

APPENDIX A – WHO ASSESSMENT TOOL FOR INTERNAL MEDIA CAPABILITIES

The following list is taken from “*Effective Media Communication during Public Health Emergencies – A WHO Field Guide*” (2005).

1. The organization should have a written plan and documented procedures for interacting with the media during an emergency.
2. The organization should have:
 - an agency staff member and at least one alternate assigned the role and responsibilities of a public information officer in an emergency;
 - a written document that clearly identifies lines of authority and responsibilities for the public information officer and the media communication team during an emergency; and
 - a work plan and relief scheduling plan for a media communication team to maintain 24-hour a day operations, two to three work shifts a day, for several days, weeks or possibly months.
3. The organization should have the following in place:
 - procedures for verification of the accuracy of messages;
 - procedures for clearance of information released to the media, partners and the public;
 - procedures for coordinating with partner organizations to ensure message timeliness, accuracy and consistency; and
 - procedures for liaison between the organization and an emergency operations centre (EOC).
4. The organization should have information kits for reporters prepared in advance that include contact information directories, informational materials, policies, checklists and manuals.
5. The organization should have the following in place:
 - procedures for routing all media calls to the public information officer during an emergency;
 - procedures for responding to routine media requests for information;
 - procedures for triaging media enquiries if requests for information exceed the capacity of the agency;
 - procedures for when, where and how to hold a news conference;
 - procedures for releasing media advisories, news releases and fact-sheets;
 - procedures for monitoring news coverage (for example, to determine messages needed, misinformation to be corrected, and levels of media interest and concern); and
 - procedures for creating situation reports.

6. The organization should have a plan for communicating directly to the public and key stakeholders, including a plan to:
 - set up and staff a specialized telephone information service (or “hotline”) for the public, reporters, clinicians or other key stakeholders during an emergency;
 - set up specialized web sites;
 - monitor news coverage for content, accuracy, placement;
 - monitor public concerns to determine the messages needed;
 - monitor misinformation that needs to be corrected;
 - monitor levels of public concern;
 - monitor levels of employee interest and concern;
 - ensure the accuracy, timeliness, regular updating and relevance of web site information;
 - monitor information on other web sites; and
 - publicize organization contact information.

7. The organization should have a plan for coordinating communications with partner organizations, including a plan to:
 - respond to requests and enquiries from partners and special interest groups;
 - hold briefings for and with partner organizations;
 - translate situation reports, health alerts and meeting notes into information appropriate for partners;
 - log calls from legislators and special interest groups; and
 - set up dedicated communication lines for key partners (for example, police, elected officials, fire departments and hospitals).

8. The organization should have a directory of 24 hours a day 7 days a week contact information for media personnel and public information officers from partner organizations. This should include text, phone, email, and fax contact information. Check it on a regular basis to see it is accurate.

9. The organization should have plans for holding community meetings, small group briefings and other face-to-face meetings as appropriate.

10. The organization should periodically assess the media-relations training needs of its own staff and participate with other organizations to assess the media-relations training needs of its partners.

11. The organization should have a designated lead spokesperson (plus back up) for various emergency scenarios.

APPENDIX B – COMMON QUESTIONS ASKED BY REPORTERS DURING A CRISIS

Following is a list of 77 of the most common questions asked by journalists in a crisis/emergency situation. It is helpful to anticipate some of these questions (if applicable to your situation) and form answers to them well in advance of an outbreak.

