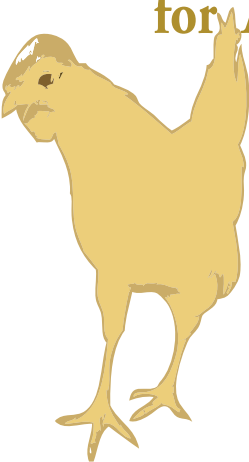




**Basic Messages
for Avian Flu Prevention**





Key Messages on Prevention and Control of Animal-to-Animal Transmission of Avian Influenza.

There is a new, serious disease that is killing poultry called avian influenza, or the H5N1 virus or bird flu. It is spread in the droppings and fluids of birds that have it. Poultry and humans can get the disease from the droppings, mucus, blood or feathers of infected wild or domestic birds. If you are a farmer or have contact with poultry or other birds in your yard or community, there are many ways to protect your animals from avian influenza. Here are some of the ways:

Report sick and dead poultry to the authorities.

- Report instances of sudden death among poultry immediately.
- Report instances of sickness of your poultry immediately.

Separate your poultry from wild birds and any domestic birds that might come into contact with wild birds.

- Keep all poultry in a fenced area or enclosed building, away from other animals and wild birds.
- Keep your chickens separated from any ducks or other birds that roam free.
- Keep poultry away from any source of water that could have been contaminated by wild birds.
- Keep poultry brought to the farm/homestead from outside separate from your flock for at least 14 days.

Regularly clean the areas where poultry are kept.

- Clean or sweep feces and unconsumed feed from the yard every day.
- Burn or bury feathers and other waste away from the farmyard. Bury waste deep and with lime so that scavengers do not dig it up.
- Allow manure to decompose for several weeks to allow any virus to die before using it as fertilizer.
- Clean small farm equipment daily.

Don't bring contamination from other farms or markets.

- If your poultry does not sell at the market, keep the birds separate for at least 14 days before you return them to the rest of your flock.
- Make sure you brush or wash off your shoes and the wheels of your bicycle/motorcycle and change clothing after coming back from farms or live-bird markets so you don't carry the virus home on your clothing, shoes, or equipment.
- Clean or disinfect anything coming into the farm that may have contacted poultry or poultry droppings outside the farm. This includes clothing, tools and equipment such as cages, bicycle and automobile tires.
- Do not borrow equipment or vehicles from other farms.
- Do not transport live or dead chickens, ducks or other poultry from one place to another – even if you think your birds are healthy.
- Handling of poultry in areas affected by avian influenza should be done within the area, and not by transporting the poultry to other areas.
- Don't bring other animals, such as chicks, ducklings or piglets, from another farm.

If you find any dead or sick birds, contact the authorities in your area immediately.

- Dead birds should be placed in a bag or other container away from other animals until the authorities can inspect the situation.
- If you see one or more birds that look sick, don't leave them in the yard; take them out of the flock using gloves and place them in a closed cage. Then contact the paravet or agriculture extension worker (or other authorities) immediately.
- Dead birds should not be thrown in a river, pond or other body of water.

If you are involved in culling activities, practice safe and humane culling procedures.

- Process each lot of birds separately, and clean and disinfect poultry houses between flocks.
- Thoroughly clean and disinfect equipment and vehicles (including tires and undercarriage) entering and leaving the farm.
- Practice good biosecurity: use personal protective equipment and disinfectant.



Key Messages on Prevention and Control of Animal-to-Human Transmission of Avian Influenza.

Avian influenza can spread to humans, and has the potential to make you very sick or even kill you. The easiest way to avoid getting avian influenza is to avoid touching poultry or their droppings, washing hands with ash or soap and water immediately before and after contacting poultry, and cooking poultry and eggs thoroughly before eating. Following is some more specific information.

Practice overall good hygiene.

- Wash hands with soap and water or ash before and after handling food.
- Wear a mask when cleaning or sweeping your farmyard.
- Use other protective equipment if you have contact with poultry or other birds.
- If practical, change your clothing once you arrive at the workplace – especially if you have poultry in your backyard or come in contact with poultry on your way to work.

