

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

Rationale

Report unusual sickness/death among poultry, wild birds and other animals immediately to the authorities
Report and seek treatment immediately if you have fever after contact with sick birds

- Rapid response in animal and human cases ensures transmission is minimized by containing at source
- Prevents further transmission

Enabling factors

- 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

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
Burn and/or bury dead birds safely

- Prevents cross-contamination and further transmission

- 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

Wash hands with running water and soap (or ash if soap not available) often, especially after touching birds and before and after food preparation
Clean clothes, footwear, vehicles and cages with soap or disinfectant

- Good hygiene measures prevents cross-contamination

- 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

Handle, prepare and consume poultry safely

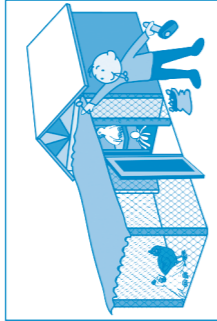
- Greatest risk of exposure is in handling and slaughter of live infected poultry
- No evidence that eating well-cooked meat and poultry products (flesh is no longer pink and eggs are not runny) can lead to infection with H5N1 virus

- 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

1 REPORT



2 SEPARATE



3 WASH



4 COOK



REPORT



SEPARATE



WASH



COOK



WHO/FAO/UNICEF adhoc meeting on behavioural interventions for avian influenza risk reduction

14-16 March 2006, Geneva

Summary and recommendations

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 behaviours 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 behaviours, with indicators to monitor the effectiveness of communication strategies, that contribute to reducing the risk of H5N1 transmission.

Method

The meeting recommended a focussed approach to communication, emphasising the four highest priority behaviours (see figures in panel), as the highest priority key behaviours. These were developed from seven behaviours that had been selected from the range of behaviours previously recommended by FAO and WHO. Selection was based on discussion around the impact and behavioural feasibility. For each of these seven behaviours the outcomes, enabling factors, indicators (including method of data collection) were proposed to guide the development of behavioural 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 behaviour 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 behavioural interventions as more evidence becomes available; and
- behaviour change requires addressing important socio-cultural and economic factors, such as compensation for reporting sick/dead birds at the community level.

Priority Behaviours

- 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/or bury dead birds safely

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.