



Avian Influenza A H5N1 & CDPH Response

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H5N1 Response – Guidance Outreach
and Health Equity

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Dairy Cows and H5N1 in California

- CA's H5N1 response in poultry began in 2022, 0 human cases
- California is #1 milk producing state in the U.S.
 - ~1100 dairy farms with >1.7M cows
 - 771 dairy farms impacted
- Of the 70 [confirmed human cases](#) in the United States:
 - CA had 38 confirmed human cases (+1 probable)
 - 36 confirmed cases (and 1 probable case) were in dairy workers
 - 2 cases were in children with unknown exposure sources



Farmworker Outreach Health and Equity

Goals

- Effectively and equitably communicate health information to at-risk populations
- Support local health department response efforts
- Support the distribution of PPE
- Increase access to testing and seasonal flu vaccine through mobile clinics



Implications & Challenges

Uncertainty

- Distrust of government/public health
- Confusion on agency roles and who to contact
- Lack of relationships and/or access to farms
- Worker fear of retaliation, deportation or job loss
- Uncertainty about virus health impacts

Prevention

- Education on bird flu, transmission and the role of PPE
- Access to PPE

Barriers to Care

- Access to testing

Collaborative Outreach

State agency collaboration:



**Local Health
Jurisdictions
(LHJs)**

External partner collaboration:



Collaborating with state agencies, farmworker, and farm owner organizations and trusted community messengers was key to CDPH's bird flu prevention and response efforts.

Building Trust Through Partners

- Weekly meetings with external partners led to outreach/education opportunities
- Trusted messengers delivered effective messages



Western United Dairies supervisor seminar



H5N1 & Dairy Worker Protections

H5N1 y protecciones para trabajadores de lecherías

Rebecca Rosefelt, Farmworker Justice, Staff Attorney

Rebecca Rosefelt, Justicia Campesina, Abogada

Dorian Slaybod, Farmworker Legal Services, Senior Staff Attorney

Dorian Slaybod, Servicios Legales para Trabajadores del Campo, Abogado

May 7, 2025

7 de mayo de 2025

© National Center for Farmworker Health

National Center for Farmworker Health clinician training

Strengthening Local Public Health Efforts

- Build trust in public health as a support agency
- Build connections, enlist partners as liaisons
 - Ex: Western United Dairies (WUD) and California Poultry Federation CEOs presented to LHJs
- Distribute PPE (5.2 million pieces of PPE sent to LHJs and CBOs)
- Collaborate with LHJs on FREE mobile clinics at trusted community sites
 - Flu/bird flu/COVID-19 testing, telehealth treatment, seasonal flu vaccine



Case Study: Connecting LHJs and WUD helped solve the issue of farmer owners not responding to LHJ calls.

Developing Effective Communications

- Challenges with workers understanding importance of PPE
- Preferred communication channels and literacy levels
- Public health recommendations vs. what happens in the field
- Need for plain language, multiple languages

PPE recommendations

Protect Yourself From Bird Flu When Working With Infected Dairy Cows

Bird flu can spread from cows to people and make you sick.

- The virus can be in raw milk, animal fluids or on surfaces.
- It can spread through splashes, dusts or droplets in the air. These can get in the eyes, nose, mouth and lungs.
- It can also spread if you touch infected surfaces and then touch your face.

Protect your eyes, nose and mouth.

Wear personal protective equipment (PPE) when doing high-risk jobs such as:

- Milking cows, handling raw milk or cleaning the milking parlor.
- Caring for sick cows or cleaning their pens.
- Handling dead cows or cleaning their pens.

Wash or clean hands with soap and water often while working. Before going home, wash hands and

Additionally, wear coveralls, waterproof apron (when needed), boots and a head or hair cover. Employers provide all PPE free of charge. After shift, remove all PPE and shower.

CDPH | NCFH

If you work with infected animals, use:

- NIOSH® approved respirator
- Goggles or face shield
- Coveralls
- Head cover
- Boots
- Gloves

to help protect yourself from bird flu.

cdph.ca.gov/birdflu

and Information Service (HESIS) Workplace

516

ker Health's Call for Health Helpline:

on WhatsApp at +1 (737) 999-4162

California Department of Public Health

CDPH

Protéjase de la gripe aviar al trabajar con aves infectadas.