Avoid close contact with birds.

- Do not let poultry in your house.
- If poultry have to be kept indoors, keep them in a specific area that is away from where the family sleeps and eats.
- Keep children away from birds and collecting eggs if possible – this includes pet birds if they are not exclusively kept indoors.

If you come across any dead or sick birds, do not touch them unless you are wearing gloves.

- Report sick or dead birds immediately to the authorities.

- All kinds of birds can get avian flu – chickens, ducks, geese, quails, turkeys, pigeons, wild birds and even pet birds.
- Some birds such as ducks can be infected even when they don't look sick.
- If you become sick after contact with dead or sick birds, seek immediate treatment.

Ensure that poultry meat and eggs are thoroughly cooked.

- Conventional cooking (temperatures at or above 70°C in all parts of a food item) will kill the avian influenza virus.
- The avian influenza virus, if present in poultry meat, is not killed by refrigeration or freezing.
- Do not eat runny eggs or poultry meat that is not well-cooked, and do not consume raw duck blood.
- Raw eggs should not be used in foods that will not be cooked.
- Eggs can contain avian influenza virus both on the outside (shell) and the inside (whites and yolk), so it is important to wash hands after handling eggs in addition to cooking them thoroughly.

Do not slaughter or prepare sick or dead poultry for food.

- The greatest risk of exposure to avian influenza is through the handling and slaughter of live infected poultry.
- Good hygiene practices are essential during slaughter and post-slaughter handling to prevent exposure via raw poultry meat or cross contamination from poultry to other foods, food preparation surfaces or equipment.
- Keep raw meat, poultry, fish, and their juices away from other foods.
- After cutting raw meats, wash hands, cutting board, knife and counter tops with hot soapy water, and use bleach if available.

Take precautions if you are visiting farms or other areas where poultry are kept.

- When visiting a farm or entering a yard where poultry is kept, wash hands with ash or soap and water before entering and after you leave.
- Brush and disinfect clothing, shoes/sandals, and the wheels of bikes/motorcycles/etc., after leaving, especially before going indoors.

If you unintentionally come into contact with poultry in an affected area (such as touching the bird's body or its feces, or walking on soil contaminated with poultry feces):

- Wash your hands well with soap and water or ash after each contact.
- Remove your shoes outside the house and clean them of all dirt.
- If you develop a high temperature, visit a doctor or the nearest health care facility immediately.

FARMERS/POULTRY INDUSTRY.

If you are a farmer or have contact with poultry or other birds in your yard or community, there are many ways to help keep avian influenza away from yourself and your family – in addition to the basic precautions mentioned above. Here are some of the additional ways to protect yourself against avian influenza:

Regularly clean the areas where poultry are kept.

- Clean or sweep feces and unconsumed feed from the yard every day. Wear a mask while sweeping the farmyard.
- Burn or bury feathers and other waste away from the farmyard. Bury waste deep and with lime so that scavengers do not dig it up.
- Allow manure to decompose for several weeks to allow any virus to die before using it as fertilizer.
- Clean small farm equipment daily.

Don't bring contamination from other poultry farms or markets.

- Make sure you brush or wash off your shoes and the wheels of your bicycle/motorcycle if you visit farms or poultry markets so you don't carry the virus home on your clothing or shoes.
- Do not buy or accept any animals, eggs, or manure from other farms.

Protect yourself and your family.

- Keep children away from birds and collecting eggs if possible – this includes pet birds if they are not exclusively kept indoors.
- If birds have to be kept indoors, then keep them in a specific area that is away from where the family sleeps and eats.

- Do not keep birds as pets.
- Make sure you and your family always wash and brush your shoes and sandals when leaving the farmyard – and especially before going indoors.

If you come across any dead or sick birds, do not touch them.

- Contact the proper authorities in your area immediately.
- Dead birds should not be thrown in a river, pond or other body of water.
- Dead birds should be placed in a bag or other container away from other animals until the authorities can inspect the situation.
- If you see one or more birds that look sick, don't leave them in the yard. Take them out of the flock using gloves and place them in a closed cage. Then contact the paravet (or other authorities) immediately.

