USAID
FROM THE AMERICAN PEOPLE

AVIAN INFLUENZA HOTLINE PROTOCOL

OPERATOR'S TRAINING MANUAL: INFORMATION AND SKILLS

Developed for the USAID Avian Influenza Program
Prepared by AED

TABLE OF CONTENTS

TABLE OF CONTENTS

INTRODUCTION

We are happy to present this Avian Influenza Hotline operator's training manual and share the valuable information and fill the need to provide complete and accurate information about Avian Influenza for Hotline callers as the majority is seeking basic information.

The manual has two parts: part one focuses on specific information about Avian Influenza as well as most frequently asked questions about AI. Part two of the manual deals with interpersonal communication skills needed by Hotline Operators during telephone calls.

The tenets of confidentiality and complete and accurate information for callers have been the hallmark of successful hotlines through out the world.

ACKNOWLEDGEMENTS

There are many people to thank for this training manual. Their efforts in various ways are invaluable to the completion of this project.

- United States Agency for International Development (USAID).

- Academy for Educational Development - Washington, DC

WE ARE GRATEFUL FOR THE TECHNICAL SUPPORT OF:

This publication is made possible by the support of the America People through the United States Agency for International Development (USAID). The contents of this guide are the sole responsibility of AED and do not necessarily reflect the views of USAID or the United States Government.

AI HOTLINE OPERATOR TRAINING WORKSHOP SCHEDULE

PART I AVIAN INFLUENZA INFORMATION
PART II HOTLINE OPERATOR SKILLS

	DAY 1	DAY 2	DAY 3	DAY 4
9:00-10:30	**PART I Session 1** Welcome And Overview	**PART II Session 5** Hotline call Protocol	**PART II Session 8** Practice AI Hotline Interaction	**TOT Practice PART 1**
10:00-10:45	**BREAK**	**BREAK**	**BREAK**	**BREAK**
10:00-12:30	**PART I Session 2** Avian Influenza Information	**PART II Session 6** Hotline Operator Skills	**PART II Session 9** Final role Plays And Closure	**TOT Practice PART 1**
12:30-1:30	**LUNCH**	**LUNCH**	**LUNCH**	**LUNCH**
1:30-3:00	**PART I Session 3** Avian Influenza In-depth Information	**PART II Session 6** Working with Different Resources	**TOT Session** Adult Learning	**TOT Practice PART 2**
3:00-3:15	**BREAK**	**BREAK**	**BREAK**	**BREAK**
3:15-5:00	**PART II Session 4** Introduction to Avian Influenza Hotline	**PART II Session 8** Practice AI Hotline Interaction	**TOT Session** Adult Learning	**TOT Practice PART 2**
5:00-5:30 Evenings				

SESSION 1

WELCOME AND OVERVIEW

CONTEXT AND OBJECTIVES

This first session is designed to introduce participants to each other and to the course. In addition to reviewing the workshop agenda and objectives, participants are given the opportunity to express their own expectations.

OBJECTIVES:

By the end of this session, participants will have…

1. Introduced themselves to each other and established group contract.
2. Reviewed the workshop objectives, schedule and expectations.
3. Revised group contract and logistics.
4. Completed the Avian Influenza Information Pre-Test.

MATERIALS

Participant manuals
Workshop Schedule
Flip chart and markers

ACTIVITIES

#1 WELCOME, INTRODUCTION AND ICEBREAKER

The aim of this task is to familiarise participants with the course and each other.

ICEBREAKER

The goal of this exercise is to get participants to think creatively about the kind of work that they do and the skills that they are required to use on a daily basis. Participants can find a wide variety of objects to represent their work, either literally or figuratively. Participants may even choose an object which is outside of the training room but cannot physically be brought inside (e.g., a water spigot, a light bulb, etc.).

#2 COURSE OBJECTIVES AND OUTLINE, PARTICIPANT EXPECTATIONS

The aim of this task is to reach a mutual understanding of the course objectives and outline before beginning training activities.

WORKSHOP OBJECTIVES

Objectives for Part One: Avian Influenza Information
By the end of this module, participants will have:

- Reviewed basic information on Avian Influenza
- Revised technical aspects of Avian Influenza
- Updated information on global impact of Avian influenza
- Shared experiences related to avian influenza information
- Discussed Prevention and control government efforts

needed during AI outbreaks
- Examined importance of AI concerns
- Better understood how AI affects animals and AI economic implications

Objectives for Part Two: AI Hotline Operator Skills
By the end of this module, participants will have:

- Reviewed the history of the AI Hotline in their country
- Examined hotlines in the context of other AI prevention interventions
- Discussed what hotlines can do and their limitations
- Differentiated between telephone face-to-face and over the phone interactions.
- Analyzed different phases during hotline telephone calls
- Listed characteristics of effective hotline operators
- Focused on main skills needed for AI Hotline operators
- Identified and described basic skills needed by hotline operators
- Practiced specific skills needed during the different phases of hotline interaction
- Examined AI informational resources available during calls
- Reviewed current AI Referral Phone Tree
- Reviewed the AI Hotline Operator Self Assessment Evaluation Form
- Practiced role-playing as the hotline operators using specific skills
- Demonstrated new skills acquired during both modules through final role plays

COURSE SCHEDULE

For this workshop, we have prepared a two and a half-day schedule.

#3 GROUP CONTRACTS AND LOGISTICS

The aim of this activity is to reach a consensus on acceptable behaviour during the workshop and to clarify any logistical issues.

GROUP CONTRACT

A group contract is a list of "rules" that all participants agree to follow in order to make the training as enjoyable and productive as possible. It is important that this contract is developed by the participants and not the trainer. Examples of "rules" include not smoking in the classroom, speaking one at a time, being on time for the sessions and respecting others' opinions.

LOGISTICS

It is hard for participants to concentrate on the content of a training course if they are worried about logistical matters. Therefore, it is beneficial to address these issues right away. Topics to cover include per diems, meals, accommodations, where to buy food and other necessities, transportation around the city, where to obtain medical help, etc.

#4 AVIAN INFLUENZA INFORMATION PRE-TEST

This exercise allows the trainers to gain an understanding of the participants' level of Avian Influenza knowledge.

HIGH PATHOGENIC AVIAN INFLUENZA INFORMATION PRE-TEST

1. What is Avian Influenza?

2. Do all birds infected with the virus die or get sick?

3. How can humans contract avian influenza?

4. Why should I worry about Avian Influenza when it is a bird disease?

5. How can avian influenza reach me?

6. How is Avian Influenza virus spread?

7. What can I do to protect my poultry?

8. Is it safe to buy and eat poultry?

9. If my poultry dies can I eat it? We do when our birds die from Exotic Newcastle Disease.

10. How do I know if I have avian influenza?

11. Where do I report sick or dead birds?

SESSION 2

AVIAN INFLUENZA INFORMATION

CONTEXT AND OBJECTIVES

This session explains the basic information about Avian Influenza, how to prevent and how to control in case of an outbreak. Participants explore both the technical aspects and global impact.

OBJECTIVES:

By the end of this session, participants will have…

1. Reviewed basic information on Avian Influenza
2. Revised key factors about Avian Influenza
3. Updated information about avian Influenza prevention and control
4. Updated information on global impact of Avian influenza

OBJECTIVES: 90 MINUTES

MATERIALS

Flipchart and markers
Pamphlets on avian Influenza (www.avianflu.aed.org)
Avian Influenza Questions and answers: The Facts of Bird Flu www.fao.org/avian

ACTIVITIES

#1 AVIAN INFLUENZA INFORMATION

The aim of this activity is to provide basic facts about avian influenza. Ministry of Food & Agriculture, Veterinary Services, and Directorate or Ghana Health Services can be guest speakers for this session. Other guest speakers can include local epidemiologists or representatives from the National Animal Health Centre.

The presenter should address the following topics:

- How the virus has been found to be transmitted from animal to animal (e.g., through ingestion or inhalation of faecal droppings or excretions from eyes, nose and mouth of infected birds) and how the virus has been found to be transmitted from flock to flock (e.g., by human bringing manure or equipment, vehicles, egg flats, crates, and people whose clothing or shoes have come in contact with the virus).

- How the virus can be spread through use of chickens and social ceremonies and how extra caution must be exercised in such cases.

- How families may be vulnerable to the virus if they keep fowl in their backyards

- Common ways to contain the spread of the virus (culling, proper disposal of carcasses, disinfection of farms, vaccination, and cooking poultry meat and eggs thoroughly, transport, trade and border regulations).

Participants are encouraged to ask questions or add concerns or comments to the presenter.

#2 KEY FACTS ABOUT AVIAN INFLUENZA

The presenter should address the following topics:

- Avian influenza in birds
- Human infection with Avian Influenza Viruses
- Avian Influenza A (H5N1)
- Human Health risks during H5Ni Outbreak
- Treatment and vaccination for H5N1 Virus in Humans

Participants are encouraged to ask questions or add concerns or comments to the presenter.

#3 PREVENTION AND CONTROL OF BIRD TO HUMAN TRANSMISSION

The presenter should address the following topics:

- Chances of AI could cause a human pandemic
- What can be done to avert a pandemic?
- How can AI be introduced in a country or community?
- Difference between regular, seasonal flu and avian influenza?
- Can we treat avian influenza?
- Is there an avian influenza vaccine for people?
- What are the symptoms of avian influenza in people?
- Why is there so much concern about the virus?

Participants are encouraged to ask questions or add concerns or comments to the presenter.

#4 GLOBAL AND REGIO STATISTICS NAL

The aim of this activity is to give participants an appreciation of the scope of AI worldwide and how Ghana compares to other countries.

PRESENT GLOBAL AND REGIONAL STATISTICS IN A MINI-LECTURE.

This part of the session will require that the trainer(s) gather the most updated available data on global, regional, national and local trends before the training session. Global, regional and national data can be obtained from World Health Organization, www.fao.org and www.cdc.gov. Local data can be obtained from local organisations such as the health department, animal and veterinary affairs, commerce and trade organisations, immigration working on AI control at the local level and international level.

