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☞ Chronic Wasting Disease

(FORM UPDATED: 08/11/2010)

**WISCONSIN STATE LEGISLATURE ...
PUBLIC HEARING - COMMITTEE RECORDS**

2011-12

(session year)

Assembly

(Assembly, Senate or Joint)

Committee on Natural Resources...

COMMITTEE NOTICES ...

- Committee Reports ... **CR**
- Executive Sessions ... **ES**
- Public Hearings ... **PH**

INFORMATION COLLECTED BY COMMITTEE FOR AND AGAINST PROPOSAL

- Appointments ... **Appt** (w/Record of Comm. Proceedings)
- Clearinghouse Rules ... **CRule** (w/Record of Comm. Proceedings)
- Hearing Records ... bills and resolutions (w/Record of Comm. Proceedings)
(**ab** = Assembly Bill) (**ar** = Assembly Resolution) (**ajr** = Assembly Joint Resolution)
(**sb** = Senate Bill) (**sr** = Senate Resolution) (**sjr** = Senate Joint Resolution)
- Miscellaneous ... **Misc**

* Contents organized for archiving by: Stefanie Rose (LRB) (August 2013)

Assembly

Record of Committee Proceedings

Committee on Natural Resources

Chronic Wasting Disease

Presence, suppression and management of chronic wasting disease in Wisconsin's whitetail deer herd

September 14, 2011 **PUBLIC HEARING HELD**

Present: (16) Representatives Mursau, Rivard, Williams, Kleefisch, Nerison, Severson, Steineke, Tiffany, Stroebel, Litjens, Mason, Molepske Jr, Danou, Clark, Milroy and Hulsey.

Absent: (0) None.

Excused: (0) None.

Appearances For

- None.

Appearances Against

- None.

Appearances for Information Only

- Tami Ryan, Madison — Wisconsin Department of Natural Resources
- Davin Lopez, Madison — Wisconsin Department of Natural Resources
- Scott Loomans, Madison — Wisconsin Department of Natural Resources

Registrations For


- None.

Registrations Against

- None.

Registrations for Information Only

- None.


Tim Gary

Committee Clerk

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Revised: 12/05/2012



Wisconsin's Chronic Wasting Disease Response Plan: 2010–2025



"The ultimate test of man's conscience is his willingness to sacrifice something today for generations tomorrow, whose words of thanks will not be heard."

—Gaylord Nelson

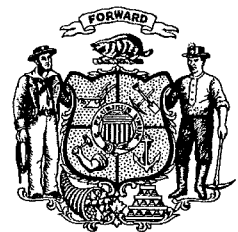
Wisconsin Department of
Natural Resources, 2010

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HHH Campaign Details

Name: Hunt. Harvest. Help.

Website: www.knowcwd.com



**Hunt.
Harvest.
Help.**

Questions and Answers about Hunt.Harvest.Help

The DNR's Bureau of Wildlife Management has been involved in developing a new CWD communications and outreach plan with assistance from a professional outreach firm called Staples Marketing. The name of this plan is Hunt.Harvest.Help. Through this outreach and communication plan, Staples Marketing intends to assist the Wisconsin DNR with informing hunters, landowners, and legislators on issues relative to CWD. Our goal is to get information about CWD "onto the laps" of the public and legislators. Our aim is to educate hunters and landowners on the details of the DNR's CWD Response Plan, motivate hunters and landowners to support the Plan, and move hunters and landowners to take an active role in assisting the DNR in preserving a healthy whitetail deer herd and the rich hunting culture in Wisconsin.

The first few stages of the plan are now public. The biggest release has been the PSA with Matt Kenseth. That PSA has been played during Packers preseason games and during news broadcasts, and is a focal point of our website KnowCWD.com. Additional outreach efforts are focusing on outdoor media, banner ads on websites, print ads, and articles in various newspapers and magazines. All the elements of this outreach are designed to get people to visit the website KnowCWD.com.

For your information, below are some basic questions and answers that Staples and DNR developed.

1. What is Hunt. Harvest. Help?
2. What are the goals of Hunt. Harvest. Help?
3. Why was a professional marketing firm hired to assist the DNR with its CWD communications?
4. How was a firm selected to assist the DNR in its CWD communications?
5. What firm was chosen?
6. What does the Hunt. Harvest. Help campaign entail?
7. What is the cost of this campaign?
8. Where did the funding for Hunt. Harvest. Help. come from?
9. What input did hunters and landowners have on this campaign?
10. What would the DNR like hunters and landowners to do?
11. Why is the DNR launching this campaign?
12. What was initially done in 2002?
13. What have we learned and what is different about our current CWD plans?
14. How is Hunt. Harvest. Help. being promoted?
15. When will this information be available?

1) What is "Hunt. Harvest. Help."?

Hunt. Harvest. Help. is the title given to a communications and outreach plan regarding Chronic Wasting Disease in Wisconsin.

2) What are the goals of Hunt. Harvest. Help.?

The goals of the Hunt. Harvest. Help. plan are to help increase public recognition and understanding of the risks associated with CWD and become familiar with Wisconsin's CWD Response Plan. The campaign is focused on moving hunters and landowners to take an active role in preserving a healthy whitetail deer herd.

HHH Campaign Details

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Website: www.knowcwd.com



3) Why was a professional marketing firm hired to assist the DNR with its CWD communications?

