

CREATE OBJECTIVE 1: REDUCE THE RISK OF ANIMAL-TO-HUMAN TRANSMISSION

PROPOSED ACTION	CURRENT BEHAVIOR	REASONS FOR CURRENT BEHAVIOR	BARRIERS to CHANGE 'Lock'	STRATEGY - 'Key' for CHANGE		
				MOTIVATION Activities and Messages	ADVOCATES	PROPOSED CHANNEL
PROTECT HEALTHY BIRDS - Improve bio-security (e.g. build low cost local chicken housing)	Raise free-ranging birds with poor hygiene	<i>Tradition, custom, low maintenance</i>	More work, (feeding and cleaning required) Cost & availability of feed External ideas	Provide technical assistance and training, materials and start-up costs for feed Local demonstration project to show increased yield and improved productivity Raising chickens this way keeps them healthier and raises your income	MAFF, FAO, District Govt., UNICEF	<i>TA Project, Community meeting, IPC - AHW and civil society organizations & volunteers</i> <i>Radio & TV news, Newspaper articles Radio PSAs, Training VCD, Testimonies from successful adopters! (other villagers)</i>
DON'T TOUCH SICK OR DYING BIRDS - Don't eat - Don't sell - Don't transport	Eat, sell and transport sick and dying birds	<i>Birds often get sick and never pose a threat to people</i> <i>Threat of income loss - sell or eat to minimise loss</i>	Poverty Lack of education Low or no sense of risk	Provide incentives for reporting Educate about the risks - intensive IPC and media campaign Sick and dying birds can cause sickness in people. Protect yourself, protect others.	MAFF, FAO, District Govt. UNICEF, WHO	<i>Posters in strategic places, flyers for IPC</i>
Lock up sick animals away from living areas Report all animal sickness (flu-like symptoms) to the authorities	Continue to live around sick birds Hide animal sickness and deaths	<i>Birds often get sick and never pose a threat to people</i> <i>Fear culling and loss of income</i>	Low or no sense of risk Lack of compensation - devastating to their livelihoods	Sick and dying birds can cause sickness in people. Protect yourself, protect others. COMPENSATE FARMERS! Or give practical incentives The virus is deadly and highly contagious. If you don't report it quickly, it will spread to your friends' and neighbours' farms The virus can also be transmitted to humans. Your family (especially your children) are at risk.	MAFF, FAO, District Govt., UNICEF, WHO Prime Minister, Minister of Agriculture, Country Rep of FAO Celebrity ambassador, Community leaders, Religious Leaders	<i>Radio phone-ins, discussion programmes, IPC - Vets, animal health workers</i> <i>Community meetings</i> <i>Posters and leaflets in strategic places</i>