UPDATED LIST OF COUNTRIES AFFECTED BY AVIAN INFLUENZA (H5N1) As of 3 May 2007 (those in bold reported outbreaks in 2007):

Afganistán • Albania • Austria • Azerbaijan • **Bangladesh** • Bosnia and Herzegovina • Bulgaria • **Burkina Faso** • **Cambodia** • Cameroon • **China** • Cote d'Ivoire • Croatia • Czech Republic • Denmark • Djibouti • Egypt • France • Georgia • Germany • **Ghana** • Greece • **Hong Kong** • **Hungary** • India • Indonesia • Iraq • Iran • Israel • Italy • **Japan** • Jordan • Kazakhstan • Korea (Republic of) • **Kuwait** • **Laos** • Malaysia • Mongolia • **Myanmar** • Niger • Nigeria • **Pakistan** • Palestine • Poland • Romania • **Russia** • **Saudi Arabia** • Serbia and Montenegro • Slovakia • Slovenia • Spain • Sudan • Sweden • Switzerland • **Thailand** • **Turkey** • Ukraine • **United Kingdom** • **Vietnam** (Total 59)

It is important to quickly touch on the economic impact of avian influenza. According to the World Bank, so far, the costs incurred have been mostly related to the death of poultry from the disease itself, the culling of poultry to stem its spread, and the costs to governments of containing the epidemic in terms of equipment, materials, transport and personnel.

In Nigeria, for example, about 700,000 birds were culled in 2006. One of Nigeria's bigger poultry farmers and a former president of the Nigerian Red Cross said the cost of the bird flu to the economy could be as steep as 50bn naira ($381m). Some 40 million Nigerians depend on the sector working as poultry farmers, grain suppliers, transporters, cage and poultry equipment manufacturers, engineers, veterinarians and egg retailers.

The United Nations Food and Agricultural Association estimates that backyard poultry farmers keep 60 percent of Nigeria's 140 million poultry. Some experts on bird flu are increasingly worried that Nigeria risks becoming a permanent host to the virus.

During major Christian – Easter and Christmas - and Muslim festivities such as the Haj and Eid, the risk of bird flu is even more acute because these are the periods people want to have chicken on their tables and they will do it all cost.

Participants are encouraged to ask questions or add concerns or comments to the presenter.

HANDOUT #1

FREQUENTLY ASKED QUESTIONS

AVIAN INFLUENZA IN BIRDS

What is Avian Influenza?
The disease commonly referred to as "bird flu" is an animal infection caused by the H5N1 virus. The virus occurs naturally among birds. Wild birds carry the virus in their intestines, but usually they do not get sick. But some domesticated birds - like chickens, - get very sick and can die from the virus.

Which birds carry the virus?
Avian influenza can kill domesticated birds, including chickens, ducks, geese, and turkeys. Traditionally, wild waterfowl and shorebirds have been credited as the sources for the many strains of avian influenza, but rarely fell ill. The current H5N1 strain has caused mortality in 40 species of wild birds, including geese, storks, egrets, herons, and falcons, and some mammals.

How does it spread?
The virus can remain viable in droppings for long periods, spreading among birds and animals through ingestion or inhalation of the droppings. Virus can also be excreted from the eyes, nose and mouth of infected birds. Transmission from flock to flock is usually by humans – avian influenza viruses can be spread by manure, equipment, vehicles, egg flats, crates, and people whose clothing or shoes have come in contact with the virus.

What are the control measures in birds?
The most common practice to contain the spread of the virus is culling of all infected or exposed birds, proper disposal of carcasses and the quarantining and rigorous disinfection of farms and poultry markets. Vaccination has also been used but is impractical outside commercial settings and the vaccine requires regular updating. The virus is killed by heat (56 degrees C for three (3) hours or 60 degrees C for 30 minutes) and common disinfectants, such as formalin and iodine compounds. Thorough cooking of any poultry meat will destroy the virus, however, if poultry appears sick or is dead do not prepare it for cooking or consumption. Dispose of the poultry properly.

How could avian influenza reach a country?
There are several ways that the influenza can be introduced into your country or community. It can be introduced by importing poultry or eggs that are infected; illegal trade and importation of live birds that are infected; or a person who has been at a facility or farm that has infection and carries the virus on his or her clothes, shoes, or equipment such as car/truck tires. Another way to contact the virus is through the handling and slaughter of infected live-poultry. Wild birds migrating are another source but studies show they are less of a threat than earlier believed.

What should I do if I think my flock is infected with avian influenza?
Call the relevant authorities immediately. Because the signs of avian influenza are so variable, it is important to get the help of an expert for diagnosis. Keep children and pregnant women away from the birds. If you are instructed to handle or dispose of a dead or infected bird, you should wear protective equipment and clothes (including gloves) and place the dead birds into a bag. Dead birds should not be disposed of in a river or a pond, or left in the yard.

Protective clothing or equipment should be kept away from other people and thoroughly disinfected after use.

AVIAN INFLUENZA IN PEOPLE

Are people at risk for avian influenza?
To date, most human cases have been limited to people who have had contact with infected poultry or contaminated surfaces. Many of these human cases have occurred in rural or suburban areas where households keep small poultry flocks.

What can people do to reduce the risk of getting avian influenza?
There are several key behaviors people who come in close contact with poultry can adopt to reduce the risk of contracting the virus. These include protecting their healthy flocks from the introduction of new poultry by quarantining new poultry for 14 days; separating ducks from chickens; keeping poultry in a closed building, cleaning up yards and coops daily to remove droppings; washing their hands with soap before and after handling birds; and cleaning off their shoes before entering their homes. If possible, children and pregnant women should be kept away from poultry and poultry parts, and should not handle eggs.

If poultry appears sick, people should not touch it or handle it, but rather call the local authorities. (Keep in mind that ducks often do not show symptoms of the virus.) If people must handle a dead bird, they should wear protective equipment and clothes (including gloves) and place the dead birds into a bag. Dead birds should not be disposed of in a river or a pond, or left in the yard. If you think you have been exposed, try to minimize contact with others.

Why is there so much concern about this virus?
Although the current outbreaks have been happening since mid-2003, beginning in Asia and spreading around the world, this is the first time that so many countries been affected at the same time by this virus. The animal and human health experts' concern is that the virus is crossing the species barrier and is infecting humans. Scientists are closely monitoring the virus to see if it will mutate, making it easier to spread from human to human.

What is the difference between regular, seasonal flu and avian influenza?
These are different viruses. The difference that makes the most distinction to the layman is that that avian influenza is transmitted from birds to birds and birds to humans, but at this point not human to human. That is one of the reasons it is being watched so carefully to see if the virus changes - or mutates - and can be transmitted from human to human. Unlike normal seasonal influenza, where infection causes mild respiratory symptoms in most people, H5N1 has been found to cause more severe symptoms and leads to faster deterioration in condition. In the present outbreak, many of those infected with the virus have died, and many cases have occurred in previously healthy children and young adults.

Can we treat avian influenza?
There is some evidence that recent H5N1 viruses are susceptible to a class of antiviral drugs called neuraminidase inhibitors – oseltamivir (also known as Tamiflu) and zanimivir (also known as Relenza). H5N1 appears to be resistant to the alternative M2 inhibitors – amantadine and rimantadine. Most experts agree that neuraminidase inhibitors will be vital in controlling a future pandemic. However, flu viruses can become resistant to drugs.

Is there an avian influenza vaccine for people?
Not yet. There are several potential vaccines for protecting humans from infection with bird flu, at various stages of testing. Whether they would be suitable for use against a new pandemic flu strain depends on how much that strain may have mutated from the original H5N1 virus strain. In addition, due to production issues, it is not likely that an effective vaccine would be widely available until several months after the start of a pandemic.

Will a regular flu shot protect against avian influenza?
No. The annual flu vaccination will not provide protection against avian influenza. Current vaccines protect only against circulating human strains.

What are the symptoms of avian influenza in people?
The symptoms are similar to those of other forms of influenza, including fever, sore throat, cough, headache and muscle aches and pains. These symptoms may vary in severity. If you think you may have been exposed, minimize your contact with others.

What should I do if I think I have avian influenza?
Keep in mind that people get respiratory infections quite regularly, and that the chances that your symptoms are from avian influenza are low. But if you have recently been near chicken or other poultry or have returned from an area where avian influenza in humans has been reported and you are experiencing any of the symptoms outlined above, you should seek medical advice. Tell your health care provider of your recent travel and activities, including any visits to farms or markets.

My community uses chickens for a number of ceremonies. What can I do to lessen the risk of avian influenza?

If you need to use chickens for ceremonies, either substitute the whole live chicken for well-washed feathers, or well-cooked chickens. If you absolutely must use a live chicken, then try to restrict contact to one person and be sure that person is well protected with gloves and a mask. Be sure to wash your hands well with water and soap after contact.
I'm traveling to a region where avian influenza has been reported.

What should I do to protect myself from the virus?

Although the risk of infection to travelers to areas affected by avian influenza is currently considered low, people can reduce their risk of infection by avoiding situations where they may have contact with farms and live bird markets, and by ensuring that all uncooked poultry and eggs are handled hygienically with careful attention to hand washing after handling. Proper cooking destroys the virus in poultry and eggs. You can also discuss the risk of avian influenza with your health care provider as part of your routine pre-travel health checks.

Travelers who stay in an avian-influenza affected area for extended periods should consider, as a precautionary measure, having access to influenza antiviral medicine for treatment. This is because long-term residents are at greater risk of exposure to avian influenza over time and, in the event of a more widespread outbreak amongst humans, there may be difficulties encountered in accessing appropriate medicines. Medical advice should be sought before antiviral medicines are used, however.