La gripe aviar puede transmitirse de aves o humanos a las personas y causar enfermedades.

- El virus puede estar presente en las heces, fluidos o plumas de un ave enferma.
- Se puede propagar a través de salpicaduras, polvo o gotitas en el aire. Estas pueden entrar en contacto con los ojos, la nariz, la boca y los pulmones.
- También se puede propagar si toca superficies infectadas y luego se toca la cara.

Proteja sus ojos, nariz y boca.

Use siempre equipo de protección personal (EPP) al trabajar con aves que puedan estar enfermas.

Use gafas protectoras (con ventilación indirecta).

Use un respirador N95 o más eficaz.

Use guantes y no se toque la cara.

Lávese o límpiese las manos con frecuencia mientras trabaja.

Además, use overol, botas y una protección para la cabeza o el cabello.

Communications Toolkit

- CDPH has developed this [toolkit](#) to help partners respond to bird flu.
- Use this toolkit to inform those most impacted (dairy and poultry workers) and your communities about bird flu safety.
- [Worker Protection from Bird Flu \(PDF\)](#)
- [Signs and Symptoms](#)
- [Seasonal Flu Vaccines](#)
- [Working with Wildlife](#)



Si trabajas con aves de corral, vacas lecheras o leche cruda (no pasteurizada), presta atención a los síntomas de la influenza aviar:

- Enrojecimiento o secreción de los ojos
- Fiebre
- Tos/dolor de garganta
- Dolores musculares
- Dificultad respiratoria

Suggested Attachment:

Protéjase de la gripe aviar cuando trabaje con vacas lecheras infectadas (PDF, 3MB)

Suggested Messaging: La influenza aviar se está propagando en algunos animales como aves de corral y vacas. Aunque es poco común y el riesgo para la mayoría es bajo, la influenza aviar puede infectar a las personas.

Si estás cerca o trabajas con aves de corral, vacas lecheras o leche cruda (no pasteurizada) y tienes síntomas de influenza aviar, comunícate con tu departamento local de salud.

Comuníquese con la línea de ayuda Una Voz para La Salud del Centro Nacional para la Salud de Trabajador Agrícola a

+1 (800) 377-9968

WhatsApp a +1 (737) 414-5121

El personal del NCFH estará disponible para ofrecerte ayuda en su idioma. Infórmase más: <https://www.cdph.ca.gov/Programs/CID/DCDC/Pages/Influenza-Avian.aspx>

Video

What You Need to Know About Bird Flu

Posted to Facebook, December 2024

Dr. Erica Pan explains how to stay safe from bird flu, a virus spreading through wild birds worldwide and causing outbreaks in poultry and dairy cows. Sporadic human cases have been found, mostly among those working closely with infected animals. Learn about the risks, symptoms and prevention.

Watch and share on Facebook in [English](#) and [Spanish](#).

Protect Yourself and Your Family with Flu and COVID-19 Vaccines

What are flu and COVID-19 vaccines?

Flu and COVID-19 are different diseases, but both can make people sick and cause:

- Fever
- Headache
- Body aches/chills
- Cough
- Fatigue or feeling very tired
- Trouble breathing
- Pneumonia (lung disease)
- Hospitalization
- Death

If you have any of these symptoms, it's important to go to a health center to get tested and get treatment. Treatments work best when they start right after symptoms begin.

Do vaccines prevent me from getting sick?

These vaccines work very well to keep you and your family from getting very sick, going to the hospital or even from death. People may still get sick with the flu or COVID-19 after being vaccinated; however, most vaccinated people only get mild symptoms if they do get sick.

Can I get both flu and COVID-19 vaccines at the same time?

Yes, getting the flu and COVID-19 vaccine at the same time is safe, helps you stay protected from these viruses and can also save time!

Who should get flu and COVID-19 vaccines?

Everyone 6 months of age or older should get both flu and COVID-19 vaccines every fall or winter. Some people who are more at risk of getting really sick from these viruses like those with weak immune systems and who are 65 years or older may be recommended to get additional COVID-19 vaccine doses.

Do I need to get these vaccines if I've already gotten them before?

