

GROUP 4: Communications

***ALL MESSAGES SHOULD BE
ANALYZED ACCORDING TO
TARGET AUDIENCE***

TARGET GROUPS

Group 1

- **Handlers of live birds:**

farm workers; transport persons;
zoo workers; pet shop workers;
Processors; Pluck shop and
restaurant workers; wildlife
workers; customs

Information to be provided

Group I

- Symptomatology of AI
- Reporting system
- Biosecurity measures
- Surveillance
- Sanitation/Hygiene – farm/personal

Group 2

- **Policy Officials**
 - **Officials: Vets/Sanitation workers, PHI's**
- **Police/Army**

Information to be provided

- General info/sensitization
- Action plan: specific roles
- Policy makers: cost/benefit
- Risk communication workshop

Group 3:

Consumers: Householders;
school children; NGO's,
Churches, etc

Information to be provided

- General Info/sensitization
- 5 keys to safe food handling
- hand washing

Group 4

- Media: Gov't, private, talkshows, drama groups, etc

Information to be provided

- General info/sensitization
- Importance in surveillance/reporting
- What to expect after index case
- Action plan/policies

Communication channels

- Radio
- TV/Cable
- Print media
- Websites
- Posters/flyers/leaflets
- Theatre/drama
- NGO's
- Chat rooms
- Briefings

During Crisis

- Reporting systems
- Info on outbreak
- Re-enforcing consumer messages
- Briefing with policy makers
- Mandatory reporting: OIE, Caricom
- Info to human health w.r.t. surveillance of possible human cases

After Crisis

- Lessons learnt
- Compensation
- Info presented in pre-crisis