The Wisconsin DNR needs to implement an aggressive CWD outreach plan to get information about CWD to hunters, landowners and the general public, dispelling old or false information about CWD and compelling stakeholders to take action. The desired action is to harvest or support the harvest of additional deer. Research has shown the audiences are willing to do this if they clearly understood the issue (CWD) and the plan.

There is a serious lack of information about CWD and the response plan. In order to motivate hunters and landowners to take action they must first understand the disease.

The outreach plan targets several unique audiences in the CWD Management Zone. Each of the target audiences has preferences for where and how they like to receive their news and information. In addition, due to the overall size of the geographic region, an effective plan requires that a mix of different mediums be used (ex. print, television, outdoor, web)

Education leads to understanding, understanding leads to support and support leads to action. This aggressive approach uses 360 degree marketing to reach these audiences in multiple ways with a message that educates them and ultimately motivates them to take action.

4) How was a firm selected to assist the DNR in its CWD communications?

A request for proposals was issued for a communications firm to assist the DNR in their education and outreach efforts regarding CWD. The contract was awarded based on a written proposal and follow-up formal presentation.

5) Which firm was chosen?

Staples Marketing LLC, a Pewaukee-based full-service marketing and communications firm, was chosen for this initiative by a panel of DNR representatives and associates.

6) What does the Hunt. Harvest. Help. campaign entail?

The campaign entails communications efforts to inform hunters and landowners about CWD and Wisconsin's CWD response plan. Based on extensive research into the attitudes and opinions of hunters and landowners (conducted in 2010) a communications plan (what do we want to say), campaign theme (Hunt.Harvest.Help and KnowCWD.com), creative approach (design of website, brochures, TV ads) and media approach (which and how much of each medium type to purchase) were developed. The outreach efforts of the plan target stakeholders primarily in the CWD management zone.

7) What is the cost of this campaign?

Total funds for the research and development of this initiative will ultimately total roughly \$325,000.

8) Where did the funding for Hunt. Harvest. Help. come from?

Several grants for this initiative totaling \$175,000 were awarded to Wisconsin by the US Department of Agriculture – Veterinary Services. Of that amount:

- \$75,000 was allotted for research and development of the communications plan
- \$100,000 was allotted for production, message testing, implementation and post-campaign analysis

HHH Campaign Details

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- Due to a loss of USDA funding, remaining costs (\$100-150K) of the initiative will be paid by Pittman-Robertson funds (federal sales tax on hunting supplies that goes towards conservation).
- All interviews and promotion pieces (e.g. Matt Kenseth) were done free of charge as a public service

9) What input did hunters and landowners have on this campaign?

Extensive research was conducted prior to any plan development or implementation. The research included multiple focus groups and hundreds of phone interviews with hunters and landowners from within the Chronic Wasting Disease management zone. All campaign materials were developed based directly on what was learned from hunters and landowners during the research.

10) What would the DNR like hunters and landowners to do?

The DNR would like hunters and landowners to become active partners by staying informed and continuing to “hunt, harvest and help”:

- ⇒ Hunt. Continue enjoying the Wisconsin tradition of deer hunting.
- ⇒ Harvest. Harvest a deer for the quality meat or trophy that it provides.
- ⇒ Help. Donate a deer or extra venison to a local food pantry and help keep deer numbers at a level that promotes the health of the herd for years to come.

11) Why is the DNR launching this campaign?

The Wisconsin DNR is committed to maintaining a healthy Wisconsin whitetail deer herd. Chronic Wasting Disease is a potentially serious threat to that commitment and public participation is vital to this effort. Additionally, while conducting focus groups and early research, hunters and landowners made it clear that they were interested in getting more information about CWD in a more direct manner. It was apparent that our current outreach strategies were not reaching the desired audiences.

12) What was initially done in 2002?

When CWD was first discovered in Mt. Horeb, Wisconsin in 2002, the Wisconsin Department of Natural Resources took an aggressive approach by attempting to drastically lower the deer herd in a radius around where the infected deer were harvested for the purpose of disease eradication. That approach failed due in-part to negative reaction from the public and hunters' unwillingness to harvest more deer; and also because the disease was later found to have already spread over a larger area.

13) What have we learned and what is different about our current CWD plans?

Nearly a decade since CWD was first discovered in Wisconsin, much more has been learned about the disease itself and how it spreads. As a result, Wisconsin's management strategy has changed considerably and a new CWD Response Plan was developed. The plan accepts an area of infection in the southern portion of the state and strives to limit CWD to that area while simultaneously controlling its intensity and distribution. This goal indicates a shift from the state's original management approach.

CWD has the potential for significant, negative impacts on the future of deer and deer hunting wherever it exists. Therefore, minimizing the area of the state where the disease occurs is the responsible goal to pursue.

HHH Campaign Details

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Website: www.knowcwd.com



**Hunt.
Harvest.
Help.**

14) How is Hunt. Harvest. Help. being promoted?

