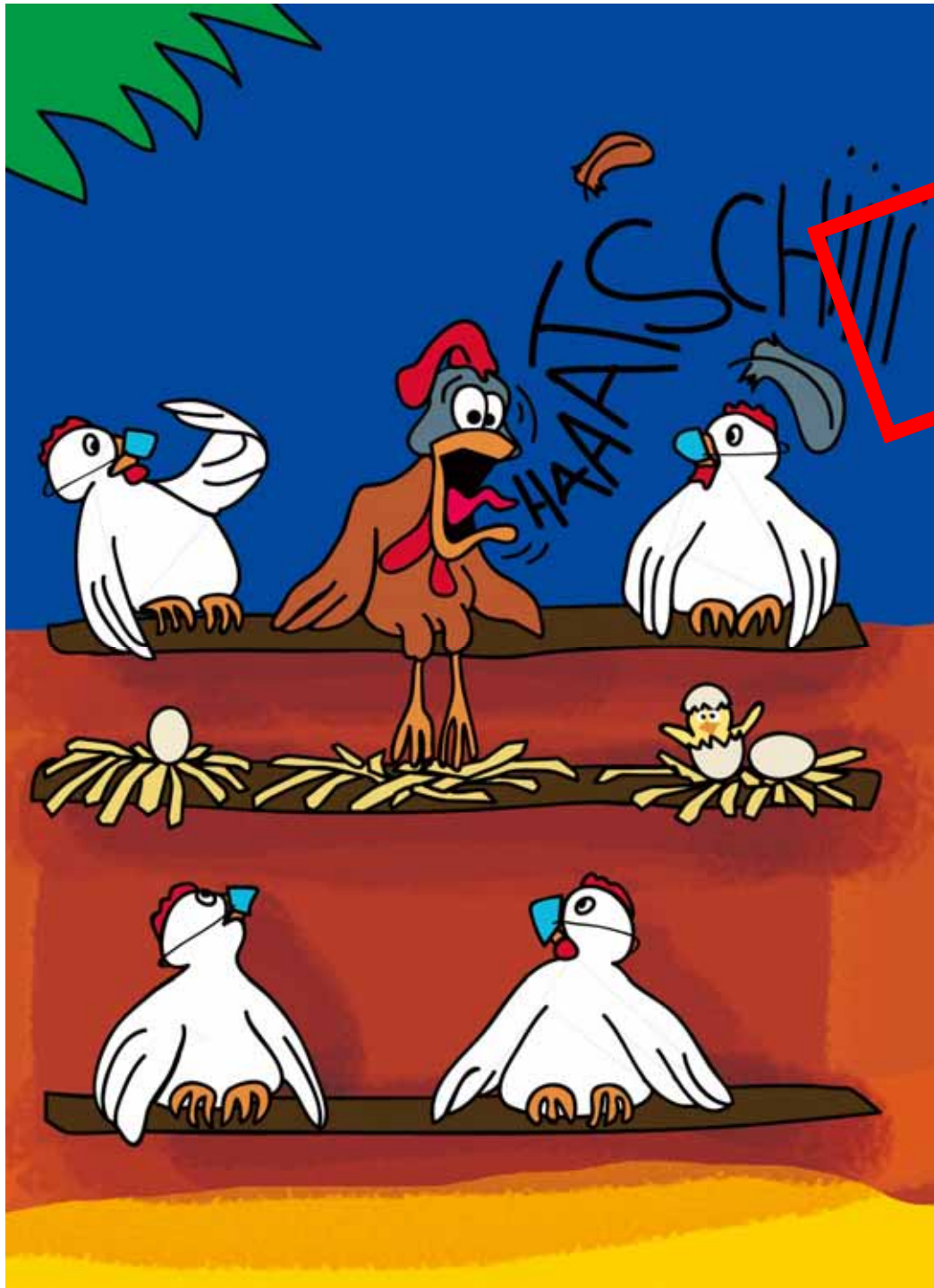


Risk

Communication:

**Support two
major efforts**



1. "Bird-wise" campaign

FAMILIES WITH BACKYARD BIRDS

- Promote safe household behaviours

EVERYONE

- Buy, prepare and cook poultry safely

2. 'Street-wise' hygiene campaign

Promote 4 actions now!



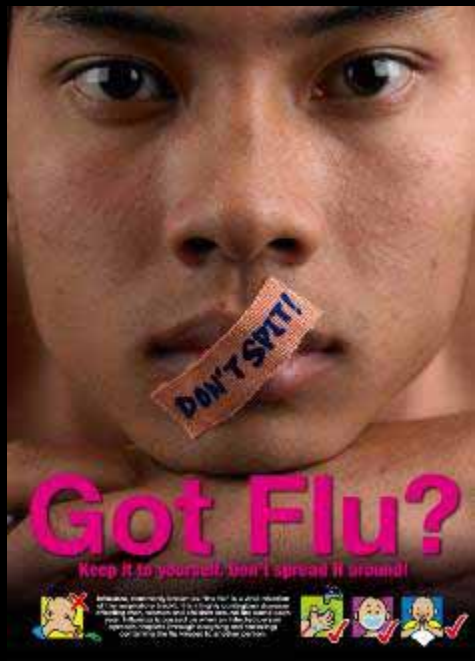
Wash hands thoroughly with soap frequently



Cover coughs and sneezes



Wear a mask if symptomatic



Don't spit!

**Prepare for a
pandemic NOW !**



***“What we do now
will make the
difference of
whether it’s 150
million or 5
million”***