Study Background

NAHMS  
Cattle on  
Feed  
Evaluation  
1994

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

NAHMS  
Feedlot  
2011

NAHMS  
Health  
Management  
on U.S.  
Feedlots  
2021

First look into the prevalence of *E. coli* O157:H7 shedding by feedlot cattle.

for beef quality assurance

injection sites,  
cattle handling  
benchmarking  
programs.

1999

NAHMS  
Feedlot

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

2017

# 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

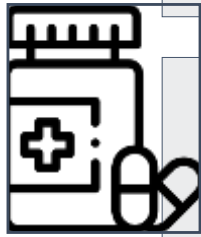
## Study Objectives



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)

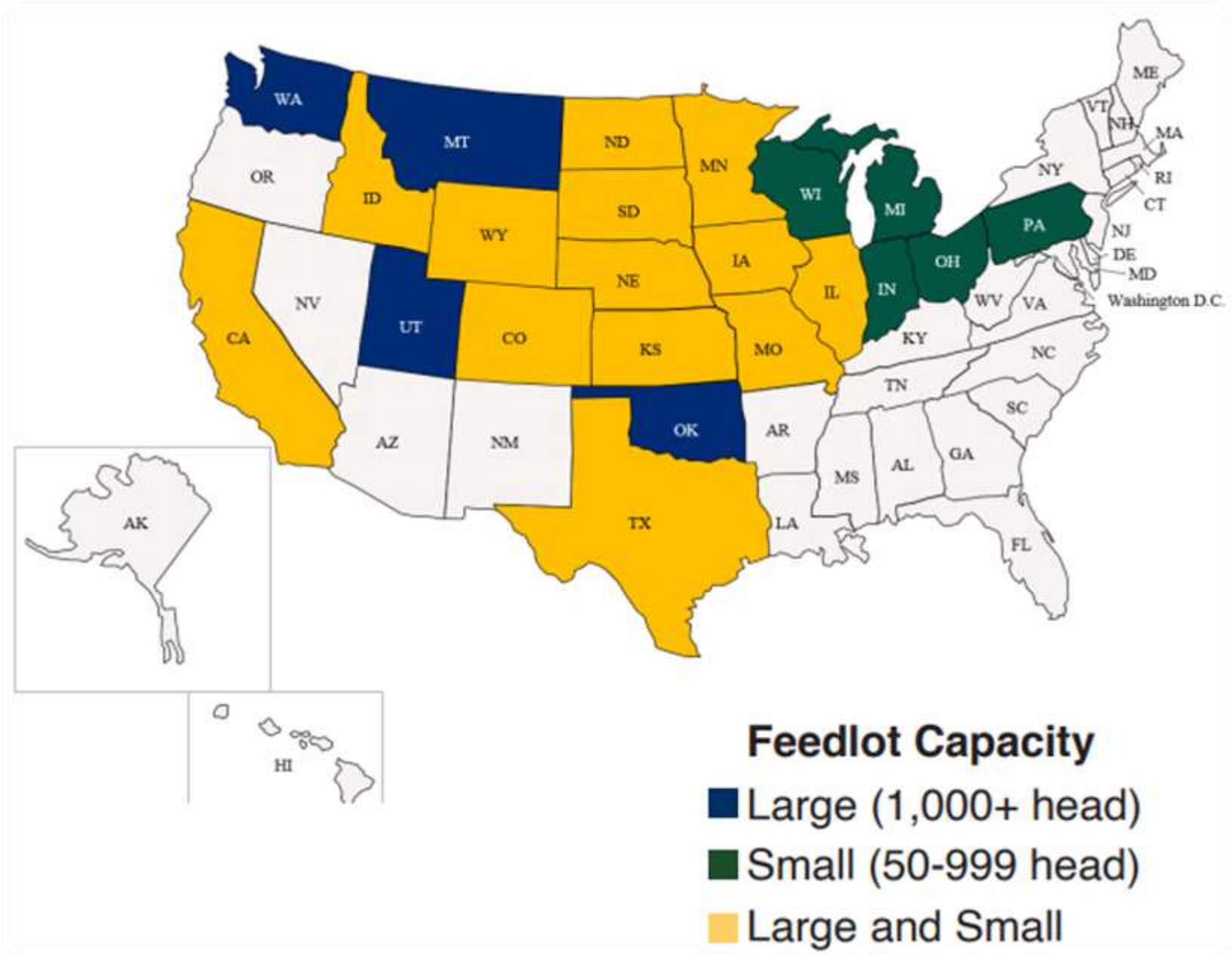
### Phase I Sample

- 5,342 operations
- 22 States

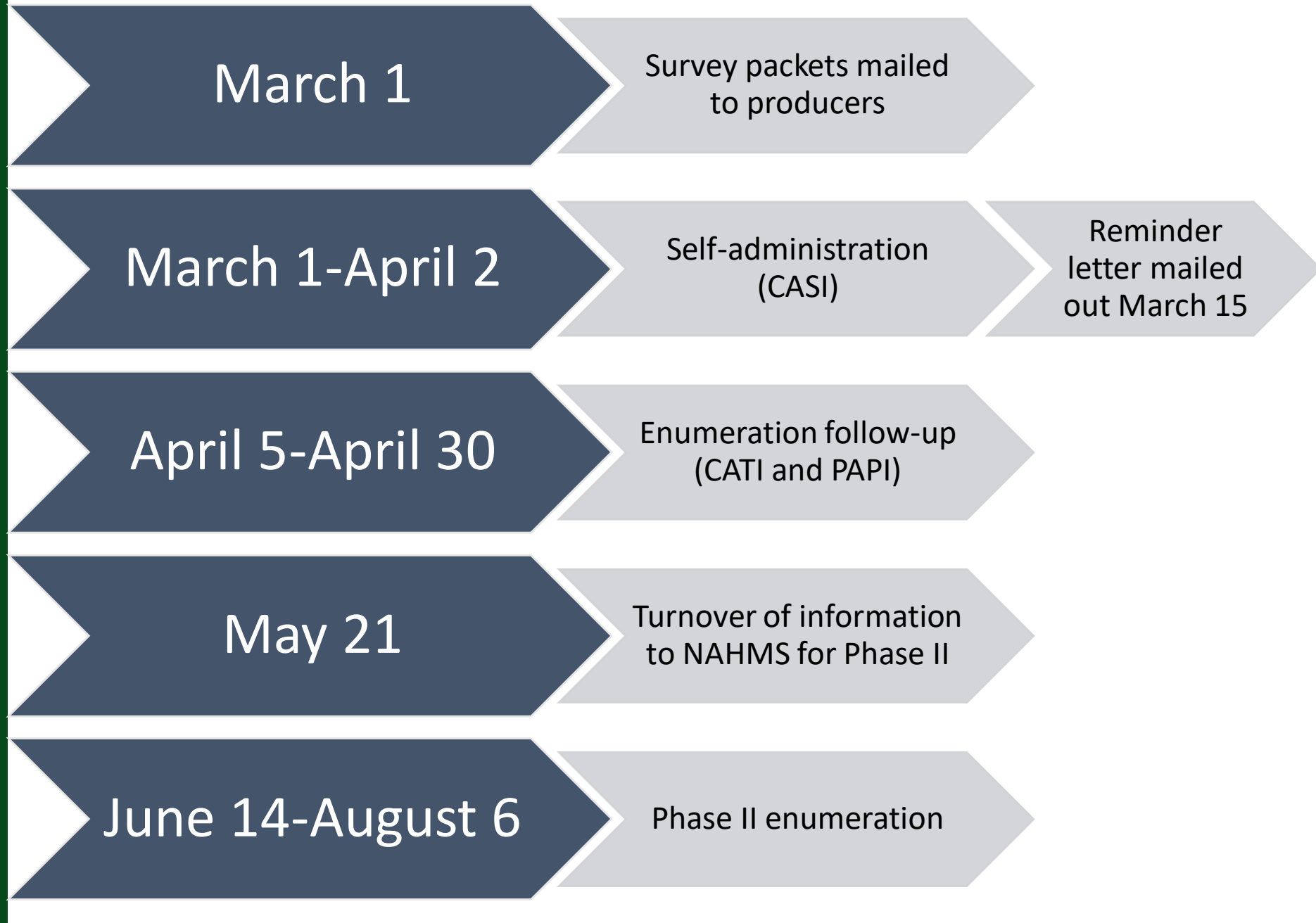
### Phase I Modes

- Computer-assisted self interview (CASI)
- Telephone interview
  - PATI from the field
  - CATI from DCC

# Study Design



Study  
Timeline



# 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)



# Launch sheet



United States Department of Agriculture

## 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 with at least 50 head. 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 trends in specific topics related to cattle health, based on previous NAHMS feedlot studies.



### Background

NAHMS collects scientifically accurate data for U.S. livestock, poultry, and aquaculture industries on a rotating basis. NAHMS studies are voluntary and confidential. For this feedlot study, priority issues facing the industry regarding cattle health were identified via responses to a needs assessment questionnaire and from discussions with representatives from various segments of the feedlot industry, including producer associations, feedlot veterinarians, and university and extension experts.

