



**USAID**  
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**AI.COMM** AVIAN INFLUENZA  
PROJECT



**Bangladesh**

# **Academy for Educational Development**

**USAID**

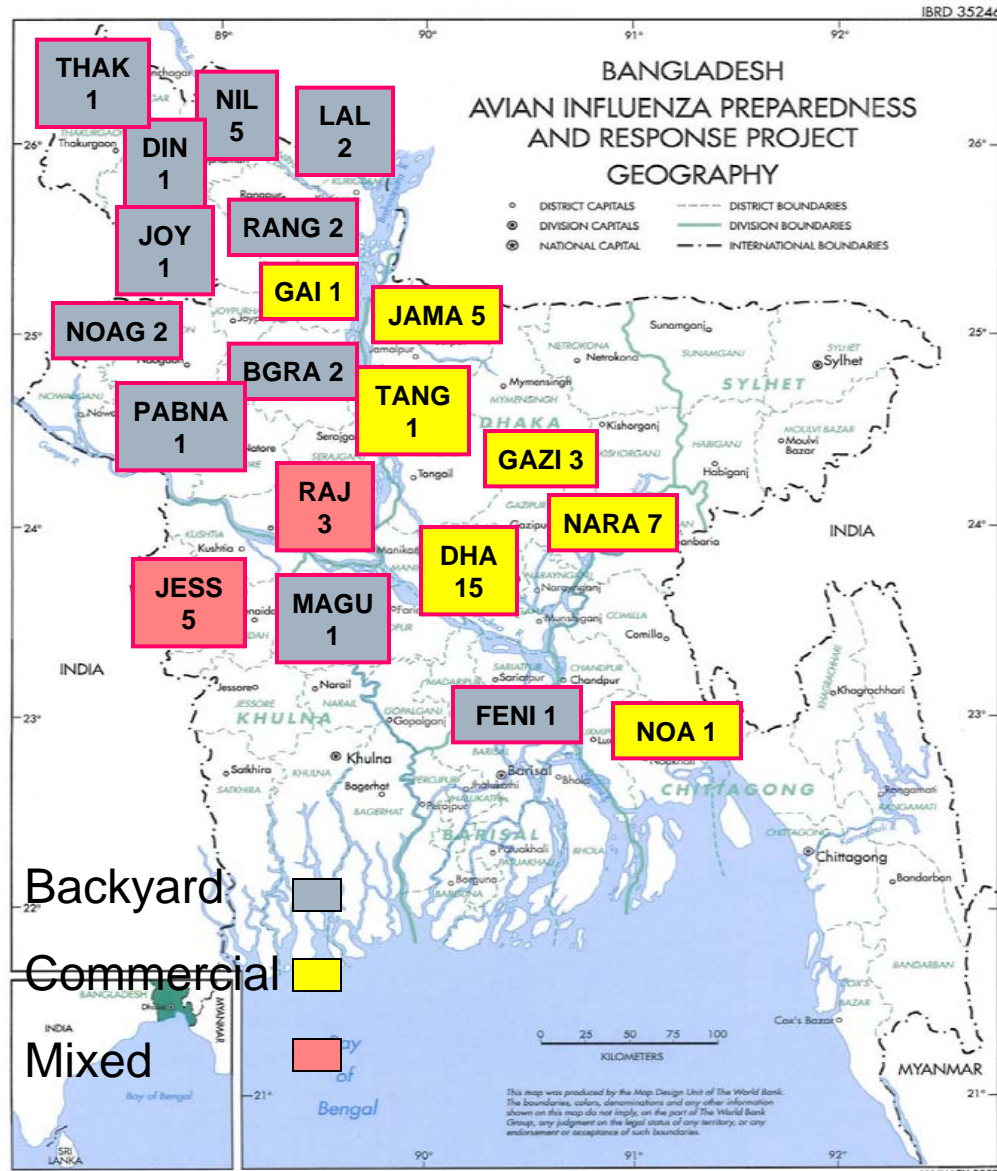
**Avian Influenza Partners Meeting**

**16-17 January 2008**

**New Delhi, India**

**Philip A. S. Sedlak**

# Bangladesh Infected Farms



# Bangladesh Population

- Humans                      130 million
- Chickens                      210 million
- Ducks                              39 million