Workers involved in culling operations should protect themselves.

- Because of the high risk of exposure during the culling process, workers who might be exposed to infected poultry should wear proper personal protective equipment such as protective clothing, masks, goggles and gloves.
- Cullers should follow a decontamination procedure when taking off their protective equipment.
- Workers involved in mass culling operations, transportation and burial/incineration of carcasses should be vaccinated with the current human influenza vaccine (to avoid co-infection with avian and human strains of influenza).
- Individuals exposed to infected poultry or farms should be monitored closely by local health authorities.
- Thoroughly clean and disinfect equipment and vehicles (including tires and undercarriage) entering and leaving the farm.
- Do not loan to, or borrow equipment or vehicles from other farms.



Communicating About Avian Influenza A Guide for People Who Work in the Community

You have a critical role in helping to prevent and control the spread of avian influenza in your community. Here are some suggestions to help you communicate effectively with families about how they can reduce the risk of avian influenza in their community.

DURING A VISIT

- 1. First build confidence and trust.** Be polite. Use phrases like, “I know how you feel” or “I understand.” Sit on the same level that the family is sitting.
- 2. Tell people about control efforts.** Keep explanations simple. Do not provide too much technical information, but be clear about the actions they can take to protect themselves from avian influenza, and why everyone needs to participate.
- 3. Leave behind leaflets** (if you have them) for family members to read, even if they cannot read. The act of leaving something will remind them after you have gone. School-aged children in the family also may be able to relay the information.
- 4. Ask for their participation and support.** Reiterate that they can help protect the whole community. Thank the family for their cooperation and time.

ALWAYS

- Be reassuring – People may be frightened and confused. Be patient.
- Listen carefully – Listen more than you talk, and respond sympathetically to their concerns.
- Motivate – Tell them people's actions are key to controlling the spread of influenza.
- Reinforce messages – People can protect themselves, their families and neighbors by taking action.
- Be honest – If you do not know the answer to a question, tell people you will return or contact them later with a correct answer.

NEVER

- Get angry or act impatient.
- Use phrases such as “You are wrong,” or “that is ignorant.”
- Blame the family.
- Shake your head when they are expressing an opinion.
- Answer questions when you do not know the answer.
- Threaten the family.
- Act arrogantly or insult the family.
- Take notes – it can create anxiety.

Talking Points to Use when Communicating to Families about Avian Influenza

- As in other countries, avian influenza is now a problem in our country.
- Any person who comes into close contact with sick or dead birds is at risk for avian influenza. You usually cannot tell if a bird is sick from avian influenza or from another disease, so you should always take precautions. Some birds, such as ducks, may not show symptoms at all.
- So far, avian influenza does not seem to transmit easily from person to person.
- Droppings, blood, saliva, and nose secretions from infected birds and poultry can carry the virus, and the virus can survive for many hours on surfaces (and for many days in the environment). Boiling hot water, soap and detergents can kill the virus.
- Everyone must participate to protect each other from the spread of this disease.

Five Actions to Reduce the Risk of Getting Avian Influenza from Birds

1. Avoid close contact with all birds.

- Keep your children away from all birds and from collecting eggs, if possible.
- Do not allow poultry in your house. If poultry must be kept indoors, keep them in a specific area that is away from where the family sleeps and eats.

2. Do not touch sick or dead birds – report them to the authorities immediately.

- If you come across any dead or sick birds, do not touch them unless you are wearing gloves.
- Do not slaughter or prepare sick or dead poultry for food.
- If you develop fever 3 to 7 days after being in contact with sick or dead poultry, seek immediate health care treatment.

3. Practice good hygiene.

- Wash your hands with soap and water or ash before and after handling any poultry – and especially before and after you prepare poultry or eggs for eating.
- Wear gloves and a mask (or towel/cloth/handkerchief) over your mouth when cleaning or sweeping any area where poultry are kept – poultry droppings, feed and feathers can all be infected with the avian influenza virus.