*"The National Cattlemen's Beef Association appreciates the efforts of NAHMS to provide accurate and robust data for the U.S. beef cattle industry that can be used to detail trends in health management and antimicrobial use for feedyard cattle."*

Mary Ann Kriebel, Vice Chair of NCB's Cattle Health and Well-Being Committee

*"The NAHMS reports for Cow/Calf and Feedlot have for decades provided solid, non-biased information to rancher and feedlot managers to help them understand how their colleagues in the beef industry manage cattle. From my long history as a veterinarian serving beef producers, I ask you to sincerely consider supporting the NAHMS survey efforts."*

Dee Griffin, DVM, Director, VERO (Veterinary Education, Research & Outreach) Program, Texas A&M University College of Veterinary Medicine



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

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



Animal and Plant Health Inspection Service



### Study Activities

Participating in any NAHMS study is voluntary. If you are selected to participate in the Health Management on U.S. Feedlots, 2021 study and decide to do so, your answers will statistically represent many other producers in your State.

Representatives from NASS will visit participating operations from March through April 2021 to complete a questionnaire. If participants choose to continue in the study, USDA or State veterinary health professionals will visit feedlots from June through August 2021 to complete a second questionnaire.



### Benefits to Participating

Reports published from this study will benefit the U.S. feedlot industry by providing current and scientifically valid estimates to

- Aid in understanding disease preparedness strengths and vulnerabilities,
- Help policymakers and industry stakeholders make informed decisions,
- Identify research and development needs on vital issues related to feedlot cattle health,