1. What is your name and title?
2. How do you spell and pronounce your name?
3. What are your job responsibilities? Who do you work for?
4. Can you tell us what happened? Were you there? How do you know what you are telling us?
5. When did it happen?
6. Where did it happen?
7. Who was harmed?
8. How many people were harmed?
9. Are those that were harmed getting help?
10. How are those who were harmed getting help?
11. Is the situation under control?
12. How certain are you that the situation is under control?
13. Is there any immediate danger?
14. What is being done in response to what happened?
15. Who is in charge?
16. What can we expect next?
17. What are you advising people to do? What can people do to protect themselves and their families – now and in the future – from harm?
18. How long will it be before the situation returns to normal?
19. What help has been requested or offered from others?
20. What responses have you received?
21. Can you be specific about the types of harm that occurred?
22. What are the names, ages and hometowns of those that were harmed?
23. Can we talk to them?
24. How much damage occurred?
25. What other damage may have occurred?
26. How certain are you about the damage?
27. How much damage do you expect?
28. What are you doing now?
29. Who else is involved in the response?

30. Why did this happen?
31. What was the cause?
32. Did you have any forewarning that this might happen?
33. Why wasn't this prevented from happening? Could this have been avoided?
34. How could this have been avoided?
35. What else can go wrong?
36. If you are not sure of the cause, what is your best guess?
37. Who caused this to happen?
38. Who is to blame?
39. Do you think those involved handled the situation well enough? What more could or should those who handled the situation have done?
40. When did your response to this begin?
41. When were you notified that something had happened?
42. Did you and other organizations disclose information promptly? Have you and other organizations been transparent?
43. Who is conducting the investigation? Will the outcome be reported to the public?
44. What are you going to do after the investigation?
45. What have you found out so far?
46. Why was more not done to prevent this from happening?
47. What is your personal opinion?
48. What are you telling your own family?
49. Are all those involved in agreement?
50. Are people over-reacting?
51. Which laws are applicable?
52. Has anyone broken the law?
53. How certain are you about whether laws have been broken?
54. Has anyone made mistakes?
55. How certain are you that mistakes have not been made?
56. Have you told us everything you know?
57. What are you not telling us?
58. What effects will this have on the people involved?
59. What precautionary measures were taken?
60. Do you accept responsibility for what happened?
61. Has this ever happened before?
62. Can this happen elsewhere?
63. What is the worst-case scenario?
64. What lessons were learned?
66. What can be done now to prevent this from happening again? What steps need to be taken to avoid a similar event?
67. What would you like to say to those who have been harmed and to their families?

68. Is there any continuing danger?
69. Are people out of danger? Are people safe?
70. Will there be inconvenience to employees or to the public? What can people do to help?
71. How much will all this cost?
72. Are you able and willing to pay the costs?
73. Who else will pay the costs?
74. When will we find out more?
75. What steps need to be taken to avoid a similar event? Have these steps already been taken? If not, why not?
76. Why should we trust you?
77. What does this all mean?

APPENDIX C -- AVIAN INFLUENZA OUTBREAK RAPID RISK ASSESSMENT GUIDE

This guide is designed to lead you through the steps your Avian Influenza Communication Task Force members will need to follow as they quickly determine the scope and scale of an outbreak of avian influenza.

It is likely that the information you currently have is from unverified field sources, initial news reports, unofficial statements, rumor, statements made from government sources, and any combination of the above.

The very first action you must undertake, as quickly as possible, is to contact and convene your Avian Influenza Communication Task Force. Especially if you are the official avian influenza spokesperson for your government, your first public statement must address the current “knowledge” that is circulating amid the community and in the media, so that you can verify, dispel, or confirm that facts and establish your plan of action.

The Rapid Risk Assessment is designed to quickly answer key questions you need to know in order to implement a response plan and communicate effectively with the public. Each member of the Avian Influenza Communication Task Force will be responsible for investigating and reporting back on the Rapid Risk Assessment questions germane to their area of expertise.

Basic questions you should answer (more detailed questions are provided in the checklist later in this document):

- What actually has happened, and verify the source(s) of this information
- Where it is happening
- If there are animal die-offs, what species and how many have died
- If there is human illness, what are the demographics and locations of victims
- What is the potential threat (worst case scenario)
- Whether and when will H5N1 be confirmed by lab testing
- What information is circulating in the media and amongst the community
- Whether the Avian Influenza National Response Team has been mobilized and do they know what you know, and vice-versa.
- Who needs to be notified

From a communications perspective, rapid assessment enables you to confidently proceed to allaying anxiety at the community level and to providing basic information on protective measures to prevent further spread.