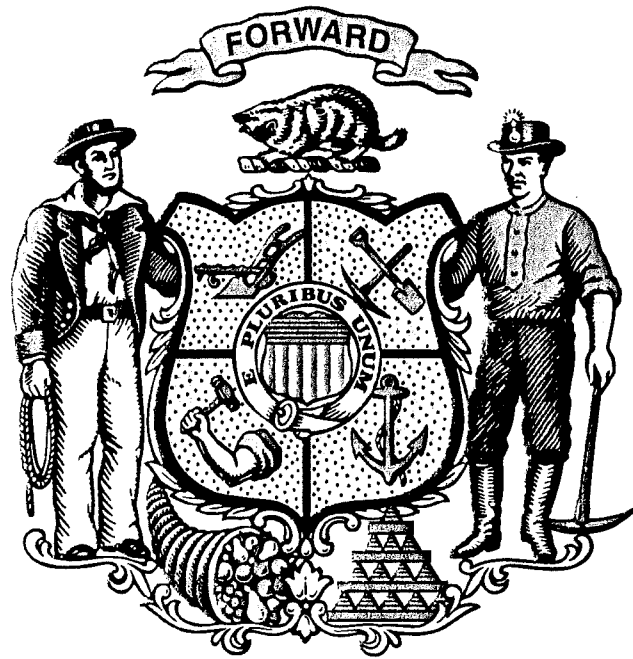
The promotions plan for Hunt. Harvest. Help. targets primarily hunters and landowners in the chronic wasting disease management zone. Based on input from hunters and landowners on their preferred means for gathering information on hunting and outdoor activities, the plan includes:

- Print advertisements in the *Wisconsin State Journal* and *Wisconsin Outdoor News*
- A website dedicated to Chronic Wasting Disease: www.knowcwd.com
- Online advertisements on www.madison.com and www.outdoornews.com/wisconsin
- Television ads in the greater Madison area
- Billboards in Waukesha and Walworth counties
- Features in *Wisconsin Natural Resources* magazine
- Direct mail
- Presence at special events throughout the year
- Print collateral (brochures, flyers, etc.)

15) When will this information be available?

The first implementation of the plan will be from mid-August to early December 2011. These dates were chosen to coincide with the 2011 hunting season.

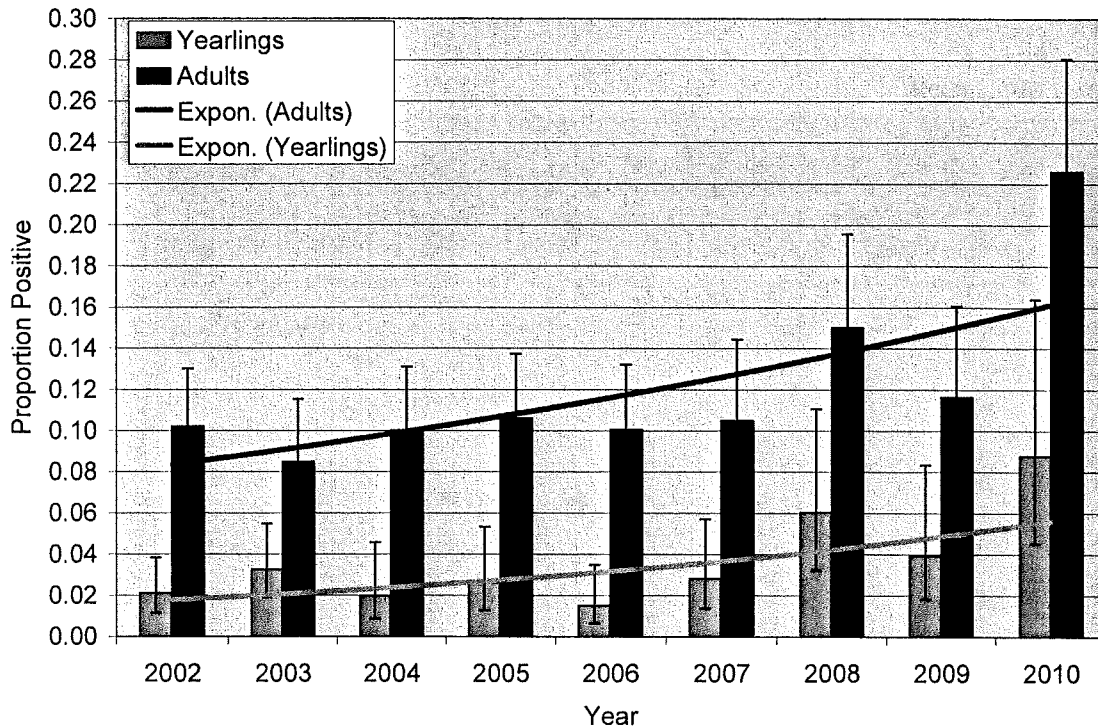
The website (www.knowcwd.com) will be live and advertised to the public on or before August 1, 2011.



