





HHS's Communication Toolkit for Essential Workers in Agriculture

The HHS We Can Do This COVID-19 Public

Education Campaign is a national initiative to increase public confidence in and uptake of COVID-19 vaccines while reinforcing basic prevention measures such as mask wearing and social distancing.

Through a nationwide network of trusted messengers and consistent, fact-based public health messaging, the campaign helps the public make informed decisions about their health and COVID-19, including steps to protect themselves and their communities. The effort is driven by communication science and provides tailored information for at-risk groups.



The Toolkits for Essential Workers in Agriculture (English and en español) provide access to materials from the CDC, as well as new material to help you communicate with farmworkers on the latest COVID-19 prevention and vaccination information:



Protect Workers, Families, Coworkers and the Community



Worker Health





 Analytical tool rapidly developed to respond to COVID-19 supply chain challenges

Used to:

- Help anticipate & track reported COVID-19 impacts at FDA-regulated food processing and distribution facilities
- Conduct outreach to certain FDA-regulated food facilities that are in areas with current/forecasted increases in COVID-19 illnesses
- Inform vaccination efforts





Reporting Challenges & Requesting Assistance

Voluntary Reporting to FDA

- Report closure/significant reduction in operations
- Request technical assistance

Have a closures or reduction in operations?

Food facilities and farms can report a closure or a reduction in operations and/or request assistance for a human food establishment regulated by the FDA, excluding restaurant, retail food establishments, and animal food operations. Read the <u>full guidance</u> for additional information.

Report Closure/Reduction and/or Request Assistance





Food and Agriculture Sector

Learn more:

- www.cisa.gov/food-and-agriculture-sector
- www.fda.gov/food/food-defense/food-defense-programs

Send questions or report supply chain challenges to the National Security Division at USDA: NSD@usda.gov



Looking to the Future



Executive Order on America's Supply Chains

FEBRUARY 24, 2021 • PRESIDENTIAL ACTIONS



FDA's New Era of Smarter Food Safety