Public Communications:
Multistate Outbreak of Salmonella Reading Infections Linked to Raw Turkey Products

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PulseNet/OutbreakNet Central Regional Meeting
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Salmonella Reading Infections Linked to Raw Turkey Products

- By July 2018, the outbreak had grown to 90 ill people
  - Illness onset dates: November 20, 2017 to June 29, 2018
  - Steady number of illnesses reported each week
  - Multidrug-resistant *Salmonella*

- Signal for turkey, no single type
  - Ground turkey, turkey pieces, raw turkey pet food, whole turkey
  - Multiple brands reported or no brand
  - Outbreak strain identified in raw turkey pet food and in slaughter and processing establishments
July 2018

- Communication Decision
  - Announced outbreak using Investigation Notice template on July 19, 2018

- Advice to consumers
  - No recalls or specific food item identified
  - Reminder to handle turkey safely
  - Do not serve recalled pet food

- Discussed with National Turkey Federation
November 2018

- Illnesses continued to be reported
  - 74 additional illnesses
  - Latest illness onset October 20, 2018

- Communication Decision
  - November 8, 2018: case count update
  - Accompanied by social media to remind people of safe handling ahead of Thanksgiving
November 2018

- **Recall announced**
  - Samples from leftover product yielded the outbreak strain
  - Jennie-O ground turkey recalled on November 15, 2018

- **Communication Decision**
  - Added the recall, no case count update
**December 2018**

- **Second recall announced**
  - Samples from leftover product in a different state yielded the outbreak strain
  - Jennie-O ground turkey recalled on December 21, 2018

- **Communication Decision**
  - Added the recall, along with a case count update
  - 52 additional illnesses – total of 216 illnesses reported
February 2019

- **Outbreak is ongoing**
  - Over one year since first reported illness, outbreak continues
  - Additional pet food recalled
  - Strain identified in more processing and slaughter establishments

- **Communication Decision**
  - Case count update on February 15, 2019
  - Reorganized list of recalls
  - Reminded consumers to handle raw turkey safely
Successes and Lessons Learned
Successes

- **Investigation notice is a useful tool for transparency**
  - Able to explain outbreak details and investigation process
  - Strong reminder of general food safety

- **Served as template for following *Salmonella* Infantis outbreak linked to raw chicken products**
Lessons Learned

- Need to fine-tune how we explain general food safety practices in the context of an outbreak

- How to distinguish recalled product from general food safety practices and from an entire outbreak

How do we provide a final update?
Questions?

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The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.