

REVIEW AND DISCUSSION DRAFT

INTEGRATED COMMUNICATION STRATEGY
FOR
PREVENTION AND CONTAINMENT
OF
AVIAN INFLUENZA IN KENYA

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ACRONYMS

BCC	Behaviour Change Communication
CBO	Community Based Organization
CHW	Community Health Worker
DC	District Commissioner
DVC	Department of Veterinary Sciences
FAO	Food and Agricultural Organization of the United Nations
FBO	Faith Based Organization
FM	Frequency Modulation
HPAI	Highly Pathogenic Avian Influenza
IA	Avian Influenza
IEC	Information, Education, Communication
NGO	Non-governmental Organization
PC	Provincial Commissioner
TV	Television
WHO	World Health Organization

EXECUTIVE SUMMARY

The Avian influenza or bird flu is a contagious disease caused by Influenza A viruses that normally infect only birds and, less commonly, some animals such as pigs, and even more rarely, human beings. In 2003, the first case of the disease was identified in a human being in Asia, and since then, human cases of the disease have been identified in Europe, the Middle East and Africa, with outbreaks reported in Nigeria, Egypt, Niger, Cameroon, Djibouti and Southern Sudan. Although human-to-human infection remains limited and cases have been few, human flu viruses have been known to spread rapidly among people, and it is feared that the H5N1 virus that is currently infecting human beings could acquire the ability to spread easily and cause widespread mortality among all ages before humans acquire immunity against it.

No case of Avian Influenza has been detected in Kenya in birds, animals or human beings so far, however, the country has been categorized as high risk for the disease. Kenya lies in the path of migratory birds crossing north to south, has a high population density, has a high population of wild birds, and has a large population of backyard domestic poultry which mix freely among the different species, with wild birds and with people. Replacement chickens for the country's breeding farms come from other countries and bio-security standards are low and surveillance for avian diseases is inadequate across the country.

The high risk of infection makes it imperative that the country, like others worldwide, takes steps to keep the country free of the disease and contain it should it occur.

In 2005, the Government of the Republic of Kenya established the National Avian Influenza Taskforce to develop avian influenza preparedness strategies. The taskforce developed the National Action Plan for the Prevention and Control of Avian Influenza which calls for educating the population on how to protect itself against avian influenza and promote behaviours and practices which can prevent occurrence of the disease in the country and contain it if it occurred. This strategy has been developed by the AI IEC Subcommittee to meet this goal. The Integrated Communication Strategy for Prevention and Containment of Avian Influenza divides the strategies into three parts: communication strategies during the pre-outbreak phase, during an outbreak in animals and during an outbreak in human beings.

During the pre-outbreak phase, communication efforts will seek to increase AI risk perception, provide information on how people can prevent disease incursion into the country, protect themselves and their poultry from the disease, promote practice of prevention behaviours and strengthen the infrastructure for planning and implementing effective communication interventions. During an outbreak in animals, the communication goal will be to inform the population about the outbreak, appeal for calm, provide factual information, create and maintain public confidence in the capacity of the government and the international system to contain the disease and promote government recommended containment measures and support compliance with those measures. And in event of a disease outbreak in human beings, the communication goal will be to provide the best information available in a timely manner, update the information

frequently, promote few key behaviours, identify and address factors that hinder compliance, respond to emerging questions and information needs and prepare for longer term interventions should immediate containment measures not succeed.

The communication pace will grow faster and more urgent as the communication campaign progresses from the pre-outbreak phase to disease outbreak in human beings. Starting with broader educational approaches during the pre-outbreak phase, communication activities will focus on the farming and poultry business communities during an outbreak in animals and promote fewer, high yield practices and behaviours as the disease threatens to cross the species barrier to human beings.

The key specific strategies recommended in this document include the following:

- Implement a media campaign and sustain messages in the media
- Intensify BCC activities on poultry farms
- Intensify BCC activities among people in the poultry trade
- Carry out education activities among health staff
- Carry out education activities among veterinary and livestock extension workers
- Initiate and institutionalize BCC activities in the community
- Disseminate messages in schools and strengthen linkages between schools and the community
- Promote AI education in work places
- Mobilize and maintain partner participation and collaboration
- Build capacity for planning and implementing effective BCC interventions
- Strengthen communication monitoring, reporting and utilization of information to facilitate development of effective communication interventions
- Develop, pretest, finalize and make available BCC materials for use with various audiences

Implementing communication interventions designed to prevent and contain AI is a major and expensive undertaking. This strategy document calls for mobilizing of expertise and other resources that partner agencies can make available to ensure adequate support and funding to ensure successful implementation.

SECTION ONE
BACKGROUND

1.1 BACKGROUND

Avian influenza, or "bird flu", is a contagious disease caused by Influenza A viruses that normally infect only birds and, less commonly some mammals such as pigs. Avian influenza viruses can be highly species-specific, but have, on occasion, crossed the species barrier to infect humans and other mammals. The currently circulating H5N1 viruses represent a previously unrecognized type of avian influenza that is causing fatal infections in wild birds, domestic poultry, mammals like cats, and, occasionally, humans on a broad geographical scale.

Infected birds shed influenza viruses in their saliva, nasal secretions, and faeces. Susceptible birds become infected when they have contact with contaminated secretions, excretions or surfaces contaminated with secretions and excretions from infected birds. Domesticated birds may become infected with the avian influenza virus through direct contact with infected waterfowl and other infected poultry, or through contact with surfaces (such as dirt or cages) or materials (such as water or feed) that have been contaminated with the virus. In turn, human beings may acquire infection through the oral route from infected poultry or surfaces and objects contaminated by the droppings of infected birds.

So far, the majority of cases of human infection have been linked to close contact with infected domestic birds, especially in situations where households rear poultry, which roam freely, entering households or sharing outdoor areas with human beings and in areas where children play. This exposes children and adults alike to a big risk of infection. Additional risk occurs during slaughter of poultry at home especially during the processes of butchering, de-feathering and preparing poultry for cooking. Human infection can also occur during consumption of inadequately cooked poultry and poultry products, including consumption of inadequately cooked eggs from an infected bird.

Since the first case of the H5N1 virus was identified in Asia in 2003, it has spread across Asia, to Europe and the Middle East, and now to Africa, with outbreaks reported in Nigeria, Egypt, Niger, Cameroon, Djibouti and Southern Sudan. In Africa, about 15 people have died from the disease. Although human-to-human infection remains limited and cases have been few, human flu viruses have been known to spread rapidly among people, and it is feared that the H5N1 virus could acquire the ability to spread easily and cause widespread mortality among all ages before humans acquire immunity against it.

In view of this possibility, countries are working ahead to develop and implement interventions that can prevent the occurrence of human infection and put in place strategies that can be implemented at short notice in the event of an outbreak.

Stages of Avian Influenza outbreak

WHO says that an Avian Flu attack occurs in 6 phases as indicated in the table below:

Inter-pandemic period	Phase 1	No new influenza virus detected in humans. If a new influenza virus presents in animals, the risk of human infection is considered to be low
	Phase 2	No human infections, but a circulating animal influenza virus poses a risk to humans
Pandemic alert period	Phase 3	<i>Human infection(s) with a new virus, but no (or very infrequent) human-to-human spread.</i>
	Phase 4	Small human-to-human cluster(s) - less than 25 people, lasting less than 2 weeks, highly localized – virus is not well adapted to humans
	Phase 5	Larger human-to-human cluster(s) - between 25-50 people, lasting from 2-4 weeks, still localized but virus increasingly better adapted to humans

Phase 1 is the pre-epizootic phase. During this phase, a country is free of human Avian Influenza and efforts focus on preventing further animal infection through good hygiene practices and banning importation of poultry and poultry products from infected countries. Phase 2 is the epizootic phase marked by identification of circulating animal influenza. During this phase, efforts move to controlling infection, eliminating and preventing the spread of the disease through sanitary control measures, including putting birds in confinement, quarantine, disinfection or culling. Communication messages should at this point provide education on bio-security practices in poultry production practices and facilitate early recognition and reporting of any signs of the disease to facilitate quick control actions by the veterinary and other authorities. Phases 3 to 5 represent periods of a mild outbreak, leading to significant human-to-human infection in Phase 6.

1.2 SITUATION ANALYSIS

While the H5N1 highly pathogenic avian influenza virus has not been reported in Kenya, the advance warning that it can occur gives Kenya an opportunity to keep the virus at bay and prepare to confront and limit the spread of the disease should it occur. Kenya has been categorized as a high risk country for an avian influenza outbreak because it lies in the path of migratory birds crossing north to south, has a high population density, has a high population of wild birds (among them birds which inhabit the wetlands), has a large population of backyard domestic poultry which mix freely with wild birds and has its replacement chicken for the country's breeding farms being imported from other countries. In addition, Kenya has extensive travel and trade relations with many countries globally, with visitors coming in from all over the world, including countries that have had cases of avian influenza.

In addition to the many visitors that the country receives, Kenya is particularly vulnerable to an avian influenza attack because of the large numbers of families (80%) keeping poultry in and around their homes. Kenya has a poultry population of 30 million, 80% of them indigenous chicken under backyard production. 19% of the poultry are commercially reared broilers and layers, while other birds, including ducks, turkeys, and geese make up 1% of the poultry population. On average, every rural Kenyan household has 2-3 backyard chickens mainly kept for household consumption, income generation and to cater for visitors or other social occasions.

A nation epidemiological surveillance system has been developed in the Department of Veterinary Sciences (DVS) to conduct both passive and active surveillance of livestock diseases, including AI. The DVS AI surveillance programme has put in place an early detection and rapid response system for reporting and responding to suspicious cases. However, the system may be compromised due to inadequate funding.

In the past, people have not been required to report poultry deaths and have generally taken such deaths as routine occurrences that should not attract much attention. People either leave the dead birds where they have died or dispose of them in rivers or garbage dumps. The fact that people do not regard dead birds as a source of potential danger and do not report such deaths to the authorities puts the population at an additional risk of infection.

Each year, large numbers of birds migrate to Kenya from countries already infected by H5N1 and could carry the disease. The Ministry of Livestock Development, with the help of Kenya Wildlife Services, has been carrying out routine testing on birds found dead and random tests on all birds. The country's Central Veterinary Laboratories at Kabete now have the capacity to diagnose H5N1 and have tested 572 samples from wild and domestic birds and all have tested negative for H5N1 – a good sigh for now – but steps now need to be taken to keep the country free of the disease. To keep the country free of the disease and control it if it occurred, it is prudent to educate the population at large, and poultry producers in particular, on how to improve hygiene and bio-security practices.

1.2.1 National response

The Government of the Republic of Kenya has developed a comprehensive National Action Plan for the prevention and control of avian influenza. The plan calls for educating the population on how to protect themselves against avian influenza. To this end, the IEC Sub-committee of the National Taskforce has developed the communication component of the plan which calls for the development and implementation of a comprehensive behaviour change communication (BCC) strategy to prevent the disease and contain it should it occur. While the pre-outbreak component of the strategy will be implemented immediately, the containment strategy will be implemented when an outbreak occurs.

1.2.2 Research conducted

A number of studies have been conducted in Kenya to assess the bio-security status of the country, and knowledge, attitudes and behaviours relating to AI prevention and containment. The purpose was to gather information to guide development of the relevant interventions. Studies conducted include the following:

Consumer perception study

The Avian Flu Consumer Perception Study conducted in 2006 by Consume Insight on behalf of Kenchic among lower middle class residents of Nairobi found that almost 60% of the respondents had heard about bird flu, and television was their main source of information (84%). Many believed that the disease could be transmitted from poultry to human beings and agreed with the statement that “the disease is in Africa and could shortly be in Kenya”. However, 16% did not see AI as a threat to Kenya, while another 16% had stopped eating chicken because of the threat. 47% of those who knew about the disease continued to eat chicken cautiously as they watched developments and 11% planned to continue eating chicken so long as no case had been reported in Kenya.

On perceptions about interventions, the study found that 71% believed that government was addressing AI concerns adequately because it had taken steps to create awareness about the disease in the media, and 34% believed that government was responding quickly to suspected cases. Although aware of AI, almost all respondents (93%) wanted to have more information to help them make decisions. This included information on health risks, how the disease is transmitted and how widely it has spread.

The most trusted sources of AI information included statements from the Ministry of Health (48%), WHO (26%), Ministry of Livestock (11%), Poultry Association of Kenya (10%), Kenya Bureau of Standards (5%) and the Muslim Council of Kenya (1%). The majority would like to have information any time there is a new development (46%) or on a weekly basis (46%).

A qualitative survey of medium sized and fast food restaurants found that this category of restaurants sourced their chicken and chicken products from well established suppliers who have certificates of quality from industry regulators (HACCP and ISO). They also preferred supplies that were efficient, provided quality meat and maintained high hygiene standards. Food outlets which offered chicken on their menus provided the following information:

- During the initial AI scare, chicken consumption dropped, but was now rising steadily
- Chicken consumers do not have enough information about AI
- Chicken suppliers should be involved in educating customers, such as food outlet owners and other people about AI, but are not doing so
- The following should be involved in educating people about AI: the Ministry of Livestock, meat processors and suppliers, and food outlet operators

- To convince customers to eat chicken, food outlets were telling customers about the sources of their chicken to assure them that the sources were reputable and handled chicken according to government requirements.

