

Inter-Agency Communication Framework for Avian and Pandemic Influenza in the Americas

24-25 July 2006, meeting at PAHO

I. SUMMARY

The rapid spread of a highly pathogenic avian influenza virus (H5N1) in birds and the potential for high fatality in humans raises concerns about a pandemic influenza (PI). Although cases of avian influenza (AI) caused by the H5N1 virus have not yet been detected in the Western Hemisphere, it is considered only a matter of time before the virus reaches this region. There is still a window of opportunity in the region to design and implement communication interventions to help mitigate the impact of AI, reduce the impact of human cases of AI and prepare for and mitigate the impact of PI.

Two hundred million people from Latin America and the Caribbean are from rural, mostly low income areas. Seventy to eighty per cent of them are raising five billion backyard chickens. A spread of the bird flu would mean a loss of income for these families, a reduction in a major source of protein on which poor people depend and higher chances of human infection, and the possibility of a pandemic.

To reduce the possibility of a pandemic as well as to mitigate negative health and socio-economic impacts of AI, it is vital to control the disease in birds and to prevent human infections. As decided at the global meeting on avian and human influenza in Geneva, organized by FAO, OIE, World Bank and WHO in the beginning of November, 2005, the key components for a global plan of action are: control at source in birds, surveillance, rapid containment, pandemic preparedness, integrated country plans and communication.

Given the seriousness of the global threat and working in the framework of the Consolidated Action Plan for Contributions of the UN System, avian influenza and pandemic preparedness have become a permanent fixture on the UN Regional Directors' Latin America and Caribbean (LAC) Team agenda. Under the overall coordination of PAHO/WHO and the Inter-American Institute for Cooperation on Agriculture, with FAO, the UN Regional Directors are overseeing, supporting and mobilizing the country-level preparedness and response to avian and pandemic influenza. Other international, regional and inter-American agencies are active and working at different levels in the face of this threat. Because a highly pathogenic H5N1 virus has not arrived to the region there is an opportunity to jointly plan and closely coordinate strategic communication, which must play a central role in this process.

Recent public opinion research has revealed very low awareness of the risks and threats of AI/PI in LAC.¹ The research indicates that there is a) widespread skepticism about the likelihood of the H5N1 virus mutating into a novel human influenza virus; b) a perception that this is not a problem requiring priority attention and c) poor understanding of pandemics in general. Communication, education and advocacy efforts are therefore urgently needed to assist governments in preparing for a potential crisis, counteract misconceptions regarding AI/PI risks, inform and involve the public and provide response systems and networks with guidance and appropriate communication materials and tools.

WHO, FAO and UNICEF have developed consensus on a key set of behavioral intervention and measurement indicators to guide communications for behavior change to prevent bird to bird, bird to animal and bird to human transmission at community level.

¹ IPSOS International Centre for Syndicated Studies; International Reactions to Avian Flu – Public Awareness, Public Concern and Consumer Behaviour; June 2006

II. COMMUNICATION FRAMEWORK OBJECTIVES

This framework reflects consensus between UN and other regional agencies — developed through a series of regional and sub-regional inter-agency consultations involving communication officers and technical experts in human and animal health and sanitation — regarding the appropriate communication strategies and tools for AI/PI. The overarching objective for communication is to enable people, governments, businesses, and other key stakeholders to make choices that will improve personal and socio-economic outcomes in the face of risks from avian influenza and/or a human pandemic. Working under guidance of the UN System Consolidated Action Plan and taking into account regional pledges and agreements, the Regional Interagency Avian and Pandemic Influenza Communication Task Force will:

- Work with the countries in the region to bolster communications capacity to confront AI/PI;
- Build synergy between regional agencies and relevant interest groups for a coordinated communication response;
- Provide guidance and tools for dissemination of public information, social mobilization, behavior change, external relations and advocacy activities;
- Mobilize and enhance regional communication capacity, resources, political will, networks and partnerships to support countries, communities and families;
- Build public confidence in animal and public health officials, and add value to the guidance they provide, especially to avoid panic and encourage appropriate responses;
- Maintain and enhance public confidence in the UN system and partner agencies' support to national efforts.
- Support accurate, relevant news coverage through strategic interactions with journalists and media outlets.