Surveillance Results

- Over 166,000 Wisconsin cervids have been screened for evidence of CWD.
- Based on 2 statewide surveys for CWD since 2002, sampling intensity and distribution has been sufficient in the majority of the state to have at least a 90% confidence that CWD would have been detected if it existed at 1% prevalence at the time of sampling.
- Through February 2011, 1,572 free-ranging deer have tested positive for CWD, all from the CWD management zone (CWD-MZ) - an 8846mi² area of southern Wisconsin. In 2010, we had 219 deer test positive.
- The pattern of known cases suggests two separate introductions of disease; one north of Barneveld in southwest Wisconsin and one east of Beloit in southeast Wisconsin.
- The cases in southeastern Wisconsin are part of a cross-border infected area including northeastern Illinois where 336 CWD free-ranging deer cases have been identified.
- Since 2002, CWD prevalence within our western monitoring area has shown an overall increasing trend in all sex and age classes. During the past nine years, the trend in prevalence in adult males has risen from about 8 percent to over 16 percent and in adult females from about 3 percent to approximately 7 percent. During that same time, the prevalence trend in yearling males has increased from about 2 percent to about 6 percent and in yearling females from less than 2 percent to about 4 percent. We continue to see similar trends in the eastern monitoring area as well, albeit at lower prevalence levels.
- We continue to find that disease prevalence is higher in males than females and higher in adults than yearlings. It is important to keep in mind that annual prevalence estimates are subject to sampling variation and that trends over time give us better information. These annual monitoring data are important for Wisconsin's understanding of CWD distribution and prevalence.

CWD Prevalence - SW Core Area - Males
(Includes fall hunter harvested deer only)



CWD Prevalence - SW Core Area - Females

(Includes fall hunter harvested deer only)

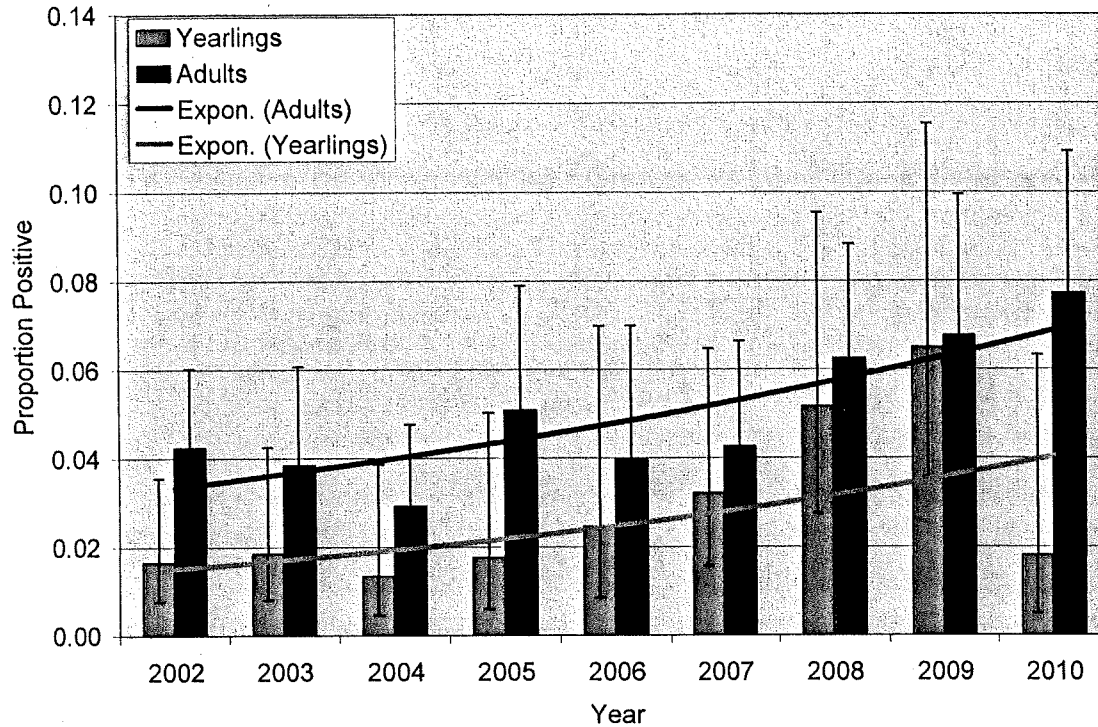
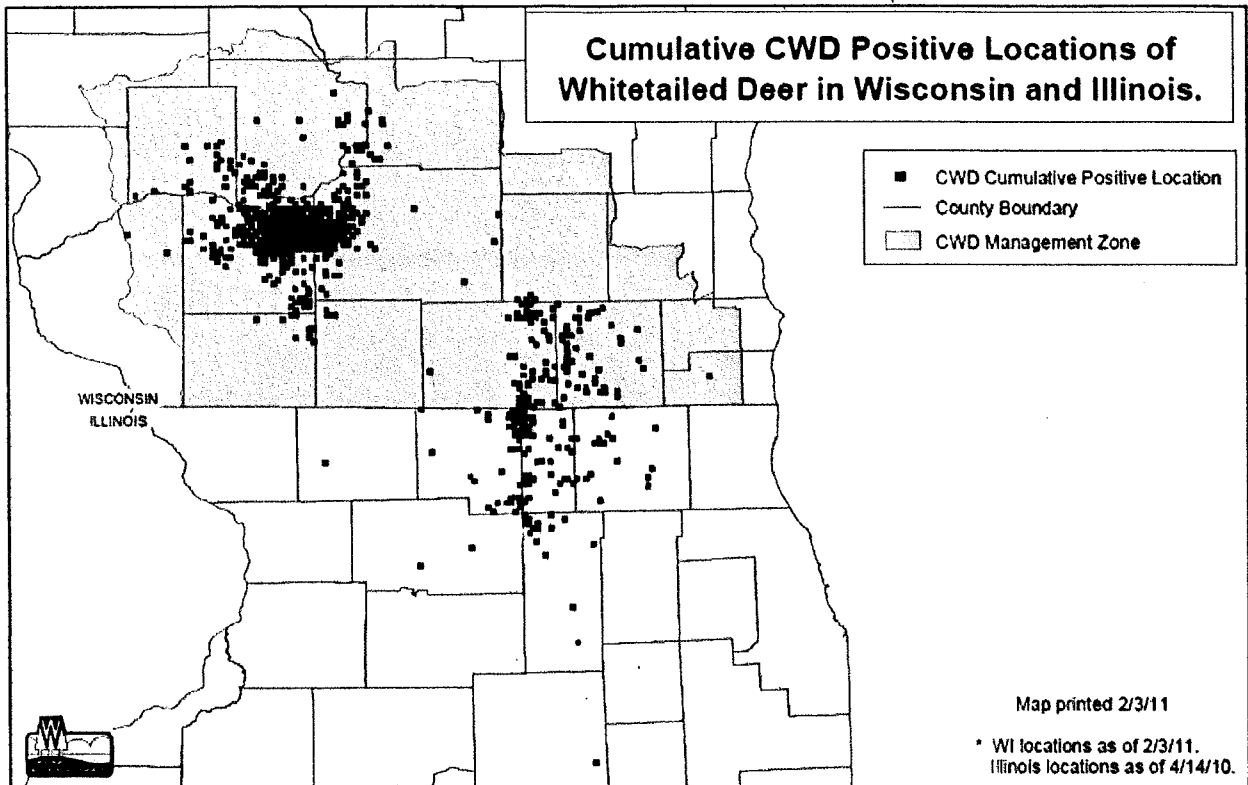


