

# Avian Flu

Promoting Healthy Behaviours



## BACKGROUND

Avian Influenza (bird flu) is a viral infection caused by strains of influenza that occur normally among birds. It is very contagious and when contracted, some domestic birds, including chickens, ducks, and turkeys, become sick and die. These types of bird flu viruses do not usually affect humans, but there have been cases of humans infected by bird flu since 1997.

Since late 2003, outbreaks of a highly pathogenic bird flu (H5N1) have occurred among poultry in eight Asian countries (Cambodia, China, Indonesia, Japan, Lao PDR, the Republic of Korea, Thailand and Viet Nam). Malaysia reported cases in 2004 and the Russian Federation, Mongolia, Romania, Turkey and Kazakhstan reported cases by late 2005.

Human cases, most of which have been linked to direct contact with diseased or dead poultry in rural areas, have been confirmed in four countries: Viet Nam, Thailand, Cambodia and Indonesia. The death rate for these reported cases has been very high - about 60 per cent - and children are even more susceptible.

The spread of H5N1 virus from person to person has been rare to date and the spread has not continued beyond one person. However, because all influenza viruses have the ability to mutate, scientists are concerned that the H5N1 virus could one day be able to infect humans and spread easily from one person to another.

## **THE NEED FOR A COMMUNICATION STRATEGY FOR AVIAN FLU RESPONSE AND PANDEMIC FLU PREPAREDNESS**

H5N1 is, however, only one potential source for a human influenza epidemic. Historical experience and the biological characteristics of influenza mean that another global epidemic (pandemic) is all but inevitable. Early intervention could help prevent, or at least delay global spread of the virus. The time course of the virus will vary from place to place and will depend on control measures, public response and many chance factors.

It is likely that the main impact of a pandemic will not be the virus itself but from the resulting fear and panic. There will be major economic impacts in all countries, and the potential for critical infrastructure failures. Every aspect of day-to-day life is likely to be affected as people avoid public places to prevent exposure risk.

Communication will be one of the most critical components of successful response. The following communication strategy and plan addresses key aspects of prevention, preparedness and response.

Figure 1 summarises the communication objectives at each stage:

### **PANDEMIC ALERT**

1. Preventing the spread of avian flu amongst animals
2. Preventing the spread of avian flu from animals to humans
3. Improving hygiene to limit the spread of normal human flu and other respiratory illnesses

### **PANDEMIC**

4. Reducing/limiting the spread of a new pandemic strain of flu
5. Promoting home-based care of sick patients (if health facilities are overwhelmed)
6. Advising on dealing with the dead (if normal social systems are disrupted)

PRE-PANDEMIC		PANDEMIC ALERT	PANDEMIC		POST PANDEMIC
LATE 2003	2004	NOW	1 – 2 WEEKS	6 WEEKS+	3 MONTHS+
<p><b>1. PREVENT ANIMAL TO ANIMAL TRANSMISSION</b></p> <ul style="list-style-type: none"> <li>• Protect your healthy birds from other birds (build low-cost chicken coops)</li> <li>• Don ' t touch sick or dying birds! (Don ' t sell, don ' t transport, Don ' t eat!)</li> <li>• Report sick birds to authorities immediately</li> <li>• Lock up sick birds away from living areas</li> <li>• Cull safely (wear protective clothing and cull away from living areas)</li> <li>• Burn or bury carcasses at least 2m deep</li> <li>• Spray disinfectant</li> </ul>	<p><b>2. PREVENT ANIMAL TO HUMAN TRANSMISSION</b></p> <ul style="list-style-type: none"> <li>• Avoid all unnecessary contact with birds</li> <li>• Don ' t touch liquid wastes without protective clothing</li> <li>• REMEMBER CHILDREN ARE AT HIGH RISK OF THE DISEASE</li> <li>• Keep birds away from living quarters (low cost chicken coops)</li> <li>• Only buy poultry from a good , trusted source</li> <li>• Wash hands with soap after toilet, coughing and sneezing and before eating</li> <li>• Don ' t mix raw</li> </ul>	<p><b>3. LIMIT THE SPREAD OF NORMAL FLU</b></p> <ul style="list-style-type: none"> <li>• Wash hands thoroughly with soap after toilet, after coughing &amp; sneezing and before eating</li> </ul> <p>IF SYMPTOMATIC BE RESPONSIBLE!</p> <ul style="list-style-type: none"> <li>• Cover your mouth (hand or tissue when coughing or sneezing)</li> <li>• DON ' T SPIT!</li> <li>• Wear mask or scarf</li> </ul> <p>Stockpiling food &amp; water, getting prepared</p>	<p><b>4. LIMIT THE SPREAD OF PANDEMIC FLU</b></p> <ul style="list-style-type: none"> <li>• Reinforce previous hygiene measures</li> <li>• Avoid crowded places</li> <li>• Don ' t share utensils and drinking glasses</li> <li>• Don ' t shake hands</li> <li>• Avoid touching mouth, nose and eyes. If you do touch them wash your hands</li> <li>• Wash thoroughly after contact with sick patients, and touching their utensils and clothes</li> <li>• Don ' t smoke</li> </ul>	<p><b>5. SURVIVE THE PANDEMIC</b></p> <ul style="list-style-type: none"> <li>• Take temperature</li> <li>• Isolate patient as far as practical</li> <li>• Restrict carers – no unnecessary visitors</li> <li>• Both carer and patient to wear masks</li> <li>• Make them rest – no vigorous exercise</li> <li>• Give them fluids – at least one glass of water or juice every hour</li> <li>• Give paracetamol to reduce fever and ease pain</li> <li>• Carer to wash</li> </ul>	<p><b>6. GET BACK TO NORMAL</b></p> <ul style="list-style-type: none"> <li>• Special arrangements for burial?</li> <li>• Special guidelines for funerals to avoid transmission (Need national guideline and discuss with Buddhist authorities)</li> </ul>