The report concludes that the Kenya Poultry Breeders Association should be at the forefront of any education on AI and TV should be used extensively to reach the population with access to TV.

Poultry industry and bio-security assessment

The study titled Early Detection, Prevention and Control of Avian Influenza in Kenya: A Review of Poultry Industry and Bio-security Status in Kenya was conducted by the DVS/FAO Project late in 2007 to assess the country's current bio-security status and the major constraints to improving hygiene standards in farms and the marketing chain. The study was conducted in four districts (Makueni, Kilifi, Busia and Bomet) and the peri-urban areas of Nairobi (Ngong, Ruiru, Uthiru and Wangige). Field work was conducted in four farm categories: large integrated poultry farms (Sector One farms), medium sized integrated farms (Sector Two), small poultry farming units within mixed farming systems averaging 0.25-2 acres (Sector Three) and among indigenous free range poultry keeping households with an average of 10 birds per household (Sector Four farms). It also included four hatcheries.

The study found that all the farms and hatcheries had problems with safe disposal of poultry droppings. Sector Four farms tend to see poultry droppings merely as dirt. At the end of the cycle, all sectors use or sell raw litter as fertilizer, a practice that can lead to the spread of diseases. In addition, big farms sell spent birds on the open market, when the more bio-security friendly practice would be to slaughter on the farm under hygienic conditions and sell the meat. Hatcheries were found to sell reject chicks to traders for re-sell on the open market, another factor that could lead to diseases.

Sector Three and Four producers were found to face many more additional challenges.

Sector Three farms

These farms:

- Tend to sell un-inspected meat
- Sell raw poultry litter as fertilizer
- Feed raw litter to dairy animals
- Have poor slaughter waste disposal facilities
- Keep free range birds of different species alongside confined birds
- Poultry attendants rarely use protective clothing
- Feed pigs and dogs on raw offal

Sector Four farms

On these farms:

- Poultry is sheltered in the same houses with people
- Farmers either do not vaccinate their chicken with HPAI differentials such as NCD or vaccinate them irregularly
- Farmers transport live birds without protection equipment
- Different species and ages of birds are reared together, interacting freely among themselves and with wild birds

Formative assessment

This was a qualitative study conducted in low income parts of Nairobi, an urban setting, and Busia, a predominantly rural district on the Kenya-Uganda border. The study (Blum, 2008) found a very close affinity between human beings and poultry. Poultry, especially chicken, played a very important role in the lives of the people in the study areas. Many households in the sampled areas of Nairobi and virtually all households in Busia kept some poultry. They kept predominantly chicken, with rural households also keeping other kinds of poultry, such as pigeons, ducks, turkeys and geese and animals such as cattle, sheep, goats, pigs, dogs and cats.

Chicken raising is an integral part of the culture of many Kenyan communities. Virtually all respondents interviewed in Busia said that it was unthinkable to have a home without chicken. Chicken serve important social, cultural and economic functions in the home. They provide food, cater for visitors, are consumed during ceremonies such as weddings and funerals, provide social and economic security and are sold to raise money for family needs.

Most of the poultry are free range. In many households, chicken are reared in the same houses where people live and sleep; there is constant contact between people and poultry; children play with the birds; birds deposit droppings in the house and compound; people clean up the droppings and throw them away or use them as fertilizers without using protective clothing or disinfectants, and the chicken roam about mixing freely with other animals and wild birds.

Knowledge, attitudes and practices

In spite of the close relationship that exists between people and poultry in Kenya, most people interviewed (Blum, 2008) were unaware that close contact with poultry could lead to infection with avian influenza. Many believed that bird diseases could not affect human beings and most of them, including people in the poultry marketing chain – poultry farmers, vendors, transporters, market managers and chicken slaughterers and butchers – carried out their work without taking any special steps to protect themselves against infection. They did not maintain high standards of hygiene, wear aprons and gloves or wash hands with water and soap frequently.

Veterinary officers were found not to inspect and advise dealers at poultry markets on hygiene and how they could protect themselves against diseases as frequently as they should. Households were unaware of the precautions they could take to protect themselves against infection in the processes of slaughtering, cutting up and cooking chicken for consumption. And health workers did not have the knowledge they needed to educate the people they served. Out of the seven doctors and nurses interviewed, only three could correctly name the signs and symptoms of avian influenza, and few mentioned without prompting that the disease could be transmitted from poultry to human beings. All of them were unclear whether avian influenza was a reportable disease and said that if reporting was required, they would need to be trained on signs and symptoms to be able to report.

On the positive side, virtually all the people interviewed could tell when a chicken is sick and understood the need to separate sick from healthy chicken. However, space limitations do not allow sick birds to be kept far enough from healthy ones to achieve the needed protection. And during an outbreak, some farmers who keep free range poultry made an effort lock them up, an indication that they understood the protective value of separating healthy from sick birds. Other positive findings from the formative research include the following:

- Some families keep chicken in their own enclosures, away from human living areas
- Some households attempt to keep different bird species separately
- Eggs are typically boiled until the yolk is hard and omelets are heated until they are well cooked and brown. Eggs are boiled for at least 15 minutes or until the shell cracks
- Chicken meat is typically cooked long enough until it is well done and without traces of blood
- Undercooked pink or red chicken meat is not consumed generally because of the belief that it can cause a stomach upset, worms or diarrhoea.
- Many families use soap although other families cannot afford to buy soap regularly
- Some families are in the habit of washing utensils in hot water

Although some people continue to eat sick poultry or poultry which has died on its own, many do not. Islam advises its followers not to eat animals which die on their own – that way, it reinforces this practice. Many of the people interviewed said that they do not slaughter or eat sick poultry either. Children seem to have been advised by their parents not to eat birds or animals which have died on their own. However, the message of not eating sick or dead poultry still needs to be reinforced as some respondents said that they knew of people who ate chicken found dead. Respondents, especially in Busia, sold off or slaughtered and ate sick poultry to cut down on their losses.

Sources of information

Respondents got information about bird flu from the following sources: radio, TV, friends, newspapers, health centre staff, community health workers, posters and people who broadcast messages through public address systems in urban areas. Nairobi

respondents listed the following as their preferred sources of information: community health workers who visit estates and health workers at clinics and pharmacies. Nairobi children prefer to receive messages from their teachers, parents and TV.

1.2.2 SWOT analysis

The table below summarizes the strengths, weaknesses, opportunities and threats in the Kenya country situation.

STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
<p>The country is AI free</p> <p>Government is proactive and has initiated AI preparatory work</p> <p>International development agencies supportive activities to prepare the country</p> <p>The infrastructure for planning and implementing AI activities is in place, including the following:</p> <ul style="list-style-type: none"> -An AI Taskforce -The IEC Sub-committee of the Taskforce -National Action Plan is in place -Draft BCC Strategy for AI <p>The country has a well developed infrastructure that can carry out AI IEC/BCC, including the following:</p> <ul style="list-style-type: none"> -Media -Provincial administration -Animal health, livestock and agriculture networks -Human health networks -NGOs, CBOs, FBOs, -Schools 	<p>Kenya is high risk AI country</p> <ul style="list-style-type: none"> -On path of migratory birds -Visitors coming in from many countries, including those which have reported AI -Many free range poultry (30 million) -Poultry mix freely among themselves and with wild birds -Country imports poultry breeding stocks -High wild bird population -High population density <p>-Few people and organizations know enough about AI to get involved</p>	<p>The country has time to prepare, and act to stay free of AI, and contain the disease if it occurred</p>	<p>Culture, past and current practices may stand in the way of acting to prevent occurrence of AI and its containment: These include the following:</p> <p>Closeness with poultry, living in the same house with the birds, with many opportunities for close contact</p> <p>Inadequate hygiene practices</p> <p>Tendency to regard fever, colds and cough (some of the signs of AI) as trivial and not enough reason to seek help at a health facility</p> <p>Inadequate bio-security practices on farms and in the poultry trade</p> <p>Other practices such as</p> <ul style="list-style-type: none"> -Eating sick poultry or poultry and wild birds that have died on their own -Non reporting of bird diseases and deaths

The factors summarized in the table are discussed in greater detail under behaviour and practice analysis below.

1.3 BEHAVIOURS AND PRACTICES TO PROMOTE

In view of the findings above, AI communication will focus on promoting the following behaviours:

- I. Practice good hygiene to protect yourself from bird flu.
 - Avoid close contact with poultry and wild birds
 - Wash hands with soap and water after contact with poultry, poultry products and wild birds.
 - Wash hands with soap and water after slaughtering, de-feathering and preparing poultry meat for cooking
 - Use clean knives, utensils and surfaces to slaughter and prepare poultry for cooking
 - Wash items and containers used to prepare poultry thoroughly with soap and water or disinfectant

- II. Use safe farm management practices to keep your poultry free of disease
 - Separate new birds from your flock for at least two weeks to observe before mixing them with others
 - Avoid importing poultry that is not inspected by veterinary authorities and certified to be free of disease
 - Disinfect shoes, wheels of vehicles and bicycles after visiting farms or poultry markets
 - Place wheel/foot dip with disinfectant at the entrance of the farm and every poultry house
 - Do not rear different species of birds in the same poultry house
 - Handle bird droppings and composite manure safely
 - Avoid sharing poultry farm equipment with neighbours
 - Bury or burn to ashes dead birds and leftover poultry parts
 - Store poultry feeds safely to avoid contamination
 - Discourage visitors from coming to your farming unit and entering poultry houses

- III. Handle poultry safely throughout the market chain
 - Wear protective clothing when handling poultry
 - Transport poultry in cages away from passenger cabins
 - Keep a record of the source of birds
 - Do not mix different bird species
 - Wash hands with water and soap or disinfectant after handling poultry
 - Wash and disinfect the vehicle and equipment after transporting poultry
 - Report poultry deaths which occur during transportation and selling
 - Dispose of dead poultry by burying or burning
 - Ensure that all meat poultry is inspected and stamped after slaughter

- IV. Rear poultry in their own house or cage, separate from human living houses.
 - Keep children away from poultry and from handling eggs

- V. Seek immediate treatment at a health facility if you have a fever after contact with sick or dead poultry or wild birds
Take the family member who feels sick after contact with poultry to the health facility for treatment immediately

- VI. Prepare and consume poultry and poultry products safely
Bury or burn to ashes dead birds and leftover poultry parts
Avoid mixing raw poultry meat and products with other foods
Cook poultry and poultry products thoroughly
Do not consume sick or dead poultry or wild birds

- VII. Report sick and dead poultry and wild birds to veterinary authorities or any government officer immediately
Train children to report sick or dead poultry or birds to an adult immediately

- VIII. Disseminate AI messages widely and encourage people to practice behaviours that can prevent and contain the disease.

- IX. Establish in your organization/group/neighbourhood capacity to plan and implement rapid interventions to prevent AI and contain its spread in the event of an outbreak

1.4 ANALYSIS OF BEHAVIOURS AND PRACTICES

Behaviour and practice Analysis		
Behaviour to promote	Factors hindering development of the behaviour and practices	Factors that can promote the behaviours and practices
Practice good hygiene to protect yourself from bird flu	<p><u>Hygiene</u>: People not informed why they should wash hands frequently; no culture of frequent hand washing; to save water often obtained from far off sources; no money to buy soap; traditionally, many people wash in one basin rather than under running water; Many people wash hands without soap, especially before they eat</p> <p><u>Close contact with poultry</u>: People are attached to poultry and see them as important members of the household; believe that bird diseases cannot affect humans</p>	People know that hands can get dirty even if they do not look dirty, so many wash hands at least before they eat (although most do so without using soap)
Use safe farm practices to keep your poultry free of disease	<p><u>General</u>: Lack/limited information on good practices</p> <p><u>Mixing poultry</u>: people do not know the danger of mixing; import poultry & products from other countries because they are cheaper; mix poultry because they have always been mixed traditionally; get free poultry gifts; borrow cocks to improve their breeds;</p> <p><u>Non-use of protective clothing</u>: Lack of information; protective clothing an extra cost; tradition – people have always handled poultry without protective clothing</p> <p><u>Eating sick or dead birds/selling of sick birds</u>: Lack of information on the dangers; poverty; to cut down on their losses</p> <p><u>Dumping dead birds</u>: Lack of information on the dangers; fear that the birds may have been used in sacrifices</p>	Some farms and households make an attempt to keep different birds separately; some households keep poultry in their own place, away from living quarters; some households make an attempt to keep sick poultry separate from healthy poultry – they understand the preventive importance of separating them; many people do not eat or sell sick poultry; commercial producers do not import poultry from countries that have AI; commercial poultry farmers use foot baths and on many of the farmers, workers use protective clothing
Handle poultry safely throughout the market chain	<p><u>Hygiene</u>: Poultry traders and processors do not observe the needed hygiene or use protective clothing because they do not believe there is a danger of contracting diseases from chicken; protective clothing are expensive; vet/health authorities do not enforce hygiene and use of protective clothing effectively</p> <p><u>Transporting poultry</u>: People have a need to transport poultry to meet their food and ceremonial needs; people have always transported poultry from place to place without any limitations; they have always transported a chicken or two in the passenger cabin without any complaints;</p>	Many traders are already using cages to transport poultry on vehicle racks rather than in passenger cabins; a few traders and people working in the poultry markets use protective clothing.

