



PREVENTION AND CONTROL OF BIRD-TO-BIRD TRANSMISSION OF AVIAN INFLUENZA

KEY MESSAGE POINTS FOR FARMERS AND THOSE WHO HAVE CLOSE AND DAILY CONTACT WITH POULTRY OR OTHER BIRDS, GROUPED BY TOPIC.

Note: Even though all the message points are important and helpful in preventing and controlling avian influenza, specific aspects of topics will be more important in different local contexts and there will be times when specific information is particularly important. Users should select the message points that are most appropriate for local conditions and outbreak phase (pre-outbreak, outbreak, and post-outbreak) and transform them into suitable messages, using local expressions and language. The chart provides guidance about the importance of different message points for the different phases. Ticks indicate message points that are extremely important during the different phases while bars indicate message points that are inappropriate for that phase.

There is a new disease called avian influenza that is more serious than other poultry diseases.

- Avian influenza can kill all the birds on a farm very quickly
- All kinds of birds can get avian flu and can spread it to other birds – chickens, ducks, geese, quails, turkeys, pigeons, wild birds and even pet birds.
- Domestic poultry and humans can get the disease from the droppings, mucus, blood or feathers of infected wild or domestic birds.
- Avian flu looks like other poultry diseases, especially Newcastle disease. Even if you think you know what is making your birds sick or die, still tell authorities, just to be safe.
- Birds that are infected can spread the disease before they show signs of illness.
- Some birds such as ducks can get and spread the disease and never show signs of illness.
- It is possible for birds vaccinated against avian influenza to be infected, but they may not show signs of illness

	PRE	OUTBREAK	POST
There is a new disease called avian influenza that is more serious than other poultry diseases.	✓	✓	✓
Avian influenza can kill all the birds on a farm very quickly	✓	✓	
All kinds of birds can get avian flu and can spread it to other birds – chickens, ducks, geese, quails, turkeys, pigeons, wild birds and even pet birds.	✓	✓	
Domestic poultry and humans can get the disease from the droppings, mucus, blood or feathers of infected wild or domestic birds.	✓	✓	
Avian flu looks like other poultry diseases, especially Newcastle disease. Even if you think you know what is making your birds sick or die, still tell authorities, just to be safe.	✓	✓	
Birds that are infected can spread the disease before they show signs of illness.	✓	✓	
Some birds such as ducks can get and spread the disease and never show signs of illness.			
It is possible for birds vaccinated against avian influenza to be infected, but they may not show signs of illness		✓	✓

If you find any dead or sick birds, report them to the authorities immediately.

- Report instances of sudden death of large numbers of birds immediately to [authority].
- Report instances of sickness among your poultry immediately to [authority].
- Report any sick or dead wild birds immediately to [authority].
- Protect your community – contacting the authorities immediately will prevent the virus from spreading to other farms in your neighborhood.

PRE	OUTBREAK	POST
✓	✓	✓
✓	✓	✓
✓	✓	
	✓	

If you find any dead or sick birds, handle them properly.

- Do not touch dead or sick birds with bare hands; use gloves (or plastic bags if there are no gloves).
- Dispose of dead birds properly. Wear gloves and a mask and use a hoe or stick to place them in a bag or other container. Keep the container away from animals and from people until the authorities can inspect the situation.
- Dead birds should not be thrown in a river, pond or other body of water.
- 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 [authority – e.g. paravet or agriculture extension worker] immediately.

✓	✓	✓
	✓	
	✓	
	✓	

If your poultry or your neighbor's poultry are sick or have died from avian influenza, it is important to cull any surviving birds and disinfect your farm.

- Not all birds that are infected show signs of illness.
- Avian influenza does not just affect you and your farm – it affects your entire community. That's why it's important to cull your sick poultry and those nearby
- You have a responsibility to protect your family and neighbors. If there is infection in your flock or a nearby flock, allow your poultry to be culled
- Do not kill birds yourself – wait for the people sent by the government who will do it properly.
- After your birds have been culled, follow the authorities' instructions about getting compensation and about disinfecting your farm.

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	✓	
	✓	

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.

PRE	OUTBREAK	POST
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	✓	
	✓	

Don't bring contamination from other farms or markets.

- 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.
- Don't bring other animals, such as chicks, ducklings or piglets, from another farm.
- Do not buy or accept animals, eggs or manure from other farms
- 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.

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-	✓	-
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Separate your poultry from wild birds and any domestic birds that roam free.

- Keep all poultry penned, fenced, or caged and 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.

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✓	✓	✓

Regularly clean the areas where poultry are kept.

- 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.
- Clean or sweep feces and unconsumed feed from the yard every day.
- Allow manure to decompose for several weeks to allow any virus to die before using it as fertilizer.

PRE	OUTBREAK	POST
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	✓	

Vaccination can help protect your poultry.

- If authorities recommend vaccination, bring your birds to be vaccinated.
- Vaccination protects birds from illness but not from infection: vaccinated birds can still get avian influenza and there is a small risk that they can spread it.

	✓	✓
	✓	✓