Preparing for the Rapid Assessment⁴

What is Needed for Rapid Assessment	What Constrains Rapid Assessment
<ul style="list-style-type: none"> • Clear lines of authority and reporting • Partnerships • Division of responsibilities and agreed procedures • Maps • Access to data and other information from a variety of government/health/communication officials • Communication channels and systems • Qualified personnel • Guarantee of follow-up in relief or other assessments 	<ul style="list-style-type: none"> • Time • Political considerations • Cost and sustainability • Human skills and knowledge • Institutional capacities • Accessibility • Socio-cultural aspects • Logistics and communication

Following are some steps in the preparation of a rapid outbreak assessment:

- Identify qualified local team members in advance, (e.g., an epidemiologist, clinician/entomologist, virologist, and veterinarian) skilled in assessing AI outbreaks;
- Put in place advance provisions for obtaining rapid outside specialist support if qualified personnel are not locally available;
- Identify channels and means for rapid communication between peripheral areas and sub-national/central levels (e.g., satellite telephone, facsimile);
- Create a plan to communicate with the press, including assigning spokespersons and media contacts.

Conducting the Rapid Assessment

Note: The following checklist operates under the assumption that an outbreak has already been recognized (detected, investigated, early signals reported) and verified. Mass die-offs may not actually be H5N1. In this period of heightened sensitivity to avian influenza, people may quickly jump to this conclusion, however. The same may occur with people reporting severe pulmonary distress, or flu-like symptoms.

⁴ This chart is based on information from the WHO/EHA Emergency Health Training Programme for Africa, 1999.

The questions below provide a way to devise answers and communication strategies to address four basic issues that stakeholders are usually interested in:

1. What is the nature of the outbreak?
2. What are the symptoms I should be watching for?
3. How is avian influenza spread and how can I prevent avian influenza from spreading?
4. Where can I get more information?

RAPID ASSESSMENT CHECKLIST

<p>Basic Information – Animals</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Where has the outbreak been confirmed? <input type="checkbox"/> How widespread has the outbreak been (numbers of chickens, farms, sectors affected (commercial or informal)? <input type="checkbox"/> What types of animals have been affected (wild birds, chickens, ducks)? <input type="checkbox"/> How have the animals been affected (# ill, # dead)? <input type="checkbox"/> What signs did the affected animals exhibit? <input type="checkbox"/> How does it appear to have been transmitted? <input type="checkbox"/> What does the geographical distribution look like and does it appear to be spreading? If so, in which direction? What are the trends?
<p>Basic Information – Humans</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Have any human cases been reported? <input type="checkbox"/> If so, how many people were affected, where, their ages and genders, how do they appear to have become infected, what is their current status or severity of illness, what were their symptoms, what treatments did they receive, and what was their response to treatment?
<p>Actions</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Who is in charge? Who has the authority to make final decisions on behalf of the government? <input type="checkbox"/> What is being done by various national and local government agencies to address and control the outbreak? Is it adequate (assessment)?