Behaviour to promote	Factors hindering development of the behaviours and practices	Factors that can promote the behaviours and practices
Keep poultry in their own house or cage, away from human living areas.	People have always kept free range birds and interacted with them freely "without a problem"; belief that bird disease cannot affect humans; lack of extra space to keep birds; lack of funds to build cages or poultry houses; fear that if birds are kept on their own, they will be stolen.	A few households keep poultry in cages or their own houses
Seek immediate treatment at a h/facility if you have a fever after contact with sick or dead poultry or wild bird	People consider fever, coughs and flu as minor diseases that people should not worry about; they have over the years treated them with a variety of traditional and off-the-counter medicines	Health facilities seen to be giving good treatment: when traditional and off-the-counter drugs fail, people go to the health facility for treatment. This shows that health facilities are rated higher than traditional and off the counter medicines
If bird flu is confirmed in an area, avoid going to gatherings: if sick with flu, stay at home, avoid shaking hands. Minimize close contact with other people	Lack of information why these measures should be applied; people feel they have to move out to look for food; have no people to send out to carry out activities on their behalf: it is culturally impolite not to go out and meet friends: it is culturally impolite not to shake hands	People would normally stay home when the disease gets worse
Cover your mouth when coughing	Traditionally, many people do not cover the mouth; Cannot afford handkerchiefs	Some people already cover the mouth when coughing
Prepare and consume poultry and poultry products safely	Lack of information about the dangers of handling poultry without taking adequate hygiene measures, improper disposal of poultry leftovers and inadequate cooking; tendency to handle poultry the same way the community has always done; water difficult to get; <u>poverty</u> makes it difficult to get soap	Most families cook chicken meat until well done and without traces of blood; Eggs typically boiled until the yolk is hard and omelets are cooked until they are well cooked and brown, or boiled for at least 15 minutes or until the shell cracks
Report sick and dead poultry and wild birds to veterinary authorities immediately	The death of a bird is seen as a minor event of no consequence; people do not believe that bird disease can infect humans; they do not know that they are required to report bird illnesses or deaths; believe that officials would only laugh and take no action on the reports	People have an attachment to their birds. They fear that when their birds die they will lose both food and income. They could report if reporting could elicit actions that could protect their birds from diseases
Comply with government measures, such as quarantine and culling	<u>Culling</u> : People are attached to their birds and would not like to see them killed, especially if not sick; belief that the best way to handle sick birds is to separate and treat, not to kill, many would not allow their birds to be killed even with compensation; many believe they would not get just compensation because of corruption <u>Quarantine</u> : Would be difficult because of the free movement of chicken people have always enjoyed: so many people moving chicken that it would be difficult to enforce a quarantine	Some respondents said they would accept just compensation to let their chicken be culled

Behaviour to promote	Factors hindering development of the behaviour and practices	Factors that can promote the behaviours and practices
Disseminate AI messages widely and encourage people to practice behaviours that can prevent and contain the disease.	Many of the individuals and organizations expected to participate in disseminating or promoting dissemination of AI messages, including the media, do not know enough about AI to participate in message dissemination; they do not know the role they could play; do not know how they could link up with the AI message dissemination programme	Individuals and organizations expected to participate have established constituencies, are respected, have a track record of facilitating educational activities and many are willing to be involved.
Establish capacity in your organization/group/ neighbourhood to plan and implement rapid interventions to prevent AI and contain its spread in the event of an outbreak	Managers do not have information about AI; do not acknowledge the looming danger; do not know the role they could play; have not been invited to establish such capacity; do not know where to find technical support for the educational programmes	Many of the organizations already have representation in the National Taskforce and IEC Sub-committee

1.5 COMMUNICATION GOALS AND OBJECTIVES

Goals

The first goal of this communication strategy is to promote the practice of behaviours that can prevent introduction of Avian Influenza in Kenya and minimize the spread of the disease in the event of an outbreak. The second is to develop infrastructure to reinforce and maintain the nation's state of preparedness to plan and implement effective AI prevention and containment communication interventions.

Overall objectives

Communication objectives are to:

- a. Reach 70% of the population with AI prevention messages by the end of 2009
- b. Increase the proportion of people who believe that there is a risk of bird flu entering Kenya
- c. Increase the proportion of population who believe that bird flu can be prevented and contained if individuals practise appropriate recommended behaviours.
- d. Increase the proportion of the population who believe that bird flu can be transmitted from poultry to human beings

- e. Improve farm, market and household hygiene and other practices which can prevent entry of bird flu into the country and contain the disease if it occurred
- f. Increase reporting of sick and dead poultry and wild birds to veterinary authorities
- g. Increase the number of media houses, NGOs, CBOs, FBOs, leaders, CHWs and children involved in disseminating AI prevention messages
- h. Increase the number of organizations and neighbourhoods with AI education programmes

A baseline KAP study will be conducted ahead of implementation of this strategy and the findings used to facilitate development of quantified communication objectives.

1.6 TARGET AUDIENCES

Primary audiences

Producers, traders and processors

- Backyard poultry keepers
- Commercial poultry producers and hatchery owners
- Poultry farm and hatchery workers
- Poultry brokers, transporters, traders and operators
- Poultry market managers and Workers
- Slaughter house operators

Consumers

- General public
- Families/households
- Hoteliers

Secondary Audiences

Educators

- Animal health extension workers
- Livestock extension workers
- Agricultural extension workers
- Facility based health workers
- Community Health workers
- Teachers
- Journalists

Gatekeepers & process facilitators

National: Managers/decision makers/focal persons from key partner ministries and stakeholder organizations; key senior doctors; managers/decision makers from key NGOs/CBOs/FBOs; corporate managers; media managers, poultry associations

Provincial/district: PC/DCs; Heads of key government departments; managers of NGOs/CBOs/FBOs, corporate managers and influential business people, poultry associations .

Local: Chiefs, assistant chiefs, headmen, leaders (community, church, poultry associations)

SECTION TWO

MESSAGES

2. MESSAGES

Research has shown that people are more likely to comprehend, internalize and act upon messages if the messages are few, clear, call for specific action and are repeated to increase exposure. An effort will, therefore, be made to disseminate few messages appropriate to audiences and situations. This section consolidates the messages to be disseminated in AI communication in four themes: hygiene, separate, report and seek treatment.

2.1 HYGIENE

Handling poultry

Wash hands with soap after touching poultry, slaughtering and preparing poultry for cooking

Change your clothes after handling poultry, feeding poultry, cleaning the poultry house or handling poultry droppings

During illness

Cover your mouth when coughing and sneezing

Wash hands after coughing and sneezing

Slaughter and consumption of poultry

Slaughter and prepare poultry in a clean place. Use clean knives and utensils.

Wash utensils and the surfaces used to prepare poultry thoroughly with soap and water

Cook poultry products thoroughly until poultry meat turns brown in colour and there is no trace of blood

Avoid mixing raw chicken meat with cooked food

Cook eggs thoroughly to kill all germs

Do not eat sick poultry or poultry which has died on its own

Burn or bury dead birds, feathers and left over poultry parts

On the farm/household

Wear protective clothing when handling poultry

Place wheel dips at the entrance to your poultry farm and use foot dips at the entrance of every poultry house

Clean tyres, bikes, shoes when coming on a poultry farm and after visiting a poultry farm

Handle and dispose of poultry droppings/manure safely

Clean poultry houses daily

Clean and disinfect all equipment used in caring for chicken before and after use

Discourage people from visiting poultry houses

Poultry trade/farm

Keep poultry markets clean

Slaughter poultry in designated places

Keep poultry slaughter places clean and free of poultry blood, droppings and leftovers

Clean vehicles and cages which have transported poultry

Hotels and eating houses

Buy inspected meat only

Ensure that poultry is inspected and stamped after slaughter

Use licensed meat carriers.

Observe hygiene during handling, slaughter, packing and transportation to premises.

Cook poultry and eggs meat thoroughly

2.2 SEPARATE

Keep poultry in their own cages or houses, away from human living areas. Do not let poultry in the house

Avoid close contact with poultry

Advise children to keep away from/not to play with poultry

Separate poultry of different species

Keep new birds for 2 weeks before mixing them. If they are sick, treat them until they are cured before you mix them with the others

Transport poultry in dedicated transport of their own or in their own cages and not in the passenger cabin

Obtain a certificate before you transport poultry

Keep records where you source your poultry

Transport poultry in their own cages, not in the passenger cabin

Cooperate with veterinary authorities during culling and disposal of poultry

2.3 REPORT

Report sickness or death of poultry, wild birds and animals to the authorities (chief, headman, adult, teacher or any government official)

Report or take sick people to a health facility

2.4 SEEK TREATMENT

Seek treatment at a health facility immediately if you have a fever after contact with a sick bird

Ensure that people who care for poultry undergo a medical examination regularly

Ensure food handlers are medically certified regularly

Isolate sick people from other family members. Only one person in the family should serve the sick person

Avoid gathering in an area where bird flu has been declared

Stay home if sick with flu

Avoid shaking hands if sick

NOTE: There is need to review and reduce the number of messages in each category.

SECTION THREE

COMMUNICATION STRATEGIES AND ACTIVITIES

3.1 COMMUNICATION PHASES

Communication for disease prevention and outbreak containment typically occurs in three phases - (1) before the virus is detected in the country, (2) when the first case of the disease is reported in animals and (3) when the first human case occurs. During the pre-outbreak phase, communication outlines the disease threat, provides education on how the disease can be prevented and promotes the practice of behaviours that can prevent disease occurrence. When the disease is detected in animals, the communication emphasis shifts to containment, with intensified activities in the areas where the outbreak has occurred. The communication direction changes again as the disease begins to infect human beings. Strategy recommendations in this document are, therefore, divided in the following three phases: communication during the pre-outbreak phase, during disease outbreak in animals and during disease outbreak in human beings.

3.2 KEY PRINCIPLES

Communication interventions will be implemented according to the following WHO-recommended principles as modified in line with the strategy recommendations in this document:

- Build credibility and public trust
- Early outbreak announcement and timely information provision
- Transparency
- Respect for public concerns and striving to meet emerging information needs
- Advance planning
- Developing and implementing strategic goals during the various phases:
 - Pre-outbreak Phase: Educate people about the disease, promote behaviours and practices which can prevent disease incursion in the country and establish infrastructure for dealing with an outbreak if it occurred.
 - Pandemic Alert Phase - Limit the spread of avian flu among animals, improve hygiene to limit the spread from animals to humans, strengthen the government system preparedness and response should an pandemic outbreak
 - Pandemic Phase – Reduce/limit the spread of a new pandemic strain of flu among humans, promote home-based care of sick patients, advise on dealing with the dead (if normal social systems are disrupted).

3.3 SUMMARY STRATEGIES BY AUDIENCE

The tables below summarize the communication objectives, key strategies and message themes by major audience. The strategies and activities are described in greater detail after the tables according to the three communication phases: pre-outbreak (3.4), during an outbreak in animals (3.5) and during an outbreak in human beings (3.6).

