



EAST AFRICAN COMMUNITY

STRATEGY FOR A COMPREHENSIVE AVIAN INFLUENZA (BIRD FLU) PUBLIC AWARENESS CAMPAIGN AT LOCAL COMMUNITY, NATIONAL AND REGIONAL LEVEL IN EAST AFRICA

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ANNEX VIII

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1. PREAMBLE

The H5N1 strain of avian influenza (HPAI) has so far led to over 241 confirmed human cases and over 141 people have died by August 23rd, 2006. The disease in birds has spread along avian migration routes from its initial focus in Southeast Asia into Central Asia, Europe and to Africa. Currently eight African countries (Nigeria, Niger, Egypt, Cameroon, Cote d'Ivoire, Burkina Faso, Sudan and Djibouti) have reported the disease in poultry. Fifteen human cases have been reported (Egypt =14; Djibouti =1) with a total of six deaths from the HPAI strain. East African is particularly vulnerable as it lies in the route of migratory birds and has many wetlands where the migratory birds rest.

Considering the potential effect of influenza pandemic on the public health, national, regional and international impact on the economies of the Partner States, it is important that necessary steps be taken as a priority to prevent this disease from entering the region. It is also critical that appropriate arrangements are made for early detection and control of the disease. In view of the above situation, the EAC Secretariat has developed a 3- year strategy for a comprehensive avian influenza (bird flu) public awareness campaign at community, national and regional levels to compliment national efforts.

A strong public awareness campaign is a critical component for early detection of the disease and timely response in both animal and human populations. This will minimize the extent and impact of potential outbreaks and widespread transmission of the virus within the region.

The success of the Regional Strategy will rest on clear and consistent communication about the pandemic and its risks to the population as well as the status of response activities. This will be achieved through strengthening the capacity for information, education and communication at all levels and among all stakeholders in the Partner States as outlined in the Work plan (attached).

Specific target groups must be identified and messages elaborated for wide, efficient and effective dissemination using appropriate media and channels spread across the EA region. The communications strategy must cover all sectors and not be limited to the technical level sectors such as Ministries of Agriculture, Health or Wildlife sectors. The media, government, EAC Secretariat and private sector will be involved in the implementation of the strategy.

2. OBJECTIVES

To ensure that the general public in the EAC Partner States receives correct, specific and relevant information regarding avian influenza (bird flu) as early as possible and are aware of the steps/actions to be taken in order to prevent the introduction and spread of avian influenza in humans and animals.

To ensure that mechanisms exist for coordinated and consistent routine and emergency communications between authorities in all sectors, within and between government agencies, with other organizations and with the public.

3. GENERAL DESCRIPTION OF THE REGIONAL PLAN

Educational messages and materials will be prepared on avian influenza and disseminated to the public through a variety of media. These materials will give background on the current situation in East Africa, and recommended

means of communication and action during disease outbreaks in poultry, resident and migratory wild birds and for people who develop signs and symptoms of influenza.

The EAC Secretariat shall coordinate the communication actions in collaboration with the National Task Force (NTF) of the respective Partner States and produce clear messages for dissemination. Multiple channels of communication shall be adopted, including press briefing and releases and use of mass media (radio, television) as per attached Work plan.

The communication strategy will have 3 components:

Local Community

The objectives are to educate local community to recognize, report, and control of the disease and on public health, animal health, environmental and social-economic implications.

This will involve creation of public awareness among households, poultry keepers/owners, poultry traders, restaurants, hotels, chicken dressers, local institutions (schools, churches, mosques), Wild bird hunters, Wild bird traders, wild bird trappers, poultry and poultry products vendors, transporters (buses, bicycles), poultry consumers, community based hatcheries, community based tourism associations, local leaders, market authorities, make shift markets, wildlife staff at local levels, frontline extension providers, etc.

National

The objectives are (i) to sensitise policy makers and other stakeholders to recognize, report, prevent and control spread of the disease; (ii) to sensitise the stakeholders on public health, animal health, environmental and social-

economic implications; iii) Train TOTs for national and community level; and (iv) to mobilize support for the programme (eg. political, logistical, legal, financial)

This will involve creating awareness to the politicians, Government departments, Service providers, Media staff and Trade Union.

Regional

The objectives are (i) to sensitise national, regional and international stakeholders on efforts of Partner States in prevention and control of AI (ii) to lobby for support of the regional and international AI control efforts; (iii) To sensitise national governments on activities being implemented for prevention and control of AI.

This will involve creating awareness among EAC legislators, Regional committee, EAC Secretariat, regional and international organisations (WHO , FAO, OIE), GTZ, AU-IBAR, UNICEF, UNEP, UNWTO, IUCN, CITES, CMS, USDA-APHIS, ADB, World Bank international NGO's etc

AI PUBLIC AWARENESS CAMPAIGN STRATEGIES

Level	Target groups	Objectives	Strategies	Activities	Actors	(US\$)	Remarks
Local Community	-Poultry producers -Consumers Processors Transporters Wildlife dealers Service provider -Institutions (schools, mosques, churches, colleges)	i) To educate community to recognize, report, and control of the disease ii) To educate the community on public health, animal health, environmental and social-economic implications	i) Community campaign meetings: local and religious leaders meetings, mass media (electronic and print media e.g. radio, news paper, traditional songs and drama etc)	i)Conduct meetings, seminars, social events with stakeholders ii) Dissemination of communication materials leaflets, posters, radio sessions etc)	Officers: administration, veterinary, Police, Trade, Health, wildlife, legal council, CBOs, NGOs, Local and Religious leaders, School teachers, etc	Tanzania-4,140,800 Uganda-5,820,000 Kenya-4,581,459	As per national plans and budget
National	-Politicians -Government Department -Service providers -Media -Trade Unions	i) To sensitize policy makers and other stakeholders to recognize, report, prevent and control spread of the disease ii) To sensitize the stakeholders on public health, animal health environmental	i) Stakeholders workshops, seminars, meetings and campaigns: local and religious leaders meetings, mass media (electronic and print media e.g. radio, news paper, traditional songs and drama etc)	i)Conduct meetings, seminars at National level ii) Preparation and dissemination of communication materials leaflets, posters, radio sessions etc)	National task force, Political leaders, Relevant government departments, NGOs, Development partners, Poultry producer association, Media,		As per national plans and budgets

Level	Target groups	Objectives	Strategies	Activities	Actors	(US\$)	Remarks
		and social-economic implications iii) Train TOTs for national and community level iv) Mobilization of support for the programme (eg. political, logistical, legal, financial)			professional organizations, Business community, feed manufacturers, transporters, Parliamentarians		
Regional							
	EAC legislators, Regional committee, EAC secretariat, regional and international organisations (WHO, FAO, GTZ, AU-IBAR, UNICEF, UNEP, UNWTO, ECSAHS, OIE, IUCN, USDA-APHIS, ADB, World Bank international NGO's etc	i) To sensitize national, regional and international stakeholders on efforts of Partner States in prevention and control of AI. ii) To lobby for support of the regional and international	Regional meetings and workshops, Regional consultative meetings, National TV, EAC website, Regional newspaper (East African), National newspapers	i) Conduct meetings, seminars at regional level ii) Disseminate harmonized sensitization messages at regional level	Regional Expert Task Force on AI, EAC desk officers, Regional Coordination Committee, EAC Legislative Assembly members,	163354	As per the regional work plan and budget

Level	Target groups	Objectives	Strategies	Activities	Actors	(US\$)	Remarks
		AI control efforts iii) To sensitize national governments on activities being implemented for prevention and control of AI			Media, EAC Secretariat ,		

