



COMMUNICATION CAMPAIGN ON POULTRY BIOSECURITY: thanks for your **FEEDBACK!**

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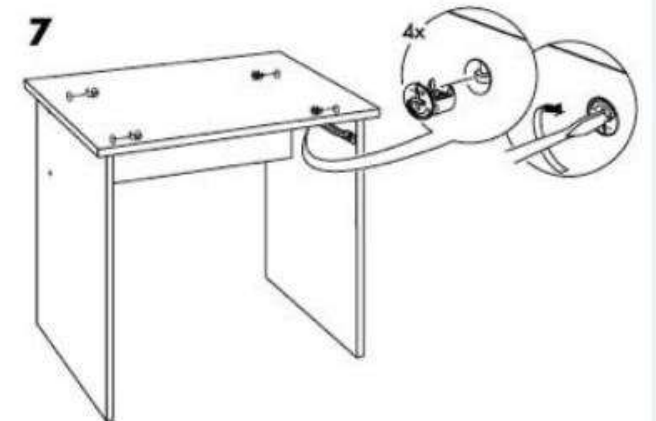
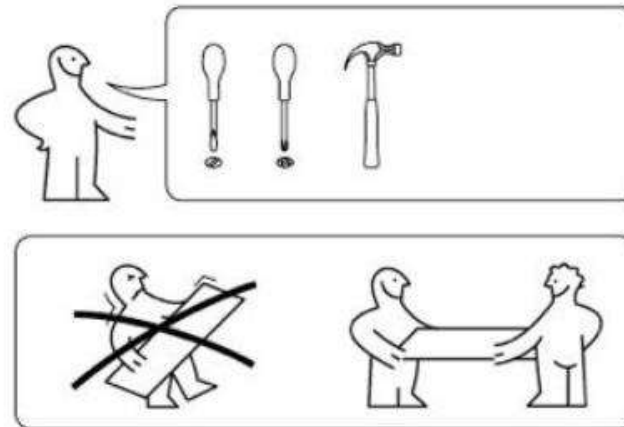
Animal Health Team
&
Communication Unit

- **HOW TO FORMULATE THE MESSAGES**
- **TARGET AUDIENCE**



IMPORTANT ASPECTS

- Trust the source of the message – train the trainers
- Distribution of the message - web vs. category association, vets
- Content formulation – positive way, not war declarations
- Language barriers – visual language





Keep bird flu OUT!

REDUCE THE RISK OF ENTRY

Wear clean clothes, boots, and gloves every time you enter.

Wash hands and tools. Use footbaths or disposable overshoes at the gate.

#NoBirdFlu
Secure your farm - Stop avian flu



Adult learning:

Maybe too prescriptive...

Then explain why!

TARGET AUDIENCES



Farmers



Vets



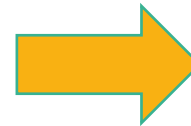
Other
professionals
...who?



Stakeholder
organisations



Competent
authorities



- Technicians
- Nutritionists
- Workers
- Whoever enters/exits the farm

How to target them?



Posters:

Ever seen in
farms?



**STOP
AFRICAN
SWINE
FEVER**

Prevent spread

Clean your footwear

Disinfect your equipment

Keep wild boar away from your pigs

Ensure that your feed and pigs come from trustworthy sources

Report suspicious cases to your veterinarian



www.efsa.europa.eu/StopASF #StopASF

efsa
EUROPEAN FOOD SAFETY AUTHORITY



COMMUNICATION CHAIN: WHO TO TARGET TO BE EFFECTIVE?

EFSA



MSs



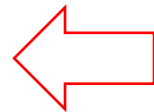
national health & institutions authorities



local authorities



Vets ; technicians;



farmers



MONITORING

- Encourage use of monitoring/scoring tools ?
- biosecurity champions to stimulate improvement?



SPECIFIC MESSAGES



1°: **KEEP AVIAN FLU OUT!**

Submessages:

- Carefully **control access to visitors, vehicles and tools**
- Keep your farm and tools **clean and in order**
- **Keep wild birds away:** fence, structures, feed
- Feed flocks with **safe feed** and clean water
- Use signs or barriers to **clearly separate** "clean" (in contact with animals) from "dirty" (outside)
- Check the **health certificates** for new poultry
- Provide practical **biosecurity training** for farm personnel



**THANK YOU FOR YOUR
FEEDBACK!**

CONTACT ME AT:



**...or let's have a chat
(and a beer) together 😊**