Figure 2. CWD prevalence and trends in yearling and adult females and males from 2002-2010.

Captive Cervid Surveillance

- More than 30,000 farm-raised deer in Wisconsin have been tested for CWD, as part of a mandatory CWD monitoring and control program initiated in 2002.
- A total of 99 captive animals (1 elk, 98 white-tailed deer) on 9 farms have tested positive. The herds on these farms have now all been depopulated. DNR and DATCP continue to work together to determine how to best manage the risks of environmental contamination on farms after depopulation.

CWD Distribution



Management

- The DNR will now be issuing replacement EAB stickers to anyone that harvests a CWD positive buck.
- Wisconsin's CWD management goals have been to minimize the negative impacts of the disease on wild and captive cervid populations.
- Control strategies have included:
 - Restrictions on deer baiting and feeding
 - The goal of significant deer population reduction where CWD has been found and in a surrounding buffer area; a variety of approaches have been implemented:
 - Extended hunting seasons with liberal bag limits
 - Out-of-season shooting permits issued to landowners
 - Agency culling
 - Incentives
 - Earn-a-buck regulations to increase antlerless harvest
- Additional control strategies include:
 - The DNR is evaluating deer disposal regulations to potentially encourage more landfills to accept deer carcass waste from the CWD-MZ.
 - On September 1, 2009, new carcass movement restrictions were implemented and enforced. Wisconsin now restricts the movement of both whole wild-deer carcasses and certain parts of those carcasses from the CWD Management Zone (CWD-MZ) to most other parts of the state. Hunters are only able to transport the higher risk parts of carcasses within the CWD-MZ and from this zone to selected immediately adjacent Deer Management Units (the latter to facilitate processing and taxidermy). Wisconsin also does not allow the importation into our state of either whole carcasses or the higher risk parts of wild cervids from areas within other states or provinces that have CWD.
 - Another rule change now allows people to take a deer harvested anywhere, regardless of the CWD status of that area, into any area as long as they take it to a licensed meat processor or taxidermist within 72 hours of their entry into a restricted carcass movement area.

Management Results

- Both fixed-wing and helicopter aerial surveys done to estimate current deer populations have been completed in the CWD management zone. The 2010 population estimate for the CWD-MZ is a little over 184,000 (Fig. 1). Analyses have suggested that the deer population in the CWD-MZ was at a historical peak (~215,000) in 2002 when CWD control efforts began, and over the

subsequent 7 years, the overall population has been reduced by approximately 15%. For the purpose of historical comparisons, these analyses include units that were split in 2002 and are not in the CWD-MZ (e.g. 77C).