## Raising Patterns

- Household open raising of chickens and ducks 50%
- Commercial broiler and layer raising 50%

# Animal-to-animal transmission 1

## Desired behaviour

Poultry separated from wild birds, new birds, sick birds, and other domestic animals, chickens separated from ducks

Hunting, catching and eating wild birds stopped

Non-formal border trade of poultry stopped

Dead birds correctly burned and buried

## Current behaviour

Birds free-ranged, poor hygiene

Wild birds hunted, caught and eaten

Birds traded informally at borders

Dead birds sometimes thrown into water sources, eaten by people, fed to other animals

# Animal-to-animal transmission 2

## Desired behaviour

Hands, feet, clothes washed after contact with poultry/poultry products

Footwear, vehicles and bicycles left outside farm gate

Cages regularly washed with soap or disinfectant

All animal sickness or death reported immediately to upazila livestock office

## Current behaviour

Hands, feet, clothes not washed with desired frequency

Areas where birds are kept insufficiently and infrequently cleaned

Animal sickness or death ignored, hidden, not reported or reported late

# Animal-to-human transmission

## Desired behaviour

**Touching all sick poultry, wild birds or their droppings with bare hands avoided by everyone, especially children**

**Poultry and eggs safely handled, prepared and consumed**

**Hands washed frequently with soap and water or ash**

## Current behaviour

**Live and sick and dead birds handled unsafely**

**No protection used when touching poultry, wild birds or their droppings**

**Children playing with sick birds because they are easier to catch**

**Poultry and eggs not safely handled, prepared and consumed**

**Hands washed insufficiently or infrequently with soap or ash**

# Primary audiences

- Small-scale farmers
- Large-scale farmers
- Children
- Individual consumers
- Large-scale consumers
- Live market workers
- Wet market workers
- Informal cross-border traders:
- Formal cross-border traders:
- Customs and immigration officials
- Border law enforcement personnel – police, Bangladesh Rifles
- Clearing/forwarding agents
- Poultry breeders, growers, hatchers
- Pet bird vendors/wild bird hunters
- Garbage collectors/cleaners/sorters

# Secondary audiences

- Veterinary, livestock, poultry officers**
- Poultry association officials**
- NGO staff**
- Imams, teachers**
- Health care providers**

# What/who people pay attention to

- **Small-scale farmers  
leaders, poultry** mass media, community associations
- **Large-scale farmers  
leaders, poultry** mass media, community associations
- **Children** mass media, parents, teachers
- **Individual consumers** mass media, imams, teachers
- **Large-scale consumers** poultry associations
- **Live market workers** “
- **Wet market workers** “, community leaders
- **Poultry breeders, growers, hatchers** poultry associations, community leaders, DLS
- **Pet bird vendors/wild bird hunters** poultry associations, community leaders
- **Garbage collectors/cleaners/sorters** community leaders

# Activities

- Preparedness and Planning
  - Bidding/award research contract – formative and border communities to identify motivations, behaviors, segmentation, barriers
  - Advertise for/hire long-term coordinator
  - Bidding/award production agency
- Research
  - Implement formative/border research to identify motivations, behaviors, segmentation, barriers
  - Formative research on communication interventions
  - Behavioral observation at border
- Capacity building
  - Establish and manage NGO network
  - Operation and management of AI outbreaks
- Communication
  - Advocacy
    - To re-form AI communication working group
    - With government, NGOs, poultry/egg producers
    - Activities with border personnel
  - Community-based communication/social mobilization – Sector 2-3, cross-border
  - Message development and material production – linked to advocacy, capacity building and research

# Challenges

- ❑ Re-constitution of broad AI working group – support from DLS, USAID
- ❑ Support for AI communication from poultry/egg industry – advocacy efforts from AI communication industry supporters
- ❑ Slow government approval process for any AI materials/activities – seek USAID/government ministry support in advance

# Lessons learned

- ❑ Orient animal/human health specialists before implementing mass media
- ❑ Gain poultry industry support immediately
- ❑ Constitute cross-sectoral public/private animal and human health organizational AI communication group early

SAVE POULTRY & SAVE PEOPLE



Thanks