Audience	Communication objectives	Key strategies	Messages themes
General population and poultry consumers	<p>1. Increase the proportion of the population who:</p> <ul style="list-style-type: none"> -Have herd of bird flu -Can state at least 3 ways by which bird flu can be contracted -Can state ways of protecting themselves from AI infection -Know where to report poultry sickness and unexplained poultry death <p>2. Increase the proportion of the population who:</p> <ul style="list-style-type: none"> -Believe that bird flu can infect humans - Would report a sick or dead poultry or wild bird <p>3. Increase the proportion of the population who:</p> <ul style="list-style-type: none"> -Wash hands frequently per recommendation -Cook poultry and poultry products thoroughly -Burn or bury dead poultry, birds, feathers and left over poultry parts -Go to the health facility within 7 days when they have fever -Cover the mouth while sneezing 	<ul style="list-style-type: none"> -Media campaign -BCC activities in the community (barazas, religious organizations, youth, women and other interest groups) -Education through Community Health Workers and extension workers (livestock, health and agriculture) -BCC activities in the workplace -Child-to-parent education activities 	<ul style="list-style-type: none"> -Facts about AI -Wash hands with soap after touching slaughtering and preparing poultry for cooking -Slaughter & prepare poultry in a clean place using clean utensils -Cook poultry, eggs & poultry product thoroughly -Do not mix raw chicken meat with cooked food -Do not eat sick poultry or poultry which has died on its own -Burn or bury dead birds, feathers and left over poultry parts -Cover your mouth when coughing and sneezing -Wash hands after coughing and sneezing -Seek treatment at a health facility immediately if you have a fever after contact with a sick bird -Report sickness or death of poultry, wild birds and animals to the authorities <u>During an outbreak in humans</u> -Report or take sick people to a health facility -Stay home if sick -Isolate sick people from other family members. Only one person in the family should serve the sick person -Avoid gathering in areas where AI has been declared -Avoid shaking hands if sick
Backyard poultry keepers	<p>1. Increase the proportion of family members who:</p> <ul style="list-style-type: none"> -Know at least 3 ways of protecting their poultry from AI -Know at least 3 things they can do to reduce intimate contact between poultry and humans in the home 	<ul style="list-style-type: none"> -Media campaign -BCC activities in the community (barazas, religious organizations, youth, women and other interest groups) -Education through Community Health Workers and extension workers (livestock, health and agriculture) 	<ul style="list-style-type: none"> -Facts about AI -Wear protective clothing when handling poultry -Hand washing -Keep poultry away from human living areas. -Avoid close contact with poultry -Advise children to keep away from/not to play with poultry -Separate your poultry of different species

Audience	Communication objectives	Key strategies	Messages themes
Backyard poultry keepers cont...	<p>2. Increase the proportion of family members who:</p> <ul style="list-style-type: none"> - Would report a sick or dead poultry or wild bird <p>3. Increase the proportion of households/family members who:</p> <ul style="list-style-type: none"> -Wear protective clothing when handling poultry -Wash hands frequently per recommendation -Keep poultry away from living areas -Separate poultry of different species -Advise children against having intimate contact with poultry -Handle poultry droppings safely -Burn or bury dead poultry, birds, feathers and left over poultry parts 		<ul style="list-style-type: none"> -Keep new birds for 2 weeks before mixing them -Do not transport poultry in the passenger cabin -Report sickness or death of poultry, wild birds and animals -Handle and dispose of poultry droppings/manure safely -Clean poultry houses daily -Clean and disinfect all equipment used in caring for chicken before and after use <u>During outbreak in animals</u> -Cooperate with authorities during culling and disposal
Commercial poultry producers and workers	<p>1. Increase the proportion of poultry farms that:</p> <ul style="list-style-type: none"> -Maintain foot dips and sprays -Handle poultry droppings and leftovers safely -Have clean slaughter and dressing premises -Handle poultry droppings safely -Burn or bury dead poultry, birds, feathers and left over poultry parts <p>2. Increase the proportion of poultry farm workers who:</p> <ul style="list-style-type: none"> -Believe that human can contract bird flu from poultry/birds/animals -Wear protective clothing -Wash hands frequently as recommended -Report sick or dead poultry or wild bird -Clean or disinfect equipment used in caring for poultry 	<ul style="list-style-type: none"> -Media campaign -Intensify BCC activities on poultry farms through: <ul style="list-style-type: none"> --Increased extension visits --Formation of local committees to plan and implement activities on the ground. --Short orientation training to these committees --Engaging the poultry and farmers' association to disseminate information to their members --Carrying out increased public awareness meetings Messages on local FM radio stations --Inviting newspapers to carry stories --Involve NGOs, CBOs and FBOs to disseminate messages and encourage people to adopt recommended behaviours 	<ul style="list-style-type: none"> -Facts about AI -Hand washing -Place wheel dips at the entrance to your poultry farm and use foot dips at the entrance of every poultry house -Wear protective clothes when handling poultry -Clean tyres, bikes, shoes when coming on a poultry farm and after visiting a poultry farm -Handle and dispose of poultry droppings/manure safely -Clean poultry houses daily -Clean and disinfect all equipment used in caring for chicken before and after use -Discourage people from visiting poultry houses -Report sickness or death of poultry, wild birds and animals to the authorities -Slaughter and prepare poultry in a clean place -Burn or bury dead birds, feathers and left over poultry parts

Audience	Communication objectives	Key strategies and activities	Messages themes
Poultry traders (brokers, transporters, business people, processors, market managers)	<p>1. Increase the proportion of poultry traders who:</p> <ul style="list-style-type: none"> -Believe that humans can contract bird flu from birds/animals <p>2. Increase the proportion of poultry traders</p> <ul style="list-style-type: none"> -Wear protective clothing -Wash hands as recommended -Transport poultry in dedicated vehicles or on vehicle racks and not passenger cabins -Report sickness or death of poultry <p>3. Increase the proportion of market managers and workers who:</p> <ul style="list-style-type: none"> -Ensure that poultry is slaughtered in clean areas -Burn or bury dead birds, feathers and left over poultry parts <p>4. Increase the proportion of vehicle owners and transport workers who:</p> <ul style="list-style-type: none"> -Clean and disinfect vehicles which have transported poultry 	<ul style="list-style-type: none"> -Train market officials and poultry trade association committee members -Trained market & poultry association officials disseminate messages to members and support members to comply with regulations and standards -Intensify market/poultry meat inspection -Trained officials the transport owners' association -Trained officials of transport owners' association educate their members and transport workers on AI and support them to adhere to recommended standards 	<ul style="list-style-type: none"> -Facts about AI -Hand washing -Wear protective clothing when handling poultry -Obtain a certificate before you transport poultry -Transport poultry in dedicated transport of their own or in their own cages and not in the passenger cabin -Keep records where you get your poultry from -Do not mix poultry of different species -Clean and disinfect the vehicle after transporting poultry -Report sickness or death of poultry, wild birds and animals to the authorities -Ensure that poultry is inspected and stamped after slaughter -Burn or bury dead birds, feathers and left over poultry parts -Keep poultry markets clean -Slaughter poultry in designated places. Keep them clean & free of blood, droppings and leftovers
Hoteliers and managers of eating houses	<p>1. Increase the proportion of hoteliers and hotel managers who:</p> <ul style="list-style-type: none"> -Ensure that the poultry and poultry products they buy are inspected -Use licensed meat carriers <p>2. Ensure that appropriate hygiene is observed in hotels and eating places</p>	<ul style="list-style-type: none"> -Provide information training to hotel and restaurant owners Trained hotel and restaurant owners provide opportunities for their staff to be trained by vet and health officials in workshops or visits to premises 	<ul style="list-style-type: none"> -Buy inspected meat only -Ensure that poultry is inspected and stamped after slaughter -Use licensed meat carriers only -Observe hygiene during handling, slaughter, packing and transportation to premises. -Cook poultry and eggs meat thoroughly
Children	<p>1. Increase the proportion of children who:</p> <ul style="list-style-type: none"> -Know that AI can infect humans -Can state three ways of protecting self from AI Have talked to someone about AI -Disseminate AI messages at home/neighbourhood 	<ul style="list-style-type: none"> Disseminate messages in schools and strengthen linkages between schools and the community: - Advocate with the Ministry of Education -Train teachers to facilitate AI education in schools -Pupils introduce AI discussions at home 	<p>Similar messages to those of the general population above with the following additions:</p> <ul style="list-style-type: none"> -Tell other children, family members and neighbours about AI and how they can protect themselves against it

Audience	Communication & training objectives	Key strategies and activities	Messages themes
Secondary audiences			
Extension workers (veterinary and agriculture)	1. Equip extension workers with the knowledge and skills they need to: -Disseminate AI information to all categories of poultry producers -Support the process of adopting and sustained practise of the recommended behaviours -Keep and share the necessary reports -Use their findings and the findings of other people to develop and implement improved interventions	-Provide training to equip extension workers with knowledge and skills needed to intensify AI extension and BCC activities	-Facts about AI -The key messages given to farmers -Role and responsibilities of extension workers -Checklists of what to look for and help the farmer with
Health workers/ Community Health Workers	1. Equip health workers and CHWs with the knowledge and skills they need to: -Disseminate AI information at health facilities and in the community -Support the process of adopting and sustained practise of the recommended behaviours -Keep and share the necessary reports -Use their findings and the findings of other people to develop and implement improved interventions	-Train selected doctors and nurses in the knowledge and skills needed to (1) train other health workers, (2) disseminate messages at health facilities and (3) support the work of community health workers	-Facts about AI -Roles and responsibilities of facility and community based workers -Messages for the general public (see above) -Tips on how to work with communities -Checklist on what to look for and help the household with when on a visit
Community leaders	1. Increase the proportion of community leaders who: -Know the basic facts about AI -Believe that human beings can contract AI from poultry -Can state 3 ways of protecting self from AI -Talk to community members about AI -Interest communities in planning & implementing AI education activities	-Train national, district and local trainers -Trained trainers train community leaders -Trained community leaders facilitate AI communication activities in the community	-Facts about AI -Messages for the general population -Summary of messages for backyard poultry producers -Need for community leaders to promote AI education -Role of leaders in promoting/ participating in AI education

Audience	Communication & training objectives	Key strategies and activities	Messages themes
Journalists	<p>To build a core of journalists who believe that:</p> <ul style="list-style-type: none"> -AI is a real threat to Kenya -It is important for media to disseminate AI messages <p>Improve the quality writing on AI topics</p> <p>Increase the number of journalists who write AI articles in support of the AI communication objectives of this strategy</p>	<ul style="list-style-type: none"> -Train journalists and give them a press kit -Conduct periodic media conferences -Interest journalist I writing feature stories on AI activities -Invite journalist to cover AI events 	<ul style="list-style-type: none"> -Facts about AI -Full pack of materials produced for the various categories -Strategies, policies and guidelines -Need to disseminate AI education in the media -Role of media in supporting the AI campaign -Issues, questions and gaps in AI education in the media
Senior managers	<p>Advocate with managers to plan and implement AI educational activities in their organizations</p> <p>Increase the number of organizations with AI educational programmes</p>	<ul style="list-style-type: none"> -Organize a national advocacy meeting -Follow up participants of the advocacy meeting to discuss how establish workplace activities -Provide support resource persons to facilitate activities in the workplace 	<ul style="list-style-type: none"> -Facts about AI -Need for multi-sectoral approach -Role of public service, civil society, and corporate entities -Need for AI education in workplaces -Role of managers in facilitating AI education

3.4 COMMUNICATION DURING THE PRE-OUTBREAK PHASE

3.4.1 Communication goal

During the pre-outbreak phase, the communication goal will be to increase AI risk perception, provide information on how people can prevent disease incursion into the country, protect themselves and their poultry from the disease, promote practice of prevention behaviours and strengthen the infrastructure for planning and implementing effective communication interventions.

3.4.2 Key communication strategies

The following strategies will be implemented during the pre-outbreak phase:

- Implement a media campaign and sustain messages in the media
- Intensify BCC activities on poultry farms
- Intensify BCC activities among people in the poultry trade

- Carry out education activities among health staff
- Carry out education activities among veterinary and livestock extension workers
- Initiate and institutionalize BCC activities in the community
- Disseminate messages in schools and strengthen linkages between schools and the community
- Promote AI education in work places
- Mobilize and maintain partner participation and collaboration
- Build capacity for planning and implementing effective BCC interventions
- Strengthen communication monitoring, reporting and utilization of information to facilitate development of effective communication interventions
- Develop, pretest, finalize and make available BCC materials for use with various audiences

i) *Implement a media campaign and sustain messages in the media*

Disease prevention education needs to reach as many people as possible over a short span of time, and mass media are the most effective means of achieving this goal. Radio and TV are widely available in Kenya, and research has shown that a large proportion of the population trust and get their information from the media. Disseminating messages on radio and television will, therefore, form an important part of the AI prevention communication strategy. The following activities will be carried out in the media:

- Coverage of the launch of the IEC/BCC strategy
- Short programmes giving key facts about AI
- Radio spots repeating key action messages
- Expert interviews
- Talk shows
- Skits by drama groups
- School quizzes
- News coverage of AI prevention activities
- Feature coverage of AI prevention activities in various parts of the country
- Periodic press briefings, press releases and government statements
- Media coverage of AI Education Week (Establishment of the week is recommended)

Both the national networks and local FM radios will be used. Messages will also be disseminated through the Ministry of Agriculture radio service.

