

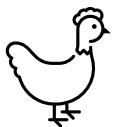


#NOBIRDFLU

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!

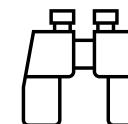
KEY MESSAGES



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

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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
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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
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STICKERS

**Keep
bird flu
OUT**

#NoBirdFlu



**ONE
species
ONE space**

#NoBirdFlu



**SPOT
the signs
act quickly**

#NoBirdFlu



CAROUSEL & INFOGRAPHIC



Protect your farm
#NoBirdFlu

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#NoBirdFlu
protect your farm!

Protect your farm
#NoBirdFlu

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EU

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**.

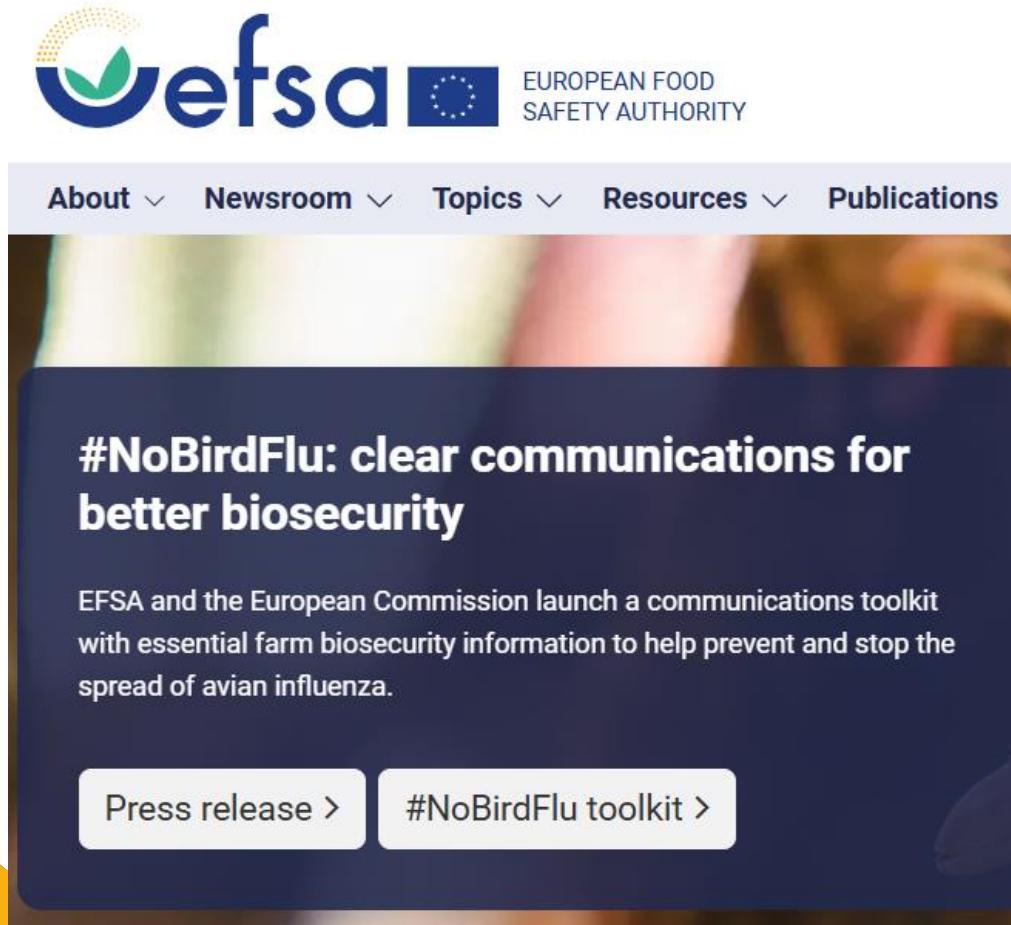
Protect your farm
#NoBirdFlu



PRODUCTS TRANSLATED IN 24 LANGUAGES



TACTICS FOR LAUNCH



The image shows the official website of the European Food Safety Authority (EFSA). The header features the EFSA logo (a stylized green leaf inside a blue circle) and the text "EUROPEAN FOOD SAFETY AUTHORITY" next to the European Union flag. Below the header is a navigation bar with links: "About", "Newsroom", "Topics", "Resources", and "Publications". The main content area features a large banner with a blurred background image of a person's face. Overlaid on the banner is the text "#NoBirdFlu: clear communications for better biosecurity". Below this, a subtext reads: "EFSA and the European Commission launch a communications toolkit with essential farm biosecurity information to help prevent and stop the spread of avian influenza." At the bottom of the banner are two buttons: "Press release >" and "#NoBirdFlu toolkit >".

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

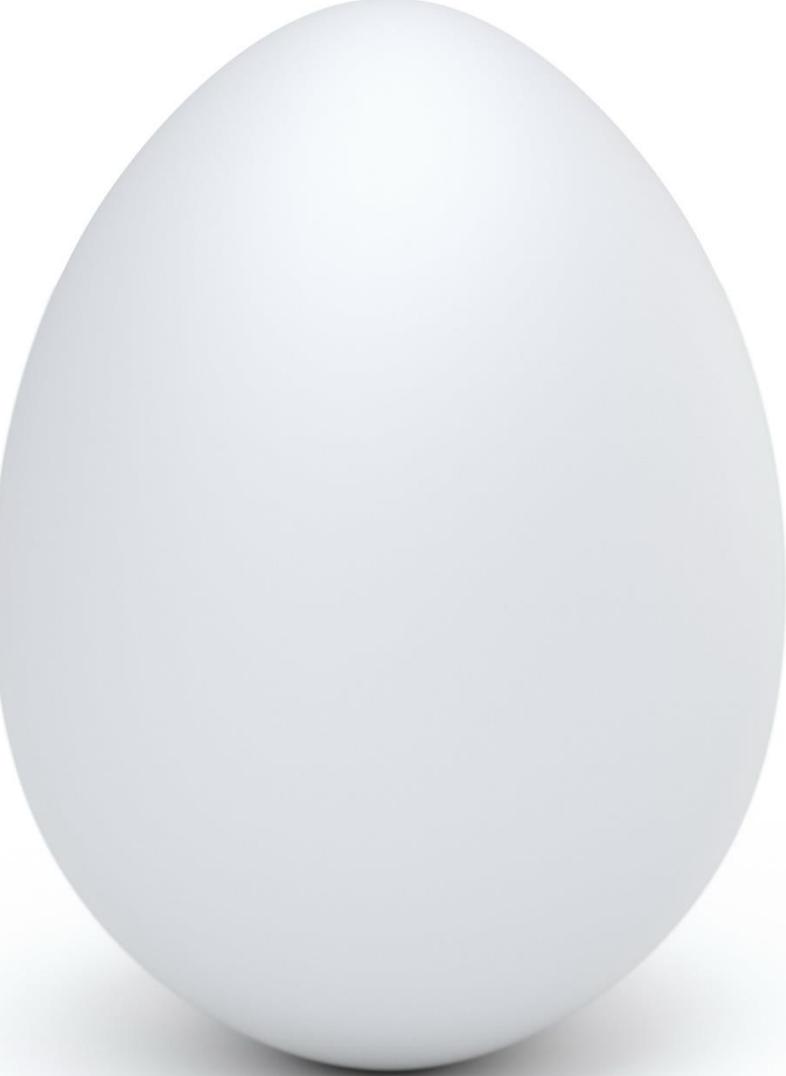
Phase 1

- 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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