



USAID
FROM THE AMERICAN PEOPLE

AI.COMM AVIAN INFLUENZA
PROJECT

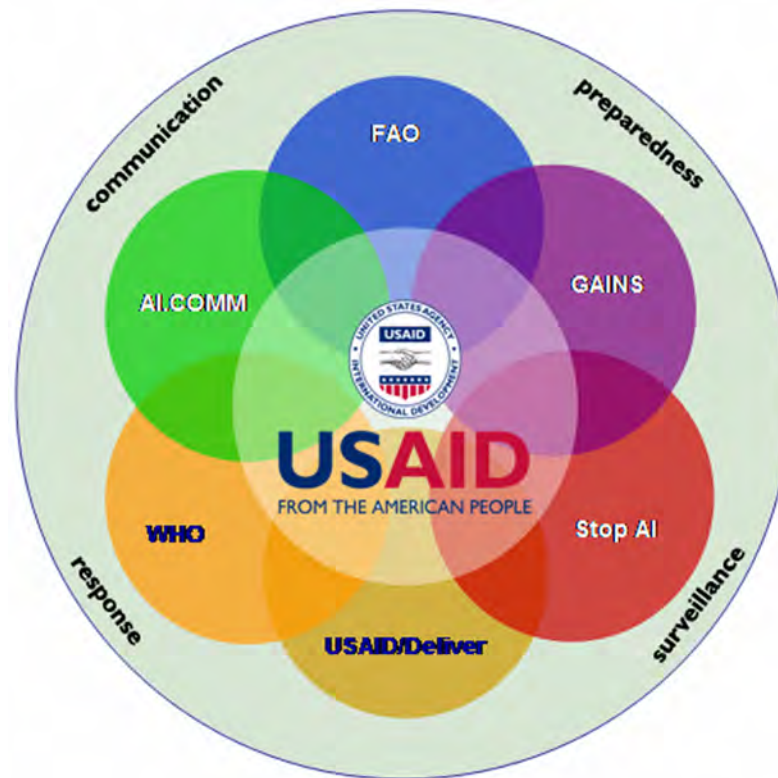
Avian Influenza Global Behavior Change and Communication



Brian McCotter - AED

USAID Partners

*UNICEF is the designated global communication coordinator



AI.COMM

AED manages two USAID-funded Task Orders

- AI.COMM – global AI behavior change and communication
- AI-BCC – Southeast Asia behavior change and communication

AI.COMM's Objectives – Southern Africa

Provide Technical Assistance in
Communication on Avian Influenza with an
emphasis on prevention of animal-to-
animal transmission

- Pre-outbreak
- Outbreak
- Post-Outbreak



Objective is to:

- Reduce exposure risk
- Enhance national capacity
- Promote long-term behavior change related to Avian Influenza



AI.COMM in Africa



Target Audience - Bio-Security Defining Difference

Sector 1 – multinational commercial poultry industry,
e.g., CP, Tyson, Cobb

Sector 2 – national commercial poultry industry

Sector 3 – small commercial poultry and egg vendors

Sector 4 – small (rural) backyard farmers

Initial Target Countries and Original Audiences

S. Africa, Zambia, Malawi, and Mozambique (others TBD)

Primary Audiences

- Sector 3 and 4
- Secondary Audiences
 - Animal and human health officials
 - Consumers of poultry
 - Border Officials/Customs
 - Poultry/Business Associations
 - Civil Society
 - Media

Programming Activities

Research & M&E

- KAP
- PAR
- In-depth interviews
- Pre-testing
- Intercepts

Stakeholder/donor coordination

Message Development

Informational Material Development

Capacity Building/Training – media orientation, commodities, social mobilization, peer education, vet/paravet, cascade, NGO

Integrated Communication – advocacy, mass media, promotion, Social Mobilization/CBC, advocacy, IPC

Media Orientation

Emergency Response Materials



Barriers

Major barrier is that public health approach is not being used in addressing H5N1 – lead ministries often are Agriculture, Animal Health, and Livestock

H5N1 is still an animal disease and not human but the investment and focus is to prevent it from becoming a HUMAN PANDEMIC *e.g. 1919 Flu Pandemic*

Mystery - the absence of complete scientific findings means we do not know what behaviors work and what it takes to prevent or contain the virus

In Southern Africa, H5N1 (AI) not a priority or a reality (yet).

Advocacy is always the first step...

Advocacy is critical and needed to keep AI and its ramifications in the forefront but it is often overlooked or forgotten because:

- AI cuts across multiple-sectors
- AI competes with other priorities, e.g., HIV/AIDS, floods, malaria, famine
- AI not seen as a threat in Southern Africa (yet)
- Funding limited
- AI's "champions" limited in Southern Africa

Questions and Answers



Thank you!

www.avianflu.aed.org