

Salmonella **360°**.com

## Live the Interactive Experience

An innovative website  
for information and education  
on comprehensive  
*Salmonella* prevention



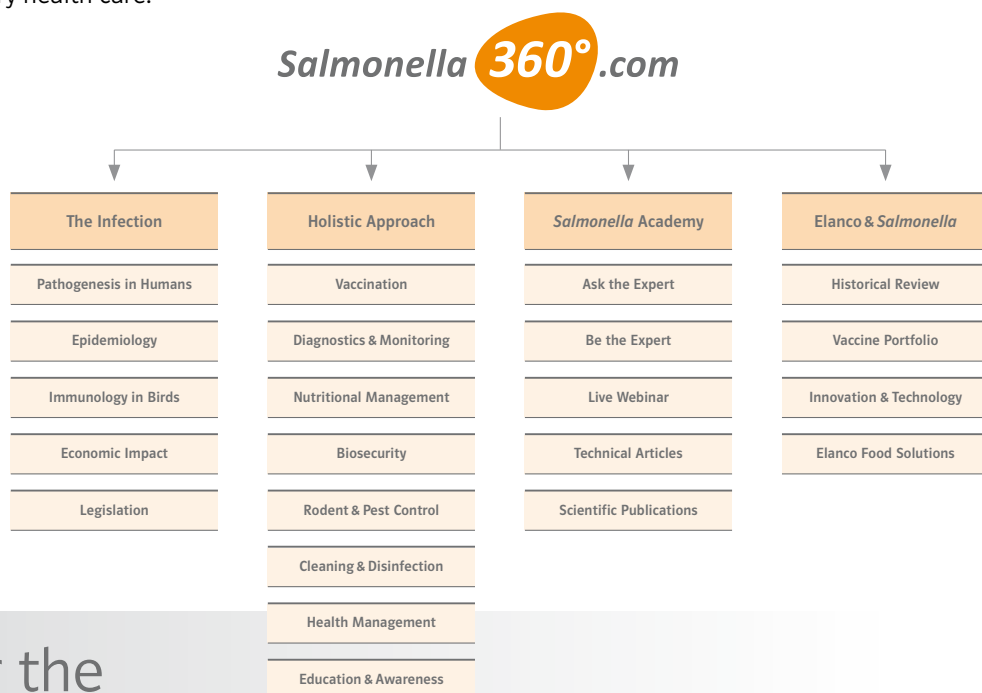
**Elanco**<sup>TM</sup>

# Understanding the Holistic Approach

Recognize a comprehensive and systematic way to better achieve the prevention and control of *Salmonella* infections throughout the entire production chain.

Foodborne zoonoses represent a particular challenge which the meat and egg industries must overcome if they are to remain competitive in the long term. Sustainable *Salmonella* prevention can only be based on a systematic approach that needs to be viewed as a whole. Within a 360° concept, all potential entry sources and vectors (feed, day-old chicks, rodents, insects, equipment, water, staff, etc.) are carefully considered when evaluating intervention strategies based on the two main prophylactic columns:

- **General infection prophylaxis:** biosecurity, rodent & pest control, cleaning & disinfection, health management, education & awareness to lower the infection pressure and interrupt infection chains.
- **Specific infection prophylaxis:** vaccination, diagnostics & monitoring and nutritional management for comprehensive poultry health care.



## Accessing the Information Hub

Make the right decision after taking advantage of the up-to-date news, technical articles and scientific publications selected by global experts and well-recognized members of the scientific community.

Today's world is more globalized than ever before, the borders have become less restricted, the trade barriers are lower, the competition has become global, the population is permanently increasing and the risks of transmission of *Salmonella* are higher. With the expansion of internet, veterinarians and producers around the world need to adapt to rapid paces. In this sense, timely and relevant information is conceived as a key factor in the decision-making process within any operation.

The website *Salmonella360.com* is conceived as an informative hub because it keeps you informed about the latest news and moreover, offers you an up-to-date compilation of relevant documents related to several areas of applied research in the field of *Salmonella* prevention and control, considering different regions worldwide. In addition, this unique tool comprises different contexts that shape a holistic and systematic approach for a sustainable prevention and control of *Salmonella* infection within the poultry industry (vaccination, diagnostics & monitoring, nutritional management, biosecurity, rodent & pest control, cleaning & disinfection, health management, education & awareness).

# Enjoying the Educational Platform

**Discover a modern and innovative platform that fits your dynamic professional life style, and allows you to be connected anytime, anywhere.**

*Salmonella* Academy refers to the most dynamic section within the website; it represents an outstanding educational channel in the field of *Salmonella* prevention and control because it provides a wide range of relevant and up-to-date technical and scientific information based on a holistic approach in a broad and synergistic way.



Within the *Salmonella* academy, the live webinar consists of a live-streaming platform intended to broadcast specialized lectures by recognized independent members of the scientific community on new technologies, trends and updates related to *Salmonella* prevention and control. Through this outstanding educational tool you may access the content of the lecture in real time, and experience true flexibility:

- It requires only a computer and an internet connection.
- It provides an easy-to-use interface.
- It allows you to access relevant conferences / lectures either live or deferred.
- It allows you to raise questions during the event.
- It avoids unnecessary trips for personal attendance.

This is how the website *Salmonella360.com* offers important advantages in comparison to traditional media concepts, by embodying a highly time-effective and a cost-efficient mode of interaction.

# Experiencing the Genuine Interaction

Enter into permanent exchange, sharing experiences with other colleagues, and together with academic researchers develop solutions supported by the global partner in *Salmonella* prevention.

Inspired by a holistic approach, based on an education program and driven by genuine interaction, this novel website allows you to access important benefits:

- **New relationships:** opportunity for avian professionals to create their own "Salmonella network" (authorities, scientific community, technical community, producers).
- **Decision making:** timely and relevant information conceived as a key factor in the decision making process within any poultry operation.
- **Cost-effectiveness:** compared to face-to-face meetings, the live webinars sessions represent lower cost per attendance. No travel or accommodation expenses are involved.
- **Flexibility:** user-friendly for participants, webinars can be sought and specific content referred to afterwards. In addition, the sessions are time bound which allows the users to save time and return quickly to their daily activities.
- **Continuous education:** webinars lead to a higher study success rate and greater satisfaction among veterinarians and the professional staff at poultry integrations.

Committed to strategies and partnerships intended to improve infection management and production efficiency worldwide, Elanco offers this unique website, inspired by the 360° principle in order to promote knowledge and create awareness about a holistic approach on *Salmonella* prevention, in an innovative and interactive way.

For further information about subscription we invite you to ask your Elanco advisor or access the website: [www.Salmonella360.com](http://www.Salmonella360.com)



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