AI Communication Centre

An AI communication centre, initially manned by a few individuals who have a good mix of media public affairs and community skills will be established to manage media activities. The terms of reference of the centre will include the following:

- Establish good working relations with the media and communities
- Manage communication activities and oversee the development of media products

- Provide liaison between the media, the IEC Sub-committee, media production houses, marketing and consumer companies
- Oversee communication research and monitoring activities
- Brief and advise the IEC Sub-committee on media and other communication matters
- Implement the decisions of the IEC Sub-committee
- Manage the AI website
- Facilitate responses to rumours, misinformation and information requests
- Prepare media briefs and briefs for the official spokesperson and other senior officials

The centre will be set up in such a way that it can be progressively expanded at short notice should there be an AI outbreak.

ii) Intensify BCC activities on poultry farms

Because of the large number of birds on the farms, poultry farms are at a particularly high risk for an AI outbreak and require particular attention. IEC/BCC activities focusing on promoting recommended poultry farming and hygiene practices will be intensified on the farms through the following activities:

- Orientation training of Kenya Poultry Farmers Association officials
- Kenya Poultry Farmers' Association officials organizing educational activities for their members with the support of livestock, veterinary and agriculture extension workers
- Frequent educational and supportive supervision visits by livestock, veterinary and agriculture extension workers
- Farm owners organizing educational activities for their workers with the support of veterinary and agricultural extension officers
- Farmers' training activities at farmers' institutes and other appropriate venues

iii) Intensify BCC activities among people in the poultry trade

People involved in the poultry trade include individuals who collect the birds from the farmers, those who sell in bulk, transporters of poultry and poultry products, big poultry merchants, managers of poultry markets, traders and employees who sell poultry at markets and the people who slaughter, prepare and package poultry and poultry products for customers. These will be reached through the following activities:

- Orientation training for big poultry traders and managers of poultry markets
- Trained poultry traders and market managers organizing training activities in liaison with veterinary officers and livestock extension workers responsible for the various areas and markets
- Veterinary officers intensifying inspection of markets and poultry meat and providing education during inspection

iv) Carry out education activities among health staff

Most Kenyans look up to health workers for information on health matters and expect that health workers will know about diseases and treat them when they fall ill. But the formative research (Blum, 2008) found that health workers do not have the knowledge they need to provide the needed education. Out of the seven doctors and nurses interviewed, only three could correctly name the signs and symptoms of avian influenza, and few mentioned without prompting that the disease could be transmitted from poultry to human beings. All of them were unclear whether avian influenza was a reportable disease or not, and said that they would require training on signs and symptoms to be able to report the disease. These key personnel need to be equipped with the knowledge and skills they need to educate health facility clients and enable them to treat AI cases in the event of an outbreak. While health workers will receive detailed technical training from the technical initiatives of the AI programme, IEC/BCC efforts will:

- Provide doctors and nurses who supervise outreach activities with basic facts about AI and communication skills and strategies
- In turn, trained doctors and nurses will train health staff who provide education at clinics and in the community
- Trained doctors and nurses will support the AI work of Community Health Workers

v) Carry out educational activities among veterinary, livestock and agriculture extension workers

Veterinary, livestock and agriculture extension workers are the key educators of farmers, including poultry keepers. An early opportunity will be taken to train trainers and supervisors of these important cadres so that they can, in turn, equip the extension workers with the knowledge, skills and support they need to intensify BCC activities among poultry farmers and the farming community in general.

vi) Initiate and institutionalize BCC activities in the community

While mass media are effective in extending messages to large numbers of people, interpersonal communication is known to be strong in helping people to internalize and act on messages. Community activities will give the various target audiences opportunities to interact more closely with AI messages, obtain answers to the questions that they may have and consider action. The focus of community interventions will be to activate community support networks comprising educators (such as extension workers, community health workers and teachers), leaders, friends and relatives to support behaviour change and continued practice of the recommended behaviours. The following package of community interventions will be implemented:

- Convene a national advocacy and orientation meeting for leaders from government, civil society (including NGOs, FBOs CBOs) and corporate entities to sensitize them to be involved in planning and implementing AI education activities
- Hold meetings to educate and involve leaders in the provinces

- Train national and provincial AI communication trainers
- Trained trainers providing cascade training down-line to reach the provincial administrators, community leaders, veterinary, livestock and agricultural extension workers, CHWs, church leaders, community workers, information officers of the Ministry of Agriculture, teachers, leaders of farmers and poultry traders
- Trained leaders, educators and extension workers training community members and providing support for behaviour change using the following opportunities:
 - Weekly meetings of the various chapters of the Kenya Poultry Association
 - Routine extension community health visits to farms, markets and homes
 - Market and meat inspection visits
 - Ministry of Agriculture desks at markets
 - Community meetings (chiefs' barazas, stakeholder forums)
 - Local council meetings and communications with traders
 - Schools
 - Seminars and workshops for identified groups, such as local leaders, farmers, and community members
 - Meetings of special interest groups, such as youth groups, women's groups and church groups

Community activities will seek to mobilize networks of traditional and religious leaders and outreach workers to reach out to commercial and backyard poultry farmers and ordinary members of the community. Trained leaders and the outreach workers will encourage communities to plan and support neighbourhood AI educational and behaviour change activities. Education within peer groups, folk media and community monitoring and utilization of information to develop improved plans will be promoted.

vii) *Disseminate messages in schools and strengthen linkages between schools and the community*

Research shows that children in Kenya are at a particular risk of contracting AI. They are the key assistants to their mothers in looking after poultry and frequently come in direct contact with the birds – in the morning when they release the birds to go out, when they collect and return home strayed chicken, when they carry chicken into the house to brood or sleep, when they run after and catch chicken for slaughter, when de-feathering chicken, when transporting sick chicken to their sleeping quarters, when disposing of dead chicken and when disposing of dead birds. Some children are also in the habit of playing with poultry. They, therefore, need information to help them protect themselves against infection. Children can also be good educators of their parents and other children, and should be trained to introduce AI discussions in their homes, to other children and in their neighbourhoods. The following activities will be implemented in schools to equip children with the information they need to protect themselves against possible AI and educate other people in the neighbourhood:

- Carry out advocacy with the Ministry of Education to provide permission and support work in schools

- Provide orientation training to provincial and district education officers, inspectors of schools and headmasters
- Headmasters selecting teachers for training in AI education
- Trained teachers providing AI education in schools using Sara AI communication materials developed by UNICEF and materials developed by other agencies. Schools will also provide pupil education during the morning assembly, by placing AI posters in prominent places in the school, during biology, health or environment classes, clubs or special classes that schools may be able to arrange.
- Trained pupils providing AI messages to parents, other children and neighbours

viii) Promote AI education in work places

AI educational activities in the corporate sector will be promoted by implementing the following activities:

- Encouraging corporate managers to attend the advocacy and orientation meeting described at (vi) above
- Following up corporate managers to discuss the need to establish work based AI educational activities and the need to appoint AI focal persons
- Training focal persons
- Trained focal persons planning and implementing educational activities in their workplaces

ix) Mobilize and maintain partner participation and collaboration

AI prevention and containment calls for multi-sectoral collaboration between government partners, civil society, NGOs, CBOs, FBOs, international development agencies, and the local and international media. Partners are already mobilized through the AI National Preparedness Taskforce and the IEC Sub-committee, and many of them participated in the stakeholder workshops which generated the raw data used to develop this document. The partners will be invited to review and give input during the process of finalizing this document to be sure that they own the document and support its implementation. The following will be implemented to strengthen and maintain active partner participation:

- Hold an IEC Sub-committee meeting to discuss and agree on the roles of the various partners (see draft roles at Annex Three)
- Develop plans based on agreed roles
- Review and integrate partner plans into one integrated IEC Sub-committee plan
- Support partners to implement their portions of the IEC Sub-committee plan
- Use the same set of harmonized messages and materials to avoid confusion
- Discuss and agree on reporting frequency, processes and tools
- Partners prepare and share reports through the IEC Sub-committee regularly
- The M&E arm of the Taskforce/IEC Sub-committee develops and presents quarterly report to the Taskforce and IEC Sub-committee for discussions

- IEC Sub-committee provides leadership in planning and implementing joint partner activities from time to time to boost IEC/BCC efforts, energize the partnership and increase visibility
- IEC/BCC committee uses reports from partners and M&E, as well as the experience of implementing joint activities to plan and implement improved activities.
- Stakeholders meet at least quarterly, nationally and in the provinces and districts to review progress and plan for the coming period

Partnering with the media

As members of the IEC-Subcommittee, media houses are already partners in AI communication. But because of their unique importance and special needs, efforts will be made to:

- Advocate with editors and media managers about the importance of supporting the AI prevention and containment efforts.
- Conduct a workshop to equip media workers with the information they need and agree on roles and processes of working together
- Develop a media kit to provide a reference resource
- Hold periodic media conferences and releases

Every effort will be made to give the various media houses equal and timely access to accurate information. The information given will be honest and complete to the extent possible. And when it is realized that incomplete or incorrect information has been given, prompt action will be taken to provide additional or correct information as soon as possible.

x) Build capacity for planning and implementing effective BCC interventions

AI is a new challenge with few experts across the board, and so it will be essential to identify and train a team of people to facilitate AI prevention and containment communication initiatives. The various training activities are discussed under the strategies to which they pertain, but the overall capacity building activities needed include advocacy with the various sector managers, training of trainers and facilitators for the various sectors who will conduct cascade training down-line to the local level. Implementation of the proposed capacity building activities will involve:

- Identifying categories to be trained
- Reviewing existing training curricula
- Adapting curricula to the Kenyan situation
- Pretesting the curricula through use
- Modifying the curricula based on initial use

The plan to address consolidated communication training and capacity building needs is in Section Five.

xi) Strengthen communication monitoring, reporting and utilization of information to improve effectiveness

A number of quantitative and qualitative studies have been conducted in Kenya to quantify and describe key items of knowledge, attitudes and behaviours relating to AI. These include the Avian Flu Consumer Perception Study conducted by Consumer Insight on behalf of Kenchic, the Review of Poultry Industry and Bio-security Status in Kenya, conducted by the FAO/DVS project, and the formative Research on Avian Influenza in Kenya conducted by Lauren Blum with CDC funding. The studies were limited in geographical coverage, but they have provided valuable information that has guided the development of this document. The JEC Sub-committee plans to conduct a nationwide KAP survey to establish a baseline against which to measure the future progress of IEC/BCC interventions. The IEC Sub-committee will develop a monitoring and evaluation plan and promote regular monitoring and reporting from the national to the local level (see draft monitoring plan at Annex Five). Community monitoring, reporting and utilization of monitoring information at the local level will be encouraged. The following tools will be developed to promote effective motoring:

- Preparedness assessment checklist for the national and district levels
- Process and impact monitoring and evaluation plan
- AI preparedness checklists for national and district levels
- Monitoring and reporting formats
- Processes of monitoring, documenting, reporting and information sharing and utilization
- Media monitoring guidelines

xii) Develop, pretest, finalize and make available BCC materials for use with various target audiences

Appropriate materials for use with different audiences in varying media and settings will be developed. Materials are discussed in Section Four.

3.5 COMMUNICATION DURING DISEASE OUTBREAK IN ANIMALS

3.5.1 Communication goal

The goal of communication during disease outbreak in animals is to inform the population about the outbreak, appeal for calm, provide factual information, create and maintain public confidence in the government and international system to contain the outbreak and promote government recommended containment measures and support compliance with those measures.

3.5.2 Key communication strategies

AI typically infects poultry, but can spread to human beings. And so confirmation of infection in birds should raise the alarm and set in motion activities to contain the disease

and, if possible, eliminate it before it can spread to human beings. Kenya will shortly launch an AI pre-outbreak communication campaign and by the time the disease breaks out in animals (if this happens), people will have got some information on the disease, and will be pre-warned that in the global village in which we live, it is possible for the virus to get to any country. They will also be equipped with some information about the measures to be taken to protect themselves against infection. And farmers will have received some information on the measures to take when the disease is detected in animals on their farms. The following strategies will be implemented to advance the communication campaign from pre-outbreak to communication for disease containment.

- Confirm facts about the outbreak and prepare people to protect themselves and contribute to containment efforts
- Intensify BCC on farms and promote key containment behaviours
- Monitor developments and provide regular updates
- Brief partners regularly and develop longer term plans for implementation should the disease spread widely among animals or break out among humans
- Prepare health workers for possible animal to human and human to human infection
- Strengthen the Media Centre

i) Confirm facts about the outbreak and prepare people to protect themselves and contribute to containing the outbreak

The following activities will be implemented to confirm the outbreak, allay fears, build confidence and promote cooperation and compliance with prevention and containment measures:

- Announce the outbreak in the media promptly and specify the areas in which the outbreak has occurred
- Outline the measures being taken by government and partners to contain the disease
- Advise the public what they need to do to protect themselves and contain the disease
- Tell poultry keepers in the outbreak areas what they should do
- Schedule frequent media briefings to provide updates as the situation unfolds - (weekly, fortnightly or when there are new developments)
- Strengthen the Media Centre to acquire capacity to monitor information needs, address information gaps, coordinate BCC activities in the field and correct rumours with facts

ii) Intensify BCC on farms and promote key containment behaviours

During this phase, the areas where the disease has occurred will receive more attention and intensive IEC/BCC activities compared with other areas. Communication efforts in these areas will support containment measures recommended by the government such as

- Imposing and enforcing a quarantine around infected farms
- Controlling animal movement
- Conducting ring vaccination of affected farms

Culling sick birds and compensating farmers
Applying sanitary measures in the infected premises
Carrying out active disease surveillance and reporting
Intensifying local IEC/BCC activities

IEC/BCC activities will be intensified in these areas through the following activities:

- Increased extension visits and provision of education to farmers and community members
- Formation of local committees to plan and implement activities on the ground. (The committees could include the local veterinary officers, the provincial administration, local authorities, NGOs, CBOs, FBOs, poultry and farmers' associations and other entities with local capacity to contribute to IEC/BCC efforts)
- Providing short orientation training to these committees
- Engaging the poultry and farmers' association to provide information to their members
- Carrying out increased public awareness meetings
- Providing community leaders with up to date information through meetings, half day seminars and other opportunities so that they can, in turn, pass the information to their people during barazas and other gatherings
- Providing messages to local FM radio stations and newspapers to disseminate
- Inviting newspapers to carry stories
- Involve NGOs, CBOs and FBOs working in those areas to disseminate messages and encourage people to adopt recommended behaviours

iii) *Monitor developments and provide regular updates*

In collaboration with local committees, Media Centre staff and subcontractors will monitor reactions to messages, identify information gaps and needs and make recommendations for filling the gaps. The reports developed will be made available both to the IEC Sub-committee and to local committees, who will use them to make decisions and develop improved strategies.

iv) *Brief partners regularly and develop longer term plans for implementation should the disease spread widely among animals or break out among people*

The IEC Sub-committee will receive communication reports from the field every two weeks, or more often depending on how fast events are developing. These and the technical reports from the National Taskforce should keep the Sub-committee informed of developments and enable it to develop informed longer term contingency plans in the event that the situation deteriorates.

v) *Prepare health workers for possible animal to human and human to human infection*

The contingency plans developed at (iv) above should include training activities to enable facility and community based health workers to acquire the knowledge and skills they need to educate people at health facilities and in the community. This will include education on how to protect themselves from AI infection, how to recognize the signs and symptoms of the disease, when to seek medical care and how to help people suspected or confirmed to have AI.

vi) *Strengthen the Media Centre*

The outbreak of HPAI in animals should be a warning that things could get worse and it is time to strengthen the infrastructure for dealing with the situation. Early in the outbreak, steps will be taken to assess the capacity of the Media Centre and strengthen the centre.