Each year vaccines are updated to protect us from viruses that are always changing. That's why staying up to date on your flu and COVID-19 vaccines is so important for keeping you healthy and helps you not miss days of work or school.

Does the flu vaccine protect me against bird flu?

No. The flu vaccine protects against the regular seasonal flu. If you work with farm animals like poultry and cows, you are at higher risk for getting bird flu. Getting a flu vaccine can help lower your risk of getting both seasonal flu and bird flu at the same time and getting very sick with multiple viruses.

Are there any side effects of flu and COVID-19 vaccines?

Side effects usually last a short time, are mild and may include arm pain, fever, body aches and chills.

WHERE CAN I GET VACCINATED?

It's easy to get vaccinated against flu and COVID-19. Visit [MyTurn.ca.gov](https://www.cdph.ca.gov) to find a vaccine site near you. Your local health department, health care provider, pharmacy or clinic may also offer these vaccines.

November, 2024 | © 2024, California Department of Public Health

HSN1 Bird Flu: Working with Wildlife

HSN1 bird flu is caused by a virus that can lead to serious illness and death in birds and mammals. While human infection from bird flu viruses is rare, it is possible and can lead to severe illness and even death.

Reduce Your Risk of Getting HSN1 Bird Flu

People who work or have recreational contact with infected birds or mammals are at higher risk of getting bird flu.

These individuals should consider the following prevention measures:

- Work outdoors or in well-ventilated indoor environments.
- Wash hands after contact with animals or their environments and before taking breaks or eating/drinking.
- Avoid touching eyes, nose and mouth with unwashed hands.
- Wear dedicated work clothing and footwear, and launder and keep on-site if possible.
- Change clothes and footwear and shower after work.
- Use personal protective equipment when handling animals that could be infected with bird flu including a fit tested N95 respirator, eye protection, gloves, coveralls and boots or shoe covers.

Wild Animals at Higher risk of getting bird flu:

Symptoms of HSN1 Bird Flu in Humans

- Coughing
- Headaches
- Sore throat
- Shortness of breath/difficulty breathing
- Eye tearing, redness or irritation
- Runny or stuffy nose
- Diarrhea
- Muscle aches
- Pneumonia
- Seizures
- Fever (100°F or higher)

If You Have Contact with an Infected Animal:

1) Report: If you encounter a sick or dead animal, tell your supervisor and your organization's veterinarian right away. Dead wild birds and mammals may be reported to the [California Department of Fish and Wildlife's Mortality Reporting System](https://www.cdph.ca.gov/Programs/CID/DCDC/Pages/Influenza-Avian.aspx) <https://wildlife.ca.gov/Conservation/Laboratories/Wildlife-Health-Monitoring/Mortality-Report>

2) Monitor: Monitor your health for 10 days after you have contact with a sick or dead animal and alert your health care provider and your local health department right away if you develop symptoms. They may suggest a test and offer medicine to help prevent a severe illness. Avoid or reduce contact with others until symptoms resolve.

For more information:

<https://www.cdph.ca.gov/Programs/CID/DCDC/Pages/Bird-Flu.aspx>

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WhatsApp Messaging

- WhatsApp is a very popular messaging tool in other countries
- CDPH developed [Bird flu messaging](#) in English and Spanish
 - Repackaged existing content into the WhatsApp format
 - Videos will auto play, attachments show as previews
 - Suggested attachments:
 - [What You Need to Know About Bird Flu \(YouTube\)](#)
 - [Worker Protection from Bird Flu \(PDF\)](#)
 - [Signs and Symptoms \(PDF\)](#)
 - [Seasonal Flu Vaccines \(PDF\)](#)
- Contact info/helpline included



If you work with poultry, dairy cows or raw, unpasteurized milk, and have signs of bird flu:

- Eye Redness or Discharge
- Fever
- Cough/Sore Throat
- Muscle Aches
- Shortness of Breath



Suggested Attachment:
[Protect Yourself From Bird Flu When Working With Infected Dairy Cows \(PDF, 2MB\)](#)

Suggested Messaging: Bird flu is spreading in some farm animals like poultry and cows. Though rare and the risk to most people is low, bird flu can infect people who are around infected animals. Use protective gear when working with poultry, dairy cows or other animals that could be infected:

- NIOSH® approved respirator
- Goggles or face shield
- Coveralls
- Head cover
- Boots
- Gloves

Contact the National NCFH staff will be available to learn more about bird flu.