III. THE IMPORTANCE OF COMMUNICATION

While the behavior and evolution of the virus is uncertain, communication strategy must be proactive, including preparedness for best- and worst-case scenarios. The communication challenge is to inform, educate and mobilize societies faced with a potential threat, but also acknowledging uncertainty as to its nature and evolution. Communication plays a key role in encouraging preparedness, managing an eventual crisis and mitigating its impact. Different communication strategies will be needed as pandemic phases change.

Accurate, timely, simple and consistent communication is vital for the prevention, containment and response to AI and PI. The WHO Outbreak Communication Guidelines provide comprehensive, universally applicable principles upon which to formulate communication strategies.

The strategic communication framework encompasses **six core strategies**:

- 1) *Outbreak communication & risk communication* to rapidly share information and build trust
- 2) *Advocacy* to raise resources and political/social/business leadership commitment, targeting decision and policy makers
- 3) *Proactive media relations* and training to promote responsible, accurate and useful information flow through international, regional and local media
- 4) *Social mobilization* to ensure wider participation and ownership through building public-private coalitions/partnerships that facilitate community action/participation [ANNEX IV](#)
- 5) *Behavior change communication* to bring about changes in knowledge, attitudes and practices by consulting and empowering communities and specific groups through the use of research, monitoring and evaluation, training, interpersonal communication, social advertising and “edutainment” programs, among others. Extension services, human and animal health workers and veterinarians are key players to encourage behavioral change specially in rural and peri-urban communities.
- 6) *Media training for government officials*.

The mix of strategies to be used -- regional versus country level action, individual agency initiatives versus joint action, and the timing and sequence of communication initiatives -- will depend on the evolution of the threat and the requirements of our government and civil society partners.

IV. COMMUNICATION ROLES

As per the UN Consolidated Action Plan, WHO/PAHO and FAO are the lead global technical agencies on human and animal health and will advise regional bodies, governments and other relevant agencies on effective public awareness and behavior change activities and campaigns. Regionally, the UN Regional Director's Team agreed that PAHO/WHO and FAO/IICA/OIE will play the lead technical role. Other agencies are playing a crucial role as well. A brief description of each agency's role in AI/PI prevention, preparedness, containment and response is provided in [ANNEX I](#).

In broad terms however, each agency will provide communication support as per its mandate and capacity, and as described in the UN Consolidated Action Plan. Given the broad scope of our collaboration in the Americas, it is essential that other UN agencies and international partners not specified above form part of the inter-agency communication task force.

Every effort will be made to avoid duplication of communication efforts and ensure that messages for key audiences are consistent and built upon the technical guidance of the lead agencies for animal and human health as well as disaster preparedness and response. Wherever possible, agencies will coordinate communication initiatives, share expertise and make materials available to all.

The inter-agency framework will directly contribute to the three UN objectives and six factors for success in the shared UN vision of a coordinated response as per the Consolidated Action Plan for Contributions of the UN System. ([See ANNEX II](#))

V. AREAS OF COLLABORATION

The six core communication strategies - outbreak and risk communication, advocacy, proactive media relations, social mobilization, behavior change communication and media training for government officials – form the basis of the inter-agency framework. Each agency will carry out its communication activities within this broad framework, primarily at the country level as part of the UNCT and in support of national action plans. The Inter-agency Communication Task Force will collaborate on an ongoing basis and undertake joint communication actions as appropriate, including the production of materials and tools.

Initially, six over-arching areas of inter-agency collaboration have been identified, proposed as follows:

- 1. Knowledge Management & Information Sharing*
- 2. Work with the Private Sector*
- 3. Work with the Media*
- 4. Strengthen the community participation and Communication Components of National Plans*
- 5. Work with Existing Partners and Build New Alliances*
- 6. Develop an Inter-Agency Communication Toolkit.*

A proposed division of labor, timeline for implementation and estimated funding requirements are further detailed in [ANNEX III](#).

VI. PHASED COMMUNICATIONS

{ Communication strategies will need to be tailored for each of the different phases. The six over-arching areas of collaboration will follow the evolution of the avian influenza and pandemic threat. }

VI. REGIONAL COMMUNICATION FUNDING

The Task Force agencies will advocate with donors for funding commitments, as may be necessary, in support of joint initiatives.