3.6 COMMUNICATION DURING AN OUTBREAK IN HUMAN BEINGS

3.6.1 Communication goal

Should the HPAI outbreak spread to large areas or cross the species barrier and threaten human health, the pace of communication will quicken and the communication infrastructure will be beefed up to cope with the emergency. Information gathered during the first two phases should inform focused planning for this phase. During this phase the communication goal will be to provide the best information available in a timely manner, update the information frequently, promote few key behaviours, identify and address factors that hinder compliance, respond to emerging questions and information needs and prepare for longer term interventions should immediate containment measures not succeed.

Technical measures to contain the pandemic among human beings will include the following:

- Review the legal and regulatory frameworks
- Carry out a quick preparedness assessment and address deficiencies
- Stockpile bio-safety gear, stockpile Tamiflu, establish multi-sectoral rapid response teams
- Create and operationalize isolation units/areas
- Carry out disease surveillance, especially among risk groups and at ports of entry and scale up surveillance among cases of flu and respiratory infections
- Promote bio-security measures
- Enhance public awareness through public education and social mobilization activities

3.5.2 Key communication strategies

Public awareness and IEC/BCC activities will be enhanced through the following strategies:

- Keep the nation informed through sustained information in the media
- Enhance the capacity of the Media Centre
- Promote few containment messages and behaviours
- Intensify BCC among poultry farmers and traders
- Intensify BCC in the community
- Intensify BCC at health facilities
- Intensify BCC in schools
- Provide training to enhance efficiency and synergy
- Establish additional information outlets and let people know about them
- Monitor developments and provide regular updates
- Maintain partner collaboration and work on forward plans based on monitoring information

i) Keep the nation informed through sustained information in the media

During an AI outbreak in human beings, communication initiatives will continue to disseminate honest, empathetic messages in a timely manner. The media updates provided during phases one and two will be given more frequently. Markedly enhanced communication activities will commence with a media conference by the authorized spokesperson who will provide an update and announce additional measures to be implemented. The measures will include intensified communication activities in the media, community, schools, at health facilities and other channels. From then on, enhanced efforts will provide weekly media updates and/or whenever there is a significant development. The following will also be enhanced to keep messages in the media:

- Short programmes giving key facts about AI
- Radio spots repeating key action messages
- School quizzes
- Increased coverage of AI containment activities
- Feature coverage of AI pre-outbreak BCC activities in various parts of the country
- Press releases and government statements
- Extensive media coverage of AI Education Week activities

ii) Enhance the capacity of the Media Centre

When technical monitoring information begins to show that the infection could be escalating, the capacity of the proposed Media Centre to shoulder the expected work burden will be assessed and action taken to give the centre the capacity it needs.

Assessment will cover availability of the correct mix of technical skills, staff numbers, equipment and appropriate work processes.

iii) Promote few containment messages and behaviours

Research shows that people are more likely to act positively on messages if the messages are few and given repeatedly to increase exposure and interaction with the messages. In line with these findings, the messages provided during the pre-outbreak and during an outbreak in animals will be reduced to a few key high yield messages which will be repeated through radio spots, posters, fliers and encounters on the farms, in the community, at health facilities, in schools and elsewhere. The messages are provided at 4.3 below.

iv) Intensify BCC among poultry farmers and traders

Poultry farmers and traders are probably the most important audiences in AI prevention and pandemic containment. The infrastructure for reaching these audiences will have been established during the pre-outbreak communication phase. During this phase, the activities will be strengthened with a focus on the following:

- Increased extension visits on farms
- Intensified veterinary inspections of poultry, markets and slaughter houses to provide education and ensure compliance with by laws and hygiene standards
- Support to farming and poultry association to educate their members and implement the needed self regulation
- Keeping records and reporting on activities and audience reaction
- Prompt action on issues and questions raised to improve compliance

v) Intensify BCC in the community

During this phase, the provincial administration, community leaders, CHW, NGOs, CBOs FBOs, teachers, CHWs and other categories trained during the pre-outbreak phase will be mobilized through their local committees to intensify activities in the community. The following opportunities will be used to disseminate AI education and support the practice of recommended behaviours:

- Weekly meetings of the various chapters of the Kenya Poultry Association
- Routine extension and community health visits to farms, markets and homes
- Seminars and workshops at farmers' centres and in the community
- Market and meat inspection visits
- Ministry of Agriculture desks in markets
- Community meetings (chiefs' barazas, stakeholder forums)
- Meetings of local councils business people
- Schools
- Meetings of special interest groups, such as youth, women and church groups
- House to house

vi) Intensify BCC at health facilities

The doctors and nurses trained during the pre-outbreak phase will provide leadership in strengthening communication activities at health facilities. Here communication will focus on AI prevention, signs and symptoms, home care and the precautions family members should take when a member is infected. AI education will be given mainly during health talks as clients wait for services. In addition, public health nurses will encourage CHWs to disseminate messages in the community and provide counselling and support to families with infected members.

vii) Intensify BCC in schools

Through advocacy meetings with education officers and head teachers, schools will be encouraged to find additional time to disseminate AI messages. Opportunities such as the following will be used to disseminate messages: morning assembly, biology, health or environment classes, clubs and specially convened classes. Teachers will be encouraged to urge students to disseminate AI messages to their parents, other children and the people in the neighbourhoods in which they live.

viii) Provide training to enhance efficiency and improve coordination

During pandemic containment, communication interventions should not only be efficient, but should also be well coordinated. A quick assessment will be undertaken at the beginning of this period to assess training needs and schedule appropriate short workshops on-location to give national and provincial teams the knowledge and skills they need to operate efficiently and effectively.

ix) Establish additional information outlets and let people know about them

In addition to media and interpersonal channels, messages will be disseminated through SMS, handbills sent through post boxes, stickers, bill boards, hotlines, in places of worship, house to house and through postal stamps. A website dedicated to disseminating AI messages will be initiated and maintained. The website will be promoted through channels such as SMS and internet advertising.

x) Monitor developments and provide regular updates

Media monitoring and monitoring of developments on the ground, including issues and questions raised on the farms, in the poultry trade and in the community will be intensified to inform communication plans and ensure timely response to information needs. Other areas that will be monitored will include message reach and effectiveness, message delivery strategies and processes, public response to strategies and messages and lessons learnt. Prompt action will be taken to correct rumours and misinformation and fill identified information gaps. Lessons learnt will inform development of improved plans.

xi) Maintain partner collaboration and work on forward plans based on monitoring information

Every effort will be made to maintain the AI partnership through regular meetings, report sharing, joint planning and joint funding of communication initiatives. From time to time the IEC Sub-Committee will organize joint activities to revitalize the partnership and raise the visibility of communication activities.

SECTION FOUR

HEC/BCC MATERIALS

4 IEC/BCC MATERIALS

The initial IEC/BCC materials to be developed ahead of the launch of the AI communication initiative are summarized below. While pre-outbreak materials will be developed to finished status, materials for the outbreak in animals and human beings will be developed to camera read status to await finalization in the event of an outbreak.

IEC/BCC MATERIALS			
Audience	Pre-outbreak	Outbreak in animals	Outbreak in humans
General & poultry consumers	a) Booklet on facts about AI with questions & answers b) 2-3 posters (general facts & prevention) c) 3 radio/TV spots: d) 2-3 15min repeat programmes (Facts & prevention) e) Community flipchart	Flyer on outbreak recommended actions for general public	Protection theme poster 1-2 spots Handbills Car/window sticker Handbills Pocket cards
Backyard poultry producers	a) A booklet for poultry breeders b) 2 radio spots -Separate/avoid importing -Hygiene in poultry environment b) 2 posters: -Separate poultry -Hygiene	Flyer on outbreak recommended actions for poultry producers 1-2 spots	Flyer with recommended actions (see outbreak column)
Large scale poultry farmers	As above	As above	As above
Poultry traders	3 posters: (1) assembling & transporting chicken (2) cleanliness (3) protective clothing	Flyer on recommended actions for poultry traders	Flyer on recommended action for poultry traders
Hoteliers	A booklet	A flyer for hotels and eating houses	A flyers for hotels and eating houses
Pupils	a) Sara Communication Initiative materials (UNICEF) b) A flyer to help pupils introduce AI discussions with parents, other children & neighbours	-----	-----
Vet, livestock & Agriculture extension workers	a) A booklet for extension workers/educators (vet/Agr/CHWs) on (1) basic facts, (2) role of various educators and facilitators (3) checklist (4) working with community/farmers b) Training curriculum c) Training materials	-----	-----

Audience	Pre-outbreak	Outbreak in animals	Outbreak in humans
Health workers and CHWs	a) Extension worker/educator booklet (see above) b) Training curriculum c) Training materials		
Community leaders	No specific materials.	-----	-----
Senior managers	A booklet on the following: -The AI threat -Facts about AI -National response: (1) pre-outbreak (2) containment -Communication strategy (1) pre-outbreak (2) containment -Implementation structures -Roles and responsibilities	Materials produced for other audiences above	Materials produced for other audiences above
Journalists	a) Press Kit with most of materials developed above b) Curriculum c) Orientation training materials	Materials produced for other audiences above	Materials produced for other audiences above

Materials

Educational materials will contain many illustrations and few words. It will use simple language and will be thoroughly pretested.

SECTION FIVE

CAPACITY BUILDING

5 CAPACITY BUILDING

The following will be implemented to build and maintain capacity for planning and implementing effective BCC activities:

- Strengthen the communication infrastructure
- Involve key institutions and networks
- Provide key personnel with the necessary orientation and skills training
- Provide continuous supportive supervision

5.1 STRENGTHENING COMMUNICATION MANAGEMENT

Item (i) of communication during the pre-outbreak phase (Implement a media campaign and sustain messages in the media) proposes establishment of the AI Communication Centre to improve the quality and effectiveness of communication activities. The centre will initially be staffed with a few individuals and extended in the event that AI enters and spreads in the country. The table below proposes the staffing pattern of the centre across the anticipated phases of infection.

MEDIA CENTRE STAFFING		
Preventive phase	Outbreak in animals	Outbreak in human beings
1. Spokesperson (Not necessarily based at the centre, but accessible and within easy reach)	1. Spokesperson (Not necessarily based at the centre, but accessible and within easy reach)	1. Spokesperson (Not necessarily based at the centre, but accessible and within easy reach)
2. Communication Director	2. Communication Director	2. Communication Director
3. Communication Officers (4) -Print media -Radio and TV -Community and extension work -Media monitoring and research	3. Deputy Director 4. Public Relations Officer 5. Communication officers (6) -Print media -Radio and TV -Community activities -Extension services (2) -Media monitoring and research	3. Deputy Director 4. Public Relations Officer 5. Communication officers (8) -Print media -Radio and TV -Community activities -Extension services (2) -Media monitoring and research -Schools -Health services
4. Support staff – driver, messengers, cleaners	6. Support staff	6. Support staff

Suitably qualified staff will be identified from within or outside government service and posted to the centre. Arrangements will be made to give staff orientation and team building training to bring them up to date with AI content, strengthen team work among them, and equip them with the skills they need to respond to AI communication needs. A procedure manual will be developed with staff participation to make centre operations fast and efficient.