	<p>and cooked poultry</p> <ul style="list-style-type: none"> <li>• Cook poultry thoroughly – no pink meat or runny eggs</li> <li>• Wash eggs and cook thoroughly</li> </ul>		<ul style="list-style-type: none"> <li>• Stay at home if sick, or if possible</li> <li>• Wear masks or scarfs around other people</li> <li>• Stay at home</li> <li>• Avoid close contact with sick patients unless you ' re a carer</li> <li>• Avoid funerals of flu victims (take advice of religious authorities)</li> </ul> <p>Prepare smooth transition</p>	<p>hands after each contact</p> <ul style="list-style-type: none"> <li>• Sponge patient and make comfortable</li> <li>• Wash clothes and bedclothes frequently</li> <li>• Seek medical care for danger signs (including bloody sputum, shortness of breath, wheezing, difficult breathing, drowsiness, difficulty waking, ear pain)</li> </ul> <p>When hospitals are overwhelmed</p>	
<b>PREVENTIVE</b>	<b>PROACTIVE CAMPAIGN</b>	<b>EMERGENCY PREPAREDNESS &amp; RESPONSE</b>		<b>RECOVERY</b>	

# Avian Flu

Promoting Healthy Behaviours

## Objective 1

### REDUCE THE RISK OF ANIMAL-TO-HUMAN TRANSMISSION

PROPOSED ACTION	CURRENT BEHAVIOR	REASONS FOR CURRENT BEHAVIOR	BARRIERS to CHANGE 'Lock'	STRATEGY - 'Key's' for CHANGE		
				MOTIVATION Activites and Messages	ADVOCATES	PROPOSED CHANNEL
PROTECT HEALTHY BIRDS - Improve bio-security (e.g. build low cost local chicken housing)	Raise free-ranging birds with poor hygiene	Tradition, custom, low maintenance	<p>More work, (feeding and cleaning required)</p> <p>Cost &amp; availability of feed</p> <p>External ideas</p>	<p>Provide technical assistance and training, materials and start-up costs for feed</p> <p>Local demonstration project to show increased yield and improved productivity</p> <p>Raising chickens this way keeps</p>	MAFF, FAO, District Govt., UNICEF	<p>TA Project, Community meeting, IPC - AHW and civil society organizations &amp; volunteers</p> <p>Radio &amp; TV news, Newspaper articles Radio PSAs, Training VCD, Testimonies</p>