Is it safe to buy and eat chicken?
Yes, as long as import controls are strictly enforced. In countries where avian influenza has been reported, poultry and poultry products should be properly cooked and handled during food preparation. Normal temperatures used for cooking (70 degrees C for at least 30 minutes) will kill the virus. Consumers need to be sure that all parts of the poultry are fully cooked (no "pink" parts) and that eggs are also properly cooked (no "runny" yolks).

PANDEMIC RISK

What are the chances that avian influenza could cause a human pandemic?
Not likely. There are several critical steps that must occur before a human pandemic can happen. These include: a new influenza virus subtype emerges; it infects humans, causing serious illness; and it spreads easily and sustainably among humans. The H5N1 virus has met the first two criteria, but it has not yet efficiently and sustainably infected humans. The risk that the H5N1 virus will acquire this ability remains as long as there are opportunities for human infection; however, control measures that are being undertaken worldwide continue to minimize these risks.

Can a pandemic be averted?
Yes. That is why so much attention by governments and the health professionals is being placed on how to prevent and control the virus. The first priority is to reduce opportunities for human exposure to infected or potentially infected poultry. Computer modeling has suggested that a human pandemic could be stopped or slowed with concerted action such as washing your hands with soap and water before and after handling poultry, separating ducks and

chickens, keeping poultry fenced or penned in, and keeping new poultry separated from existing flocks for 14 days.

This is a compilation of information from sources including U.S. Department of Health and Human Services' Centers for Disease Control and Prevention; World Health Organization; and writers for the Telegraph and South China Morning Post. For further information go to: www.fao.org and www.cdc.gov

HANDOUT #2

KEY FACTS ABOUT AVIAN INFLUENZA (BIRD FLU)
AND AVIAN INFLUENZA A (H5N1)VIRUS

AVIAN INFLUENZA (BIRD FLU)

AVIAN INFLUENZA IN BIRDS

Avian influenza is an infection caused by avian (bird) influenza (flu) viruses. These influenza viruses occur naturally among birds. Wild birds worldwide carry the viruses in their intestines, but usually do not get sick from them. However, avian influenza is very contagious among birds and can make some domesticated birds, including chickens, very sick and kill them.

Infected birds shed influenza virus in their saliva, nasal secretions, and feces. Susceptible birds become infected when they have contact with contaminated secretions or excretions or with surfaces that are contaminated with secretions or excretions from infected birds. Domesticated birds may become infected with avian influenza virus through direct contact with infected waterfowl or other infected poultry, or through contact with surfaces (such as dirt or cages) or materials (such as water or feed) that have been contaminated with the virus.

Infection with avian influenza viruses in domestic poultry causes two main forms of disease that are distinguished by low and high extremes of virulence. The "low pathogenic" form may go undetected and usually causes only mild symptoms (such as ruffled feathers and a drop in egg

production). However, the highly pathogenic form spreads more rapidly through flocks of poultry. This form may cause disease that affects multiple internal organs and has a mortality rate that can reach 90-100% often within 48 hours.

HUMAN INFECTION WITH AVIAN INFLUENZA VIRUSES

There are many different subtypes of type A influenza viruses. These subtypes differ because of changes in certain proteins on the surface of the influenza A virus (hemagglutinin [HA] and neuraminidase [NA] proteins). There are 16 known HA subtypes and 9 known NA subtypes of influenza A viruses. Many different combinations of HA and NA proteins are possible. Each combination represents a different subtype. All known subtypes of influenza A viruses can be found in birds.

Usually, "avian influenza virus" refers to influenza A viruses found chiefly in birds, but infections with these viruses can occur in humans. The risk from avian influenza is generally low to most people, because the viruses do not usually infect humans. However, confirmed cases of human infection from several subtypes of avian influenza infection have been reported since 1997. Most cases of avian influenza infection in humans have resulted from contact with infected poultry (e.g., domesticated chicken, ducks, and turkeys) or surfaces contaminated with secretion/excretions from infected birds. The spread of avian influenza viruses from one ill person to another has been reported very rarely, and has been limited, inefficient and unsustained.

"Human influenza virus" usually refers to those subtypes that spread widely among humans. There are only three known A subtypes of influenza viruses (H1N1, H1N2, and H3N2) currently circulating among humans. It is likely that some genetic parts of current human influenza A viruses

came from birds originally. Influenza A viruses are constantly changing, and they might adapt over time to infect and spread among humans.

During an outbreak of avian influenza among poultry, there is a possible risk to people who have contact with infected birds or surfaces that have been contaminated with secretions or excretions from infected birds.

Symptoms of avian influenza in humans have ranged from typical human influenza-like symptoms (e.g., fever, cough, sore throat, and muscle aches) to eye infections, pneumonia, severe respiratory diseases (such as acute respiratory distress), and other severe and life-threatening complications. The symptoms of avian influenza may depend on which virus caused the infection.

Studies done in laboratories suggest that some of the prescription medicines approved in the United States for human influenza viruses should work in treating avian influenza infection in humans. However, influenza viruses can become resistant to these drugs, so these medications may not always work. Additional studies are needed to demonstrate the effectiveness of these medicines.

AVIAN INFLUENZA A (H5N1)

Influenza A (H5N1) virus – also called "H5N1 virus" – is an influenza A virus subtype that occurs mainly in birds, is highly contagious among birds, and can be deadly to them. H5N1 virus does not usually infect people, but infections with these viruses have occurred in humans. Most of these cases have resulted from people having direct or close contact with H5N1-infected poultry or H5N1-contaminated surfaces.

HUMAN HEALTH RISKS DURING THE H5N1 OUTBREAK

Of the few avian influenza viruses that have crossed the species barrier to infect humans, H5N1 has caused the largest number of detected cases of severe disease and death in humans. However, it is possible that those cases in the most severely ill people are more likely to be diagnosed and reported, while milder cases go unreported. For the most current information about avian influenza and cumulative case numbers, see the World Health Organization (WHO) avian influenza website.

Of the human cases associated with the ongoing H5N1 outbreaks in poultry and wild birds in Asia and parts of Europe, the Near East and Africa, more than half of those people reported infected with the virus have died. Most cases have occurred in previously healthy children and young adults and have resulted from direct or close contact with H5N1-infected poultry or H5N1-contaminated surfaces. In general, H5N1 remains a very rare disease in people. The H5N1 virus does not infect humans easily, and if a person is infected, it is very difficult for the virus to spread to another person.

While there has been some human-to-human spread of H5N1, it has been limited, inefficient and unsustained. For example, in 2004 in Thailand, probable human-to-human spread in a family resulting from prolonged and very close contact between an ill child and her mother was reported. More recently, in June 2006, WHO reported evidence of human-to-human spread in Indonesia. In this situation, 8 people in one family were infected. The first family member is thought to have become ill through contact with infected poultry. This person then infected six family members. One of those six people (a child) then infected another family member (his father). No further spread outside of the eposed family was documented or suspected.

Nonetheless, because all influenza viruses have the ability to change, scientists are concerned that H5N1 virus one day could be able to infect humans and spread easily from one person to another. Because these viruses do not commonly infect humans, there is little or no immune protection against them in the human population. If H5N1 virus were to gain the capacity to spread easily from person to person, an influenza pandemic (worldwide outbreak of disease) could begin. For more information about influenza pandemics, see PandemicFlu.gov.

No one can predict when a pandemic might occur. However, experts from around the world are watching the H5N1 situation in Asia and Europe very closely and are preparing for the possibility that the virus may begin to spread more easily and widely from person to person.

TREATMENT AND VACCINATION FOR H5N1 VIRUS IN HUMANS

The H5N1 virus that has caused human illness and death in Asia is resistant to amantadine and rimantadine, two antiviral medications commonly used for influenza. Two other antiviral medications, oseltamavir and zanamavir, would probably work to treat influenza caused by H5N1 virus, but additional studies still need to be done to demonstrate their effectiveness.

There currently is no commercially available vaccine to protect humans against H5N1 virus that is being seen in Asia and Europe. However, vaccine development efforts are taking place. Research studies to test a vaccine to protect humans against H5N1 virus began in April 2005, and a series of clinical trials is under way. For more information about H5N1 vaccine development process, visit the National Institutes of Health website.

HANDOUT #3

PREVENTION AND CONTROL OF BIRD-TO-HUMAN TRANSMISSION

PREVENTION AND CONTROL OF BIRD-TO-HUMAN TRANSMISSION

Following are key message points on prevention and control of bird-to-human transmission of avian influenza.

Even though all the message points are important and helpful in preventing and controlling avian influenza, specific aspects of topics will be more important in different local contexts and there will be times when specific information is particularly important.

Users should select the message points that are most appropriate for local conditions and outbreak phase (pre-outbreak, outbreak, and post-outbreak) and transform them into suitable messages, using local expressions and language.

It is very difficult for humans to get avian flu, but if you have signs of a serious respiratory illness, get care. Avoid close contact with birds. Take precautions if you unintentionally come into contact with poultry or poultry feces in an affected area.

- If you become sick with a high fever after contact with dead or sick birds, seek immediate treatment.
- If you suspect that someone has avian influenza, take them to a health care provider immediately.

Avoid close contact with birds.

- Do not touch dead or sick birds with bare hands; use gloves.
- Do not let poultry into your house. If for some reason you do have to let them in, keep them in a specific area away from where the family sleeps and eats.
- If possible, do not let children collect eggs and keep them away from birds – including pet birds if they are not kept indoors all the time.
- Be careful when using birds in rituals or ceremonies or find an alternative to using birds.

Protect yourself and your family.

- Keep children away from birds and collecting eggs if possible – this includes pet birds if they are not exclusively kept indoors.
- Do not sleep with birds or keep them as pets.
- Do not let children help with slaughtering or preparing poultry or wild birds.
- Make sure you and your family always washes and brushes your shoes and sandals when leaving the farm yard – and especially before going indoors.

Take precautions if you have contact with poultry or other birds.

Regularly clean the areas where poultry are kept.
This includes:

- Clean or sweep feces and unconsumed feed from the yard every day. Wear a mask and gloves while sweeping the farmyard.
- Burn or bury feathers and other waste away from the farmyard. Bury waste deep and with lime so that scavengers do not dig it up.

