

CREATE OBJECTIVE 2: REDUCE THE RISK OF ANIMAL-TO-HUMAN TRANSMISSION

PROPOSED ACTION	CURRENT BEHAVIOR	REASONS FOR CURRENT BEHAVIOR	BARRIERS to CHANGE 'Lock'	STRATEGY - 'Key's' for CHANGE		
				MOTIVATION Activities and Messages	ADVOCATES	PROPOSED CHANNEL
<ul style="list-style-type: none"> • Avoid touching poultry, wild birds or their faeces - ESPECIALLY CHILDREN! • Do not eat uncooked or undercooked bird products • Wash hands frequently with soap and water • Separate raw and cooked meats. Do not place raw meat back on the same plate as before it was cooked • All meats and egg yolks, should be cooked at high temperature • Wash eggs before cooking or handling 	<p>Unsafe handling of both live and dead birds</p> <p>Unsafe handling of birds and bird products</p>	<p><i>Lack of knowledge on correct handling</i></p> <p><i>Close living conditions with birds, pigs etc</i></p> <p><i>Lack of understanding of the risks</i></p>	<p>Poverty</p> <p>Lack of space</p> <p>Custom / Tradition/Habit</p> <p>"We love our birds so handle them closely!"</p> <p>"That happens to other people, not to me"</p> <p>Low income so lack of hygienic facilities</p> <p>Previous bird sicknesses (like cholera have not caused sicknesses).</p> <p>"My birds have died but I cannot afford not to prepare and eat them because I'm on a very limited income."</p>	<p>Check with MOH / WHO for messages, but likely to include something like:</p> <p>There is a serious new disease affecting chickens, ducks, geese, pigeons, quail and other wild birds. It can be passed to humans. Some people have died from the disease, so you must follow this important easy-to-follow advice to protect yourself.</p>	<p>Prime Minister, Minister of Agriculture, Country Rep of FAO, Celebrity ambassador, Community leaders, Religious leader</p>	<p><i>Radio spots</i></p> <p><i>TV spots</i></p> <p><i>Newspaper ads</i></p> <p><i>Short public information films (that can be repeated frequently)</i></p> <p><i>Posters and leaflets in strategic locations</i></p> <p><i>IPC with Veterinarians, health workers and village animal health volunteers</i></p>