VII. TASK FORCE MEMBERSHIP

The communication focal points of the following agencies make up the Task Force initially: ECLAC, FAO, IDB, IICA, OCHA, OIE, OIRSA, PAHO, RUTA, UNDP, UNIC, UNICEF, World Bank, relevant US and Canadian departments and agencies. The Task Force will liaise closely with members of the Regional UN Communications Group. Other relevant agencies and partners are encouraged to join. The agencies will designate Focal Points to participate in the Task Force.

VIII. A COORDINATION MECHANISM

Coordination of the Task Force will be on a rotating basis, with one agency assuming the coordination role over a six-month period.

The coordinating agency will maintain a contact list of all task force participants and coordinate information flow among participants. In addition, the coordinator will organize video or teleconferences on a monthly basis and convene a bi-annual face-to-face meeting (unless an AI outbreak or a pandemic occurs requiring an emergency meeting). The coordinating agency will coordinate, monitor and report on joint Task Force activities.

ANNEX 1: ROLES & RESPONSIBILITIES OF AGENCIES *(to be completed by agencies)*

Agency	Technical and Communication Focal Points	Wider Role & Mandate	Communication Role
FAO/OIE		<ul style="list-style-type: none"> •The authorities on all animal health issues associated with avian influenza •Mandate to work with national and regional entities to strengthen capacity for improving veterinary services, livestock raising practices and risk analysis & mitigation •Central UN System contributors to coordinated action for animal health •Provide technical and surveillance support, •Assist countries in developing appropriate compensation schemes 	<ul style="list-style-type: none"> •Primary responsibility for communication on the avian panzootic; its impact on poultry and other food industries; steps to be taken by farmers and veterinarians, such as culling and vaccination; strengthened veterinary services and, in collaboration with the WHO, on food safety. •Development and application of guidelines on approaches to communication and information on compensation •In collaboration with WHO and UNICEF, provide technical advice and materials on actions that that different groups/communities/people need to take to take prevent the spread of avian influenza
PAHO/WHO	<p>Bryna Brennan; Special Advisor, Social and Media Communication</p> <p>Daniel Epstein, Public Information Officer</p> <p>Otavio P. de Oliva, Regional Advisor on Viral Disease Prevention and Control Communicable Diseases Unit</p> <p>Albino J. Belotto, Chief, Veterinary Public Health Unit</p>	<ul style="list-style-type: none"> • The authority on all human health issues associated with avian influenza and human pandemic influenza, including human health risk assessments, surveillance, changes in pandemic alert levels, travel as related to international health regulations, containment activities and rapid assessment of new developments. • Ensure that all countries have formulated and tested pandemic response plans • Lead agency in rapid containment plan effort • Assist countries and international community to better develop, manufacture and deliver effective vaccines, anti-virals and influenza diagnostics 	<ul style="list-style-type: none"> • Lead agency for outbreak communication on avian/human health (WHO guidelines) • Increase countries' capacity in risk communication • In collaboration with FAO and UNICEF, develop behavioral outcomes and measurement indicators to guide communication for behavior change for all pandemic phases • In collaboration with UN partners, build communication capacity at country level to reduce human exposure to H5N1 • Increase government capacity by ensuring countries have communication strategies within their national plans • Promote coordination of communication issues related to the interaction between animal and human health.
UNICEF	Robert Cohen; Regional	<ul style="list-style-type: none"> • Ensure the needs of children are adequately addressed and that a 	<ul style="list-style-type: none"> • Support governments and partners to develop behavior change strategies and prototype

