

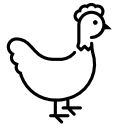


#NOBIRDFLU

**Joint EFSA/EC awareness-raising campaign
on HPAI biosecurity**

Advisory Forum meeting, 9 October 2025
Francesca Avanzini, EFSA

EC MANDATE - CONTEXT



Technical assistance in the field of **risk communication on biosecurity** in the field of poultry keeping



Need for awareness-raising efforts regarding biosecurity amongst poultry keepers and related professionals



Focus on **medium to small scale farms** and professionals (e.g. vets, farm workers) who visit/interact with them

EC MANDATE - DELIVERABLES

Terms of reference 1

Prepare communication materials and dedicated webpage on HPAI biosecurity (15 Sept 2025)

Terms of reference 2

- a) Detailed audience analysis (15 Dec 2025)
- b) Detailed a multi-year communication strategy for EU-wide awareness-raising campaign (1 March 2026)



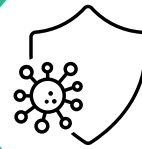


#NOBIRDFLU:
protect your farm!

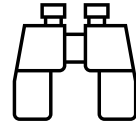
KEY MESSAGES



Keep avian flu out
[Reduce the risk of entry]



One species, one space
[Prevent spread]



Spot the signs, act quickly
[Detect/report]



**Something
is about
to hatch...**

15 September **#NoBirdFlu**

POSTERS



Keep bird flu OUT!

REDUCE THE RISK OF VIRUS ENTRY

Outdoor areas should be **fully fenced or netted** — including the roof — to keep wild birds out.

Always **wear clean clothes and wash your hands and footwear** every time you enter the farm.

Provide disinfectant footbaths or disposable overshoes at the farm gate. **Disinfect vehicles and tools** on arrival at the farm or when moving between farms.

Protect your farm
#NoBirdFlu



ONE species, ONE space

PREVENT THE SPREAD OF BIRD FLU

Different types of poultry—like chickens, ducks, and turkeys—**should be kept apart** from each other.

Protect your farm
#NoBirdFlu



SPOT the signs

DETECT-REPORT

If you notice anything unusual about your flock – a decrease in food or water intake, sudden deaths, or other signs of disease – **report it immediately** to your veterinarian or local health authorities.

The sooner you take action, the better the chance of stopping a serious bird flu outbreak and **protecting you and other flocks nearby**.

Protect your farm
#NoBirdFlu



STICKERS

**Keep
bird flu
OUT**

#NoBirdFlu



**ONE
species
ONE space**

#NoBirdFlu



**SPOT
the signs
act quickly**

#NoBirdFlu



CAROUSEL & INFOGRAPHIC



Keep bird flu OUT

PROTECT YOUR BIRDS. PROTECT YOUR FARM

Access control



- Only allow **people, vehicles, tools, and crates** onto the farm when necessary.
- Apply disinfection measures to **anyone and anything** that comes onto the farm, especially if they have recently been in contact with poultry, poultry waste, or wild birds.
- Always wear **clean clothes** and **wash your hands and footwear** when entering the farm.



All-in, all-out

- Bring in **birds of the same age** at the same time and **remove them together** at the end of the production cycle. This improves production efficiency and reduces visits to the farm, lowering the risk of disease entering the flock.



Full clean-out

- **Regularly clean and disinfect all facilities**, especially after each production cycle.
- Clearly separate **"clean"** (in contact with animals) and **"dirty"** (in contact with external areas) sections of the farm.



Feed and water

- Don't use feed that might have been exposed to **dirt, droppings, or moisture**.
- Always store feed in **closed or waterproof containers** and bedding in closed or covered areas to avoid contamination.
- Provide **fresh, clean drinking water** to your flock.



No room for wild birds

- Use **solid roofs, sealed walls, and tight fencing** for housing.
- Avoid **moving feed between different flocks**, and make sure there's no standing water around the farm.
- Protect outdoor areas with **netting or wire enclosures** and **don't forget to regularly check for possible holes or gaps**. Scare devices or deterrents could also help to keep out wild birds.



One species, one space

- Different types of poultry—like chickens, ducks, and turkeys—**should be kept apart** from each other to avoid disease spread across species.



Spot the signs

- If you notice anything unusual about your flock – a decrease in food or water intake, sudden deaths, or other signs of disease – **report it immediately** to your veterinarian or local health authorities.
- The sooner you take action, the better the chance of stopping a serious bird flu outbreak and **protecting you and other flocks nearby**.