<p>Actions (continued)</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Have any officials visited the site? Are there plans for a site visit – if so, when? <input type="checkbox"/> Have any officials already instructed people on what they can do? If so, what have they told people? <input type="checkbox"/> Have the media reported the outbreak? If so, which media, and what are they saying? <input type="checkbox"/> What organizations are working in the area? How can they be mobilized for information?
<p>Communication Response Capacity</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Who is providing official updates on the situation – Who is the main contact? <input type="checkbox"/> How can I best maintain contact with this person or organization? <input type="checkbox"/> Who is making decisions on what information is being released? <input type="checkbox"/> Who is releasing information? <input type="checkbox"/> What does the media know? Are they covering the story or just learning about it? <input type="checkbox"/> What media reaches that community or region? <input type="checkbox"/> Have any media activities or training taken place in the area on AI response? <input type="checkbox"/> Are private industry/corporations responding? <input type="checkbox"/> How often/when will updates be provided? <input type="checkbox"/> Who is responsible for which tasks/decisions? <input type="checkbox"/> Have any links been established with key community members (e.g. for allaying panic, health education and improved case-detection)? <input type="checkbox"/> Do information materials exist (e.g., PSAs, guides for culling, disposing of dead birds, what a family or health provider should do to protect their family)? Are they in the correct languages and at appropriate literacy levels? How will these materials and information be distributed?

<p>Health Services Response Capacity</p>	<ul style="list-style-type: none"> <input type="checkbox"/> What steps have local health officials taken to organize outbreak response? <input type="checkbox"/> Is there a plan of action, standardized reporting procedures, trained staff? <input type="checkbox"/> Are human and animal health care workers equipped to use personal protective equipment and other materials such as disinfectants and rapid test kits? <input type="checkbox"/> Are there trained vaccinators? Stocks of vaccine? <input type="checkbox"/> Are there treatments available? What are they? <input type="checkbox"/> Do medical, nursing and laboratory personnel need further training on case-detection and safe patient management?
<p>Outstanding Needs and Questions</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Are external resources – WHO, FAO - needed to contain the avian influenza outbreak? <input type="checkbox"/> If so, which resources are still needed (culling equipment, drugs, personal protective equipment, disinfectants, soap, manpower, expert/technical assistance, logistics, funding, communication equipment)? <input type="checkbox"/> How much will this cost? What resources exist (e.g., funding, manpower, equipment)? <input type="checkbox"/> Has assistance been requested from outside organizations or other communities/governments? <input type="checkbox"/> What are the best-case, worst-case and most-likely scenarios? <input type="checkbox"/> Is there any sense for how this outbreak will be resolved? <input type="checkbox"/> Who are potential partners? Does an alliance exist on AI – whether it is active or non-active? <input type="checkbox"/> Who or what organizations can help and whom can you depend on?

APPENDIX D – FIVE INGREDIENTS FOR A SUCCESSFUL INTERVIEW

The media are important during the first days of an outbreak. They are the fastest and sometimes the only way to reach the public and the affected community.

Five ingredients for a successful interaction with the press are as follows.

1. **Have a purpose.** Go into any media interview with a clear message to deliver. If you do not have a clear, concise message (three points or fewer messages) you do not have a reason to do the interview.
2. **Focus on the key messages.** Make no more than three points, whether information or action related. Use simple language at the primary school level.
3. **Stick to what you know.** Do not support or create rumors. Use “I wish” sentences to convey optimism and admit when you do not know. Have senior technical advisors nearby to consult if need be.
4. **Do not go “off the record.”** In a crisis such an outbreak of avian influenza, everything you and your officials say to the media carries high value and therefore has deep implications. This means that the press is listening to everything you say. Choose your words wisely.
5. **Project confidence.** You are the chosen leader; act accordingly.

Interview Traps and Pitfalls

- Get your key message out first, loudly and clearly.
- Do not let a reporter put words in your mouth or lead you into an answer you do not mean.
- Reframe questions that are loaded or leaning.
- Do not assume the reporter’s facts are correct. Say, “I have not heard that.”
- If the reporter leaves a microphone in your face, do not keep speaking if you have already answered the question. Ask, “Do you have another question?”
- Anticipate questions. Use the 77 most common questions and prepare your answers in advance.
- Do not assign blame and do not remove yourself from responsibility. In this situation you are the leader and the authority.
- Avoid saying, “No comment.” All information (except for classified information) should be shared as it becomes known. If you do not know the answer to a question, explain the steps you will take to obtain the answer.
- If you do not have the authority to speak on a particular topic or issue, say so and suggest who might be a better source. Then move on to the next question.