- Enable economic analyses of 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 health management practices to inform quality assurance programs, and
- Provide transparent, credible, independent information on U.S. feedlot industry practices that is not collected by the industry itself.

### NAHMS Feedlot Studies Have Impact!

- The NAHMS Feedlot 1994 and 1999 studies helped pioneer further research into injection sites, branding locations, and cattle handling practices, which led to data benchmarking for beef quality assurance programs.
- The NAHMS Feedlot 1994 study provided the industry's first look into the prevalence of *E. coli* O157:H7 shedding by feedlot cattle.
- The NAHMS Feedlot 2011 study provided data that were used to inform an economic analysis focusing 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.

Animal and Plant Health Inspection Service

*"NAHMS studies provide critical information for animal science, veterinary science, and many other disciplines involving teaching and research in beef feedlot production. These data are used as a component of the Beef Checkoff's National Beef Quality Audit every 5 years, as well as a plethora of other applied research efforts. We should all support and advocate for contributing to this study!"*

Keith Bekk, Ph.D., Animal Sciences Department Head at Colorado State University

*"NAHMS provides us with a snapshot of how our industry partners are operating their business and making decisions, serving as a benchmark and gut-check for us in making decisions on how to run our business. This helps us stay open-minded and current in today's practice of feeding cattle."*

Josh Scazz, DVM, Ph.D., Five Rivers Cattle Feeding



### Scientific Approach

NAHMS was established to collect accurate and valuable information on animal health and management in the United States. NAHMS studies are national in scope, science based, statistically valid, collaborative, voluntary, and anonymous.