Protect your farm
#NoBirdFlu



efsa
EUROPEAN FOOD SAFETY AUTHORITY



PRODUCTS TRANSLATED IN 24 LANGUAGES



Mantén la gripe aviar FUERA!

EVITA LA ENTRADA DEL VIRUS

Las zonas al aire libre deben estar completamente **cerradas con vallas o redes** —incluido el tejado— para mantener fuera a las aves silvestres

Usa siempre **ropa limpia y lávate las manos y el calzado** cada vez que entres en la granja.

Coloca pediluvios desinfectantes o calzas desechables en la entrada. **Desinfecta vehículos y las herramientas** al llegar o al desplazarte entre granjas.

Protege tu granja
#NoBirdFlu



Geben Sie der Vogelgrippe KEINE CHANCE

#NoBirdFlu



TAUDIN oireita

HAVAITSE – ILMOITA

Jos havaitset parvessa jotain epätavallista – rehun tai veden kulutuksen vähenemistä, äkillisiä kuolemia tai muita taudin merkkejä – **ilmoita siitä välittömästi** eläinlääkärille tai paikallisille eläinterveysviranomaisille.

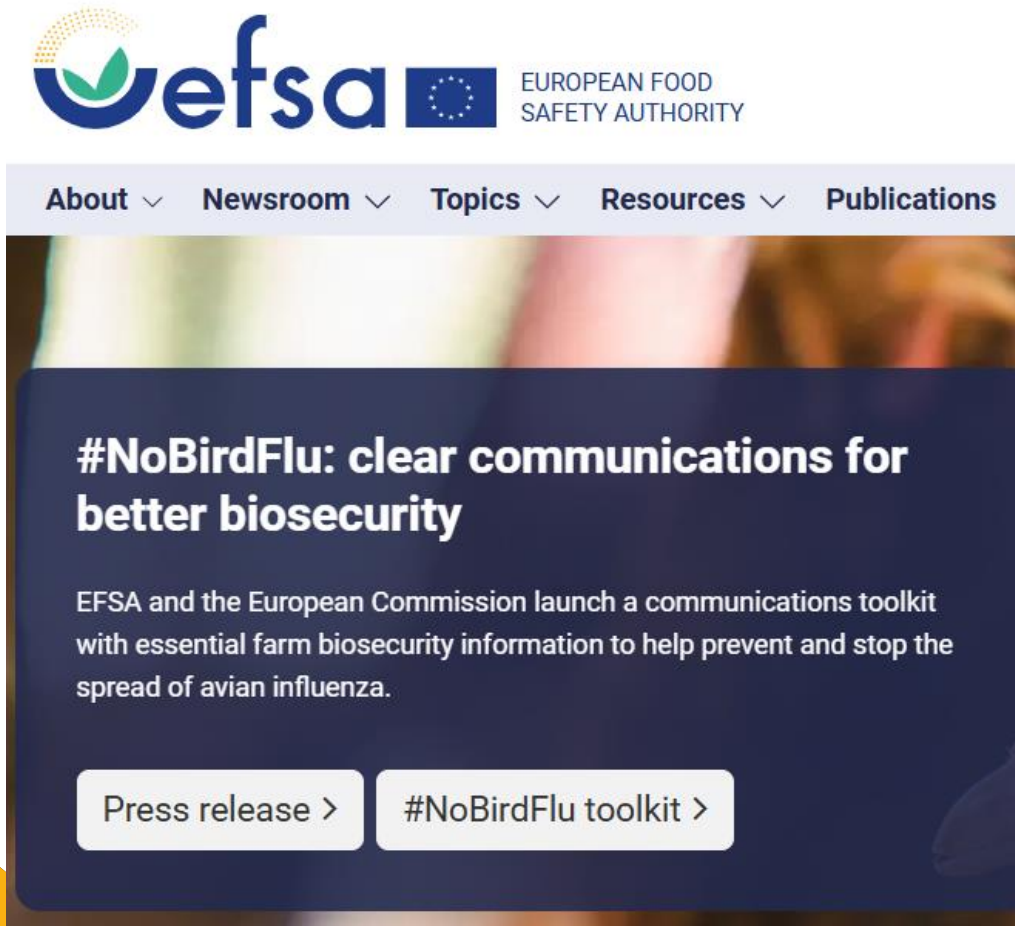
Mitä pikemmin ryhdyt toimeen, sitä paremmin vakava lintuinfluenssaepidemia voidaan pysäyttää ja **tilaasi ja lähialueen lintuparvia voidaan suojella.**



Suojaa maatilasi
#NoBirdFlu



TACTICS FOR LAUNCH



Content: webpage, press release, toolkit – 40% of all downloads from website on release day!

