
USDA APHIS Employee Script for Public Service Announcement/Messaging Survey for Virulent Newcastle Disease

1. Have you heard of the bird disease called Virulent Newcastle sometimes called Exotic Newcastle?

Yes

No (if no, go to Question 6)

2. Did you know that virulent Newcastle Disease has been found in chickens in the Southern California area this year?

Yes

No (If no, go to Question 6)

3. Where did you hear about the current Virulent Newcastle Disease Outbreak?

Church

Television

Radio

Friends

Someone came to my door

Other (please specify)

4. Can you tell me what someone should do if they have sick birds?

5. Can you tell me something someone can do to prevent the spread of Virulent Newcastle Disease?

6. Do you own chickens or other birds?

Yes

No (If no, please skip to Question 8)

7. What types of birds do you own?

8. To help see if the information is reaching the right communities, may I ask what town you live in?

9. Do you have any recommendations for future or additional public outreach?

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 0579-0377. The time required to complete this information collection is estimated to average 3 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information.

OMB APPROVED

0579-0377

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