



#NoBirdFlu - Campaign Backgrounder

Avian influenza, commonly known as bird flu, is a highly contagious viral disease that mainly affects poultry and wild water birds. Outbreaks can devastate poultry populations, disrupt supply chains and harm farmers' livelihoods. They can also have an impact on public health.

Bird flu cases in Europe typically rise during the winter months when migratory birds travel and gather across the continent. These birds can come into contact with poultry and infect them with the virus. Between October 2025 and June 2026, almost 8,000 outbreaks were detected in Europe. Detections in wild birds were four times higher than in the previous winter. On poultry farms, most infections stemmed from indirect contact with wild birds. This underscores the importance of applying strong biosecurity measures to limit introduction from wildlife and farm-to-farm spread.

The good news is that simple, proactive measures can reduce the risk of the virus entering or spreading on farms. These measures are not only relevant for farmers, but also for anyone who works on, or visits, poultry farms, including workers, suppliers or other visitors.

To raise awareness of these measures, the **European Food Safety Authority (EFSA)** and the **European Commission** are jointly running a campaign this autumn targeting farmers and people working with poultry. By following these simple steps, they can help protect animal and public health, support stable food production and minimise disruptions to trade.

Target audiences & countries

Although farms of all sizes can be affected by bird flu, the 2026 campaign will focus especially on small farmers and backyard bird keepers. This is based on research suggesting that this group may be less aware of the risks posed by bird flu and the measures that can help prevent its spread. They may also face more challenges in implementing them consistently.

Equally, while multilingual resources will be available for all to use, the campaign will concentrate on countries or regions with high poultry production and that have been the most affected by bird flu in recent years. These include Belgium, France, Germany, Hungary, Italy, the Netherlands, Poland, Portugal, Romania, and Spain.

How to get involved

Join us in saying #NoBirdFlu by sharing campaign resources with your networks.

A [toolkit](#) is available on the campaign [webpage](#) in all EU languages and includes:

- 2 infographics with guidance on the measures to be taken
- posters with visual reminders of key actions to integrate into daily routines
- ready-to-use content (a video, stickers, posts) for social media to help spread the message within farming communities and beyond

By sharing clear, practical advice on farm biosecurity, you can help reduce the risk of bird flu and protect poultry across Europe.



5 steps to say #NoBirdFlu

The toolkit resources are based on measures that farmers and anyone working on or visiting farms can follow to help prevent and stop the spread of bird flu.

1. CONTROL ACCESS

- Only allow people, vehicles, tools, and crates onto the farm when necessary.
- Always wear clean clothes and wash your hands and footwear when entering the farm.
- 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.

2. 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.
- Keep feed free from contamination and provide fresh, clean drinking water to your flock.

3. 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.

4. 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.

5. 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, especially respiratory signs – isolate any sick birds and immediately contact your veterinarian or local health authorities.
- The sooner you take action, the better the chance of stopping a serious bird flu outbreak and protecting yourself and other flocks nearby.