

# Conversation Cards Toolkit for Extension Programs

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**Purpose** Conversation cards help Extension staff spark respectful, productive conversations on topics that often turn awkward fast. The front of each card shows a single open-ended question that invites people to talk. The back gives your staff 3–5 plain-language facts, a quick follow-up question, and a QR code that opens a trustworthy one-page handout. Staff don't have to be experts; they only need to follow the conversation flow and offer resources.

## **What's included from USU Extension**

USU Extension has created a **starter set** of conversation cards covering common animal and human health topics (e.g., biosecurity, BRD, HPV, influenza, RSV, pneumonia). A matching **Canva template** will be provided so programs can copy, localize, and update cards with their own logos and links. Use the starter set as-is or as a model for new cards.

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## **1) Core Approach**

### **1.1 Motivational Interviewing (MI) in practice**

This toolkit uses MI's **ask–offer–ask** sequence so any staffer can engage without arguing or oversharing.

- **Ask** what the person thinks or needs: “What have you heard about avian flu this season?”
- **Offer** a brief, neutral summary with permission: “Could I share a 30-second overview and a one-page handout?”
- **Ask** again to check understanding and next steps: “What stands out? What would help you decide?”

Use OARS skills: **Open questions, Affirmations, Reflective listening, Summaries**. Keep statements short and kind. The goal is informed choice.

### **Two quick scenarios**

- **Vaccine concern:** Parent says, “I'm worried about side effects.” Staff: ask permission, offer two key facts from the back, show the QR handout, then ask what they think now.

- **Livestock biosecurity:** Producer says, “We don’t have time for footbaths.” Staff: reflect the constraint, offer one practical alternative from the back, point to the handout, then ask which step feels doable this month.
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## 2) Who This Is For

- Extension educators and agents staffing fairs, clinics, county events, field days.
  - Program assistants, interns, 4-H volunteers, CHWs partnering with Extension.
  - Any team that needs a consistent, low-prep way to discuss sensitive topics.
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## 3) Building Your Card Set

1. [Start with the USU Extension starter set.](#) Print it and use it to learn the pattern. It contains a mix of human and animal vaccine content to display at your events.
2. **Localize:** add state-specific links (health department, immunization program, vet diagnostic lab). Replace national clinic finders with local options when possible.
3. **Pick seasonal topics:** flu and RSV in fall; measles during outbreaks; biosecurity at livestock shows; heat stress during summer fairs.
4. **Keep the anatomy:** front question; back = three facts, a follow-up question, and a QR that opens a one-page, printable PDF.
5. **Citations:** use superscript numbers on the back; list links at the bottom. The **first link** should be the QR target.

### Canva template access

USU Extension will provide a [Canva template](#) matching the starter set (front/back layout, fonts, color styles, superscript references, QR placement). Duplicating the template lets you edit text, swap logos, and export print-ready files.

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## 4) Print & Display

**Sizes:** 5 × 7 in is ideal for tabletop holders; 4 × 6 in works if text is ≥12 pt. Use matte or satin finish to reduce glare. Bleed 0.125 in; safe margin 0.25 in.

**Display method:** put each card in a clear vertical holder with the **front (question) facing the public**. Group cards by theme (Animal Health, Human Health). Use a simple table sign: “Ask us about vaccines and animal health.”

**Durability:** laminate heavy-use cards. For outdoor or dusty sites, keep a wipeable set in plastic sleeves.

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## 5) Event-Day Workflow

### Before the event

- Print 1–2 QR-linked handouts per topic; keep extras in a folder behind the display.
- Test every QR with a phone in low-signal mode; pre-download PDFs to a tablet as backup.
- Brief the team using the huddle script (next section). Assign who covers which topics.

### At the table

1. **Invite** with the front question. Pause and listen.
2. **Reflect** their main point in one sentence.
3. **Offer** two facts from the back and show the QR handout.
4. **Ask** what they think now and whether a concrete next step would help (e.g., clinic finder, vet consult, printable checklist).
5. **Close:** offer the printout or QR, thank them, and tally the interaction.