### Confidentiality

NAHMS is a recognized statistical unit by the Office of Management and Budget. All information acquired for the NAHMS Health Management on U.S. Feedlots, 2021 study will be used for statistical purposes only and will be treated as confidential in accordance with the Confidential Information Protection and Statistical Efficiency Act (CIPSEA). Only summary estimates based on the inference population will be reported. Data collected under CIPSEA are protected from Freedom of Information requests.



### For More Information

USDA-APHIS-VS-CEAH  
NRBC Building B, M.S. 2E7  
2150 Centre Avenue  
Fort Collins, CO 80526-8117  
Phone: 970-494-7000  
Email: NAHMS@usda.gov  
Or visit NAHMS at <http://www.aphis.usda.gov/naahms>  
4793.1219

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Animal and Plant Health Inspection Service



# Phase I Questionnaire

## HEALTH MANAGEMENT ON US FEEDLOTS 2021

OMB No. 0579-0079  
Approval Expires: 04/30/2023  
Project Code: 955  
NAHMS California  
Survey ID: 5102



National Animal Health Monitoring Systems  
Veterinary Services

Please make corrections to name, address and ZIP Code, if necessary.

The information you provide will be used for statistical purposes only. Your response will be kept confidential and any person who willfully discloses ANY identifiable information about you or your operation is subject to a jail term, a fine, or both. This survey is conducted in accordance with the Confidential Information Protection and Statistical Efficiency Act of 2018, Title III of Pub. L. No. 115-435, codified in 44 U.S.C. Ch. 35 and other applicable Federal laws. For more information on how we protect your information please visit: <https://www.nass.usda.gov/confidentiality>. Response to this survey is voluntary.

According to the Paperwork Reduction Act of 1995, an agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a valid OMB control number. The valid OMB control number for this information collection is 0579-0079. The time required to complete this information collection is estimated to average 51 minutes per response, including the time for reviewing instructions, searching existing data resources, gather the data needed, and complete and review the information collected.

Date: \_\_\_\_ \_\_\_\_ \_\_\_\_  
MM DD YY

BEGINNING TIME (MILITARY)

Unless, otherwise noted, questions refer to calendar year 2020, from January 1, 2020 to December 31, 2020.

Don't Know = DK  
Not Applicable = NA

We would like to know about all cattle and calves placed during that time period on feed for the slaughter market, regardless of ownership, on this particular feedlot.

- **INCLUDE** cattle being fed by you for others.
- **EXCLUDE** any of your cattle being custom fed in feedlots operated by others.
- **EXCLUDE** cattle being "backgrounded only" for sale as feeders, for later placement on feed in another feedlot, or to be returned to pasture.
- **EXCLUDE** cows and bulls being fed by you for the slaughter market.

During 2020, the spread of coronavirus disease-2019 (COVID-19) led to market effects that impacted the operation of meatpacking plants and had downstream effects on feedlot operations. These effects were observed through a number of different sources, including the monthly NASS Cattle on Feed Survey. This questionnaire was revised to include questions to help further describe the effects of COVID-19 on the health and management of cattle on feedlots.

# Selection letter



United States Department of Agriculture  
National Agricultural Statistics Service



March 1, 2021

#### Why am I getting this letter?

Enclosed is a link and 17-digit code to complete your NAHMS Health Management on U.S. Feedlots 2021 Survey. This important new study is being conducted by the United States Department of Agriculture's (USDA) National Animal Health Monitoring System (NAHMS) in conjunction with USDA's National Agricultural Statistics Service (NASS). Please complete the questionnaire at your earliest convenience.