4. Cook chicken and eggs thoroughly before eating.

- Do not eat runny eggs or poultry meat (or blood) that is not well-cooked.
- Wash your hands with soap and water or ash before and after preparing poultry or eggs for eating.

5. Be careful if you go to farms, markets, or other areas where poultry are kept.

- Wash hands with ash or soap and water before entering and after leaving an area where poultry are kept.
- Brush off and disinfect clothing, shoes/sandals, and the wheels of bikes/motorcycles/other vehicles after leaving, and especially before going indoors, to remove any droppings or dust.



AVIAN INFLUENZA LIVE-READ SCRIPTS

The following templates for broadcast public service announcement (PSA) scripts can be used for providing to local radio media as live-reads, or when filming TV or radio PSAs locally. After you have tailored scripts for your local use as appropriate, please be sure to time each script to ensure it falls safely within the time parameters.

Prepare Your Farm (:60)

Today is the day to prepare yourself and your farm against avian influenza. Take the time to separate your chickens from your ducks, and keep all poultry in a fenced area or enclosed building – away from other animals and wild birds. Keep new poultry separate from other chickens and ducks for at least 14 days to make sure they are not infected. Clean feces and feathers from the yard every day and keep your farm equipment clean by washing the tires. You can protect yourself and your family by washing your hands with soap and water or ash after handling poultry or eggs, and brushing off or removing your shoes or sandals after leaving the farmyard and going indoors. Each effort helps to keep you and your animals safe, and protects the entire community. When we all do our part, we become stronger. Contact [INSERT ORGANIZATION NAME] for more information. Together, we can prevent avian influenza from spreading.

Prepare Your Farm (:30)

Do you know how to protect your farm against avian influenza? Separate your chickens from your ducks, and keep all poultry in a fenced area or enclosed building. Keep new poultry separate from other chickens and ducks for at least 14 days to make sure they are not infected. Clean feces and feathers from the yard every day, and remember to brush off your shoes after leaving the farmyard and going indoors. Each effort helps to keep you and your animals safe, and protects the entire community. Contact [INSERT ORGANIZATION NAME] for more information. Together, we can prevent avian influenza from spreading.

Prepare Your Farm (:15)

You can help keep avian influenza away from your home and family. Separate your ducks and chickens. Clean your yard every day. Wash your hands after touching poultry and eggs. Contact [INSERT ORGANIZATION NAME] to get more information on how to protect yourself, your animals and your community.

Sick Animals, Version 1 (:30)

Are you afraid that your flock is infected with avian influenza? Do you know what to look for? If one or more birds look sick – droopy, listless – take them out of the flock and place them in a closed cage away from other poultry and animals. Do not prepare the sick or dead poultry for eating – this could make you sick with avian influenza, too. If you have sick poultry, contact [INSERT ORGANIZATION NAME] immediately to prevent the virus from spreading to your other animals and family. To learn more, contact [INSERT ORGANIZATION NAME]. Together, we can prevent avian influenza from spreading.

Sick Animals, Version 2 (:30)

If any of your chickens or ducks got sick with avian influenza, would you know what to do? If you see one or more birds that look sick, take them out of the flock and place them in a closed cage, away from other poultry and animals. Contact [INSERT ORGANIZATION NAME] immediately. Most important, do not prepare sick or dead poultry for eating – you run the risk of getting sick, too. To learn more, contact [INSERT ORGANIZATION NAME]. Together, we can prevent avian influenza from spreading.

Sick Animals (:15)

Are you afraid that your flock is infected with avian influenza? If one or more birds look sick, place them in a closed cage and contact your [INSERT LOCAL AUTHORITIES NAME] immediately. Do not prepare the sick or dead poultry for eating. To learn more, contact [INSERT ORGANIZATION NAME]. Together, we can prevent avian influenza from spreading.