+1 (800) 377-9968
WhatsApp at +1 (737) 414-5121



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Planning for Future Emergencies

Leveraging funding

Fill In the Gaps

- PPE photo & video library
- Indigenous language transadaptation
- Response plan



PPE Photo Library & Videos

- No photos of dairy farmworkers wearing correct PPE for CA regulations
- Curated library of images shot on a CA dairy farm and in studio
- Spanish/English how-to-wear PPE videos
- Wide range of PPE featured that can be used in other disease responses
- Library to be public-facing



Indigenous Language Transadaptation

- Partners helped inform language choices
 - Kiche, Mam, Nahuatl, Q'anjob'al, Zapoteco, Purépecha, Mixteco, others
- Some languages lack written form
- Audio PSAs can easily be sent via WhatsApp
- Partnered with NCFH to host audio clips and extend the reach

Ximomalui ijuak Titekitis ika Vacas Tlen Kipiaj Kokolistli Gripe Aviar 

Se vaca tlen kipia kokolistli tlen itoka gripe aviar uelis mitspanoltilis uan peuas timokokos.

- Nin kokolistli uelis yetos itech leche (tlen ayamo itaj kitlailiaj), itech itlakayo yolkamej noso nochi tlen kisa itech itlakayo se yolkamej.
- Nin kokolistli uelis yas itech nochi tlen tsitsikuika ken atl, itech tlii noso itech ejekatl. Uelis kalakis itech moxtololouan, itech moyekatsol, itech mokamak uan itech mopulmones.
- Nojki uelis mitsajis nin kokolistli tla tikitskia itaj tlen kipia nin kokolistli uan satepan tikitskia moixko.

Xikinmalui moxtololouan, moyekatsol uan mokamak.

Xiktekilti seki tlamantli tlen ika timomalis (Personal Protective Equipment, PPE) ijuak titekitis:

- Ijuak titechekitis se vaca, ijuak titekitis ika leche (tlen ayamo itaj kitlailiaj) noso ijuak titlapakas kanin kinlechekitiaj vacas.
- Ijuak tikitinemi se vaca tlen mokoua noso ijuak titlapapas kanin mokauaj vacas.
- Ijuak tikitskia se vaca tlen omik noso ijuak titlapaka kanin mokauaj vacas.



Xikinmotali gafas (gafas tlen amo kikauaj ma kalaki miak ejekatl) nojki uelis tikmotalis se tlamantli tlen ika timoixsakuas, ijon amo mitsajis atl tlen tsitsikuika. Gafas okachi mitspaleuskej. Tlen ika timoixsakuas amo kikauas masiaua tlen ika otimokamatiakenti.



Xikmotali tlen ika timokamatsakuas tlen itoka N95 noso uelis tikmotalis okse tlen okachi kuali uan ijon amo kalakis kokolistli itik mokamak.



Xikinmotali guantes (gafas tlen amo kikauaj ma kalaki miak ejekatl) nojki uelis tikmotalis se tlamantli tlen ika timoixsakuas, ijon amo mitsajis atl tlen tsitsikuika. Gafas okachi mitspaleuskej. Tlen ika timoixsakuas amo kikauas masiaua tlen ika otimokamatiakenti.

Xikmotali se overol (se tlen amo moneki itaj tik Equipment, PPE) uan ijuak titekitis (Personal Protective Equipment, PPE).