APPENDIX E- GUIDE TO PLANNING A PRESS CONFERENCE

Press conferences take careful preparation to be successful. Decide to call a press conference based on consideration and consultation with your Avian Influenza Communication Task Force. Good reasons to hold a press conference include:

- There is a sudden or surprising outbreak, people are sick and the public is clamoring to know who is in charge and what is going on.
- You have an urgent message or actions to deliver to the public.
- You have promised to update the public on a regular basis.
- You have new news to share.

Press conferences should be held on a regular basis. Keep in mind when you are scheduling a press conference or news briefing the deadlines and news cycles of the media and accommodate them accordingly. Hold a press briefing on a regular basis. Even if you do not have anything new to report, that does not mean that reporters and other stakeholders do not have new questions. You can also hold interviews outside of a group setting (press conference) if local media prefer that option. Make sure that you convey to journalists that this is an option for them if they choose to take advantage of it.

When you decide to have a press conference, you should **pre-determine who will attend to represent your organization, agree upon the subjects to be discussed, and determine who will address the various issues.** Assembling your team of subject-specific experts will be important. However, have other experts on hand – not at the conference but waiting on-site – in case the reporters have questions that these other individuals would need to answer.

In advance, **prepare a press release or news bulletin** to distribute to the media at the event, and also post it promptly on the web if that is an option. When preparing for the press conference or drafting a release or bulletin, be sure to check and re-check names, facts, and contact information. You should have a registration form so that members of the press can sign in. This will help you know where to look for media coverage, as well as provide information you can add to an ongoing database of media contacts.

Prior to the press conference, make sure to check equipment such as microphones, electrical plugs and outlets, and satellite feeds. **If possible, have a “dress rehearsal” to make sure everything is functioning properly and that people know their roles.** Do not go before the media unprepared.

As a communication official you are always on the record – whether in a formal press conference setting or in your office. “Edit yourself” even when talking among staff and friends and families.

APPENDIX F – 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.

		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		✓	✓

Appendix F – Message Points on the Prevention and Control of Avian Influenza

		PRE	OUTBREAK	POST
If you find any dead or sick birds, report them to the authorities immediately.	<ul style="list-style-type: none"> Report instances of sudden death of large numbers of birds immediately to [authority]. 	✓	✓	✓
	<ul style="list-style-type: none"> Report instances of sickness among your poultry immediately to [authority]. 	✓	✓	✓
	<ul style="list-style-type: none"> Report any sick or dead wild birds immediately to [authority]. 	✓	✓	
	<ul style="list-style-type: none"> Protect your community – contacting the authorities immediately will prevent the virus from spreading to other farms in your neighborhood. 		✓	
If you find any dead or sick birds, handle them properly.	<ul style="list-style-type: none"> Do not touch dead or sick birds with bare hands; use gloves (or plastic bags if there are no gloves). 	✓	✓	✓
	<ul style="list-style-type: none"> 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. 		✓	
	<ul style="list-style-type: none"> Dead birds should not be thrown in a river, pond or other body of water. 		✓	
	<ul style="list-style-type: none"> 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.	<ul style="list-style-type: none"> Not all birds that are infected show signs of illness. 	✓	✓	✓
	<ul style="list-style-type: none"> 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 		✓	
	<ul style="list-style-type: none"> 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. 		✓	
	<ul style="list-style-type: none"> After your birds have been culled, follow the authorities' instructions about getting compensation and about disinfecting your farm. 		✓	
If you are involved in culling activities, practice safe and humane culling procedures._	<ul style="list-style-type: none"> Process each lot of birds separately, and clean and disinfect poultry houses between flocks. 		✓	
	<ul style="list-style-type: none"> Thoroughly clean and disinfect equipment and vehicles (including tires and undercarriage) entering and leaving the farm. 		✓	
	<ul style="list-style-type: none"> Practice good biosecurity: use personal protective equipment and disinfectant. 		✓	

Appendix F – Message Points on the Prevention and Control of Avian Influenza

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

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

KEY MESSAGE POINTS (FOR THE GENERAL POPULATION AS WELL AS FARMERS) GROUPED BY TOPIC.