- Allow manure to decompose for several weeks to allow any virus to die before using it as fertilizer.
- Clean small farm equipment daily, including tires, with soap and water or detergent.

Take precautions if you come across any dead or sick birds, do not touch them. You should:

- Contact the proper authorities in your area immediately.
- Dead birds should not be thrown in a river, pond or other body of water.
- Dead birds should be placed in a bag or other container away from other animals until the authorities can inspect the situation. Always wear gloves or put plastic bags over your hands when touching the birds.
- If you see one or more birds that look sick, don't leave them in the yard. Take them out of the flock and place them in a closed cage. Then contact an animal health worker (or other authorities) immediately.

Take precautions if you unintentionally come into contact with poultry or poultry feces in an affected area.

- Wash your hands well with soap and water after each contact with wild birds or domestic poultry or bird feces.
- Remove your shoes outside the house and clean them of all dirt.
- If you develop a high temperature, visit a doctor or go to the nearest health care facility immediately and avoid contact with others.

Take precautions in preparing and consuming poultry meat and eggs.

- The greatest risk of exposure to avian influenza is through the slaughter and handling of infected poultry.

Remember that not all infected birds show signs of illness, so be careful when slaughtering any poultry.

- Good hygiene practices are essential during slaughter and post-slaughter handling to prevent exposure via raw poultry meat or cross contamination from poultry to other foods, food preparation surfaces or equipment.
- Keep raw meat, poultry, fish, and their juices away from other foods.
- After cutting raw meats, wash hands, cutting board, knife, counter tops and all other exposed areas with hot soapy water, and use bleach if available.
- Ensure that poultry meat and eggs are thoroughly cooked.
- Do not eat eggs or blood unless they are thoroughly cooked. Do not eat runny eggs or meat that is pink. To be safe, egg whites and yellow must be solid. Raw eggs should not be used in foods that will not be cooked.
- Eggs can contain avian influenza virus both on the outside (shell) and the inside (whites and yolk), so it is important to wash hands after handling eggs and to cook eggs thoroughly.
- The avian influenza virus is not killed by freezing or re frigeration, but cooking (temperatures at or above 70°C in all parts of a food item) will kill the avian influenza virus.

Practice overall good hygiene.

- Wash hands with soap and water before and after handling food.
- Use masks and gloves when handling poultry or other birds.
- Clean or sweep feces and unconsumed feed from the yard every day. Wear a mask and gloves while sweeping the farmyard.
- Burn or bury feathers and other waste away from the farmyard. Bury waste deep and with lime so that scavengers do not dig it up.

- If practical, change your clothing once you arrive at the workplace, especially if you have poultry in your back yard or come in contact with poultry on your way to work.

Take precautions if you are visiting farms or other areas where poultry are kept.

- When visiting a farm or entering a yard where poultry is kept, wash hands with soap and water and after you leave.
- Brush and disinfect clothing, shoes/sandals, and the wheels of bikes/motorcycles/etc. after leaving the area, especially before going indoors.

Workers involved in culling operations should protect themselves. 2 OF 3

- Because of the high risk of exposure during the culling process, cullers should wear proper personal protective equipment such as protective clothing, masks, goggles, boots and gloves.
- Cullers should follow a decontamination procedure when taking off their protective equipment.
- Workers involved in mass culling operations, transportation and burial/incineration of carcasses should be vaccinated with the current human influenza vaccine (to avoid co-infection with avian and human strains of influenza).
- Individuals exposed to infected poultry or farms should be monitored closely by local health authorities.
- Thoroughly clean and disinfect equipment and vehicles (including tires and undercarriage) entering and leaving each farm
- Make sure all equipment used to cull birds is disposed of properly, or disinfected and stored away from other equipment and where children cannot get it.

KEY BEHAVIORS TO REDUCE THE RISK OF CONTRACTING THE VIRUS: WORKING WITH POULTRY

Key behaviors include:

- Protecting healthy flocks from the introduction of new poultry by quarantining new poultry for 14 days;
- Separating ducks from chickens;
- Keeping poultry in a closed building, cleaning up yards and coops daily to remove droppings;
- Washing hands with soap before and after handling birds and eggs; and
- Cleaning off shoes before entering homes and other buildings.

SESSION 3

AVIAN INFLUENZA IN DEPTH INFORMATION

CONTEXT AND OBJECTIVES

This session discusses prevention and control government efforts during an AI outbreak and also the economic implication of AI. Participants will also assess their knowledge of AI.

OBJECTIVES:

By the end of this session, participants will have…

1. Become familiarized with Prevention and Control government efforts needed during AI outbreaks
2. Examined importance of AI concerns.
3. Better understood how AI affects animals and the AI economic implications
4. Discuss experienxes related to avian influenza impact in their country

TIME: 90 MINUTES

MATERIALS

Flipchart and markers
Pamphlets on avian Influenza (www.avianflu.aed.org)
Avian Influenza Questions and answers:
The Facts of Bird Flu (www.fao.org/avianflu)

ACTIVITIES

#1 GOVERNMENT EFFORTS REGARDING AVIAN INFLEUNZA CONTROL AND PREVENTION

The aim of this activity is to provide basic facts about avian influenza prevention and control efforts. You may want to invite someone from the Ministry of Food & Agriculture, Veterinary Services, or Ghana Health Services as guest speakers for this session. Other guest speakers can include local epidemiologists or representatives from the National Animal Health Centre.

The presenter should address the following topics:

- Avian Influenza up to date information at the national level
- National Avian Influenza Strategic Plan if available
- Role of the Ministry of Agriculture, Office of Veterinary affairs in prevention and control of and AI outbreak.

Participants are encouraged to ask questions or add concerns or comments to the presenter.

#2 WHY IS AVIAN INFLUEUNZA GENERATING CONCERN?

The aim of this activity is to have participants reflect on the information provided in the previous lectures and presentations and discuss importance of being prepared in case of H5N1 avian influenza virus.

RESPONSE TO AI CONCERNS

The short answer to why we should be concerned about the H5N1 avian influenza virus is because it has infected and killed humans. To date, risk to humans has been limited to people who have had contact with infected poultry or contaminated surfaces.

Over the past year or two, there has been renewed concern about H5N1 avian influenza because it marked the first time that so many countries were affected at the same time by this virus. The animal and human health experts' concern is that the virus has the potential to cross the species barrier and infect humans. Scientists are closely monitoring the virus to see if it will mutate, making it easier to spread from human to human. Of course with all of the discussion about the virus crossing species, there are ongoing discussions about vaccines and treatments.

It's also important to know the symptoms of avian influenza, which are similar to those of other forms of influenza, including fever, sore throat, cough, headache and muscle aches and pains. These symptoms may vary in severity. Keep in mind that people get respiratory infections quite regularly, and that the chances that symptoms are from avian influenza are extremely low. Of course we're all concerned about the global discussions occurring about the possibility of an influenza pandemic. Though it's on our minds, it's not likely. It's important to understand that there are several critical steps that must occur before a human pandemic can happen.

The critical steps include:

- A new influenza virus subtype emerges
- It infects humans, causing serious illnesses; and
- It spreads easily and sustainably among humans

The H5N1 virus has met the first two criteria, but it has not yet efficiently and sustainably infected humans. The risk that the H5N1 virus will acquire this ability remains as long as there are It is important to note that a pandemic can be averted. That is why so much attention by governments and the health professionals is being placed on how to prevent and control the virus. Opportunities for human infections: however control measures that are being undertaken worldwide continue to minimize these risks. The first priority is to reduce opportunities for human exposure to infected or potentially-infected poultry.

#3 AVIAN INFLUEUNZA AFFECTS ANIMALS

We have heard about avian influenza and how it affects humans. The purpose of this presentation is to hear from an animal health expert who will give a background on this important topic. You may want to invite someone from the Ministry of Food & Agriculture, Veterinary Services, or a representative from the National Animal Health Centre.

Economic and commercial implications of AI should also be included in the presentation.

Questions and answers should follow the presentation.

AI ECONOMIC IMPLICATIONS

Economic and commercial Implications:
According to the World Bank, so far, the costs incurred have been mostly related to the death of poultry from the disease itself, the culling of poultry to stem its spread, and the cost to governments of containing the epidemic in terms of equipment, materials, transport and personnel.

There are a host of economic and commercial implications regarding AI. In Nigeria for example, last year close to one million birds were culled at a cost of $400 million with some 40 million Nigerians dependant on the sector as poultry farmers, grain suppliers, transporters, importers, cage and poultry equipment manufacturers, engineers, vets, egg retailers. As we can see how

this cuts across a number of different sectors. Clearly there's also a trickle down
factor. In addition, those whose birds have been culled expect some type of compensation from the government adding to the impact of the epidemic.

Participants are encouraged to ask questions or add comments to the presenter.

#4 SHARE EXPERIENCES RELATED TO AVIAN INFLENZA

The aim of this activity is to discuss and respond to questions and concerns related to the impact of AI in Ghana in different sectors: Social, economic, development, health, education, cultural, etc. Guest speakers are encouraged to participate in the discussion and respond to questions.

Participants are encouraged to ask questions or add concerns or comments to the presenter.

PART II

SESSION 4

INTRODUCTION TO AVIAN INFLUENZA HOTLINE

CONTEXT AND OBJECTIVES

This session introduces the second part of the manual specifically the AI Hotline and discusses the role of hotlines as a source of information, prevention and control intervention for Avian Influenza.

OBJECTIVES:

By the end of this session, participants will have…

1. Reviewed session objectives for second part of the manual
2. Reviewed the history of the AI Hotline
3. Completed the hotline operator's skills Pre Test
4. Examined hotlines in the context of other AI prevention interventions
5. Discussed what hotlines can do and their limitations

TIME: 90 MINUTES

MATERIALS

Flipchart and markers

ACTIVITIES

#1 MODULE OBJECTIVES

The aim of this activity is to introduce participants to the second part of this manual.