Estimated posthunt deer population in deer management units affected by CWD

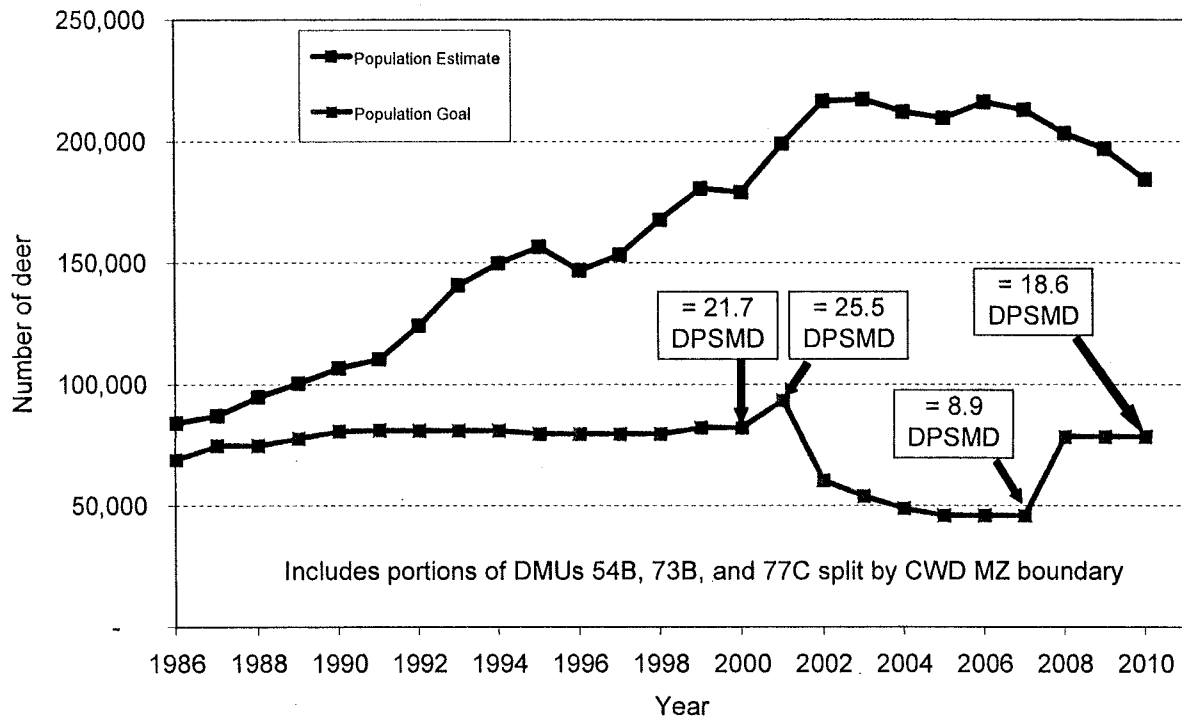
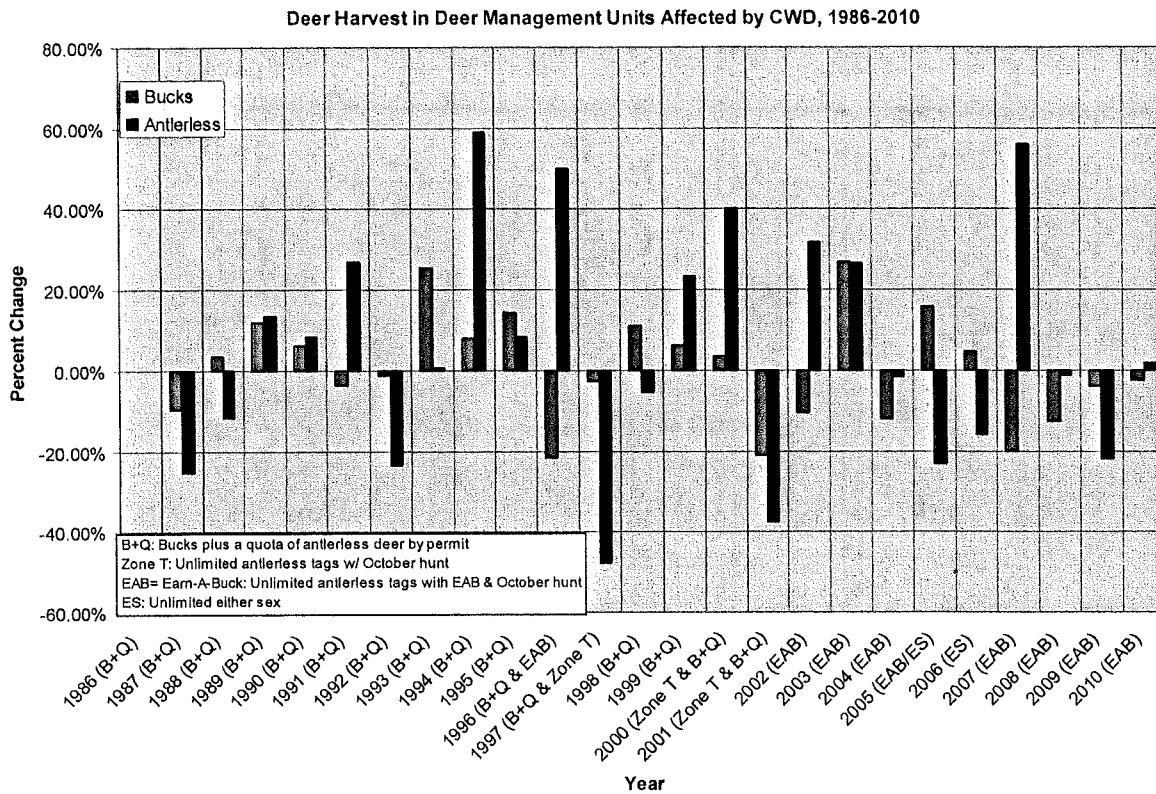


Figure 1. Historical comparison of population sizes and goals since 1986 in the area now classified as the CWD-MZ.

- Estimated annual population reductions have been greater during the more aggressive years of the CWD control effort and not as great when earn-a-buck regulations relaxed.