Sick Animals – Culling (:30)

If any of your chickens or ducks got sick with avian influenza, would you know what to do? Learn the symptoms of avian influenza and always report sick or dead birds immediately to [INSERT LOCAL AUTHORITIES NAME]. They will instruct you on what to do, and whether you need to cull your animals in a humane manner. Remember that avian influenza does not only affect your poultry – it can affect your entire household. To learn more on how to protect your home and family, contact [INSERT ORGANIZATION NAME]. Together, we can prevent avian influenza from spreading.

Food Safety (:30)

Here's an important message on food safety and how to keep avian influenza away. Make sure to properly cook all poultry, eggs and duck blood pudding before eating it. Don't eat runny eggs or "pink" meat. And always wash your hands with soap and water after you handle or prepare ducks, chickens or eggs for eating. Taking these steps can help keep you and your family safe from avian influenza, and keep the disease from spreading. This message was brought to you by [INSERT ORGANIZATION NAME] and this station.

Food Safety (:15)

Here's an important message on food safety and preventing avian influenza. Make sure to cook all poultry and eggs well before eating them. And always wash your hands with soap and water after you handle or prepare ducks, chickens or eggs for eating. For more information on how to keep yourself safe, contact [INSERT ORGANIZATION NAME].

General Precautions – Farmers (:30)

Did you know that you can take simple precautions to keep avian influenza away? Learn the symptoms of avian influenza and contact [INSERT LOCAL AUTHORITIES NAME] immediately if you suspect one of your animals is sick. Keep your chickens and ducks separate and away from other animals. Clean your farmyard every day, and wash your hands and change your shoes and clothing before going indoors. To learn more, contact [INSERT ORGANIZATION NAME]. Together, we can prevent avian influenza from spreading.

General Precautions – Farmers (:15)

Do you know what you can do to keep avian influenza away? Clean your yard, wash your hands with soap and water or ash, and keep your poultry separate. To learn more, contact [INSERT ORGANIZATION NAME]. Together, we can prevent avian influenza from spreading.

General Audience – Farm Safety (:30)

If you plan on spending any time on farms or yards where poultry is kept, [INSERT ORGANIZATION NAME] wants to be sure that you and your loved ones are safe from avian influenza. You should always wash your hands with soap and water or ash, and brush or disinfect your shoes, sandals and wheels of your bicycle or motorcycle before you leave. Don't touch any poultry – some birds can be infected and not look sick. To learn more, contact [INSERT ORGANIZATION NAME]. Together, we can prevent avian influenza from spreading.

General Audience – Farm Safety (:60)

Do you know that you can take simple steps to protect yourself and your family from avian influenza? If you visit a place where poultry is kept, you should always wash your hands with soap and water or ash, and brush or disinfect your shoes, sandals and wheels of bicycles or motorcycles before you leave. Don't touch any poultry – some birds such as ducks can be infected and not even look sick – and don't let children play with any birds. Most important, don't accept any poultry to take home or prepare for eating. To learn more, contact [INSERT ORGANIZATION NAME]. Together, we can prevent avian influenza from spreading.



Key Preventive Messages on Human-to-Human Transmission of Avian Influenza

Although rare, instances of limited human-to-human transmission of H5N1 and other avian influenza viruses have occurred in association with outbreaks in poultry. These should not be cause for alarm, however, as in these few cases transmission required very close contact with an ill person. To help eliminate the already small risk of human-to-human transmission of avian influenza, you can take the following steps:

Practice good hygiene at home and in public.

- Wash your hands often with ash, soap and water, or hand sanitizers.
- Cover your mouth and nose with a tissue when coughing or sneezing.
- If possible, stay home from work, school, and errands when you have any symptoms of respiratory illness, including a bad cold.

Learn the signs and symptoms of avian influenza in humans, and know what to do if you think you have avian influenza.

- The reported symptoms of avian influenza in humans have ranged from typical influenza-like symptoms (e.g., fever, cough, sore throat, and muscle aches) to eye infections (conjunctivitis), pneumonia, acute respiratory distress, viral pneumonia, and other severe and life-threatening complications.
- If you suspect that someone has avian influenza, take them to a health care provider immediately.
- Contact your [INSERT LOCAL OR NATIONAL HEALTH ORGANIZATION] for additional guidance.