The first part of the manual focused on AI information. This second part reviews interpersonal communication skills and focuses on skills needed by AI hotline operators during telephone interactions. Ask participants if they have any questions about them, and then review the session objectives.

Objectives for Part Two: Avian Influenza Hotline Skills
By the end of this module, participants will have:

- Reviewed the history of the AI Hotline in their country
- Examined hotlines in the context of other AI prevention interventions
- Discussed what hotlines can do and their limitations
- Differentiated between telephone face-to-face and over the phone interactions.
- Analyzed different phases during hotline telephone calls
- Listed characteristics of effective hotline operators
- Focused on main skills needed for AI Hotline operators
- Identified and described basic skills needed by hotline operators
- Practiced specific skills needed during the different phases of hotline interaction
- Examined AI informational resources available during calls
- Reviewed current AI Referral Phone Tree
- Reviewed the AI Hotline Operator Self Assessment Evaluation Form

- Practiced role-playing as the hotline operators using specific skills.
- Demonstrated new skills acquired during both modules through final role plays

#2 AI HOTLINE

The aim of this activity is to familiarize participants with current AI Hotline in their country, statistics collected so far and review the standard policies of the AI Hotline.

AI HOTLINE STANDARDIZE POLICIES

It is important for hotlines to have standard codes of conduct. It is the responsibility of the Management Team, to develop these policies for answering the phone, ensuring confidentiality and making referral; and make them available to all hotline staff.

ANSWERING THE PHONE

In terms of professionalism and standardization, it is important for hotlines to have all operators answer the calls in the same manner each time.

For Example: ***AI Hotline, how may I help you?***

If this is a multi language service, decide if you will answer the phone in more than one language. Hotline operators should not provide their name or ask callers to call them back as they may not get the same person the next time they call.

REVIEW CURRENT AI HOTLINE OPENING RESPONSE TO CALLERS

Confidentiality

Most hotlines ensure anonymity, and that makes it easier for a person to call the hotline. Most people have been calling the AI Hotline to report dead birds and certain information needs to be requested without intimidating the caller.

It is also important that operators do not discuss the content of the call and not repeat the information outside the hotline work environment. Hotline operators will only repeat the information during debriefing or supervision sessions. Supervisors should respect the information provided and not repeat it to others.

It is generally illegal in most countries to record a call without the caller's consent.

Referrals

Hotline operators have the responsibility to refer callers to appropriate services. Hotline operators should be trained in using the referral list available.

Hotline policy should state that hotline operators must agree to:

Refer only approved services on the hotline referral list.
Not to meet callers in person.

A national hotline should have a referral list in a manual or file, organized alphabetically per region, or by type or organization or type of service.

Ensure that organizations agree to be a referral site for the hotline and updating referral lists at least monthly, if possible.

Hotline Supervision

Most hotlines have some form of supervision and debriefing systems in place.

The content and structure of supervision may vary but it should include administrative, education and support components.

Administrative Component

Supervisors will compile statistics; write reports, assist with time managements, monitoring and evaluation of hotline operators work performance for quality and quantity

Emotional Support

Usually involves dealing with work related stress, especially calls that involve emotionally charged issues that ultimately affect the operators. To cope in this environment operators need an outlet to talk about their feelings and a chance to discuss difficult calls. Supervisors should express appreciation for a job well done. Positive feedback is important for operators to feel they are doing a good job.

Education

Hotline operators need to have quick answers to questions, and supervisors should be available to provide those answers. Supervisors should also provide information about new referrals and resources for callers. In some cases, hotline staff rotation might be high, and supervisors should also plan training for new hotline operators that include topic information as well as interpersonal communication skills for new operators.

Debriefing

Usually occurs immediately after a shift, is mainly supportive and not as formal as supervision. By taking

place after a shift, operators can discuss feelings about upsetting calls and deal with responding to other issues, prior to the next shift.

#3 HOTLINE OPERATOR'S SKILLS PRE-TEST

This exercise gives allows the trainers to gain an understanding of the participants' level of interpersonal communication skills knowledge. Participants respond to Hotline operator pre test hanhouts.

#4 HOTLINES IN THE CONTEXT OF AI PREVENTION

The aim of this hotline training activity is to explore the role of hotlines and mass media in the context of AI prevention activities.

The AI Hotline does not operate in a vacuum. It is only one type of AI prevention intervention. Interventions aim to convey messages through ***communication channels***. Following are the five main communication channels that are used to convey health messages:

- Mass media, i.e., radio, television, print advertisement, billboards
- Print materials/audio-visual, i.e.,(brochures, posters, booklets, videos, flip charts
- Public Relations/Special Events, i.e., print and broadcast news, news conferences, site visits, one-on-one interviews
- Interpersonal communication, i.e., face-to-face counselling, hotlines, peer education, group discussions
- Community-based communication, i.e., drama, puppet

shows, dance, village theatre, social mobilization
A hotline is a type of interpersonal communication channel. Interpersonal communication is not enough by itself, however. It works together with all of these other types of AI prevention activities. A mixture of different prevention activities is necessary in order to stop the spread of AI.

We will focus only on Interpersonal Communication and Mass Media.

Each communication channel has advantages and disadvantages[1]. Following are just a few. Encourage the participants to add their own ideas.

TYPE OF CHANNEL	ADVANTAGES	LIMITATIONS
Mass media	Reaches many people Messages conveyed frequently Creates awareness Reinforces messages delivered through other channels	Reach and frequency Cost Does not create behaviour change
Interpersonal communication	Audience can ask questions and receive detailed information and counseling Motivates individuals to change their behaviour Privacy - Good for discussing sensitive or personal issues	Limited audiences reach Requires training of counselors Very time-consuming Need to be promoted through other channels to create demand Stigma associated with the health issue may limit audience participation

[1] Source: The Academy for Educational Development. 1995. A Tool Box for Building Communication Capacity.

#5 WHAT HOTLINES CAN AND CANNOT DO

Hotlines ***can*** do the following:

- Provide basic information about Avian Influenza prevention, control and other services available
- Connect people to available resources
- Provide limited emotional support

Hotlines ***cannot*** do the following:

- Stop the transmission of AI directly
- Provide extensive counselling or emotional support
- Provide medical care or services directly

Hotlines cannot operate alone. They rely on a network of other organisations that offer AI Control and Prevention services.

AVIAN INFLUENZA HOTLINE

OPERATOR SKILLS PRE AND POST TEST

1. Name different communication channels used to convey messages

2. What are some of the differences between face to face communication and over the phone interaction?

3. What are some of the stages or phases that take place during a hotline call?

4. Give three examples of good listening skills during interpersonal communication.

5. What is the benefit of open ended questions?

6. Why is it important to use "reflecting" or " paraphrasing" during a telephone interaction with a caller?

7. Name some rumours or misinformation about avian flu.

8. Where can you find the correct response to this question:
How can you tell if your chickens get avian influenza?

9. How does the general public find out about the Ghana AI Hotline telephone number?

PART II

SESSION 5

HOTLINE CALL PROTOCOL

CONTEXT AND OBJECTIVES

Most hotline callers seek basic information and participants need to identify the different stages or phases of hotline calls. This session provides an overview of basic steps and skill hotline operators need to develop in order to respond to callers needs.

OBJECTIVES:

By the end of this session, participants will have…

1. Discussed differences between face-to-face and over the phone interactions.
2. Analyzed the different phases during hotline telephone calls
3. Listed characteristics of effective hotline operators

TIME: 90 MINUTES

MATERIALS

Flipchart and markers
Blank paper

ACTIVITIES

#1 TELEPHONE VS. FACE-TO-FACE INTERACTIONS

The aim of this activity is to highlight the differences between face-to-face and over the phone interaction.

ROLE PLAY Scenarios

Face-to-Face Interaction
A farmer comes to a Agriculture and Veterinary Affairs Office and tells the officer that his neighbour told him that a few days ago he saw some dead chickens on the pond. They both think they know how they got there, He wants to know if he will get paid if he brings the dead birds to the office…

Telephone Interaction
The caller wants to know if the birds he recently bought in the market have AI because when he arrived at his farm, two chickens were dead.

ADVANTAGES AND CHALLENGES OF TELEPHONE INTERACTIONS

There are both advantages and limitations to telephone interactions. Many clients prefer to use the telephone for the following reasons:

- It is anonymous. This is especially important when dealing with a sensitive subject such as AI.
- It is accessible. It does not require transportation or a lot of money (except to pay for the phone call).
- It is often available several hours a day.
- It is safe. The caller can terminate the conversation if s/he becomes uncomfortable.

- It often takes less courage to call a telephone hotline than to visit in person.

There are many challenges to telephone interactions, however. For example:

- ***Non-verbal communication is different***. Because the telephone operator and caller cannot see each other, some types of non-verbal communication which are im portant in face-to-face counselling are not present (i.e. body posture, eye contact, facial expressions, etc.).

- ***Other types of non-verbal communication are more important***. For example, the hotline operator's voice and speaking patterns are extra-important in telephone interactions. This includes the tone of the voice, breathing patterns, pauses, pace of speaking and hesitation.

- ***The quality of the exchange can be affected by the quality of the phone connection***. If the phone line is bad, then the hotline operator and caller will not be able to communicate clearly. This can result in misinformation, frustration and termination of the call by the caller.

- ***The immediate circumstances of the caller are unknown***. The operator does not know what type of environment the person is calling from. The caller could possibly be in danger, or at the very least, could be in a situation where s/he is not able to talk freely for fear of being overheard by others.

- ***Trust building is harder***. It is more difficult for a caller to build trust in the hotline operator when s/he cannot see them.

- ***Callers may place "hoax" calls***, which are calls that are meant to be a joke or are not sincere. Face-to-face

interactions rarely deal with "hoax calls". In other words, most people who make the effort to visit a site and request a face-to-face interaction are honestly seeking help.