5.2 INVOLVING KEY INSTITUTIONS AND NETWORKS

The present document will be reviewed thoroughly and give partners an opportunity to give an input and own the final product. The review process should help to strengthen partnership and promote participation during implementation. The document calls for the involvement of multi-sectoral partners (see (vii) under communication during the pre-outbreak phase) and community networks (discussed at (ii) of communication during the pre-outbreak phase.) which should strengthen national and local level capacity to plan and implement AI BCC activities. Appropriate training, support supervision and experience sharing within the AI communication family will ensure that collaborating agencies and networks provide an effective, sustained contribution at all levels.

5.3 TRAINING

This strategy will be implemented under the auspices of the IEC Sub-committee of the National AI Taskforces. The Sub-committee will implement a cascade training strategy designed to reach all key BCC facilitators and change agents as follows:

- Conduct one advocacy training for national level senior managers
- Develop a team of multi-sectoral national level trainers (TOT) from government departments, NGOs, FBOs and the private sector
- Trained national trainers will train district/provincial training teams in all the eight provinces. The big provinces (Eastern and Rift Valley) will have two TOT training sessions
- Trained provincial/district trainers will identify and train additional district trainers if needed and train leaders, extension workers, CHWs and other change agents from various organizations
- TOTs and trained change agents will facilitate integration of AI BCC in the activities of interest groups (schools, women, youth, religious groups, etc) and identification of focal point persons in the various organizations and groups
- TOTs will provide training to focal point persons as needed
- Trained change agents will carry out AI BCC activities

5.4 SUPPORTIVE SUPERVISION

While training introduces participants to content and skills, if done well, supervision continues the training process to enable the participant to achieve results and continually improve skills. Regular supportive supervision, guided by appropriate checklists will be encouraged, and information gathered during supervision trips used to develop improved programmes.

SECTION SIX

MONITORING AND EVALUATION

6 MONITORING AND EVALUATION

This section presents communication monitoring and evaluation indicators and data collection methods to be used.

6.1 PROCESS INDICATORS

PROCESS MONITORING	
INDICATORS	DATA COLLECTION METHODS
Implementation schedules	
Are planned activities being implemented according to agreed schedules?	Observation Progress reports
Are materials distributed and used as planned?	Materials audit at representative points FGDs community discussions
Broadcasts and print materials	
Are planned broadcasts and print material schedules being met?	Assign a media monitoring company
What other materials have been broadcast or published on AI?	In-house media monitoring and report preparation
What questions/issues are they raising?	
What questions, rumours and misinformation are going round and need correction?	
Traditional and local media	
Local groups involved in disseminating AI messages?	Observation
Activities they are involved in	Minutes
What are the interim effects of the messages they disseminate/activities they are engaged in?	Reports to partners' meetings FGDs/community discussions
What comments/question arise from these message dissemination activities?	Registers maintained
Participation	
Sectors/agencies participating in AI activities	Observation
Organizations (NGOs, CBOs, FBOs, youth, women's organizations, local communities, disseminating AI messages at various levels?	Minutes Reports to partners' meetings FGDs/community discussions
Existence of inter-agency coordinating mechanisms	Registers maintained
Leaders promoting AI activities actively	
Organizations making regular reports	
Interpersonal and group activities	
Are educational activities taking place at key points: chiefs' centres, in schools, in women's groups, in youth groups, religious gatherings?	Observation Exit interviews FGDs, group/community discussions
Are educators promoting discussion?	
Do participants get and understand the key information?	

6.2 IMPACT MONITORING INDICATORS

IMPACT MONITORING	
INDICATORS	DATA COLLECTION METHODS
General population	
% who wash hands appropriately after contact with poultry	Observation
% who burn or bury dead birds and poultry leftovers	FGDs and individual interviews
% of people who know where to report dead and sick birds	Clinic data
% who go to a health facility within 7 days of getting a fever	Periodic surveys
Backyard poultry farmers	
% who keep poultry separate from living areas	Observation
% of family members who wash hands appropriately after contact with poultry	FGDs and individual interviews
% who burn or bury dead birds and poultry leftovers	Periodic surveys
Large scale poultry farmers and workers	
% of poultry farm workers who wear protective clothing	Observation
% of farm workers wash hands appropriately after contact with poultry	FGDs and individual interviews
% of farms which maintain dips and sprays	Periodic surveys
% who handle poultry droppings and leftovers safely	
Poultry traders	
% who wear protective clothing	Observation
% who wash hands appropriately after contact with poultry	FGDs and individual interviews
% who slaughter poultry in designated places & keep the places clean	Periodic surveys
% who burn or bury dead birds, feathers and left over poultry parts	
Hoteliers	
% who buy only inspected poultry/poultry products	Observation
% who use licensed meat carriers	Periodic surveys
% who observe appropriate hygiene during handling poultry	
% who ensure that food handlers are medically certified	
Extension workers	
% who have a checklist of what to look for and help farmers with	Observation
% who maintain a record of the farmers/groups/villages visited.	Self reporting
% who make regular reports on their extension activities	
Children	
% who have heard of bird flu	Class/group discussions
% who know that birds/poultry can infect humans with bird flu	Surveys
% who can state at least three ways of protecting themselves from bird flu	
% who have talked to someone in school, family or neighbourhood about bird flu	
Health workers and community health workers	
% who maintain a record of the farmers/groups/villages visited, issues discussed, how they resolved them & the next steps	Quality/content of reports
% who make regular reports on the AI work	
Community leaders	
% who know that there is a bird flu outbreak	Observation
% who have talked to community members about AI	Interviews/self reporting
% who have plans for promoting AI education in the community	

INDICATORS	DATA COLLECTION METHODS
Journalists	
Number of articles and programmes on AI in the media Issues, questions and gaps in AI education in the media	Media review and analysis
Senior managers	
Organizations which have held meetings to discuss AI Organizations with AI education programmes	Reports to media centre/partners' meetings

6.3 MONITORING FREQUENCY AND INFORMATION UTILIZATION

Appropriate monitoring forms will be developed and distributed for use. Community monitoring and utilization of monitoring information will be promoted. All levels – village/community, sub-location, location, division, district, schools, and the national level – will collect information daily, use the information locally and report monthly. In addition, the M&E staff at the district level will prepare quarterly reports segregated by reporting units and make them available to the reporting units. The various committees will hold meetings to discuss their performances based on these reports and generate strategies for strengthening performance.

6.4 EVALUATION

BCC activities recommended in this document will be evaluated after two years of implementation to draw lessons and refocus the programme.

ANNEXES

PROFILES OF KEY AUDIENCES

1. Backyard poultry producers and their families	
Gender and age	Most Kenyan rural families, male or female headed, keep poultry in their backyard. Age of couples ranges from early 20s to 80 years and above.
Education/literacy level	In rural Kenya, virtually all educational levels keep free range poultry with concentration among illiterate to secondary school level of education. The focus audience will be illiterate to Form Two educational level.
Socio-economic profile	Typically low income individuals depending entirely on agriculture and small business
Links with poultry and risk perception	Poultry, especially chicken, are seen as "wealth" that every family must have. They are usually owned and looked after by women with the help of children. Poultry move freely mixing among themselves, with people, other animals and wild birds. People are close to poultry, which serve as food, are handy when a visitor comes and are used in ceremonies and other cultural practices. People touch poultry freely as they care for them. Most do not believe that diseases can cross from poultry to human beings, so they do not take precautions when handling them. Poultry dropping are swept and used as fertilizers in their raw form. And people do not report dead or sick poultry. Parts of poultry that are not eaten are thrown away or given to dogs and cats. People regard fevers, colds and coughs (flu) as minor ailments that people need not see a health worker for.
Most persuasive line of argument	Poultry carry diseases that can infect people, so avoid close contact with them; take care when handling poultry (specify the precautions).
Most influential media	Interpersonal and radio
Most influential educator/peers	Chiefs, assistant chiefs, headmen, health workers, Vet and Agriculture extension workers, religious leaders, Community Health Workers, children, farmers business unions, interest groups
Effective EDC material	Pictorial flipchart to be used by influential educators above. A pictorial flyer, community theatre & discussion, radio spots

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2. Poultry consumers/general public (middle class)

Gender and age	Both genders and all ages
Education/literacy level	All educational levels
Socio-economic profile	All socio economic groups. Most rural poultry consumers/general public fall under category 1 above. The critical segment in this category are urban: (1) low income urban and peri-urban dwellers and (2) lower middle class
Links with poultry and risk perception	Many keep a couple of poultry, often in the same house or in a cage outside the house. They buy & carry home chicken for slaughter. Chicken is carried in the hands on foot or on the laps or in a basket in the passenger cabin or in car boots. Chicken is a delicacy eaten once in a while, usually during special occasions. It is slaughtered anywhere in the compound without observing adequate hygiene or special precautions. Most do not believe that diseases can cross from poultry to human beings. And people do not report dead or sick poultry. Parts of poultry that are not eaten are thrown away or given to dogs and cats. People regard fevers, colds and coughs (flu) as minor ailments that people need not see a health worker for.

Poultry consumers/general public (middle class) continued....	
Most persuasive line of argument	Poultry carry diseases that can infect people, so avoid close contact with them; take care when handling poultry (specify the precautions)
Most influential media	Radio and television
Most influential educators/peers	Low income: CHWs, interest groups. Lower middle class: friends
Effective BCC material	Community flipchart, posters and leaflets, radio/TV spots

3. Children:	
Gender and age	Both sexes, 7-18 years
Education/literacy level	Primary and secondary schools
Socio-economic profile	From all socio-economic group
Links with poultry and risk perception	They are the chief assistants to their mothers in caring for poultry, have frequent contact with poultry, slaughter and prepare poultry for cooking and older ones participate in cooking poultry. Some trap birds and use them as pets.
Most persuasive line of argument	Poultry carry diseases that can infect people, so avoid close contact with them; take care when handling poultry (specify the precautions). Educate other children, family members and neighbours about AI
Most influential media	Interpersonal interactions in school, radio and TV
Most influential educators/peers	Teachers and parents
Effective BCC material	Pictorial booklets

4. Commercial poultry producers, hatchery owners, poultry and farmer's associations	
Gender and age	Both sexes, Ages 20's to 80s
Education/literacy level	All educational categories but with much life experiences, understanding and commitment to their enterprises.
Socio-economic profile	Middle to high income individuals
Links with poultry and risk perception	These individuals depend on poultry for their livelihood. Between them they oversee activities in various departments of the poultry trade, from production to marketing, slaughter, processing and packaging, and are in vantage positions to influence industry standards, practices and behaviours of individuals working in the industry.
Most persuasive line of argument	Poultry carry diseases which can be transmitted to human beings. Adhere to recommended practices in the poultry business to ensure that poultry remains disease free, your output and profits increase. Recommended practices will also protect you, your families, staff and colleagues from infection.
Most influential media	Interpersonal – professional and association meetings supplemented by radio and TV
Most influential educators/peers	Presenters during association meetings and workshops, peers during association meetings, extension workers
Effective BCC material	Booklets

5. Workers in poultry farms, hatcheries, markets and transport industry	
Gender and age	Both sexes. Age late teens to 50s.
Education/literacy level	No education to secondary school
Socio-economic profile	Low income
Links with poultry and risk perception	Come in close contact with poultry and poultry products daily. Except on bigger farms, many work with poultry without protective clothing. Poultry markets do not keep the needed hygiene standards. Many people working in the industry do not believe that bird diseases can infect human beings.
Most persuasive line of argument	Poultry carry diseases that can infect people, so observe the recommended precautions when handling poultry. (specify the precautions)
Most influential media	Interpersonal, staff/workers' meetings supplemented by radio
Most influential educators/peers	Employer, farmers' and poultry associations, local trade union chapters, extension workers
Effective BCC material	Flyers and pictorial booklets. A community flipchart. Posters/adverts

6. Poultry traders, brokers and transport owners	
Gender and age	Both sexes aged 30s to 70s
Education/literacy level	All educational levels but predominantly upper primary to secondary school education.
Socio-economic profile	Middle income
Links with poultry and risk perception	Poultry is the main source of income for poultry traders and brokers, and the two categories come in contact with the birds often. Transporters own vehicles used by poultry traders and brokers to carry poultry. Workers in these transport vehicles carry poultry without observing the necessary hygiene and disinfection recommendations.
Most persuasive line of argument	Poultry carry diseases that can infect people, so observe the recommended precautions when handling or transporting poultry. (specify the precautions)
Most influential media	Interpersonal supplemented by radio and TV.
Most influential educators/peers	Employer, business associates, transport associations/cooperatives, health workers/extension workers
Effective BCC material	Flyers, posters/adverts on transport vehicles

7. Poultry market managers and workers	
Gender and age	Mostly men in their 20s to 50s
Education/literacy level	No education to secondary school education
Socio-economic profile	Low to medium income
Links with poultry and risk perception	They work with poultry all the time and are responsible for ensuring that poultry is stored, slaughtered and packaged in a clean environment, and the market is kept clean. They are also responsible for ensuring that poultry feathers, leftovers and droppings are disposed of safely.
Most persuasive line of argument	Poultry carry diseases that can infect people. Handle poultry with care and hygiene. Keep the market clean to protect yourself and your customers from infection. (specify the precautions)
Most influential media	Interpersonal, radio and TV
Most influential educators/peers	Veterinary officers, local authority officials, health officials
Effective BCC material	Flyers, posters