Harvest Results

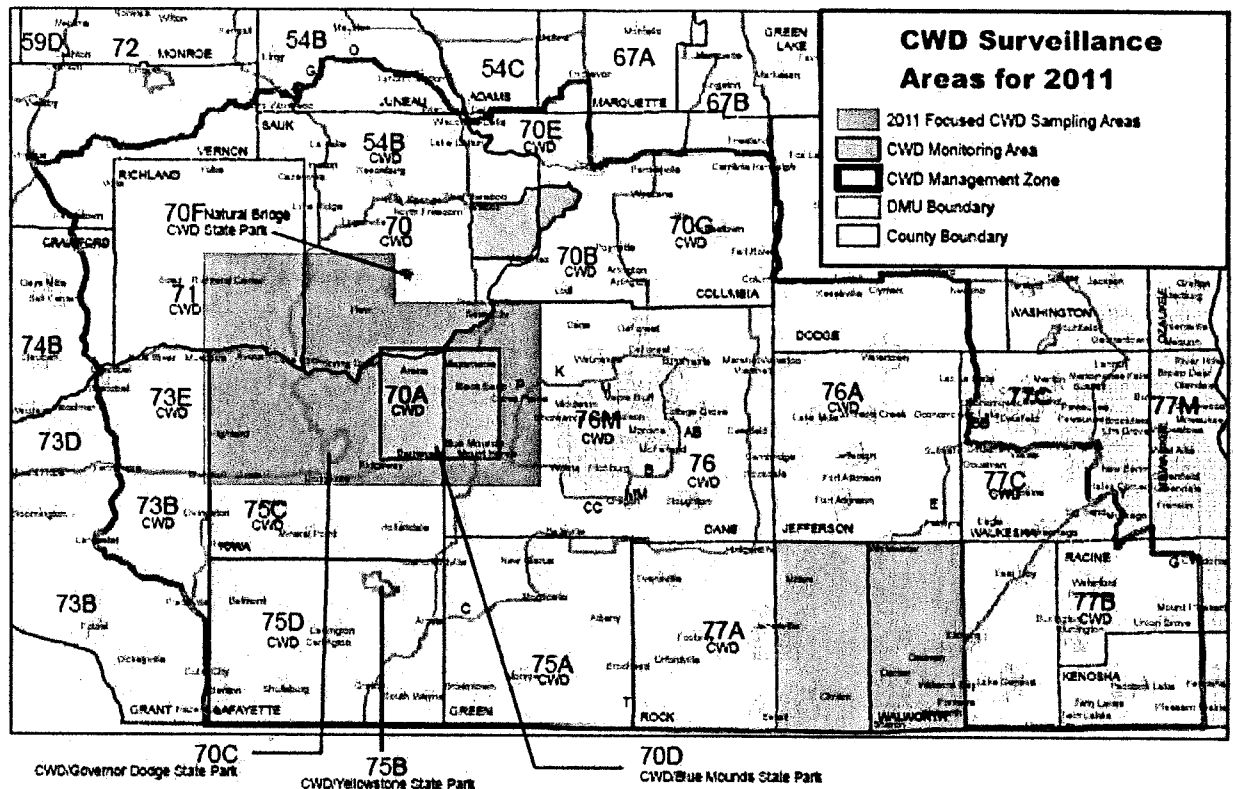
- Total harvest from the CWD-MZ and adjacent units that were split by the creation of the CWD-MZ during the regular deer seasons was 62,811 deer. Below is a comparison over the years of harvest levels within this same area.



- An additional 221 deer were harvested from the CWD-MZ during the landowner permit season that ran from January 10 through March 31. We believe this number was low due to the late announcement of the season and the exclusion from the deer regulations and believe that the upcoming landowner season will be more indicative of actual levels of interest.

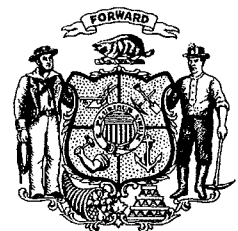
2011 CWD Surveillance Plans CWD Management Zone

- Due to other commitments, we are reducing our samples planned for this year to about 4000
- We will again sample as many adult deer as possible in the immediate vicinity of cervid farms where CWD has been diagnosed (Portage, Crawford, Jefferson counties)
- We will continue intense (mandatory sampling) surveillance in the western monitoring area to monitor disease prevalence, trends, and impacts of disease management
- We will continue intense (mandatory sampling) surveillance in the eastern monitoring area to build an understanding of disease prevalence, trends, and impacts of disease management across the WI/IL border
- We will continue annual sampling in a focused 84 square mile area that encompasses Devil's Lake State Park where monitoring disease patterns is important to understanding the dynamics of the disease in response to past targeted, local control and population reduction efforts
- For hunter service testing we will discourage samples from areas that do not provide valuable data for surveillance and from fawns but accept them at hunter's request
- There will be no sampling stations in areas where we are not conducting surveillance sampling
- We will continue to test, free of charge, outstate deer that are brought to sampling stations