**Afterwards:** restock handouts, rotate which card faces forward, jot top questions for debrief.

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## 6) Five-Minute Staff Huddle

**Goal:** offer clear choices without pressure.

**How:** ask–offer–ask; stick to each card’s 3–5 facts.

**Avoid:** arguing, diagnosing, debating internet claims, making promises.

**Escalate:** “I can’t advise on your personal care, but this handout and your clinician can help.”

### Handling disagreement

- Acknowledge: “I hear your concern.”
  - Ask permission to share: “Could I offer a brief summary from medical groups?”
  - Offer the handout, then ask, “What would help you decide?”
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## 7) Usability

- Grade-6 reading level; no jargon or acronyms on the front.
  - High contrast backgrounds; never place text over busy images.
  - Provide Spanish and large-print versions when possible.
  - Keep at least one printed handout per topic for no-signal venues.
  - Use people-first, nonjudgmental language throughout.
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## 8) Measurement & Learning

Track just enough to learn and improve:

- **Conversations by topic** (tally marks).
- **Handouts or QR scans** (counts and tracking of QR if possible).
- **Referrals** given (clinic finder link, vet contact, class signup).
- **Top questions** to update next time.

**Sample tally columns:** Date | Event | Topic | Conversations | Handouts | QR scans | Referrals | Notes

**Debrief:** Run a 60-second debrief at pack-up to review what worked, what confused people, what to change.

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## 9) Content Governance

- Link only to peer-reviewed, academic, or government sources or major medical societies.
  - Refresh stats and links each fall and spring.
  - Put **version + date** in the back margin (e.g., “v1.1 • Aug 2025”).
  - Replace QR codes if the target changes; always set the first link as the QR.
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## 10) Supplies Checklist

- Printed card set in holders

- Handout packet for each topic
  - QR test phone + backup tablet
  - Clipboards, tally sheet, pens
  - Table sign
  - Alcohol wipes; extra tape or clips
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### 11) Templates & Files

- [Starter set](#): USU Extension provides a ready-to-print bundle to begin using immediately.
  - [Canva template](#): request access and duplicate to your account; update logos, links, and local resources.
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### 12) Legal & Safety

- Educational resource; not medical or veterinary advice.
  - Follow local protocols if someone describes an emergency.
  - Use branding and disclaimers as required.
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### 13) Continuous Improvement

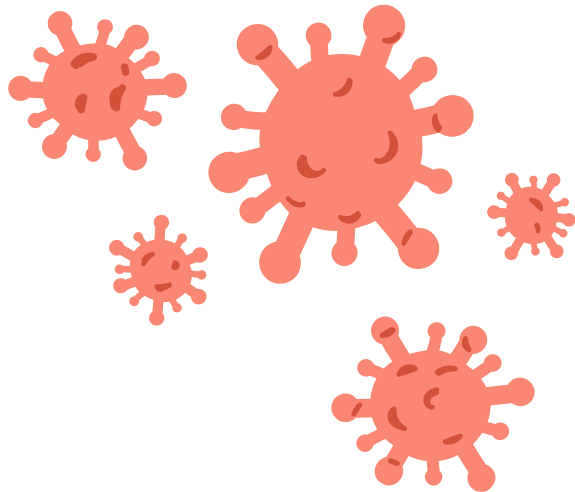
- After each event, list the **top three questions** and update the relevant card(s).
  - Retire or simplify any card that confuses participants.
  - Share updated files with partner counties so everyone benefits.
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### At-a-Glance Quick Start

1. Put fronts facing out.
2. Ask the question.
3. With permission, offer 1–3 facts and a handout via QR.
4. Ask what they think now and offer a next step.