	<p>Communication Advisor</p> <p>Dr. Paulo Froes, Regional Immunization Officer</p>	<p>protective environment for children is sustained at all stages of preparedness for containment and pandemic response</p> <ul style="list-style-type: none"> • Ensure that adequate provision is made for the care of sick children; for analyzing & mitigating the nutritional consequences of a potential pandemic and for strengthening hygiene and sanitation strategies at the local level 	<p>communication materials for communication at a household level, with a specific focus on back-yard poultry farmers, community influencers and children.</p> <ul style="list-style-type: none"> • Build resilience among communities by supporting national communication strategies that provide clear and empowering information to the general public and key groups of people, with a focus on communities and households • Advocate among key national decision makers for the appropriate actions to stem the spread and impact of a pandemic • In collaboration with Governments and with FAO and WHO as technical lead agencies, develop communication strategies for advocacy and behavioral change to prevent bird-to-bird, bird-to-human and human-to-human transmission • Establish a virtual resource center for easy access to communication materials and guidelines • In collaboration with partners, conduct media trainings and journalist workshops for timely, accurate and balanced reporting
UNDP		<ul style="list-style-type: none"> • In conjunction with OCHA, establish a platform from which the UN System works to support national pandemic preparedness, pandemic containment and pandemic mitigation. • Assist governments to bring together ministries and other stakeholders to formulate national inter-ministerial preparedness plans and multi-sectoral programs • Undertake analysis and provides technical assistance on livelihood, governance, micro-economic & macro-economic consequences of avian and human influenza 	<ul style="list-style-type: none"> • Reinforce and where appropriate coordinate the unified UNCT communication structures on the national level, including supplying needed guidance and information to the RCs
WFP	Alejandro Lopez-Chicheri, Regional Information Officer	<ul style="list-style-type: none"> • Assess and analyze the impact of avian influenza on vulnerable populations, particularly focusing on the impact of the 	Communicate on the impact on livelihood, potential nutritional impact and adequacy of food aid intervention

		<p>epizootic on livelihood and food security</p> <ul style="list-style-type: none"> • Provide program support (upon request) to vulnerable populations whose food security is compromised by avian influenza and containment efforts 	Integrate avian and human influenza awareness components into existing or new food-assisted programs where appropriate
OCHA		<ul style="list-style-type: none"> • In conjunction with UNDP, establish a platform from which the UN System works to support national pandemic preparedness, pandemic containment and pandemic mitigation. • Establish dedicated capacity at OCHA regional offices to support UNCTs and partner NGOs • Ensure that plans and strategies are built upon existing mechanisms for disaster and public health emergencies • Assist in development of standard operating procedures and the provision of surge capacity 	Manage information about pandemic preparedness and crisis response.
UNHCR		<ul style="list-style-type: none"> • In collaboration with FAO, provide animal health & bio-security advice to refugee populations • Ensure that refugees have equivalent compensation for culling • Strengthen health services for refugees to include hygiene education and surveillance & detection 	Ensure key messages are communicated to refugees
UNSIC	Erwin Northoff, Communication Officer	<ul style="list-style-type: none"> • In collaboration with UNDG, improve regional coordination through harmonizing and aligning 	Communicate on global preparedness efforts
IICA	<p>Sofia Castresana Montero, Public Information and Institutional Image</p> <p>Ayesha London Public Relations Specialist, Washington DC</p>	<p>To make political leader and stakeholder aware of the importance of supporting and implementing all the initiatives aimed at combating the disease, from the perspective of animal health, to foster agricultural development and rural well-being in their territories.</p> <p>Partnerships to enhance impact. Promoting the concept of partnership and "working together" in cooperative relations with</p>	<p>Actions will be carried out in the following areas:</p> <p>Creation of awareness among political leaders.</p> <p>Dissemination of strategic information in order to provide the public and the poultry production sector with transparent and timely information, in order to inspire confidence and ensure the stability of the sector.</p> <p>Strengthen of regional initiatives.</p> <p>Target audience> political leaders, private sector (medium and small producers, stakeholders and</p>

		strategic partners at the national, regional and hemispheric levels.	media)
OIRSA			
UNESCO			
UNFPA			
UNIFEM			
ECLAC			
RUTA	Patrizia Cocca		
UNIC	Paul Hoeffel, Director Hoeffel@un.org.mx Juan Miguel Diez, Information Officer jmdiez@un.org.mx	Supports UN system in the development and implementation of communication strategies. Chairs Regional UN Communications Group	Liaise between task force and members of the Regional UN Communications Group. Support development of communication strategies and products.
IDB			
World Bank	Mario Bravo, Senior Communication Advisor, Human Development Network Phil Hay, Communication Development Network Mark Cackler, Manager, Agriculture and Rural Development Nicole Frost, Senior Communications Officer	In collaboration with UNSIC and regional development banks and economic commissions to help ensure sustainable livelihoods in settings where there is a risk of avian influenza, monitor progress within countries, obtain detailed breakdowns of donor pledges, and information on resources needed – and gaps – at country, regional and global levels	Analysis of economic and social impact. Work with Government, business community and public opinion leaders. Support internal/external communications tools. Communicate on progress and funding requirements
CIDA			
CDC	Dr. Galen Cole		
USAID	Wendy Coursen – AI Unit Communications Coordinator	Coordination and creation of emergency stockpiles of protective equipment and essential commodities other than vaccines	The development and dissemination of messages to communicate risk promote risk-reduction practices and encourage vigilance in surveillance and