				them healthier and raises your income		from successful adopters! (other villagers)
<p>DON'T TOUCH SICK OR DYING BIRDS</p> <ul style="list-style-type: none"> <li>- Don't eat</li> <li>- Don't sell</li> <li>- Don't transport</li> </ul>	Eat, sell and transport sick and dying birds	<p>Birds often get sick and never pose a threat to people</p> <p>Threat of income loss - sell or eat to minimise loss</p>	<p>Poverty</p> <p>Lack of education</p> <p>Low or no sense of risk</p>	<p>Provide incentives for reporting</p> <p>Educate about the risks - intensive IPC and media campaign</p> <p>Sick and dying birds can cause sickness in people. Protect yourself, protect others.</p>	MAFF, FAO, District Govt. UNICEF, WHO	Posters in strategic places, flyers for IPC
<p>Lock up sick animals away from living areas</p> <p>Report all animal sickness (flu-like symptoms)</p>	<p>Continue to live around sick birds</p> <p>Hide animal sickness and deaths</p>	<p>Birds often get sick and never pose a threat to people</p> <p>Fear culling and loss of income</p>	<p>Low or no sense of risk</p> <p>Lack of compensation - devastating to their livelihoods</p>	<p>Sick and dying birds can cause sickness in people. Protect yourself, protect others.</p> <p>COMPENSATE FARMERS! Or give practical</p>	<p>MAFF, FAO, District Govt., UNICEF, WHO</p> <p>Prime Minister, Minister of Agriculture, Country Rep of FAO</p>	<p>Radio phone-ins, discussion programmes, IPC - Vets, animal health workers</p> <p>Community meetings</p>

<p>to the authorities</p>				<p>incentives</p> <p>The virus is deadly and highly contagious. If you don't report it quickly, it will spread to your friends' and neighbours' farms</p> <p>The virus can also be transmitted to humans. Your family (especially your children) are at risk.</p>	<p>Celebrity ambassador, Community leaders, Religious Leaders</p>	<p>Posters and leaflets in strategic places</p>
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## Objective 2

### REDUCE THE RISK OF ANIMAL-TO-HUMAN TRANSMISSION

PROPOSED ACTION	CURRENT BEHAVIOR	REASONS FOR CURRENT BEHAVIOR	BARRIERS to CHANGE 'Lock'	STRATEGY - 'Key's' for CHANGE		
				MOTIVATION Activities and Messages	ADVOCATES	PROPOSED CHANNEL
<ul style="list-style-type: none"> <li>Avoid touching poultry, wild birds or their faeces - ESPECIALLY CHILDREN!</li> <li>Do not eat uncooked or undercooked bird products</li> <li>Wash hands frequently with soap</li> </ul>	<p>Unsafe handling of both live and dead birds</p> <p>Unsafe handling of birds and bird products</p>	<p>Lack of knowledge on correct handling</p> <p>Close living conditions with birds, pigs etc</p> <p>Lack of understanding of the risks</p>	<p>Poverty</p> <p>Lack of space</p> <p>Custom / Tradition/Habit</p> <p>"We love our birds so handle them closely!"</p> <p>"That happens to other people, not to me"</p>	<p>Check with MOH / WHO for messages, but likely to include something like:</p> <p>There is a serious new disease affecting chickens, ducks, geese, pigeons, quail and other wild birds. It can be</p>	<p>Prime Minister, Minister of Agriculture, Country Rep of FAO, Celebrity ambassador, Community leaders, Religious leader</p>	<p>Radio spots</p> <p>TV spots</p> <p>Newspaper ads</p> <p>Short public information films (that can be repeated frequently)</p> <p>Posters and leaflets in</p>

<p>and water</p> <ul style="list-style-type: none"> <li>• Separate raw and cooked meats. Do not place raw meat back on the same plate as before it was cooked</li> <li>• All meats and egg yolks, should be cooked at high temperature</li> <li>• Wash eggs before cooking or handling</li> </ul>			<p>Low income so lack of hygienic facilities</p> <p>Previous bird sicknesses (like cholera have not caused sicknesses).</p> <p>"My birds have died but I cannot afford not to prepare and eat them because I'm on a very limited income."</p>	<p>passed to humans. Some people have died from the disease, so you must follow this important easy-to-follow advice to protect yourself.</p>		<p>strategic locations</p> <p>IPC with Veterinarians, health workers and village animal health volunteers</p>
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## Objective 3