Outstate Weighted Surveillance Pilot

- We will begin a pilot project utilizing weighted sampling to attempt to further increase the efficacy and efficiency of our outstate detection surveillance efforts. For the upcoming season, we have chosen to begin the project in the following counties or county groups: Waupaca/Waushara, Waukesha/Milwaukee/Racine/Kenosha, Buffalo, and Burnett.
- The goal of the pilot project is to focus collection and sampling efforts on select age and sex classes of deer. Because CWD is found at higher prevalence rates in adult males than in other demographic groups, they represent the most valuable group of animals to test for CWD detection in areas where the disease has not previously been found.
- Because the majority of deer collected by taxidermists are mature, adult bucks, samples that will be collected by the taxidermists will have a higher overall value than those collected at traditional registration and sampling stations. This, in turn, will allow us to achieve a higher level of certainty as to the absence of CWD by collecting the same number of samples, or the same level certainty as past efforts collecting fewer samples. It also may allow us to detect new CWD foci much earlier than we previously have.
- We are also planning to opportunistically conduct sampling on the opening weekend of the gun deer season in those same pilot areas, again focusing on older-age animals, particularly males. We hope to conduct this surveillance in one sampling area (usually one county or more) in each region except South-central.
- As part of this weighted surveillance, we will continue annual clinical suspect surveillance statewide as, although they are rare, they represent the most valuable class of animals to sample for disease detection purposes.



CWD Positive Locations

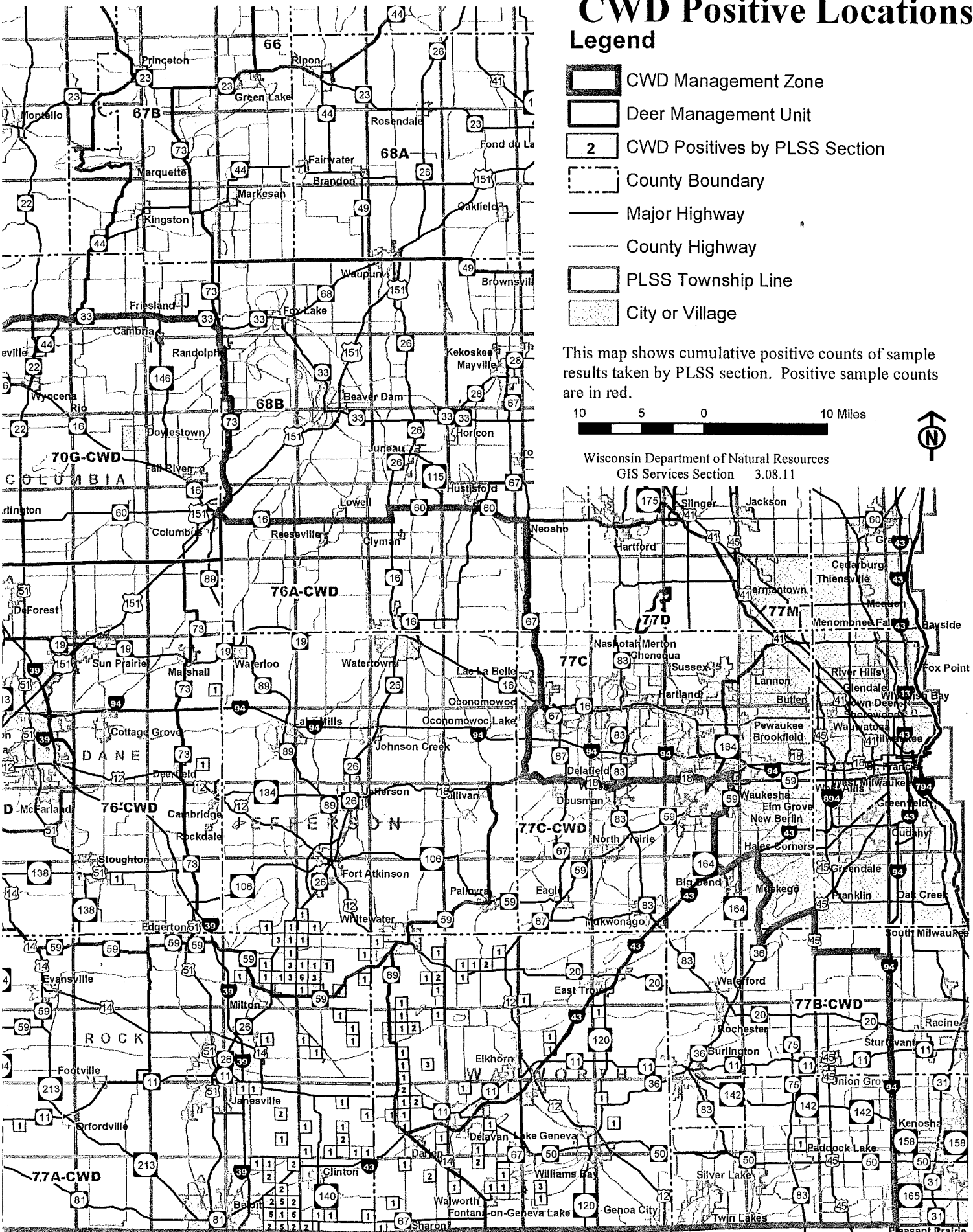
Legend

-  CWD Management Zone
-  Deer Management Unit
-  CWD Positives by PLSS Section
-  County Boundary
-  Major Highway
-  County Highway
-  PLSS Township Line
-  City or Village

This map shows cumulative positive counts of sample results taken by PLSS section. Positive sample counts are in red.



Wisconsin Department of Natural Resources
GIS Services Section 3.08.11



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