The right-hand columns indicate the suitability of messages points for three phases: pre-outbreak, during an outbreak, and post-outbreak.

		PRE	OUTBREAK	POST
It Is Very Difficult For Humans To Get Avian Flu, But If You Have Signs Of A Serious Respiratory Illness, Get Care.	• If you become sick with a high fever after contact with dead or sick birds, seek immediate treatment.	✓	✓	✓
	• If you suspect that someone has avian influenza, take them to a health care provider immediately.	✓	✓	✓
Avoid Close Contact With Birds.	• Do not touch dead or sick birds with bare hands; use gloves.	✓	✓	✓
	• If poultry have to be kept indoors (for example, during winter in cold climates), keep them in a specific area away from where the family sleeps and eats.	✓	✓	✓
	• Do not let poultry into your house.	✓	✓	✓
	• If possible, do not let children collect eggs and keep them away from birds – including pet birds if they are not kept indoors all the time.	✓	✓	✓
	• Do not let children help with slaughtering or preparing poultry or wild birds.	✓	✓	✓
Take Precautions If You Unintentionally Come Into Contact With Poultry Or Poultry Feces In An Affected Area.	• Wash your hands well with soap and water (or ash if soap is not available) after each contact with wild birds or domestic poultry or bird feces.	✓	✓	✓
	• Remove your shoes outside the house and clean them of all dirt.		✓	
	• If you develop a high temperature, visit a doctor or go to the nearest health care facility immediately.		✓	
Take Precautions In Preparing And Consuming Poultry Meat And Eggs.	• The greatest risk of exposure to avian influenza is through the slaughter and handling of infected poultry. Remember that not all infected birds show signs of illness, so be careful when slaughtering any 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.	✓	✓	✓

Appendix F – Message Points on the Prevention and Control of Avian Influenza

		PRE	OUTBREAK	POST
	<ul style="list-style-type: none"> Ensure that poultry meat and eggs are thoroughly cooked. 	✓	✓	✓
	<ul style="list-style-type: none"> Do not eat eggs or blood unless they are thoroughly cooked. Do not eat runny eggs or meat that is pink. To be safe, egg whites and yellow must be solid. Raw eggs should not be used in foods that will not be cooked. 	✓	✓	✓
	<ul style="list-style-type: none"> 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 and to cook eggs thoroughly. 		✓	✓
	<ul style="list-style-type: none"> The avian influenza virus is not killed by freezing or refrigeration, but cooking (temperatures at or above 70°C in all parts of a food item) will kill the avian influenza virus. 		✓	✓
Practice Overall Good Hygiene.	<ul style="list-style-type: none"> Wash hands with soap and water (or if soap is not available, with ash) before and after handling food. 	✓	✓	✓
	<ul style="list-style-type: none"> Use masks and gloves when handling poultry or other birds. 		✓	
	<ul style="list-style-type: none"> 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. 	-	✓	-
Take Precautions If You Are Visiting Farms Or Other Areas Where Poultry Are Kept.	<ul style="list-style-type: none"> When visiting a farm or entering a yard where poultry is kept, wash hands with soap and water (or ash if soap is not available) and after you leave. 	✓	✓	✓
	<ul style="list-style-type: none"> Brush and disinfect clothing, shoes/sandals, and the wheels of bikes/motorcycles/etc. after leaving the area, especially before going indoors. 	✓	✓	✓
Workers involved in culling operations should protect themselves.	<ul style="list-style-type: none"> Because of the high risk of exposure during the culling process, cullers should wear proper personal protective equipment such as protective clothing, masks, goggles, boots and gloves. 		✓	
	<ul style="list-style-type: none"> Cullers should follow a decontamination procedure when taking off their protective equipment. 		✓	
	<ul style="list-style-type: none"> 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). 		✓	
	<ul style="list-style-type: none"> Individuals exposed to infected poultry or farms should be monitored closely by local health authorities. 		✓	
	<ul style="list-style-type: none"> Thoroughly clean and disinfect equipment and vehicles (including tires and undercarriage) entering and leaving each farm 		✓	
	<ul style="list-style-type: none"> Make sure all equipment used to cull birds is disposed of properly, or disinfected and stored away from other equipment and where children cannot get it. 		✓	

