

National Johne's Education Initiative (NJEI) – UPDATE

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The Johne's Education Initiative

Background

- A response to needs identified in the 2002 Johne's Strategic Plan
- Operated under a Cooperative Agreement between USDA APHIS VS and NIAA
- Initiated in summer 2005



The Johne's Education Initiative

Mission

To provide producers and those who work with them reliable, useful, easy to access information about Johne's Disease that is based on the best current science.



Johne's Education & Outreach

Using our Resources

- National Johne's Work Group
- Johne's Disease Committee
- Johne's Disease Integrated Program
- Producer press and Industry organizations

To Reach our Audiences

- Producers, Industry
- Veterinarians, Animal Scientists



The Johne's Education Initiative

Objectives

- Enhance producer awareness of the disease and of Johne's programs
- Increase producer support of and participation in Johne's programs



The Johne's Education Initiative

Goals

- Reduce the likelihood of introduction of Johne's into currently uninfected herds or flocks
- Minimize the impact of the disease in herds or flocks where it is already present, and
- Control existing cases of the disease and while working to reduce the incidence in susceptible species.



The Johne's Education Initiative

Accomplishments

- JEI website www.johnesdisease.org
 - Easy access to information and information sharing
 - Program herd listing
 - NJWG Presentations on-line
- Information at industry events – WDE
 - Information distributed in trade show by six “partners”
 - Visited with 11 additional information distributors
 - Did two “podcasts” and visited with 10 other media reps



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Accomplishments

- JEI website www.johnesdisease.org
 - Easy access to information and information sharing
 - Program herd listing
 - NJWG Presentations on-line
- Information at industry events - WDE
- Increase interaction with JDIP and others
- Johne's presentations at ADSA/ASAS Meeting
- Coverage by print and broadcast media
 - 12 Articles in Producer Press in 2007



2007 Producer Press

<u>Date Publication</u>	<u>Title</u>
1/10	Hoard's - We dovetail our Salmonella and Johne's Plans
1/25	Hoard's - Federal Johne's Funding is Endangered (editorial)
1/25	Hoard's - Johne's is dairy's ticking time bomb
Jan	Dairy Today - A promising inhibitor of Johne's disease and E.coli
2/10	Hoard's - Nearly 9,000 herds in Johne's control programs
2/25	Hoard's - Will Johne's spread from top-dressed manure?
3/25	Hoard's - Industry gains confidence in Johne's milk ELISA test
Mar	Midwest Dairy Business - Johne's: Progress in small steps
July	Hoard's - Our Johne's Control Tools do Work
7/13	Angus Journal - Score One for the Team
7/30	Dairy Herd Management - Study explores the effect of colostrum replacers on Johne's risk
Sept	Midwest Dairy Business - Johne's: Where's the information?



The Johne's Education Initiative

Plans

- Utilize JDIP Survey and other functions to identify education/information needs
- Work with “experts” to develop needed material
- Utilize Education Advisory Committee
- Continue to enhance industry outreach efforts
- Continue to enhance “Johne’sDisease.org”
- Message development and coordination



Johne's Education & Outreach

We Want your Help

- Are the current tools and information adequate and appropriate?
- What other tools or information is needed?
- How can the information be best provided to our target audiences?
- What changes will improve the website?



THANK YOU

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