	wcoursen@usaid.gov Murray Trostle – AI Unit Deputy Director Peg Marshall – LAC Representative p.marshal@usaid.gov	<p>and antiviral medications for responding to animal/human outbreaks. Support the deployment of rapid response teams and provide technical expertise and technology to support avian influenza assessment and response teams.</p> <p>Provide technical expertise to priority countries in order to expand the scope and accuracy of systematic surveillance of AI cases. Work with partners to implement a communications program to support government authorities and private and multilateral organizations in at-risk countries in improving their national communications systems with the goal of promoting behaviors that will minimize human exposure and prevent further spread of influenza in animal populations.</p>	<p>reporting in all stages of the disease in our ongoing effort to limit the spread and impact of AI. These activities are developed for audiences ranging from the general community, backyard farmers, and veterinarians to policy-makers, journalists and poultry producers.</p> <p>Strengthen the communication components of National Plans by addressing gaps in country strategic communications plans and by improving strategic communication support to countries.</p>
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ANNEX II: SUMMARY OF UN CONSOLIDATED ACTION PLAN (as per 3 July 2006 updated draft)

Shared vision of a coordinated global response:

- a) Control highly pathogenic avian influenza in poultry, and reduce the risks that this disease poses for members of the human population that are exposed to it;
- b) Watch out for sustained human to human transmission of highly pathogenic influenza through vastly improved surveillance, be ready to contain it, and, should containment not be successful,
- c) Mitigate the impact of a pandemic on human health, society, economic systems and governance.

Six factors for success:

- 1. Consistent high level political engagement and direction,
- 2. Procedures and systems for rapidly scaling up implementation of priority actions,
- 3. Strong risk analysis, information dissemination and communication systems to encourage compliance with reporting and social mobilization,
- 4. Mechanisms to sustain vulnerable livelihoods and relieve distress,
- 5. Strategic alliances across all levels of government, that engage private and voluntary sectors, and
- 6. Management systems that engage all stakeholders, encourage synergy, analyze progress review results and shift program emphasis when necessary.

<u>Seven Objectives</u>	Emphases pursued by National Authorities with the support of the UN System and its partners	Lead(s) and UN agencies' involvement
1. Animal Health and Bio-security	Ensuring that animal health is safeguarded, bio-security is brought up to standard, and that there is capacity, when needed, for scaling up veterinary services to detect and stamp out new avian infections through prompt movement restrictions and culling, and to sustain vaccination of poultry and other interventions when they are indicated. Clarifying how emergence of pandemic agents, food and agricultural practices, land use and ecosystem management related.	FAO Collaboration with UNHCR for refugee camps
2. Sustaining Livelihoods	Ensuring that the economic and poverty impact of avian influenza as well as control measures are monitored and rectified, limiting any adverse repercussion on the Millennium Development Goals, seeking fair and equitable compensation for those whose livelihoods are endangered by avian influenza and control measures	UNDP and FAO Collaboration with WFP(food), UNICEF (child focus), WHO (health system focus) and UNHCR (refugee)
3. Human Health	Strengthen public health infrastructure, including surveillance systems, to (i) reduce human exposure to the H5N1 virus, (ii) strengthen early warning systems, including early detection and rapid response to human cases of avian influenza; (iii) intensify rapid containment	WHO Collaboration with UNICEF (child focus)

