

Public Communications:

Multistate Outbreak of *Salmonella* Reading Infections Linked to Raw Turkey Products

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Public Communications Timeline

***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**



Investigation Notice

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.