SoMe: posts on Bluesky, Instagram, LinkedIn, Whatsapp. Upcoming paid ads campaign on Facebook across EU

Media: 2,500 journalists targeted, 28 articles published in two days, mainly in specialist media

Joining forces: 1,900 experts, partners & stakeholders incl. our CEN & MSCCs reached via CRM mailing

Internal comm: news piece, visuals for internal screens





NEXT PHASE



TOR 2 | TECHNICAL REPORT | TWO PARTS

A detailed analysis of the audience to be targeted by an awareness-raising campaign (deadline: 15 December 2025)

- **Understanding/perceptions** of animal health & biosecurity (avian influenza, including zoonotic aspects)
- Preferred **information sources and messages**
- Recommendations for **topics** for risk communication on biosecurity

A multi-year communication strategy for an awareness-raising campaign on biosecurity and avian influenza (deadline: 1 March 2026)

- Situational analysis of scientific, stakeholder, and political environment
- Campaign objectives to achieve in each phase
- Detailed timeline, explaining the different phases of the campaign and selection of topics
- Communication tactics (tools and channels) to achieve campaign objectives
- Monitoring and evaluation of campaign objectives



TOR 2 | AUDIENCE RESEARCH : OUTSOURCING

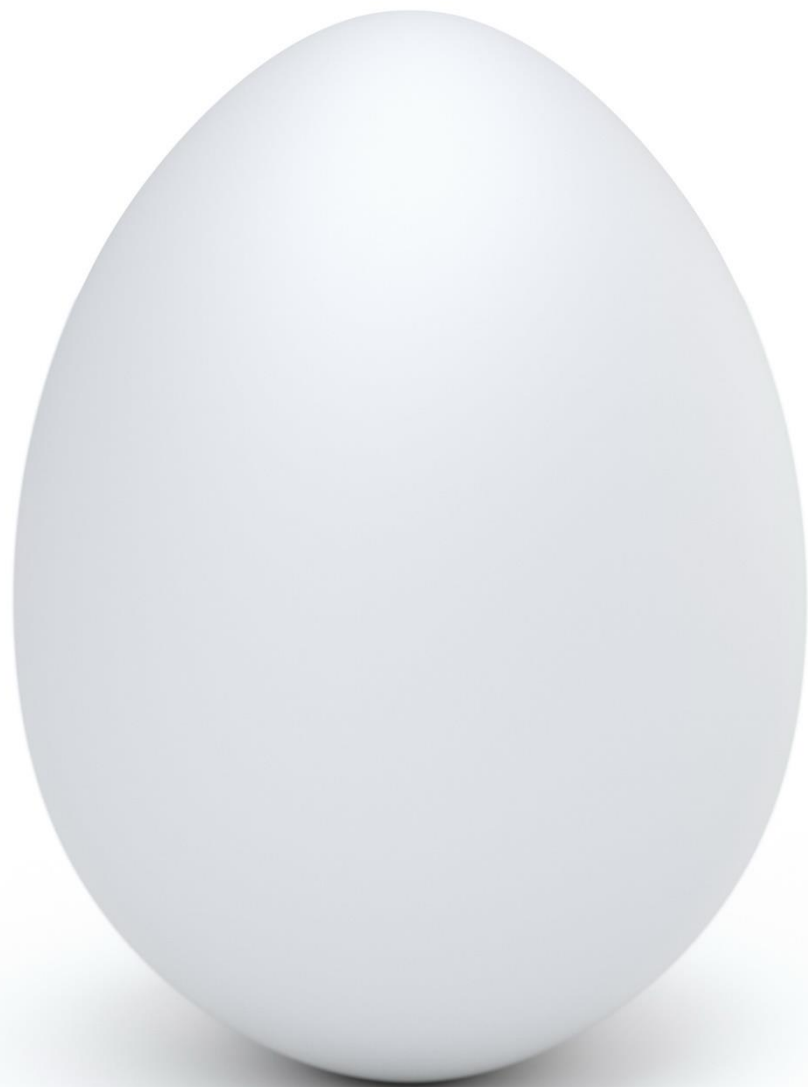
Phase 1

- Literature review of up to 50 papers
- EU/EEA/IPA countries
- Identification of stakeholders
- Risk awareness & understanding
- Risk/benefit perceptions

Phase 2

- 35-40 semi-structured interviews
- 4 clusters of interviewees identified through stakeholder mapping
- Interviews to be carried out in 3 EU countries (France, Poland, Netherlands)





Any question?
THANK YOU



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