#### What should I do next?

Complete your survey **Online** at [www.agcounts.usda.gov](http://www.agcounts.usda.gov). *Online reporting is fast, cost-effective, and secure.* All you need is the 17-digit survey code on the enclosed survey to begin.



Your participation in this study is voluntary, though you are one of a select number of feedlot producers in your State chosen to participate in this study and so your participation is valuable.

The study consists of two opportunities to respond. The information to complete the Phase I survey is included in this mailing. If we do not hear from you by April 5, 2021, we will attempt to contact you to complete the survey over the phone. During the Phase I questionnaire, you will be given the opportunity to consent to be contacted for the second phase of the study, which includes the Phase II survey that will be administered by a veterinarian representative of NAHMS between June and August, 2021.

There are four documents in this mailing:

- This letter,
- A launch sheet which describes the study in more detail,
- A blank survey that has the 17-digit code on the front page, which you will need to complete the questionnaire at [www.agcounts.usda.gov](http://www.agcounts.usda.gov).
  - Please fill out the online survey and not the paper survey. The paper survey can help you to prepare to answer the online survey by giving you a preview of what kinds of questions will be asked.
- An "Appendices" document to help in answering some of the questions on the survey.
  - Please keep this document until you have completed the survey online or over the phone.

#### How will the data be used?

The current study is intended to capture a snapshot of cattle health, management, and antibiotic use and stewardship practices on U.S. feedlots in 2020. The outcomes from this study will be used to obtain more funding to study feedlot cattle health issues and help the U.S. feedlot industry to better know and serve their producers in outreach, trade, and disease management programs. Your responses will be kept confidential and will be available in aggregate form only, ensuring that no individual operation or producer can be identified, as required by federal law. We will publish the survey findings in the *Health Management on U.S. Feedlots, 2021* report in Spring of 2022 on the NAHMS website: <http://www.aphis.usda.gov/naahms>.

Thank you for participating and for your support of our programs and U.S. agriculture. If you have any questions, please feel free to contact us at 1-888-424-7828.

Sincerely,

Amy Delgado, MS DVM PhD  
Associate Director, Monitoring and Surveillance  
Center for Epidemiology and Animal Health, USDA-APHIS-VS  
(866) 907-8190

Gerald Tillman  
Chief, Survey Administration Branch  
Census & Survey Division, USDA-NASS  
(202) 720-3918

1400 Independence Ave, SW – Washington, DC 20250

[www.nass.usda.gov](http://www.nass.usda.gov)

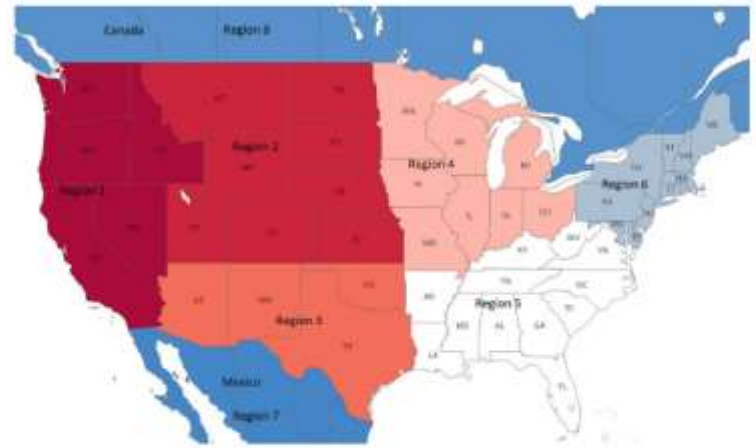
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# Appendices

## APPENDICES FOR THE HEALTH MANAGEMENT ON U.S. FEEDLOTS 2021 PHASE 1 QUESTIONNAIRE

The following appendices will help you to 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 (AK and HI are not pictured and are included in Region 1)



### Appendix B. Examples of USDA official ID methods for Section A, Question 15 (From Animal Disease Traceability Framework, Official Eartags – Criteria and Options, [https://www.ahis.usda.gov/traceability/downloads/ADT\\_eartags\\_criteria.pdf](https://www.ahis.usda.gov/traceability/downloads/ADT_eartags_criteria.pdf))