	operations and responses for a newly emerging human influenza virus; (iv) build capacity to cope with a pandemic, including surge capacity for a pandemic; and (v) coordinate global science and research, particularly as this pertains to the availability of a pandemic vaccine and antiviral drugs. Strengthen community based treatment of acute respiratory infections, including pre-positioning of medical supplies in peripheral areas to enhance capacity to respond as well as to enhance nutrition security and access to micronutrients to minimize the impact of infection on susceptible populations	and UNHCR (refugees)
4. Coordination of National, regional and International Stakeholders	Ensuring that national government ministries work together in a focused way, bringing in civil society and private sector groups, in pursuit of sound strategies for avian influenza control and pandemic preparedness	UNDP Collaboration with WFP (food), WHO (MoHs and partners), FAO (MoA), UNDG and UNSIC
5. Public Information and communication to support behaviour change	Strategic communication to provide clear and unambiguous risk and outbreak information to the general public and key groups of people with the highest potential for stemming the spread and impact of the disease. This will include communicating with the public, households and communities to involve and mobilize them to adopt appropriate behaviours to reduce risks and mitigate the impact of any outbreaks or pandemic	FAO and WHO for outbreak communication, UNICEF in collaboration with FAO, WHO, WFP and UNHCR (refugees) for behavioral change communication
6. Continuity under Pandemic Conditions	Ensuring the continuity of essential social, economic and governance services, and effective implementation of humanitarian relief, under pandemic conditions	OCHA and UNDP Collaboration with all UN agencies
7. Common Services Support	Ensuring that - in the event that national capacity is overwhelmed by pandemic conditions – agreed emergency operating procedures are invoked and benefit from information technology and logistics capacity set up and made operational beforehand	All UN agencies working within the inter-agency process

ANNEX III: INTER-AGENCY AREAS OF COLLABORATION

Area of Collaboration	Specific Activity	Task Force Status	Implementing Agencies	Timeline	Comment	Funding Estimates	Funding Shortfall
1. Knowledge Management & Information Sharing							
1.1	Develop & coordinate a common web-based regional resource center	Initiated	UNICEF				
			PAHO				
1.2	Network regionally to share best practices and lessons learned	Initiated	World Bank				
			GDLN				
1.3	Build and maintain a common calendar of events and activities	Initiated					
1.4	Create a network of communicators and journalists	Pending					
1.5	Regional Interagency portal on avian influenza for the Americas (related to the interaction between animal and human health)	Initiated	PAHO				
			IICA				
			FAO				
			OIE				
			USAID				
			IDB				
			OIRSA				
2. Work with the Private Sector							

2.1	Engage the private sector – especially poultry producers - in preparedness & prevention activities		<i>World Bank</i>				
			<i>IDB</i>				
			<i>PAHO</i>		Organize a meeting, or identify major meetings in the region, which could be used to address communications issues with poultry sector. Videoconference dialogues.		
			<i>OIRSA</i>				
			<i>IICA</i>				
			<i>OIE</i>				
			<i>FAO</i>				
2.2	Collaborate with the tourism, transport, telecommunication & other sectors						
2.3	Engage with market research and PR agencies						
2.4	Engage cell phone companies to develop information and reporting capacities	pending					
2.5	Engage PR agency for pro bono collaboration	pending					
3. Work With the Media							
3.1	Build outbreak & risk communication capacity		<i>PAHO</i>				
3.2	Conduct joint briefings & trainings for timely, accurate & balanced reporting		<i>PAHO</i>		IDB-PAHO will organize a videoconference at the end of August for Caribbean journalists.		

			<i>IDB</i>		IDB-PAHO will organize a videoconference at the end of August for Caribbean journalists.		
			<i>UNICEF</i>				
			<i>GDLN</i>				
3.3	Strengthen media partnerships		<i>all</i>				
3.4	Monitor media						
3.5	A joint media campaign						
3.6	Media training for the agriculture sector including economic journalists		<i>PAHO</i>				
			<i>OIRSA</i>				
			<i>FAO</i>				
			<i>OIE</i>				
			<i>USAID</i>				
3.7	Develop protocol for media response in case of an outbreak		<i>PAHO</i>				
			<i>IICA</i>				
			<i>OIE</i>				
			<i>FAO</i>				
4. Strengthen the Communication Components of National Plans							
4.1	Address the gaps in country strategic communication plans		<i>PAHO, others</i>				
4.2	Reach key audiences in a multi-cultural region		<i>all</i>				