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

KEY MESSAGE POINTS FOR THE GENERAL POPULATION. GROUPED BY TOPIC.

The right-hand columns indicate the suitability of messages for three phases: pre-outbreak, during an outbreak, and post-outbreak.

		PRE	OUTBREAK	POST
Human-to-human transmission of avian influenza is extremely rare but it is possible	• A few instances of human-to-human transmission are suspected; all of them involved close contact with people who had avian influenza.	✓	✓	
	• If you are taking care of someone who has avian influenza or suspected avian influenza, get guidance from a health care provider about how best to protect yourself.		✓	
Know what to do if you think you or someone else has avian influenza	• If you feel sick after contact with someone who has avian influenza, seek immediate treatment.		✓	✓
	• If you suspect that someone has avian influenza, take them to a health care provider immediately.	✓	✓	
	• Until you bring the person to a health care provider, take specific protective actions: wash your hands frequently, wear a mask or cover your mouth and nose with a cloth, have the person who is ill wear a mask or cover their mouth and nose with a cloth (as long as it does not make it harder for them to breathe), and limit the number of people who come within a meter of the sick person to as few as possible.	✓	✓	✓
	• Contact your [INSERT RELEVANT HEALTH ORGANIZATION] for additional guidance.		✓	
Practice good hygiene at home and in public	• Wash your hands often with soap and warm water. If soap is unavailable, use ash.	✓	✓	✓
	• 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.		✓	

APPENDIX G – LIST OF AVIAN INFLUENZA AND CRISIS MANAGEMENT RESOURCES

World Health Organization

http://www.who.int/csr/disease/avian_influenza/en/

Situation updates, reports of confirmed cases, fact sheets. Includes an Influenza Pandemic Handbook for Journalists, Effective Media Communication during Public Health Emergencies, and a 2006 Field Media Guide for Public Health Emergencies.

World Organization for Animal Health (OIE)

http://www.oie.int/eng/AVIAN_INFLUENZA/home.htm

Summary of regulations and surveillance of animal diseases.

Pan American Health Organization

<http://www.paho.org/English//ad/dpc/cd/flu-avi.htm>

Avian influenza resources.

U.N. Food and Agriculture Organization (FAO)

<http://www.fao.org>

Reuters AlertNet

<http://www.alertnet.org/thefacts/reliefresources/sections/BIRDFLU.htm>

News about bird flu, updated frequently.

Sars.com

<http://www.sars.com.sg/birdflu/bfindex.php>

Clearinghouse with searchable database of avian influenza news stories.

Science and Development Network

http://www.scidev.net/ms/bird_flu/

Q and A, news, resources and useful glossary of terms.

U.S. Agency for International Development

<http://www.usaid.gov>

Information on international response to avian influenza.

Pandemic Flu

<http://www.pandemicflu.gov/>

The official U.S. government web site, with planning, response, travel and other information. Includes Pandemic Influenza Planning Checklists for Families, Businesses, and Community

Organizations

U.S. Centers for Disease Control and Prevention

<http://www.cdc.gov/flu/avian/>

Background on infection, transmission, vaccines and more.

U.S. Department of Agriculture (USDA)

<http://www.usda.gov>

Information on animal related control of avian influenza.