### LIMIT THE SPREAD OF NORMAL FLU

PROPOSED ACTION	CURRENT BEHAVIOR	REASONS FOR CURRENT BEHAVIOR	BARRIERS to CHANGE 'Lock'	STRATEGY - 'Key's' for CHANGE		
				MOTIVATION Messages	ADVOCATES	PROPOSED CHANNEL
<ul style="list-style-type: none"> <li>Covering coughs and sneezes with handkerchief or tissue</li> <li>Wash hands after coughing or sneezing</li> <li>Wash hands</li> </ul>	Cough and sneeze freely	Habit/Custom Easy/Lazy Don't know it's a problem Use cloth but don't wash it frequently enough	Habit Just a change of climate - no problem Lack of information Not a serious problem Don't have a cloth or	It's polite to cover your mouth! It's not nice to cough and sneeze over people - it spreads diseases (for example flu). You can greatly reduce the spread by covering your mouth with a tissue or krama If you don't have	Parents (Mothers), Colleagues, Teachers, Peers (self image), Commune leaders, Monks, Celebrities, Queen, Doctors, Comedians	IPC (doctors, HCW, teachers in schools, scouts, health volunteers, commune meetings) Radio talk shows PSAs / TV, Radio Newspapers

<p>more frequently (after touching surfaces touched by others)</p> <ul style="list-style-type: none"> <li>Wear mask if symptomatic</li> </ul>			tissue	<p>a tissue or cloth available-even use your hand, but be sure to wash afterwards.</p> <p>Tissues should be disposed of carefully, and kramas washed frequently.</p>		<p>Soap operas, FM music shows, street theatre, restaurant comedy shows</p> <p>Pamphlets, leaflets, posters</p>
	<p>Don't wash hands after coughing and sneezing</p> <p>Don't wash hands frequently enough</p>	<p>Don't know it's a problem</p> <p>Washing facilities not convenient or available</p>	<p>No information or motivation</p> <p>Water and soap for washing not available, no facilities</p>	<p>Show how germs are spread (basic germ theory)</p> <p>Washing hands is one of the most effective ways to stop coughs, colds and flu</p> <p>Good shops, restaurants, schools, markets make washing facilities available (use public demand to make facilities</p>	<p>Ordinary people! Parents (Mothers)</p> <p>Colleagues</p> <p>Teachers</p> <p>Peers (self image)</p> <p>Monk</p> <p>Celebrities (medical student - actress)</p> <p>Queen</p> <p>Doctors</p> <p>Comedians</p> <p>Businesses make washing available for</p>	

				available)	staff and customers	
	Don't wear masks if sick	Not used to wearing Hot and uncomfortable Looks strange	Not readily available in Cambodia Not "cool"!	You have a responsibility to protect others from your germs  Wearing masks if sick makes a really big difference	Commune council Village Health volunteers NGOs	

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## Objective 4

### LIMIT THE SPREAD OF PANDEMIC FLU

PROPOSED ACTION	COMMON BEHAVIOR	REASONS FOR CURRENT BEHAVIOR	BARRIERS to CHANGE 'Lock'	STRATEGY - 'Key's' for CHANGE		
				MOTIVATION Messages	ADVOCATES	PROPOSED CHANNEL
<ul style="list-style-type: none"> <li>• Avoid unnecessary social contact</li> <li>• Avoid crowded places</li> <li>• Avoid shaking hands</li> <li>• Stay at home</li> <li>• Wear</li> </ul>	Visit markets, shops, cinema, pagoda, school, travel on public transport, etc as part of normal life	Normal part of life!	Need to shop, get food, go to work, school  Social contact is even more important in a crisis or emergency!	There is a serious flu virus circulating - people can have the virus before they show symptoms. The best way to protect yourself is to stay at home. Keep calm - we can get through this together  Such flu epidemics happen	Celebrities  (HIGH ALERT - DECLARATION OF EMERGENCY?) Prime Minister, King/Queen, Minister of Health,  Head of the Monks, Important doctors (head of medical	Press information session in advance - senior editors Regular press briefings  Radio - announcements, phone-in, talk shows  TV - PSAs, programmes, Strapline