4.3	Conduct communication research and monitoring & evaluation						
4.4	Improve strategic communication support to countries						
4.5	Identify countries (one for each of the four sub-regions) to pilot strategies and materials.						
5. Work with Existing Partners and Building New Alliances							
5.1	Map & engage existing networks		<i>IICA</i>				
5.2	Link with others & building new partnerships						
6. Build an Inter-Agency Communication Toolkit							
6.1	Create multi-media tools and guidelines for different audiences		<i>UNICEF</i>				
			<i>PAHO</i>				
			<i>FAO</i>				
			<i>IICA</i>				
6.2	Develop country-adaptable tools & products						
6.3	Educational materials focused on issues related to the interaction between animal and human health (video, brochures, cartoons, PSAs, etc)		<i>PAHO</i>				
			<i>IICA</i>				
			<i>FAO</i>				
			<i>OIE</i>				

			<i>USAID</i>				
			<i>IDB</i>				
			<i>OIRSA</i>				

ANNEX IV: KEY BEHAVIORAL OUTCOMES FOR AVIAN INFLUENZA RISK REDUCTION

WHO/FAO/UNICEF Adhoc Meeting on Behavioral Interventions for Avian Influenza Risk Reduction, 14-16 March 2006, Geneva

Background

The unprecedented spread of a highly pathogenic avian influenza virus (H5N1) in birds and other animals, including humans raises the spectre of a severe human influenza pandemic. There is a global consensus that to reduce the risk of the H5N1 virus becoming adapted to humans and thus causing a pandemic, it is vital to control the outbreak in animals and prevent human infections.

Various messages addressing specific behaviors have already been developed and disseminated in different settings. Building on the work to date at country and regional level, this meeting aimed to define the priority behaviors, with indicators to monitor the effectiveness of communication strategies that contribute to reducing the risk of H5N1 transmission.

Method

The meeting recommended a focused approach to communication, emphasizing the four highest priority behaviors (see figures in panel), as the highest priority key behaviors.

These were developed from seven behaviors that had been selected from the range of Behaviors previously recommended by FAO and WHO. Selection was based on discussion around the impact and behavioral feasibility. For each of these seven behaviors the outcomes, enabling factors, indicators (including method of data collection) were proposed to guide the development of behavioral strategies at country level.





Three important premises are:

- At present the extended spread of the H5N1 virus among animals is of great concern and therefore human behavior reduce the further dissemination of the virus needs to be addressed as an entry point for reducing the risk of human infection
- Information about the spread of the virus in birds and the specific risk factors that have led to human infection is limited - therefore there will be a need to adjust the behavioral interventions as more evidence becomes available; and
- Behavior change requires addressing important socio-cultural and economic factors, such as compensation for reporting sick/dead birds at the community level.

Priority behaviors:

- Report unusual sickness/death among poultry, wild birds and other animals immediately to the authorities
- Seek treatment immediately if you have fever after contact with sick birds
- Wash hands frequently with soap and water
- Clean clothes, footwear, vehicles and cages with soap or disinfectant
- Separate your poultry species, and from wild birds, new birds and living areas
- Handle, prepare and consume poultry safely
- Burn and bury dead birds safely

Key behavioural interventions for reducing animal to animal and animal to human transmission (H5N1)