5. Track interactions; update cards quarterly.

**What are your thoughts about measles cases being reported around the United States?**



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**What do you think adults need to know about staying up to date on vaccines?**



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## Key Facts to Share

- Measles is highly infectious and spreads easily.<sup>1</sup>
- 90% of nearby unvaccinated people can catch it.<sup>1</sup>
- The MMR vaccine is over 95% effective.<sup>2</sup>
- Children are at high risk for severe illness and hospitalization if infected.<sup>1,3</sup>

## Key Facts to Share

- Adults need boosters for several vaccines, including tetanus, shingles, flu, and RSV (Respiratory syncytial virus).<sup>1</sup>
- Many vaccines are dependent on age and health.<sup>1</sup>
- It is important to stay updated on vaccines to protect family, friends, and loved ones.

“Would you like a flyer on how to prevent measles outbreaks in Utah?”



“Would you like a checklist of recommended adult vaccines and schedule?”



<sup>1</sup><https://www.cdc.gov/measles/data-research/index.html>

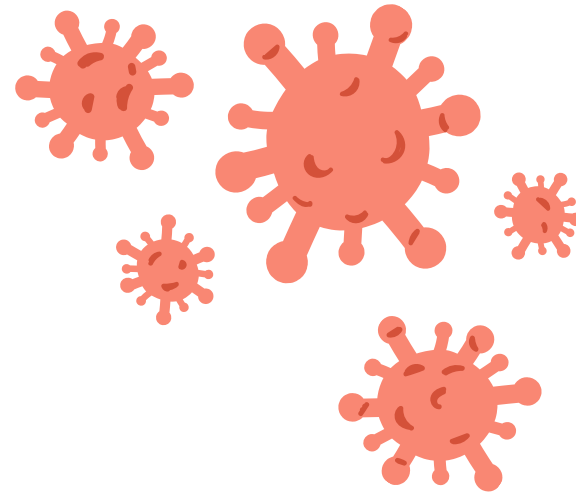
<sup>2</sup><https://www.cdc.gov/measles/vaccines/index.html>

<sup>3</sup><https://epi.utah.gov/measles-response/>

<sup>1</sup><https://www.cdc.gov/vaccines/imz-schedules/adult-easyread.html#vpd>

**What questions do you have about vaccines for kids and teens?**

**What questions do you have about the HPV vaccine for your child or teen?**



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## Key Facts to Share

- Vaccines protect our children against many serious diseases, including polio, meningitis, whooping cough, and measles.<sup>1</sup>
- Utah requires several vaccinations for school and daycare.<sup>2</sup>
- Vaccine exemption rates has increased drastically in Utah, making it more difficult to achieve herd immunity that can protect our community.<sup>3</sup>

## Key Facts to Share

- HPV is the most common STI; most sexually active people will get it at some point.<sup>1 2</sup>
- Vaccination can prevent more than 90% of cancers caused by HPV when given on schedule.<sup>2</sup>
- Recommended at ages 11–12 (can start at 9); catch-up through age 26 if not vaccinated earlier.<sup>3</sup>

“Would it be helpful to see the recommended vaccination schedule for Utah youth?”



“Would you like a flyer with more information about the HPV vaccine?”



<sup>1</sup><https://immunize.utah.gov/immunization-recommendations/>

<sup>2</sup>[https://immunize.utah.gov/wp-content/uploads/The-Utah-School-Immunization-Rule\\_042025.pdf](https://immunize.utah.gov/wp-content/uploads/The-Utah-School-Immunization-Rule_042025.pdf)

<sup>3</sup>[https://immunize-training.at.utah.gov/captivate/UtahSchoolsData\\_Kinder\\_UpdatedApr2025.html](https://immunize-training.at.utah.gov/captivate/UtahSchoolsData_Kinder_UpdatedApr2025.html)

