



AVIAN INFLUENZA LIVE-READ SCRIPTS

The following templates for broadcast public service announcement scripts can be provided to local radio media as live-reads, or used when filming TV or radio PSAs locally. After you have tailored scripts for your local use as appropriate, please be sure to time each script to ensure it falls safely within the time parameters.

PREPARE YOUR FARM (:60)

There are many easy things that you can do today to protect yourself, your family and your farm against avian influenza. Take the time to separate your chickens from other birds such as ducks and wild birds. Keep all poultry in a fenced area or enclosed building -- away from other animals and wild birds. Do this because other poultry and wild birds can bring the virus that causes avian influenza to your farm. If you bring new poultry onto your farm, keep it separate from your chickens and ducks for at least 14 days. This way you can make sure they are not infected. Keep your yard and the surrounding area clean. Sweep up feces and feathers from the yard every day. Keep your farm equipment, cars and bicycles clean by washing tires. Brush off or remove your shoes or sandals after leaving the farmyard and going indoors. Each of these steps helps to keep you and your poultry safe, and protects the entire community. When we all do our part, we become stronger. Contact [INSERT

ORGANIZATION NAME] for more information. Together, we can prevent avian influenza from spreading.

PREPARE YOUR FARM (:30)

Do you know how to protect your farm against avian influenza? There are a few very simple activities you can do to protect yourself and your family. Separate your chickens from ducks and other wild and domestic birds. Keep your poultry in a fenced area or enclosed building to keep other poultry out. Any new poultry you bring home should be separated from your chickens and ducks for at least 14 days. Keep the virus out of your home by sweeping up feces and feathers from the yard every day, and brushing off your shoes after leaving the farmyard and going indoors. Each effort helps to keep you and your poultry safe, and protects the entire community. Contact [INSERT ORGANIZATION NAME] for more information. Together, we can prevent avian influenza from spreading.

PREPARE YOUR FARM (:15)

You can help keep avian influenza away from your home and family. Separate your ducks and chickens and keep new chickens and ducks separated from your flock. Clean your yard every day. Wash your hands after touching poultry and eggs. Contact [INSERT ORGANIZATION NAME] to get more information on how to protect yourself, your animals and your community.

SICK ANIMALS, VERSION 1 (:30)

You may have heard reports about poultry dying in other communities, and you are worried that your flock might become infected with the avian influenza

virus. Here are things you can do to protect yourself and your family. If one or more birds look sick – droopy, listless – take them out of the flock and place them in a closed cage away from other poultry and animals. Do not touch the bird; remove it with a stick or shovel. Cover your face and hands. After you are done, wash your hands with soap and water. Do not prepare the sick or dead poultry for eating – this could make you sick with avian influenza, too. If you have sick poultry, contact [INSERT ORGANIZATION NAME] immediately to protect yourself from the virus and to prevent it from spreading to your other animals and family. To learn more, contact [INSERT ORGANIZATION NAME].

SICK ANIMALS, VERSION 2 (:30)

If any of your chickens or ducks got sick with avian influenza, would you know what to do? If you see one or more birds that look sick, take them out of the flock and place them in a closed cage, away from other poultry and animals. Do not touch the bird; remove it with a stick or shovel. Cover your face and hands. After you are finished, wash your hands with soap and water. Contact [INSERT ORGANIZATION NAME] immediately. Stay safe by not preparing sick or dead poultry for eating – it can make you sick, too. To learn more, contact [INSERT ORGANIZATION NAME]. Together, we can prevent avian influenza from spreading.

SICK ANIMALS (:15)

Are you afraid that your flock is infected with avian influenza? If one or more birds look sick, place them in a closed cage and contact your [INSERT LOCAL AUTHORITIES NAME] immediately. Protect yourself by not touching the bird but

removing it with a stick or shovel. Cover your face and hands. After you are finished, wash your hands with soap and water. To learn more, contact [INSERT ORGANIZATION NAME]. Together, we can prevent avian influenza from spreading.

SICK ANIMALS – CULLING (:30)

If any of your chickens or ducks got sick with avian influenza, would you know what to do? Learn the signs of avian influenza and always report sick or dead birds immediately to [INSERT LOCAL AUTHORITIES NAME]. They will instruct you on what to do, and whether culling your animals in a humane manner is necessary. Remember, avian influenza might not only affect your poultry – it can affect your entire household. To learn more on how to protect your home and family, contact [INSERT ORGANIZATION NAME]. Together, we can prevent avian influenza from spreading.

FOOD SAFETY (:30)

Here is an important message on how to protect yourself and your family from getting avian influenza. Because the flu virus can still be alive in poultry that has died, do not cook or prepare sick or dead poultry for eating. Make sure to thoroughly cook all poultry and eggs before eating them. Do not eat runny eggs, “pink” meat, or uncooked blood. Taking these steps can help keep you and your family safe from avian influenza, and keep the disease from spreading. This message was brought to you by [INSERT ORGANIZATION NAME] and this station.

FOOD SAFETY (:15)

Here is an important message on preventing avian influenza. Do not cook or prepare sick or dead chickens for eating. Avian influenza is not like other chicken diseases, so chickens are not safe to eat. Whenever you prepare poultry, make sure that the bird was healthy, and cook all poultry and eggs thoroughly before eating them. For more information on how to keep yourself and your family safe, contact [INSERT ORGANIZATION NAME].

GENERAL AUDIENCE -- FARM SAFETY (:30)

If you plan on spending any time on farms or yards where poultry is kept, [INSERT ORGANIZATION NAME] wants to be sure that you and your family are safe from avian influenza. After leaving the farm, you should always wash your hands with soap and water, and brush or disinfect your shoes, sandals and wheels of your bicycle or motorcycle. Do not touch any poultry – some birds can be infected and not look sick. To learn more, contact [INSERT ORGANIZATION NAME]. Together, we can prevent avian influenza from spreading.

GENERAL AUDIENCE -- FARM SAFETY (:60)

Do you know that you can take simple steps to protect yourself and your family from avian influenza? If you visit a place where poultry is kept, you should always wash your hands with soap and water, and brush or disinfect your shoes, sandals and wheels of bicycles or motorcycles before you leave. Do not touch any poultry – some birds such as ducks can be infected and not look sick. Do

not let children play with any birds. Most important, do not accept any poultry to take home or prepare for eating. To learn more, contact [INSERT ORGANIZATION NAME]. Together, we can prevent avian influenza from spreading.

Prepared by AED for the USAID Avian Influenza Program