Encourage participants to give other examples of differences between telephone and face-to-face interactions.

"Caller - Centered Communication"
Introduce this concept to participants and ask them to discuss how it can be applied in hotline interactions

"Caller-centered communication" is a type of interaction between individuals and the hotline operation system. It refers to person – to – person, verbal and non verbal communication. Includes exchanging information and transmission of messages based on the needs of the individual calling, confirming information received through mass media or group education programs, and other outreach efforts.

When the interaction is "personalized" or tailored to the caller's needs and concerns, it becomes caller-centered communication.

Hotline operators do individual, or one-on-one interactions so a hotline interaction is considered "caller centered communication"

#2 THE HOTLINE CALL PROCESS

The aim of this activity is analyse the different stages or phases of an interaction between caller and telephone operator.

Although most of the callers of the Avian Influenza Hotline will request information, hotline operators need to have a well-defined process to follow in order to meet the needs and help those who call the hotline with unique and different situations.

EXAMPLE: GHANA AI HOTLINE PROTOCOL

All "caller centred interactions" can be divided into certain stages. Having a well defined process will help the operator organize the response and meet the caller's needs effectively. The process continues even after the call has ended, hotline operators need to follow certain procedures within the Hotline Operation in order to fulfil the mandate of the hotline operation and contribute to the AI control and prevention in Ghana. Reporting after each call has ended is an integral part of the AI hotline protocol.

Here are the main phases identified by AI Ghana Hotline that all hotline operators need to follow:

PHASE I: Establish good communication

The goal of this phase is to greet the caller, putting him at ease and building his trust so s/he can share his story.

This is a very important phase, because it sets the atmosphere and builds the foundation for the rest of the call. Specific things that the operator can do during this stage include:

- Greet the caller in friendly manner that conveys that you are willing to listen in a non-judgmental way;
- Explain the types of available services that the AI Hotline can offer;
- Inform the caller that everything said will be kept confidential;
- If necessary, setting boundaries for the call (i.e. for repeat callers).

PHASE II: Listen to assess caller's needs

The goal of this phase is to learn about the caller's "story". The hotline operator encourages dialogue and helps the caller explain the situation, describe the reason for calling, explore his feelings and reflect on his situation.

This is when the operator invites the caller to share what s/he is facing. He helps the person by listening carefully, checking understanding, and asking open-ended questions to help the caller explore and clarify fully. This is also the time when the caller explains how s/he tries to cope with the situation.

Things that the hotline operator does during this phase include:

- Encourage dialogue
- Probe for more information
- Listening to verbal and non verbal cues
- Repeat information received
- Use same words as the caller to describe the situation

PHASE III: Responds and Refers

The goal of this phase is to fill the callers need regarding information and referral, and help the caller to decide on a course of action to resolving the situation.

In this phase the hotline operator provides the caller with the information requested, and also offers the appropriate referral depending on the caller's needs. At this time the caller can also evaluate options and make decisions to resolve the situation. Things the hotline operator does during this phase include:

- Dispel rumours and misinformation
- Use simple language

- Provide accurate information
- Explore possible ways that issues can be resolved
- Use referral list of resources available

The hotline operator summarises the conversation and terminates the call.

PHASE IV: Keeps Records

The goal of this phase is to fill out the AI Hotline Forms that includes main details of the call and tracks the interaction. It also details action taken by hotline operator after the call has ended.

In this phase, data recorded such as where calls are coming from, caller's concerns and actions taken are used to track trends or pinpoint new situations and responses as soon as they are being reported. Information is also shared with MOFA partners.

As it is the responsibility of the hotline operator to contact the phone tree to report details of the call, this actions needs to be recorded accurately in the Form and the Form must be delivered to the Supervisor as well.

Hotline operator actions during this phase include:

- Fill out AI Hotline call report form
- Use simple language
- Provide accurate information
- Keep track of main details of the interaction
- Identify resources, information or referral if needed
- Follow up /contact phone tree accordingly
- Inform supervisor and deliver the form

#3 QUALITIES AND SKILLS OF HOTLINE OPERATORS

The aim of this activity is to highlight characteristics of effective interpersonal communications interactions.

Any type of person can be a hotline operator – man or woman, youth or senior citizen, housewife or business-person, professional or volunteer. This does not mean that everyone has the potential to make an effective hotline operator. It must be someone who possesses the following:

- Awareness of self and others
- Knowledge about the issues being discussed
- Good listener
- Gives accurate information

In addition to the concepts mentioned above, certain personal characteristics that can help to make a good hotline operator:

- Integrity and credibility
- Concern for people
- Warmth, acceptance and genuineness
- Creativity
- Optimism and confidence
- Flexibility and tolerance
- Ability to articulate thoughts and ideas
- Commitment to the development of one's own skills, knowledge,
  supervision and mentorship

Often they have experience or past history in the issues that they are discussing which has motivated them to help others.

AVIAN INFLUENZA REPORTING RESPONSE FORM

GUIDELINE FOR HOTLINE OPERATORS

1. This is the NADMO Hotline, How can I help you?

2. Where are you calling from?

3. What do you want to talk about?

4. What have you done with the birds?

5. Where are the birds now?

6. How close have you been to the birds?

7. What other information do you want to know?

8. Do you feel comfortable giving your name?

9. Thank you very much; we will follow up on your call.

10. Please do call the AI hotline again if you need further information regarding this.

PART II

SESSION 6

HOTLINE OPERATOR SKILLS

CONTEXT AND OBJECTIVES

This session provides an overview of the basic skills needed during the different phases of the caller centered interaction. It also includes practicing the basic skills.

OBJECTIVES:

By the end of this session, participants will have…

1. Identified and described basic skills needed by hotline operators
2. Focused on skills needed during caller centred interactions of the AI Hotline
3. Practiced specific skills needed during the different phases of the caller centred interaction.
4. Described skills need by hotline operator during each phase of the AI Hotline Protocol.

TIME: 90 MINUTES

MATERIALS

Flipchart and markers

ACTIVITIES

#1 INTERPERSONAL COMMUNICATION SKILLS

The aim of this activity is to identify specific skills that are needed throughout the caller centred interaction.

Following is a description of skills frequently used by hotline operators during "caller centred interactions". This is just a list of the basic skills that are used most frequently and should be mastered by AI Hotline operators.

Descriptions of each skill as well as examples are provided. Here are some of the skills that hotline operators need to develop and practice during an effective hotline interaction with a caller.

Greeting appropriately
Establishing trusting atmosphere
Questioning and Probing
Active Listening
Speaking simply
Correcting misperceptions

Accurate reporting

Conveying respect
Establishing Rapport
Affirming
Reflecting
Summarising
Closing call at appropriate time

GREETING

Establishing contact with the caller in a way that is warm and welcoming is important as it the first opportunity to "meet" the caller.

Greeting the caller with respect, in a way that conveys that you are ready and willing to listen in an unhurried manner and therefore establishing a good rapport with them.

It is important to reflect on the tone of voice used by the operator, as different messages are conveyed by our tone of voice. Callers can not seeing the phone operator and our voice is the first element that can help in making a good first impression.

ACTIVE LISTENING

Attending to both the caller's verbal and non-verbal messages, and listening in a way that conveys respect, interest and empathy. Active listening involves more than just hearing what other people say.

It involves paying attention to both: the content of the caller's message and words as well as the things that might go "unsaid", such as feelings or worries.

Empathy means ***feeling with*** a person and involves understanding and acknowledging a person's feelings in order to open up a conversation, encouraging dialogue.

Active listening can be harder to do over the phone than in person, because the telephone operator cannot use body language to show that s/he is listening. Hotline operators must demonstrate active listening through verbal cues. For example:

"Yes, I see…." "Mmm hmmm…."
"Oh?" "And then?"

It can also be helpful to repeat one or two key words that the caller has just said. For example:

Caller: "I am so upset with my neighbour…"
Operator: "Upset?"
Caller: "Yes, it makes me so mad that he told the

local official about the dead chickens in my cousins farm...”

QUESTIONING AND PROBING

Asking questions is a way of encouraging callers to share information about their situation, or to express their feelings. This is accomplished through asking open-ended questions and probing for more information when a superficial answer is not enough.

What can we learn through questions?

The general situation	What did you want to talk about?
The facts	What happened? Where?
Feelings	How did you feel?
Reasons	What made you do that?
Specifics	Please could you explain that more?

Open-ended questions are questions that require more than a one-word answer. They usually begin with words such as “How?”, “What?” or “Why?”. Probing is necessary when the operator needs more information about a person’s feelings or situation.

Following are some helpful probing phrases:

“Can you tell me more about that?”
“What happened after that?”
“Please describe the symptoms”

Close-ended questions usually require one or two word answer, are helpful to clarify or confirm issues or statements that the operator needs specific information.

Example: How many birds are dead? **17**
Did you see the dead birds? **Yes**

Where did you see the dead birds? **On the road to Kumasi...**

How far away are you from there now ? **About 5 miles**

The hotline operators can use a combination of open-ended questions and some close-ended questions when they need to probe about two things:

1. The caller's situation orsituation or "story"; and
2. The caller's feelings.

Callers may have trouble expressing their feelings or explaining their situation clearly and may need help from hotline operators to verbalise them.

It is important to help callers express their feelings; and to acknowledge feelings once they are expressed.

AFFIRMING

Affirming means to appreciate the effort of the caller to take the first step and call the hotline. Congratulating or complimenting callers on a positive action that they have been able to implement.

Ex: "I am pleased to hear that you are calling the hotline because you are very concerned about protecting our country's poultry."

Complimenting callers helps them to feel respected and valued, and it encourages them to share more information. If a caller feels that s/he has already accomplished something, even if it is small, then s/he may be more willing to take some larger actions.

REFLECTING

Repeating the key points of what a caller has said back to him/her. This is also known as "paraphrasing".

Reflecting serves many purposes:

1. The hotline operator can make sure that s/he has understood the caller correctly and
2. Can show the caller that s/he has been listening actively; and
3. The caller can gain greater clarity about his situation or feelings.