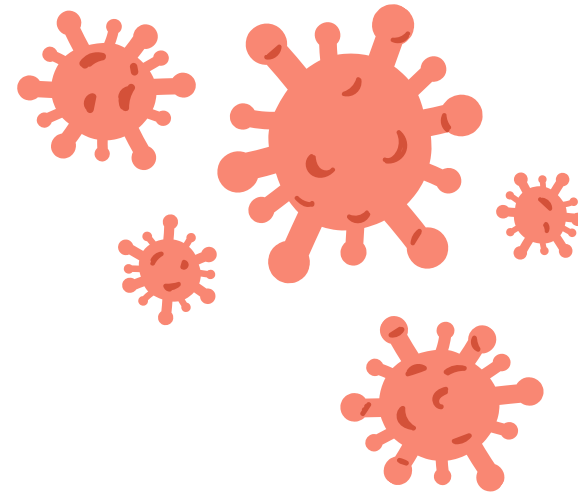
<sup>1</sup><https://www.cdc.gov/measles/data-research/index.html>

<sup>2</sup><https://www.cdc.gov/measles/vaccines/index.html>

<sup>3</sup><https://www.cdc.gov/hpv/hcp/vaccination-considerations/index.html>

**When do you usually get your flu shot, and what gets in the way?**

**What questions do you have about the HPV vaccine for your child or teen?**



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## Key Facts to Share

- Annual flu vaccination is recommended for everyone 6 months and older, with rare exceptions.<sup>1</sup>
- Vaccination lowers the risk of severe illness and hospitalization each season.<sup>2</sup>
- Best timing is early fall, but vaccination is useful as long as flu is circulating.<sup>2</sup>

## Key Facts to Share

- HPV is the most common STI; most sexually active people will get it at some point.<sup>1 2</sup>
- Vaccination can prevent more than 90% of cancers caused by HPV when given on schedule.<sup>2</sup>
- Recommended at ages 11–12 (can start at 9); catch-up through age 26 if not vaccinated earlier.<sup>3</sup>

“Can I share a handout about the influenza vaccine to provide you more information?”



“Would you like a flyer with more information about the HPV vaccine?”



[1] <https://www.cdc.gov/flu/hcp/acip/index.html>

[2] <https://www.cdc.gov/flu/season/2025-2026.html>

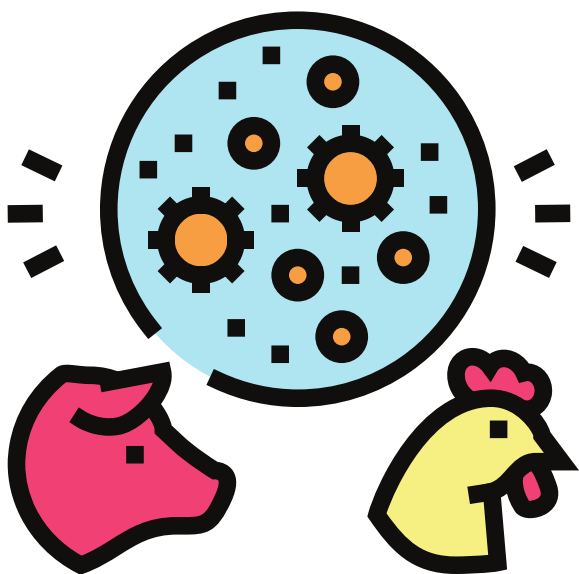
<https://www.cdc.gov/vaccines/hcp/current-vis/downloads/flu.pdf>

<sup>1</sup><https://www.cdc.gov/measles/data-research/index.html>

<sup>2</sup><https://www.cdc.gov/measles/vaccines/index.html>

<sup>3</sup><https://www.cdc.gov/hpv/hcp/vaccination-considerations/index.html>

**What have you heard about avian flu in poultry lately?**



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**What are your thoughts on the cost of vaccines versus the cost of livestock illness?**



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## Key Facts to Share

- H5N1 bird flu spreads quickly in birds and has reached Utah.<sup>1</sup>
- It can sometimes infect humans - called a zoonotic disease.<sup>1</sup>
- People who work with infected animals are at higher risk for bird flu infection.<sup>1</sup>

“Would it be helpful if I shared a handout with steps to protect your flock?”