National Institutes of Health

<http://www.nlm.nih.gov/medlineplus/birdflu.html>

News updates plus background information.

Center for Infectious Disease Research and Policy

<http://www.cidrap.umn.edu/cidrap/content/influenza/avianflu/index.html>

News links and background from the University of Minnesota.

APPENDIX H – AVIAN INFLUENZA LIVE-READ SCRIPTS

The following templates for broadcast public service announcement scripts can be provided to local radio media as live-reads, or used 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)

There are many easy things that you can do today to protect yourself, your family and your farm against avian influenza. Take the time to separate your chickens from other birds such as ducks and wild birds. Keep all poultry in a fenced area or enclosed building -- away from other animals and wild birds. Do this because other poultry and wild birds can bring the virus that causes avian influenza to your farm. If you bring new poultry onto your farm, keep it separate from your chickens and ducks for at least 14 days. This way you can make sure they are not infected. Keep your yard and the surrounding area clean. Sweep up feces and feathers from the yard every day. Keep your farm equipment, cars and bicycles clean by washing tires. Brush off or remove your shoes or sandals after leaving the farmyard and going indoors. Each of these steps helps to keep you and your poultry 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? There are a few very simple activities you can do to protect yourself and your family. Separate your chickens from ducks and other wild and domestic birds. Keep your poultry in a fenced area or enclosed building to keep other poultry out. Any new poultry you bring home should be separated from your chickens and ducks for at least 14 days. Keep the virus out of your home by sweeping up feces and feathers from the yard every day, and brushing off your shoes after leaving the farmyard and going indoors. Each effort helps to keep you and your poultry 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 and keep new chickens and ducks separated from your flock. 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)

You may have heard reports about poultry dying in other communities, and you are worried that your flock might become infected with the avian influenza virus. Here are things you can do to protect yourself and your family. 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 touch the bird; remove it with a stick or shovel. Cover your face and hands. After you are done, wash your hands with soap and water. 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 protect yourself from the virus and to prevent it from spreading to your other animals and family. To learn more, contact [INSERT ORGANIZATION NAME].

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. Do not touch the bird; remove it with a stick or shovel. Cover your face and hands. After you are finished, wash your hands with soap and water. Contact [INSERT ORGANIZATION NAME] immediately. Stay safe by not preparing sick or dead poultry for eating – it can make you 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. Protect yourself by not touching the bird but removing it with a stick or shovel. Cover your face and hands. After you are finished, wash your hands with soap and water. 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 signs 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 culling your animals in a humane manner is necessary. Remember, avian influenza might 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 is an important message on how to protect yourself and your family from getting avian influenza. Because the flu virus can still be alive in poultry that has died, do not cook or prepare sick or dead poultry for eating. Make sure to thoroughly cook all poultry and eggs before eating them. Do not eat runny eggs, “pink” meat, or uncooked blood. 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 is an important message on preventing avian influenza. Do not cook or prepare sick or dead chickens for eating. Avian influenza is not like other chicken diseases, so chickens are not safe to eat. Whenever you prepare poultry, make sure that the bird was healthy, and cook all poultry and eggs thoroughly before eating them. For more information on how to keep yourself and your family safe, contact [INSERT ORGANIZATION NAME].

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 family are safe from avian influenza. After leaving the farm, you should always wash your hands with soap and water, and brush or disinfect your shoes, sandals and wheels of your bicycle or motorcycle. Do not 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, and brush or disinfect your shoes, sandals and wheels of bicycles or motorcycles before you leave. Do not touch any poultry – some birds such as ducks can be infected and not look sick. Do not let children play with any birds. Most important, do not 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.

Prepared by AED for the USAID Avian Influenza Program



Academy for Educational Development

Connecting People > Creating Change

1825 Connecticut Ave. NW
Washington, DC 20009-5721

Phone: (202) 884-8440

Fax: (202) 884-8400

www.aed.org

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