Accurate reflection of the situation and acknowledgement of feelings are necessary and critical during the phone interaction.

Callers must first believe that the hotline operator hears and understands their situation, feelings and individual needs and concerns before they are ready and willing to deal with the situation and listen to options.

Following is an example:

Caller: **"I'm really scared. Yesterday morning when I went to feed the pigeons I found them all dead and also sick almost dead…My neigh bour had the same happened yesterday he said it was avian influenza and we will all get sick…and now all the pigeons in the neig hbourhood are dead…are my chickens also going to die? Am I going to get sick too? Am I going to die?."**

Hotline operator: **"So you're scared because you have**

seen the pigeons in your neighbour hood get sick and die,…and you are afraid that all the other birds in your farm might get sick. Or die."

It is important to reflect both the content of what the person has said and their ***feelings***. Emotions form the base of much of life experience. Noting key feelings and helping the caller clarify them can be one of the most powerful things the hotline operator can do.

PRACTICE Reflecting

Last week I was walking to work by the Cemetery side road and heard some people talking about some fowl are dying in the pond. I went to see if it was true; and I found two young children playing with some dead birds, they were playing with a stick, I think the children are now going to die now. Are my children going to die too?

SPEAKING SIMPLY

Using language that is easy enough for a person to understand, usually repeating the same words used by the caller generates a feeling of being fully understood. Hotline operators need to change their language to accommodate the literacy level of the caller. If a caller's literacy level is not obvious, it is better to use simple words in order to make sure that the information is understood. Following is an example of a difficult explanation that has been rephrased to make it simpler:

Caller: "I don't understand bird flu. Why is it different from other flu?"

Hot line operator: DIFFICULT EXPLANATION

> **"Avian Influenza is similar to New Castle disease, it is a virus such as Influenza A (H5NI) and it is dangerous because it spreads quickly and causes sudden death in large number of birds."**

Hot line operator: SIMPLE EXPLANATION

> **"Avian flu is a virus that all birds can get, but this kind of virus is dangerous because it can kill many birds as it spreads very fast between animals.**

PRACTICE Speaking Simply

The aim of this activity is to practice the skill of speaking simply.

High death rate
Avian influenza
Multiple strains virus
Highly pathogenic
Mild respiratory symptoms
Immunologically challenged
Dissemination mechanisms
Agro ecology
Secretions from the nares
Excreted in their droppings
Airborne secretions
Plucking of infected poultry
Slaughtering of live infected poultry
Airborne disease
Infected poultry
Untreated droppings
N on composted poultry manure

CORRECTING MISPERCEPTIONS

Providing accurate information to a caller and correcting any misinformation.

Most hotline callers seek basic information or have incomplete information. Other hotline callers have inaccurate information. There are many misperceptions about Avian Influenza as is recently been identified as a possible epidemic. It is the hotline operator's role to correct information and it needs to be done in a way that does not make the callers feel stupid or defensive.

Hotline operators should acknowledge misinformation and then correct it. For example,

> **"You mentioned that it is possible to cure AI if you vaccinate your chickens. Many people believe this, but it is not true. Even if you vaccinate your birds, it is important to do other things to protect them from AI. "**

Sometimes hotline operators have doubts about certain information. It is advisable to first try to clarify his or her own doubts by consulting the reference materials available to Hotline operators or with a supervisor.

Hotline operators that are faced with a request for information regarding a topic they are not familiar with, should acknowledge that they do not have the answer. They may tell the caller to wait and will find out where the caller can obtain the answer to their request or transfer the caller to other hotline operator or supervisor who can provide the appropriate answers.

SUMMARISING

Summing up the main points of a caller's story and eliminating less relevant information. Summarising is similar to reflecting, but the hotline operator does not repeat exactly what the caller has said. The hotline operator takes the main points of the conversation and presents them to the caller.

Summarising is appropriate when:
1. The hotline operator wants to check that s/he has understood the caller's story;
2. When it is time to move onto another topic; or
3. When it is time to end the call.
4. Summarising can also help the caller to gain perspective on his situation.

CLOSING

Asking if the caller has any more questions, providing additional information if necessary and ending the call. Before hanging up, the hotline operator thanks the caller for calling and invites him/her to call back anytime for more information or assistance.

REPORTING ACCURATELY After the call has ended, operators need to comply with AI hotline policy and fill out the AI Reporting Response Form and report call content accurately and keep track of data.

Operators provide the forms to the supervisor, who prepares reports and compiles statistics and forwards the information to the appropriate authorities.

Reporting is needed to:
1. Keep track of call content
2. Identify trends or repeat calls from specific areas

3. Compile statistics
4. Identify operators information gaps or training

Hotline operators also need to attend the end of the day debriefing with the assigned supervisor. It is an opportunity to discuss feelings about specific or upsetting calls and seek support when needed.

#4 SKILLS NEEDED DURING AI HOTLINE PROTOCOL

The aim of this activity is to review the AI Hotline Protocol and identify the skills needed by hotline operators in each one of the phases.

AI HOTLINE PROTOCOL AND SKILLS NEEDED

PHASE I: Establish good communication
The goal of this phase is to greet the caller, putting him at ease and building his trust so s/he can share his story.

Skills Needed:
Greeting appropriately, Establish Rapport, Confirm Confidentiality if needed, Active Listening, Questioning and Probing, Affirming, Speaking simply etc.

PHASE II: Listen to assess caller's needs
The goal of this phase is to learn about the caller's "story". The hotline operator encourages dialogue and helps the caller explain the situation, describe the reason for calling, explore his feelings and reflect on his situation.

Skills Needed:
Active Listening, Questioning and Probing, Affirming, Using Silence, Correcting Misperceptions, Reflecting,

Speaking Simply etc.

PHASE III: Responds and Refers

The goal of this phase is to fill the callers need regarding information and referral, and help the caller to decide on a course of action to resolving the situation.

Skills Needed:

Active Listening, Questioning and Probing, Correcting Misperceptions Using Silence, Reflecting, Reflecting, Speaking Simply, Make referrals, Summarising, Closing etc.

PHASE IV: Keeps Records

The goal of this phase is to fill out the AI Hotline Forms that includes main details of the call and tracks the interaction. It also details action taken by hotline operator after the call has ended.

Skills Needed

Accurate information, Reflecting situation and feelings, Use Simple language, Fill out AI Reporting Forms

SESSION 7

HOTLINE OPERATOR SKILLS

CONTEXT AND OBJECTIVES

This session challenges participants to review all of the AI information presented in this module. Because hotline operators may not be able to answer all questions posed by callers, this session also introduces participants to additional information resources and referral services.

OBJECTIVES:

By the end of this session, participants will have…

1. Examined AI informational resources available during AI hotline calls
2. Reviewed current AI referral phone tree
3. Completed the AI information post-test

TIME: 90 MINUTES

MATERIALS

The AI.COMM materials
Power Point presentations on Animal Health and Human Health
AI Hotline Phone Tree
All booklets or information materials developed in Ghana on AI Avian Influenza
Information workshop post-test

ACTIVITIES

#1 RESOURCE AND REFERRALS

The aim of this activity is to make hotline operators aware of resources available to them and to highlight challenges that they might face when giving referrals.

Hotline operators need to have adequate resources to consult if they do not know the answer to a question posed by a caller. These resources can consist of both printed materials (brochures, books, articles, INFO CARDS, etc.) and people (such as medical experts who can be contacted to answer questions). Examples of resources include the following (others can be added):

- AI Information Session 2 and 3 of their training manual
- Copies of Power Point Presentations on Animal Health and Human Health
- AI materials from AI.COMM
- AI Phone Tree

All hotline operators need to have the same information so that consistent information is provided by all hotline operators to callers. The most updated data needs to be available to all hotline operators.

The information provided in the first part of this manual can be a used as guideline by hotline operators. All operators must also have guidelines regarding hotline policy and need to follow policy accordingly. Supervisors are responsible to update information and policy changes to hotline operators.

AI PHONE TREE

The hotline operators also need to have a list of local contacts and services to which they can refer callers, as well as specific instructions to be given to callers under certain circumstances. Copies of the Phone Tree must always be available to all hotline operators and easily accessible during phone calls.

The AI Phone Tree has the lists of contacts (land lines and personal cell phone numbers) from the Director of Vet Services to subordinates at the local and regional level. It also includes useful contacts from MOFA.

Hotline operators must initiate calls to the Phone Tree after a call and include this information when they fill out the Report Form.

The referral list should be organized and manageable size so it is quick and easy for operators to access.

Participants review the current AI Hotline Phone Tree

#2 RESOURCE SCENARIOS

The aim of this activity is to acquaint participants with information resources available to them in order to answer the questions accurately.

Call Scenarios:

1. How can I protect my chickens from Avian Influenza?
2. How can you tell if your chickens get avian influenza?
3. How long does the Avian Influenza virus live in the environment?
4. Is it safe to use garden fertilizer made from chicken manure?

5. Can other animals get Avian influenza?
6. What can I do to protect the drinking water from AI?
7. I ate a dead chicken, will I get AI?
8. how might the AI virus be transmitted to humans from chicken feces?
9. How does AI spread?
10. Should I cover my mouth and nose with a mask to prevent exposure to AI?
11. How do you know if a person has been infected with AI?

#3 AI INFORMATION POST-TEST

The aim of this activity is to see if participants have improved their AI knowledge since the first session of the module.

AI INFORMATION POST-TEST

1. What is Avian Influenza?

Avian Influenza, or H5N1, is a virus that all birds are susceptible to. Some types of avian influenza such as influenza A (H5N1) are very dangerous because they can spread quickly and cause sudden death in large numbers of birds. Even though it has mostly been an avian or bird disease, it can also infect pigs, dogs, and cats. Human can also become infected with the virus.