Xikita tla tikpia koko

Tia tikmachilia timoko titekipanoua moneki tikmatis ken uelis mits

Yet k
CDPH
go.cd
Uelis t
Tikchi
Uelis t
Yolkam
Maya, 2

Audio Public Service Announcements

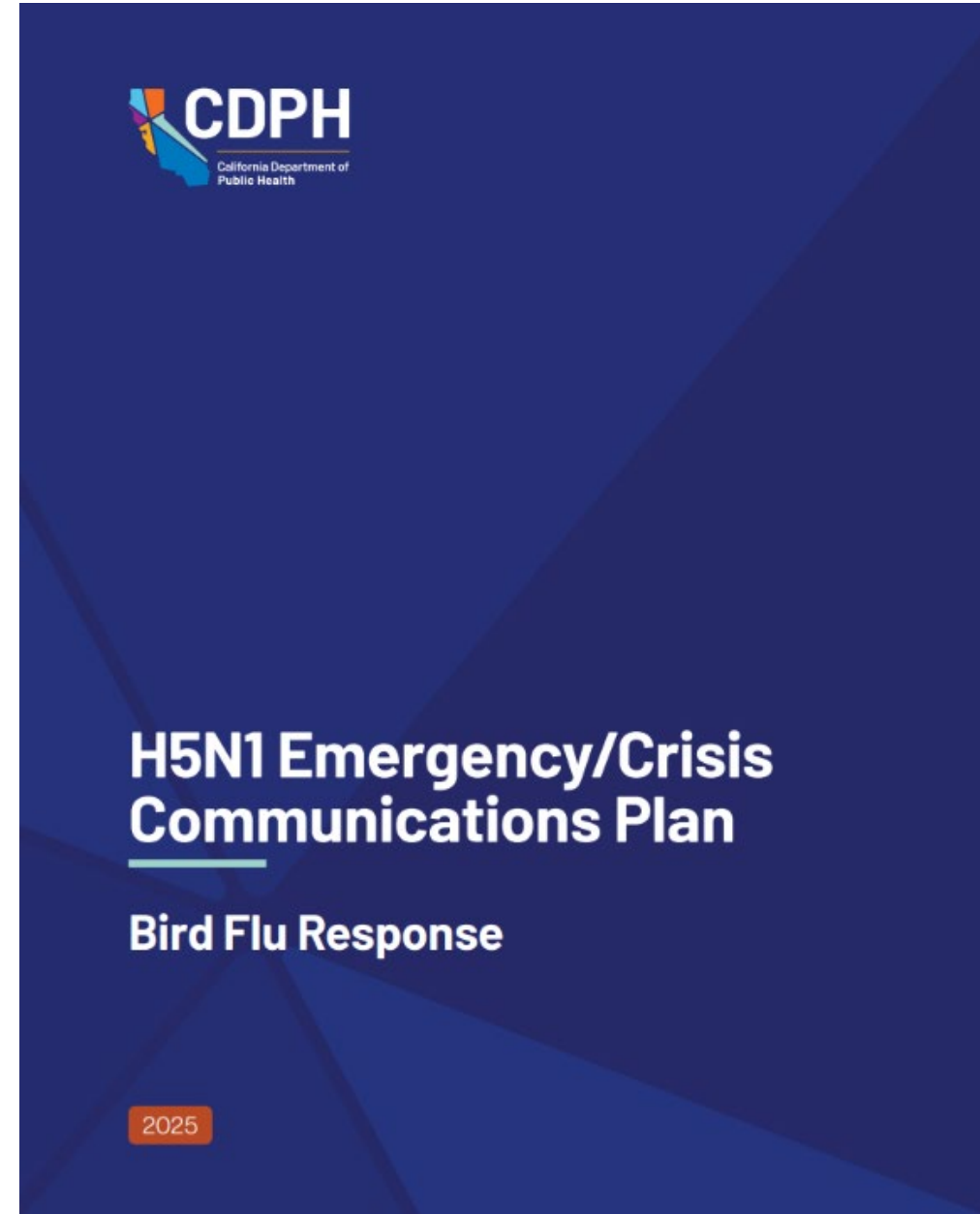
CDPH in collaboration with National Center for Farmworker Health developed public service announcements designed to educate dairy workers on how to stay protected from bird flu. These resources are available in English, Spanish, and low-frequency and Indigenous languages.

Educational PSAs available in:

- English
- Spanish
- Nahuatl Orizaba variety
- Zapoteco San Agustin Loxicha variety
- Purépecha from Paracho, Michoacán
- Mixteco from Metlatonoc Guerrero
- Q'anjob'al Santa Eulalia variety

Response Plan

- Roles and Responsibilities
- Tiered Response Framework
- Qualitative Research
- Messaging Templates
 - Poultry/dairy to human
 - Human to human
 - Cat to human
- Communications Channels
- Multicultural Media Outlet & Partner Lists
- SEO and Paid Media Strategies
- Creative Concepts



Thank you!