8. Hoteliers, hotel managers and owners of eating houses

Gender and age	Both sexes and varying ages 30s to 80s
Education/literacy level	Secondary education and higher
Socio-economic profile	High income
Links with poultry and risk perception	Manage facilities which buy, slaughter, prepare, cook and serve poultry and poultry products
Most persuasive line of argument	Poultry carry diseases that can infect people. Handle poultry with appropriate care and hygiene to protect your staff and customers
Most influential media	Interpersonal – professional association meetings, workshops and health inspectors.
Most influential educators/peers	Professional colleagues, health inspectors
Effective BCC material	Booklets

9. Hotel workers

Gender and age	Both sexes aged 20s to 60s
Education/literacy level	Secondary school and above
Socio-economic profile	Low to middle income
Links with poultry and risk perception	They are responsible for sourcing for poultry, receiving it in the premises, preparing it, cooking and serving it.
Most persuasive line of argument	Poultry carry diseases that can infect people. Handle poultry with appropriate care and hygiene to protect your staff and customers
Most influential media	Interpersonal, radio and TV
Most influential educators/peers	Employer/manager/supervisor
Effective BCC material	Flyers, booklets

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10. Journalists

Gender and age	20s to 60s
Education/literacy level	Form Four and above
Socio-economic profile	Middle income
Links with poultry and risk perception	They are information gatekeepers, message disseminators and promoters of public interest. They do not have much information about poultry or bird flu, but need to be given access to the information so that they can, in turn, disseminate it to protect the public.
Most persuasive line of argument	Poultry carry diseases that can wipe out all poultry flocks, infect and kill human beings. The public needs to know what they can do to keep Kenya free of these diseases. Farmers need to know how they can protect their bird flocks, and human beings need to know how they can protect themselves from infection and care for the infected in the event of an outbreak. Disseminate information in public interest. The National Taskforce, IEC Sub-committee and the Ministries of Health and Livestock Development are available to provide the information you need to write stories and develop appropriate programmes.
Most influential media	Interpersonal – information giving workshops, regular Press briefings, giving story tips, field tours and invitation to functions
Most influential educators/peers	GOK officials, local and international experts
Effective BCC material	A press kit and periodic press statements

11. Community leaders

Gender and age	Both sexes in their 30s and above
Education/literacy level	No formal education to university level, but well informed as a result of the information and experience gathered over the years.
Socio-economic profile	Low to medium income
Links with poultry and risk perception	They keep poultry of their own most of them falling in the free range poultry producer category. In addition, they are opinion leaders with clout to influence the thinking and behaviours of community members.
Most persuasive line of argument	Poultry carry diseases that can infect people. The diseases can wipe out whole poultry flocks and kill people. Disseminate information to help your people to protect their bird flocks and themselves against such diseases. Organise your people to learn and take action to protect poultry and people
Most influential media	Interpersonal – seminars, public/community meetings, radio and TV.
Most influential educators/peers	Provincial administration, extension workers, NGOs, FBOs, CEOs staff
Effective BCC material	Community flipchart, booklets, flyers, posters

ANNEX TWO

COMMUNICATION PREPAREDNESS CHECKLIST

Structures

Is a communication taskforce/sub-committee in place?

Is the taskforce/sub-committee integrated well with the National Taskforce?

Planning

Is there a written Plan of Action, including mass media, group and interpersonal activities?

Is there a document with the structure and description of the communication function, together with the line of responsibility and authority?

Is there a document describing the roles and responsibilities of officials, staff and volunteers involved in BCC activities?

Is there a documented procedure for interacting with the media, including the procedure for responding to routine information requests from the media, drafting materials, verifying accuracy, clearing and interacting with the media?

Is there a document describing the following: how to receive and respond to information requests from the public,

Is there a list of collaborating partner agencies and their roles?

Is there a document describing the procedure for coordinating with partner organizations to ensure message accuracy, coordination, timeliness, accuracy and consistency?

Is there a procedure for liaising with the emergency operations centre?

Materials

Are there BCC materials to be used with various audiences?

Is there a kit for media personnel?

Are there advocacy, orientation and training packages for various categories such as trainers (TOTs), media, TOTs – national, provincial and lower levels?

Implementation

Has the communication coordinating centre been established, equipped and staffed?

Are planned activities being implemented according to agreed schedules?
Are materials distributed and being used as planned?

Capacity building

Have training audiences been identified from national to the village level?
Are training and capacity building plans in place?
Are curricula and training materials in place?
Is a supervision and support plan in place?
Is there a supervision and support checklist in place?

Monitoring

Is there a document describing the monitoring plan, specifying the information to collect, frequency, how to process, package, share and utilize it?
Are there data collecting templates?
Is there a plan and procedures for monitoring media coverage, content and accuracy and responding?
Are there material distribution and tracking guidelines?

ANNEX THREE

PARTNER ROLES AND RESPONSIBILITIES

1 Primary target groups

Poultry consumers

- Comply with recommended bio-security measures and other recommended prevention and outbreak control measures
- Report the sickness and death of poultry or wild birds to the nearest DVS or provincial administration immediately
- Buy chicken from regulated sources in areas where infection has not occurred.
- Do not consume poultry/products from the infected zones.
- Do not slaughter sick birds.
- Ensure thorough cooking of poultry and poultry products.
- Seek medical help immediately when you have a fever after contact with poultry or a wild bird, or if you have suspicious symptoms.
- Do not eat sick poultry or birds, or poultry and birds which have died on their own

Children

- Comply with recommended bio-security measures and other recommended prevention and outbreak control measures
- Avoid contact with poultry and wild birds
- Report poultry sickness and death to an adult
- Disseminate AI information to family members and other people

Farmers

- Maintain high alert status for early detection of suspect cases to ensure early detection
- Comply with recommended bio-security measures and other recommended prevention and outbreak control measures, including quarantine and culling
- Ensure proper housing and care of poultry
- Report sickness and death of poultry or wild birds to the nearest DVS or provincial administration immediately
- Dispose of poultry droppings and poultry parts that will not be eaten safely

Traders

- Comply with recommended bio-security measures and other recommended prevention and outbreak control measures
- Observe strict personal hygiene.
- Report sickness and death of poultry or wild birds to the nearest DVS or provincial administration immediately
- Buy and sell only poultry meat that is inspected and stamped

Observe rules and regulations pertaining to the poultry industry, e.g. obtaining supporting Certificate of Transport, MRs, quarantine and culling requirements
Use licensed meat carriers.
Ensure proper hygiene during handling slaughter, packing and transportation of poultry and poultry products.
Ensure thorough cooking of poultry meat
Have and use food preservation facilities.
Ensure food handlers are medically certified
Network with disease control committees
Dispose of poultry droppings and poultry parts that will not be eaten safely

Hotellers

Observe rules relating to meat inspection
Observe hygiene standards
Observe proper meat storage

Slaughter house workers

Comply with bio-security, hygiene and health regulations
Participate actively in slaughter house surveillance and reporting of poultry illness and suspected AI cases
Dispose of poultry parts that will not be eaten safely

Feed manufacturers

Import feed ingredients from countries/areas free from AI infection.
Observe KEBS standards
Network with other SH
Disseminate information to farmers about feed handling and safety
Observe bio-safety measures
Inspect your premises regularly

Hatcheries

Observe bio-security and hygiene measures
Dispose of poultry droppings safely
Comply with quarantine regulations relating to distribution of day-old chicks

2 Secondary target groups

DVS and DLP

Confirm the disease and ascertain the extent through specific monitoring and surveillance.
Declare and provide education on prevention and control measures

Supervise implementation of control measures, e.g. quarantine, culling and safe disposal
Carry out appropriate surveillance and reporting
Work with other organizations to ensure adequate coverage and funding

Ministry of Health

Carry out disease surveillance in the human population
Provide education on bio-security and other preventive measures
Provide treatment and care in the event of human infections
Work with other organizations to ensure adequate coverage and funding

In collaboration with DVS, sensitize human population at risk on bio-safety measures.
Liaise with other stakeholders e.g. MOH. OP for funding, recourse mobilization etc.

Farmers Associations and poultry associations

Educate their members
Promote hygiene standards among their members
Ensure that their members adhere to recommended prevention and control measures

National Environment Management Authority (NEMA)

Advise on disposal procedures that are environmentally acceptable.

Local Authorities

Provide a clean market environment
Identify and prepare strategic disposal sites.
Enforce closure of poultry market in consultation with veterinary authorities
Participate in educating the public, traders and farmers about AI
Liaise with the relevant ministries to reinforce by-laws

NGOs, CBOs, FBOs

Provide education on AI among the people/communities they work with
Team up with MOH and DVS to train and provide supportive supervision to staff and volunteers participating in providing education, care and support
Mobilize resources for AI work

Immigration/KRA

Enforce the ban on importation of poultry products in collaboration with the Ministry of Livestock Development and the Ministry of Trade

Office of the President

- Advocate with other ministries and departments for support to AI prevention and containment activities
- Educate the population about AI
- Provide security in enforcement of regulation e.g. culling and disposal procedures.

Ministry of Tourism

- Dissemination of AI information in the tourism sector
- Promote disease surveillance among wild animals and birds
- Ensure no human transfer of wild birds/pigs to and fro infected areas.
- Ensure proper disposal of dead birds

Ministry of Trade

- Ensure that businesses comply with regulations

Public Works

- Facilitate excavation and disposal of poultry according to regulations
- Clear roads to facilitate access to farms as needed

Ministry of Transport /traffic department/transport associations

- Support DVS in implementing ban on transportation of poultry/products on transport vessels.

International Development Partners

- Collaborate with GOK and local organizations in all aspects of AI education, detection and control
- Provide technical assistance and funding

Media

- Disseminate information through special programmes, news coverage, features programmes and articles, etc

Private Sector

- Provide IA education in their organizations
- Implement recommended prevention and control measures, such as high hygiene standards
- Provide funding for AI activities and to support affected individuals and families

Research institutions

Carry out surveillance to ensue early detection

Confirm cases

Liaise with external research organizations to generate information that will promote disease containment

ANNEX FOUR

SUPPORTIVE SUPERVISION CHECKLISTS

In the community

- Which organizations work in this community?
- Which organizations carry out AI BCC activities?
- What activities do they carry out?

Discussion with organizations carrying out AI activities

- What activities do you carry out?
- Who are your main audiences?
- Which other organization carries out AI activities in this community?
- How do you coordinate your activities with theirs?
- How do your activities link up with the district AI committee?
- What have been your successes?
- What challenges have you faced in your work?
- What additional support would help you become more effective in your work?

Discussion with community members

- Who does AI BCC activities in this community?
- What activities do they carry out?
- Which activities do you like best? Why?
- What do you know about AI?
- Do many people comply with the recommendations given (e.g. hygiene, keeping poultry in their own place, reporting dead or sick poultry)?
- What can be done to make more people to comply?

On poultry farms, including households with poultry

- Do the farmer and workers wear protective clothing?
- Are poultry kept in their own houses away from human living houses?
- Are different kinds of poultry kept separate?
- Does the farmer keep new poultry separate from the rest for two weeks?
- Do the farmer and workers keep the right personal hygiene (hand washing, cloth change, etc)
- Do they wash hands under running water with soap?
- Do they wear protective clothing?
- Does the farmer place tyre dips at the entry into the farm and foot dips at the entrance to every poultry house?
- Are the poultry vaccinated according to the recommended vaccination schedule?
- Does the farmer dispose of poultry droppings safely?
- Does the farm disinfect equipment used during caring for poultry?

Are children discouraged from having close contact with poultry?

Poultry businesses and/markets

Do people who work in the poultry trade wash hands with water and soap after contact with poultry?

Do they wear protective clothing?

Do they change and clean clothes daily?

Do they transport chicken in cages and on the rack instead of passenger cabins?

Do poultry transporters wash and disinfect the vehicle after transporting poultry?

Are poultry stored in a clean place in the market?

Does the market have a special place for poultry slaughter?

Is the slaughter area clean?

Is the area cleaned and disinfected daily?

Is AI education and support for compliance provided at the market?

Are poultry associations involved in providing AI education and support for bio-security and other recommended practices?

In households

Do members of the household avoid contact with poultry and wash hands with soap and water after contact with poultry and poultry products?

Are children discouraged from having close contact with poultry?

Is proper hygiene observed during slaughter and preparation of poultry for slaughter?

Are poultry and poultry products cooked adequately?

Are chicken left overs/remains disposed of safely?

Are dead poultry and poultry diseases reported to government officials?

Schools

Does the school provide AI education?

Does the school encourage children to disseminate AI education at home and in the neighbourhood?

Hotels and eating houses

Does the hotel/restaurant buy only poultry meat that has been inspected by veterinary authorities and certified safe?

Does the hotel/restaurant use licensed meat carriers?

Does the hotel/restaurant observe the necessary hygiene standards?

Does the hotel cook poultry and poultry products thoroughly?

Does the hotel/restaurant ensure that food handlers are certified medically fit through the normal examinations?