<sup>1</sup><https://epi.utah.gov/bird-flu-in-humans/>

<sup>2</sup><https://h5n1.extension.org/>

## Key Facts to Share

- Core vaccines are low-cost insurance with blackleg vaccine typically \$1.20–\$1.60 per head.<sup>1</sup>
- BRD is the leading disease loss in feedlots causing about 45–55% of feedlot deaths.<sup>2</sup>
- Return on management: programs that at least wean and vaccinate show positive net returns ~68% of the time with an expected +\$27/head.<sup>3</sup>
- Disease shocks scale fast. PRRS alone costs the U.S. pork industry about \$1.2 billion per year in lost production.<sup>4</sup>

“Can I share a flyer about how vaccines protect your herd and your profits?”



<sup>1</sup><https://livestock.extension.wisc.edu/files/2024/11/Vaccination-to-improve-beef-calf-health.pdf>

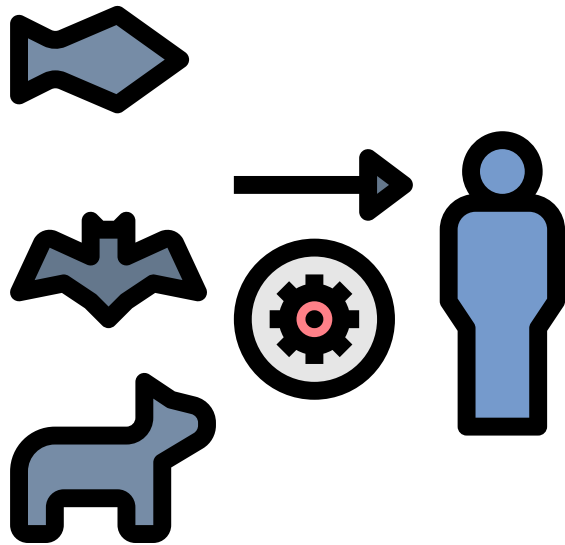
<sup>2</sup><https://pmc.ncbi.nlm.nih.gov/articles/PMC5684707/>

<sup>3</sup><https://extension.okstate.edu/fact-sheets/how-likely-are-calf-value-added-management-practices-to-pay-off.html>

<sup>4</sup><https://research.iastate.edu/2024/07/30/growing-losses-from-prrs-cost-pork-producers-1-2-billion-per-year-new-study-shows/>

**How do you reduce the risk of animal diseases spreading to your family or workers?**

**What's your plan to lower shipping-fever pulls in your calves this season?**



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## Key Facts to Share

- Diseases like avian flu, rabies, and salmonella can pass from animals to people.<sup>1</sup>
- Vaccinating animals is a key step in preventing the spread of diseases.
- Hand washing and wearing PPE also reduces risk of disease spreading.

## Key Facts to Share

- BRD is the most common and costly disease in North American beef cattle.<sup>1</sup>
- Stressors like weaning, transport, dehorning, and castration elevate risk.<sup>1</sup>
- Prevention mixes low-stress handling, appropriate vaccination, good nutrition, and quarantine on arrival.<sup>1</sup>

“Would it be helpful if I shared a handout on zoonotic diseases and farm safety?”



“Would it be helpful if I shared a handout on limiting the impact of BRD on your farm?”



<sup>1</sup><https://www.cfsph.iastate.edu/Assets/zoonoses-precautions-livestock.pdf>

<sup>1</sup><https://www.merckvetmanual.com/respiratory-system/bovine-respiratory-disease-complex/overview-of-bovine-respiratory-disease-complex>

<sup>2</sup><https://www.extension.purdue.edu/extmedia/VA/VA-33-W.pdf>

**How do you keep new diseases from hitchhiking onto your farm?**

**How are you staying current on rabies vaccination for pets and livestock?**



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## Key Facts to Share

- Most spread happens via movement of people, animals, equipment, and materials; basic biosecurity cuts that risk.<sup>1</sup>
- Core moves: restrict visitors, clean-in/clean-out, isolate new or returning animals, disinfect high-traffic areas.<sup>1</sup>
- During outbreaks like HPAI, tighten entry controls and carcass handling to prevent cross-farm transmission.<sup>2</sup>

“Would it be helpful if I shared a biosecurity plan handout?”