		Rationale	Enabling factors
1	REPORT	<p>Report unusual sickness/death among poultry, wild birds and other animals immediately to the authorities</p> <p>Report and seek treatment immediately if you have fever after contact with sick birds</p>	<ul style="list-style-type: none"> • Rapid response in animal and human cases ensures transmission is minimized by containing at source • Prevents further transmission
			<ul style="list-style-type: none"> • Public trust in authorities is high • Public aware of risks and recognize symptoms • Rapid and appropriate response guaranteed • Surveillance systems in place and monitored effectively • Compensation ensured and system in place • Diagnosis and treatment for human cases available and accessible
2	SEPARATE	<p>Separate poultry: (i) new stock kept apart for 2 weeks; (ii) from wild birds; (iii) from each other by species; (iv) from living areas; (v) from children</p> <p>Burn and/or bury dead birds safely</p>	<ul style="list-style-type: none"> • Prevents cross-contamination and further transmission
			<ul style="list-style-type: none"> • Public trust in efficacy of separation • Accessibility and affordability of materials • Feasibility of separation e.g. seasonality, space, feeding • Community-based problem-solving may find novel solutions • Regulation and enforcement of local authorities e.g. markets, commercial sector
3	WASH	<p>Wash hands with running water and soap (or ash if soap not available) often, especially after touching birds and before and after food preparation</p> <p>Clean clothes, footwear, vehicles and cages with soap or disinfectant</p>	<ul style="list-style-type: none"> • Good hygiene measures prevents cross-contamination
			<ul style="list-style-type: none"> • Availability and accessibility of clean, running water and soap in households, schools, work, and public places such as markets • Availability and accessibility of cleaning materials such as disinfectant • Regulation and enforcement of local authorities in public places such as markets and poultry producer
4	COOK	<p>Handle, prepare and consume poultry safely</p>	<ul style="list-style-type: none"> • Greatest risk of exposure is in handling and slaughter of live infected poultry • No evidence that eating well-cooked meat and poultry products (flesh is no longer pink and eggs are not runny) can lead to infection with H5N1 virus
			<ul style="list-style-type: none"> • Understanding of cultural practices related to food handling, preparation and consumption • Availability of pre-packaged poultry and poultry products • Regulation and enforcement of local authorities such as markets, butchers and commercial food vendors

Proposed outcomes and indicators

Behavioural Outcomes	Enabling Factors	Indicator	Method
Report unusual sickness/death among poultry, wild birds and other animals immediately to the local authorities	Compensation provided for loss of poultry resulting from reporting Local authorities respond promptly and appropriately* Community feedback mechanisms	% of reports within XX hours % who find dead bird who report them % who know who to report to, where, and when % who know how to access compensation	Local authority report cards Rapid survey
Seek treatment immediately if you have fever after contact with sick birds	Free and accessible health care for suspect cases Trained health care workers and traditional healers to identify/manage cases	% of suspect cases (with fever within 7 days after contact with sick birds) seeking treatment within 48h of fever onset % of suspect cases seeking treatment	Health facility data / investigation forms Rapid survey
Wash hands with running water and soap (or ash if soap not available) often, especially after touching birds and before and after food preparation	Access to water and soap	% who wash hands appropriately* after touching birds and before and after food preparation	Rapid survey (with demonstration to check accuracy and appropriateness)
Clean clothes, footwear, vehicles and cages with soap or disinfectant	Local authorities regulate and enforce safe* market practices	% washing cages on entry or exit of markets and farms % washing vehicles on entry or exit to markets through troughs % washing clothes/footwear, vehicles and cages % cleaning and washing area appropriately % markets with regular market closure for intensive cleaning	Self-report and observation samples
Separate poultry: (i) new stock kept apart for 2 weeks; (ii) from wild birds, (iii) from each other by species, (iii) from living areas, (iv) from children	Household/community resources to build coops	% farms reporting separation of new and unsold birds and their faeces by physical barriers from any contact with flocks for 14 days % farms with domestic birds separated by physical barriers from any contact with wild birds and their faeces % farms with poultry separated from living areas % farms where children do not have contact with poultry	Self-report and observation samples
Handle, prepare, and consume poultry safely*	Local authorities regulate and enforce healthy market settings Understanding of cultural practices	% of people who report/ are observed to/ and demonstrate that poultry is handled, prepared, and consumed safely*	Self-report and observation samples
Burn and/or bury dead birds safely	Food security assured (so no need to eat sick birds) Disposal facilities and fuel	% of people who report safely* disposing sick/dead birds % of visited sites where there is physical evidence of safe disposal practice	Self-report and observation samples

XX = parameter that needs to be determined locally

* 'safely' and 'appropriately' needs local definition

The objectives and indicators will provide the basis for communication strategies to be developed at community level, through a participatory process. The objectives and indicators are not prescriptive, but provide a starting point to help country activities. (Many countries have already developed communication strategies, and should only use these recommendations to the extent that they are helpful.)

The community consultation process needs to include discussions of actions for pandemic preparedness and how a community would cope with containment of a newly emergent pandemic virus.