Official Vaccination Eartag (Brucellosis)



National Uniform Eartagging System (NUES) Tag ("Silver" or "Brite" tag)



VS Form 21-301  
March 2021

1

### Animal Identification Number (AIN) Tags with 840 prefix (Visual and Electronic)



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

Open dry lot

(photograph courtesy of Dr. Paul Morley)



Confinement barn with slatted floor

(photograph courtesy of Dr. Grant Dewell)



Wind fence

(photograph courtesy of Dr. Paul Morley)



Confinement barn with bedded pack

(photograph courtesy of Dr. Grant Dewell)



VS Form 21-301  
March 2021

2



# Respondents from California

# Respondents from all other states

## Appendices

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

The USDA's Animal and Plant Health Inspection Service's (APHIS) National Animal Health Monitoring System (NAHMS) is conducting a study of U.S. feedlot operations with a capacity of 50 or more cattle. **NAHMS studies are voluntary and nonregulatory.** This study will take an in-depth look at U.S. feedlots and provide new and valuable information regarding animal health and management practices in the U.S. feedlot industry. To initiate the study, a sample was selected from the confidential list of operations maintained by USDA's National Agricultural Statistics Service (NASS). Your feedlot was selected for participation and will represent a number of unselected feedlots.

By consenting, you are agreeing to allow USDA-NASS staff to provide the following information to the State NAHMS Coordinator, who is employed by USDA-APHIS: your name, address, phone number, email address, and inventory. All data from this questionnaire will be shared with NAHMS state coordinators.

The NAHMS Coordinator will share this information with a Federal or State veterinary medical officer (VMO), who will contact you to administer a phase II questionnaire. Only the Federal or State VMOs collecting the data will know the identity of study participants.

Confidentiality of your data is crucially important to us. 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 are presented only in aggregated summaries.

When you are contacted by a Federal or State VMO and asked to participate in the study, you are free to accept or decline participation at that time. A copy of the questionnaire that will be administered when you're contacted by the Federal or State VMO can be found at: [www.aphis.usda.gov/naahms](http://www.aphis.usda.gov/naahms). **If you have been selected but have not been contacted or if you have questions regarding the study, please call: (855) 907-8190.**

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

### Appendix E. Informed Consent for Feedlots in the State of California for Section B, Question 25

The U.S. Department of Agriculture's National Agricultural Statistics Service (NASS), Animal and Plant Health Inspection Service (APHIS), the California Department of Food and Agriculture and the State of California, and the Producer hereby enter into this National Animal Health Monitoring System (NAHMS) Health Management on U.S. Feedlots 2021 INFORMED CONSENT, the terms of which are set forth below.

1. The California Department of Food and Agriculture (CDFA) is mandated by California Food and Agricultural Codes 14400-14408 to monitor antimicrobial use and management practices in livestock. The California Law furthermore directs that, when applicable, this information be gathered in coordination with NAHMS. The California Law stipulates that these data are collected in a voluntary manner. The collected data will be used for monitoring and educational, not regulatory, purposes.
2. Since the NAHMS Health Management on U.S. Feedlots 2021 study will include collection of data regarding antimicrobial use and health management in feedlot cattle in California, CDFA has requested that NAHMS share aggregate data collected in the NAHMS Health Management on U.S. Feedlots 2021 study from California cattle feedlots with them for the purposes of fulfilling California Food and Agricultural Codes 14400-14408.
3. Only aggregate (summary) data, not individual data, will be shared with CDFA. The identity of the Producer will be withheld. No individual responses will be shared or published.

Please indicate your consent to have received this information in Section B, Question 25 on the Health Management on U.S. Feedlots, 2021 web questionnaire.