<p>masks (every one)</p> <ul style="list-style-type: none"> <li>• Avoid coughing sneezing people</li> <li>• Wash hands</li> <li>• Avoid visiting sick friends and family</li> </ul>				<p>every 30-40 years. It's happened before - we can get through it.</p> <p>The worst will be over in a few weeks' time</p>	<p>association), A/ WHO Rep, UNICEF Rep, Cambodian Red Cross Rep, International and national stakeholders</p>	<p>SMS messages to subscribers</p> <p>Posters, banners</p> <p>Mobile announcements, loudspeakers</p>
			<p>We need essential services - a necessity</p>	<p>This is an emergency, but it's a temporary situation. Avoiding contact is the MOST effective way to prevent yourself</p> <p>Keep calm!!!</p> <p>Children are very vulnerable - keep them at home. Don't worry - they can make up the lost schooling - It is more important to protect them from the virus</p>	<p>Medicam, Cell phones - SMS messages to subscribers, Ministry Hotline</p> <p>Commune leaders</p>	<p>Pamphlets, billboards, sides of buses, motos, cyclos</p> <p>T-shirts, caps</p> <p>Internet</p>

		Don't have masks	Wear krama if masks not available	Wearing krama is a good way to protect yourself. But make sure you wash it regularly.		
		Not aware of the problem		Make everyone aware of the need to cover nose and mouth.		
		Strong desire to see friends and family		Quickly walk away from anyone with symptoms		
				Use phone instead!		
				If sick, go to hospital, or temporary clinic, or care at home (follow instructions)		



	wears masks when sick!	<p>silly</p> <p>Not aware of severity of infection</p>	Don't have masks (wear krama instead)	<p>members away. (Suggest children stay with relatives?)</p> <p>Try to protect other family members as much as possible</p> <p>This virus is very infectious. If the patient wears a mask, it will help protect the carer. The carer should wear a mask/krama to give them extra protection.</p>		<p>TV</p> <p>Leaflet</p>
<ul style="list-style-type: none"> <li>Wash after every contact</li> <li>Wash clothes regularly</li> </ul>	Don't wash hands or clothes that often	Not aware of severity of infection	Restricted access to water, soap - low income	Washing hands very frequently is good protection. Keep water and soap nearby and wash often.		

<ul style="list-style-type: none"> <li>• Give frequent liquids and food</li> <li>• Sponge or towel with damp cloth to make more comfortable</li> <li>• Keep well ventilated</li> </ul>	<p>May give insufficient food and liquids</p> <p>May keep in a confined space</p>	<p>Patient very sick - not responding</p> <p>May not be familiar with homecare</p> <p>House design may not allow for ventilation</p>	<p>May have limited supplies available</p> <p>Water may not be freely available</p> <p>May want to keep patient warm, or protect others</p>	<p>Patients must be given water regularly so they don't become dehydrated. Also food (advise on what) as they need energy to recover.</p> <p>Sponging, washing with a damp cloth will help keep the patient more comfortable</p> <p>Try to ventilate the room to keep the patient comfortable, and also to avoid a buildup of the virus in the room.</p>		
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## Objective 6

### GET BACK TO NORMAL (If social disruption occurs)

PROPOSED ACTION	CURRENT BEHAVIOR	REASONS FOR CURRENT BEHAVIOR	BARRIERS to CHANGE 'Lock'	STRATEGY - 'Key's' for CHANGE		
				MOTIVATION Activites and Messages	ADVOCATES	PROPOSED CHANNEL
<ul style="list-style-type: none"> <li>If possible, avoid attending funerals of those who have died of the virus (others attending may already be infected)</li> </ul>	Attend funerals of family and friends	<p>Custom, mark of respect, part of grieving process</p> <p>Not aware of severity of infection</p>	<p>Love for the deceased.</p> <p>Important to respect customs and send them off properly.</p>	<p>To be developed according to the situation. But will need to be discussed with the Buddhist authorities and Ministry of Culture and Religion ahead of time.</p> <p>Example: This is a very difficult time. We want to respect those who have died but we also need to protect the living. Special</p>	<p>Minister of Health, Minister of Culture and Religion, Buddhist /Islamic authorities, King</p>	<p>Pre-recorded message from a Buddhist / Islamic leader on radio and TV</p> <p>Short film showing correct procedures to follow. Guideline for commune leaders</p>

				arrangements have been made, and we will hold a ceremony to mark the passing of the deceased properly once the danger has passed.		
OTHER ISSUES AS COVERED IN NATIONAL GUIDELINES						