

## **Appendix:**

### **Rabies Public Messaging: New Releases, etc.**

Local health directors, communicable disease nurses and animal control directors should notify the public when a rabies positive animal (or an animal suspected of having rabies that was not captured) has potentially exposed people or domestic animals to rabies. The method of public messaging varies and depends on the circumstances, geographical location, and extent (local, statewide, or national). Always consider the population and if an interpreter should be engaged.

#### **Public Notification Methods (examples)**

1. News Release (television, radio, and/or newspaper)
2. Reverse 911
3. Posted information in neighborhoods, local stores, and/or gas stations.
4. Contact homeowner's association(s), managers of apartment or trailer complexes
5. Community Meetings: LHD/CD nurses and animal control may arrange combined meetings in communities at risk (apartments, trailer complexes, etc.).
6. Contact local schools, churches, pediatricians, etc.
7. Animal control door-to-door canvassing neighborhood/community
8. HAN Alert (statewide to all local health departments)
9. Blast FAX to healthcare providers.
10. Epi-X alert (nationwide to public health)

#### **Information to include in a public notification**

1. **Dates of potential exposures** - to humans and/or domestic animals (**trace back period**). The trace back for dogs, cats, ferrets and other domestic animals begins 15 days prior to the day of onset of first clinical signs in the rabid animal and extends to the day the animal is submitted for rabies testing. For rabies vectors (raccoons, foxes, skunks, bats, etc.) any exposure at any time is a potential exposure to rabies.
2. **Description of Animal** - should be detailed. Provide a photograph, if possible. Include species, breed, size, coloration, age, gender, and any special identifying features.
3. **Geographic Location** - where animal was captured and exposure occurred. Provide the cross-roads. Include the name of the park, athletic complex, school or other public facility or landmark, if appropriate.
4. **Definition of an exposure.** See the definition under Assessment questions at [http://epi.publichealth.nc.gov/cd/lhds/manuals/rabies/docs/steps\\_for\\_HCP.pdf](http://epi.publichealth.nc.gov/cd/lhds/manuals/rabies/docs/steps_for_HCP.pdf)
5. Describe the **risk of rabies and epidemiology.** See [http://epi.publichealth.nc.gov/cd/lhds/manuals/rabies/docs/what\\_is\\_rabies.pdf](http://epi.publichealth.nc.gov/cd/lhds/manuals/rabies/docs/what_is_rabies.pdf).
6. **Provide Contact Information** for the local health department CD nurses (risk assessments and access to PEP) and animal control (capture of animals and implement rabies laws).
7. **Rabies Prevention Education Messaging.** See [http://epi.publichealth.nc.gov/cd/lhds/manuals/rabies/docs/prevention\\_edu.pdf](http://epi.publichealth.nc.gov/cd/lhds/manuals/rabies/docs/prevention_edu.pdf)