## Key Facts to Share

- Rabies is almost always fatal once symptoms begin, but it's preventable.<sup>1</sup>
- Spread is through bites or scratches from infected animals; wildlife are the main reservoir.<sup>1</sup>
- Keep animals vaccinated and avoid contact with sick or oddly behaving wildlife; call animal control, don't handle.<sup>2</sup>

“Would it be helpful if I shared more information about how to prevent and treat rabies?”



<sup>1</sup>[https://www.aphis.usda.gov/sites/default/files/bio\\_principles\\_handout.pdf](https://www.aphis.usda.gov/sites/default/files/bio_principles_handout.pdf)

<sup>2</sup><https://www.cfsph.iastate.edu/Assets/zoonoses-precautions-livestock.pdf>

<sup>3</sup><https://www.healthyagriculture.org/prevent/biosecurity-plan/>

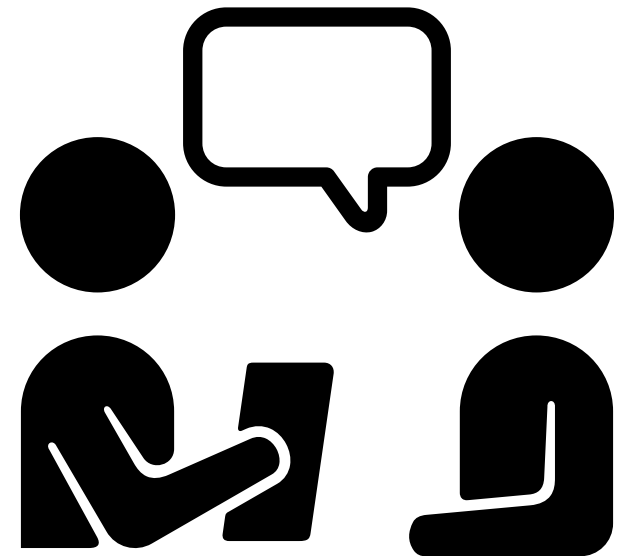
<sup>1</sup><https://www.cdc.gov/rabies/about/index.html>

<sup>2</sup><https://www.cdc.gov/rabies/prevention/index.html>

**After a heavy rain,  
who or what drinks  
from pools of water  
on your property?**



**What do you  
know about  
motivational  
interviewing?**



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## Key Facts to Share

- Leptospirosis affects many species, including people; bacteria spread via urine-contaminated water or soil.<sup>1 3</sup>
- In animals: abortions, kidney/liver damage. In people: illness ranging from flu-like to severe.<sup>2</sup>
- Risk spikes after floods; control rodents, vaccinate where appropriate, protect water sources, and use PPE around standing water.<sup>1 2</sup>

“Would it be helpful if I shared a handout to help you reduce risk on your farm?”



<sup>1</sup><https://www.cdc.gov/leptospirosis/about/index.html>

<sup>2</sup>[https://www.cfsph.iastate.edu/FastFacts/pdfs/leptospirosis\\_F.pdf](https://www.cfsph.iastate.edu/FastFacts/pdfs/leptospirosis_F.pdf)

<sup>3</sup><https://www.cfsph.iastate.edu/Assets/zoonoses-precautions-livestock.pdf>

## Motivational Interviewing Steps

1. Ask: What do they know or think?
2. Offer: Ask permission to share info
3. Ask again: What do they think now?

## OARS Skills

**Open-ended questions**  
**Affirmations** (e.g. “That’s a good question.”)  
**Reflective listening** (“So you’re wondering if...?”)  
**Summarizing** (“Let me make sure I understand...”)



Avoid overloading with facts, arguing, or correcting.

Use plain language and thank each person for talking with you.

## Key Motivational Interviewing Phrases:

- What have you heard about...?
- Would it be okay if I shared some information?
- What concerns do you have about...?