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

The USDA's Animal and Plant Health Inspection Service's (APHIS) National Animal Health Monitoring System (NAHMS) is conducting a study of U.S. feedlot operations with a capacity of 50 or more cattle. **NAHMS studies are voluntary and nonregulatory.** This study will take an in-depth look at U.S. feedlots and provide new and valuable information regarding animal health and management practices in the U.S. feedlot industry. To initiate the study, a sample was selected from the confidential list of operations maintained by USDA's National Agricultural Statistics Service (NASS). Your feedlot was selected for participation and will represent a number of unselected feedlots.

By consenting, you are agreeing to allow USDA-NASS staff to provide the following information to the State NAHMS Coordinator, who is employed by USDA-APHIS: your name, address, phone number, email address, and inventory. All data from this questionnaire will be shared with NAHMS state coordinators.

The NAHMS Coordinator will share this information with a Federal or State veterinary medical officer (VMO), who will contact you to administer a phase II questionnaire. Only the Federal or State VMOs collecting the data will know the identity of study participants.

Confidentiality of your data is crucially important to us. 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 are presented only in aggregated summaries.

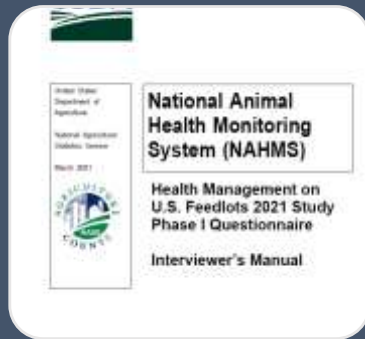
When you are contacted by a Federal or State VMO and asked to participate in the study, you are free to accept or decline participation at that time. A copy of the questionnaire that will be administered when you're contacted by the Federal or State VMO can be found at: [www.aphis.usda.gov/naahms](http://www.aphis.usda.gov/naahms). **If you have been selected but have not been contacted or if you have questions regarding the study, please call: (855) 907-8190.**

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

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.

9961

1  Yes 3  No

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

Consent  
Process

## Two important items for consent

Explain Phase II  
benefits and  
requirements

Ensure contact  
information is  
up-to-date



# Requirements

## Phase I

- 51 minute survey
- CASI, CATI, PATI
- Topics
  - Inventory
  - Cattle sourcing
  - Identification
  - Overall antibiotic use
  - Record-keeping
  - Veterinarian use

## Phase II

- 1 hour survey
- CAPI, CATI
- Topics
  - Preconditioning and backgrounding
  - Prevalence and treatment of disease conditions
    - Including bovine respiratory disease (BRD)
  - Antibiotic use
  - Nutrition
  - Biosecurity

## Why should a producer participate?

To benefit the industry (from the [launch sheet](#))

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Aid in understanding **disease preparedness** strengths and vulnerabilities

---

Help policymakers and industry stakeholders make **informed decisions**

---

Identify **research and development** needs on vital issues related to feedlot cattle health

---

Enable **economic analyses** of 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 health management practices to inform quality assurance programs

---

**Provide transparent, credible, independent information** on U.S. feedlot industry practices that is not collected by the industry itself

---

## Why should a producer participate?

Further benefits	<b>Producer education packets</b> 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 <b>accurate and complete data</b>	You represent several feedlot producers like you, so your voice matters
	Provides <b>baseline knowledge</b> 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 <b>information is protected</b> and remains confidential throughout the study	Strong data confidentiality laws protect the data in both Phase I and Phase II

Your input

After seeing some of the listed benefits, what do you see as being benefits you would highlight over the phone with a respondent?

## Data Protections

### 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

<https://www.youtube.com/watch?v=Njf3UnNj8kE&feature=youtu.be>

Promotional  
video



## NAHMS studies

Provide unique, objective, national-level data

Talking points  
from the  
promotional  
video

...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

Talking points  
from the  
promotional  
video

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**





## Support evidence-based policy-making

Talking points  
from the  
promotional  
video

**...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**



# NAHMS studies

## Are a gift

Talking points  
from the  
promotional  
video

It's an awesome gift. And every rancher, every feed lot 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

Your input

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?

Your input

Thank you

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**USDA-APHIS-VS-NAHMS**