2. Do all birds infected with the virus die or get sick?

No. There are birds which carry the low-pathogenic virus and they do not get sick or die – this is very common among wild waterfowl and shorebirds. High-pathogenic Avian Influenza has also been found in ducks but they have not died or do not show any signs or symptoms of the virus. You cannot tell just by looking at a bird if it is infected.

3. How can humans contract avian influenza?

There are several ways humans can get the virus:
1. contact with infected poultry;
2. eating contaminated poultry meat or eggs;
3. drink from water sources that have been contaminated by bird feces or feathers;
4. breathing in feces, blood, or mucous from infected birds.

4. Why should I worry about Avian Influenza when it is a bird disease?

Current outbreaks of the virus have been happening among the bird populations since 2003. Animal and human health experts are concerned that the virus is crossing the species barrier and is infecting humans. There have been reported human cases and deaths in Indonesia, Vietnam, China, Egypt, and Cambodia. Scientists and the medical community are closely monitoring the virus to see if it mutates which will make it easier to spread from human to human.

5. How can avian influenza reach me?

There are several ways that the influenza can be introduced into your country or community.

1. Importing poultry or eggs that are infected;
2. Illegal trade and importation of live birds that are infected;
3. A person who has been at a facility or farm that has infection and carries the virus on his or her clothes, shoes, or equipment such as car/truck tires.
4. Another way to contact the virus is through the handling and slaughter of infected live-poultry.
5. Wild birds migrating are another source but studies show they are less of a threat than earlier believed.

6. How is Avian Influenza virus spread?

Avian influenza is not an airborne disease. Most of the current evidence suggests ***that the virus spreads mainly through the movement of poultry and birds, poultry products like eggs and feathers, people and the vehicles used for transport***. This is why human contact with poultry and poultry products needs to be controlled and good bio-security practiced so the virus will not spread.

7. What can I do to protect my poultry?

The number one practice is to observe good bio-security practices – such as:
1. keep your yard clean
2. separate your poultry from other wild and domestic birds;
3. clean tires and equipment when it enters your farm,
4. control the introduction of new birds and eggs to your farm by keeping new poultry separate for at least 14 days.

8. Is it safe to buy and eat poultry?

Yes, poultry products should be properly cooked and properly handled during preparation – that includes covering your face with a mask or cloth so you won't breathe in blood, mucous, feathers and feces and wear gloves or use plastic bags.

Meat should be well-cooked (not pink) and eggs should not be eaten raw or with runny yolks. If poultry is cooked at normal temperatures – about 70 degrees Centigrade for about 30 minutes – the heat and cooking will kill the virus. Be safe and do not eat birds that have recently died.

9. If my poultry dies can I eat it? We do when our birds die from Exotic Newcastle Disease.

No, this is not like other virus that kill of your flocks. You should not prepare dead birds for eating. Preparing and eating infected poultry could make you infected too.

10. How do I know if I have avian influenza?

Symptoms are similar to those of other influenzas, fever, cough, headache and muscle pain. The symptoms may vary

in severity. If you do have symptoms and have been around poultry, do get medical help immediately. H5N1 has been found to cause more severe symptoms in humans and leads to faster deterioration in the patient's condition. Many of those infected with the virus have died; this is a very serious virus.

11. Where do I report sick or dead birds?

Immediately report sick or dead birds to the nearest Agriculture and Veterinary Office. Or call _____.

AVIAN INFLUENZA RESOURCE INFORMATION
HIGH PATHOGENIC AVIAN INFLUENZA

DEFINITION: AVIAN INFLUENZA IN BIRDS

What is Avian Influenza?
Avian Influenza, or H5N1, is a virus that all birds are susceptible to. Some types of avian influenza such as influenza A (H5N1) are very dangerous because they can spread quickly and cause sudden death in large numbers of birds. Even though it has mostly been an avian or bird disease, it can also infect pigs, dogs, and cats. Human can also become infected with the virus.

Do all birds infected with the virus die or get sick?

No. There are birds which carry the low-pathogenic virus and they do not get sick or die – this is very common among wild waterfowl and shorebirds. High-pathogenic Avian Influenza has also been found in ducks but they have not died or do not show any signs or symptoms of the virus. You cannot tell just by looking at a bird if it is infected.

SPREAD

How does AI spread?
Avian influenza is not an airborne disease. Most of the current evidence suggests ***that the virus spreads mainly through the movement of poultry and birds, poultry products like eggs and feathers, people and the vehicles used for transport***. This is why human contact with poultry and poultry products needs to be controlled and good bio-security practiced so the virus will not spread.

How can AI be introduced in a country or community?
Importing poultry or eggs that are infected;
Illegal trade and importation of live birds that are infected;
A person who has been at a facility or farm that has infection and carries the virus on his or her clothes, shoes, or equipment such as car/truck tires.
Another way to contact the virus is through the handling and slaughter of infected live-poultry.

Wild birds migrating are another source but studies show they are less of a threat than earlier believed.

What can I do to protect my poultry?
The number one practice is to observe good bio-security practices – such as:

- keep your yard clean
- separate your poultry from other wild and domestic birds;
- clean tires and equipment when it enters your farm,
- control the introduction of new birds and eggs to your farm by keeping new poultry separate for at least 14 days.

AI CONTROL

The most common practice to contain the spread of the virus is culling of all infected or exposed birds, proper disposal of carcasses and the quarantining and rigorous disinfection of farms and poultry markets. Vaccination has also been used but is impractical outside commercial settings and the vaccine requires regular updating. The virus is killed by heat (56 degrees C for three (3) hours or 60 degrees C for 30 minutes) and common disinfectants, such as formalin and iodine compounds. ***Thorough cooking of any poultry meat will destroy the virus***, however, if poultry appears sick or is dead do not prepare it for cooking or consumption. Dispose of the poultry properly.

CONSUMING POULTRY MEAT AND EGGS

Take precautions in preparing and consuming poultry meat and eggs.

- The greatest risk of exposure to avian influenza is through the slaughter and handling of infected poultry. Remember that not all infected birds show signs of illness, so be careful when slaughtering any poultry.
- Good hygiene practices are essential during slaughter and post-slaughter handling to prevent exposure via raw

poultry meat or cross contamination from poultry to other foods, food preparation surfaces or equipment.
- Keep raw meat, poultry, fish, and their juices away from other foods.
- After cutting raw meats, wash hands, cutting board, knife, counter tops and all other exposed areas with hot soapy water, and use bleach if available.
- ***Ensure that poultry meat and eggs are thoroughly cooked.***
- Do not eat eggs or blood unless they are thoroughly cooked. ***Do not eat runny eggs or meat that is pink***. To be safe, egg whites and yellow must be solid. Raw eggs should not be used in foods that will not be cooked.
- Eggs can contain avian influenza virus both on the out side (shell) and the inside (whites and yolk), so it is important to wash hands after handling eggs and to cook eggs thoroughly.
- The avian influenza virus is not killed by freezing or refrigeration, ***but cooking (temperatures at or above 70°C in all parts of a food item) will kill the avian influenza virus.***

Practice overall good hygiene.
- Wash hands with soap and water before and after handling food.
- Use masks and gloves when handling poultry or other birds.

BASIC AVIAN INFLUENZA PREVENTION

1. Practice overall good hygiene. This means:
- Wear gloves when handing birds.
- Wash hands with soap and water or ash before and after handling chicken, eggs and other poultry products.
- Wear a mask or cover your nose and mouth with cloth when cleaning or sweeping your farmyard or any feathers or bird feces.

- Use other protective equipment if you have close contact with poultry or other birds.
- If practical, change your clothing once you arrive at the workplace or after you've handled poultry – especially if you have poultry in your backyard or come in contact with poultry on your way to work.

2. It is very difficult for humans to get avian flu, but if you have signs of a serious respiratory illness, get care. Avoid close contact with birds. Take precautions if you unintentionally come into contact with poultry or poultry feces in an affected area.

- If you become sick with a high fever after contact with dead or sick birds, seek immediate treatment.
- If you suspect that someone has avian influenza, isolate them from others in your family and community and take them immediately to a health care provider.

3. Avoid close contact with birds. This means:

- Do not sleep near poultry.
- Do not keep birds as pets.
- Do not let poultry in your house.
- Be careful when using birds in rituals or ceremonies or find an alternative to using birds.

4. If you come across any dead or sick birds do not touch them. Other things to remember are to:

- Report sick or dead birds immediately to the authorities.
- All kinds of birds can get avian influenza – chickens, ducks, geese, quails, turkeys, pigeons, wild birds and even pet birds.
- Some birds such as ducks can be infected even when they don't look sick.
- If you become sick after contact with dead or sick birds, seek immediate medical attention and try to avoid contact with others.

For Farmers or those that have contact with poultry or other birds in their yard, at work or in the community, there are many ways to help keep avian influenza away from themselves and their family. In addition to the basic precautions, mentioned above, here are some additional ways that farmers and those working in the poultry industry can guard against avian influenza.

1. Regularly clean the areas where poultry are kept. This includes:

- Clean or sweep feces and unconsumed feed from the yard every day. Wear a mask and gloves while sweeping the farmyard.
- Burn or bury feathers and other waste away from the farmyard. Bury waste deep and with lime so that scav engers do not dig it up.
- Allow manure to decompose for several weeks to allow any virus to die before using it as fertilizer.
- Clean small farm equipment daily, including tires, with soap and water or detergent.

2. Don't bring contamination from other poultry farms or markets. This means:

- Make sure you brush or wash off your shoes and the heels of your bicycle/ motorcycle if you visit farms or poultry markets so you don't carry the virus home on your clothing or shoes.
- Do not buy or accept any animals, eggs, or manure from other farms or have other birds mix with yours.

3. Protect yourself and your family. This means:

- Keep children away from birds and collecting eggs if possible – this includes pet birds if they are not exclusively kept indoors.
- Do not sleep with birds or keep them as pets.

- Make sure you and your family always washes and brushes your shoes and sandals when leaving the farm yard – and especially before going indoors.

4. If you come across any dead or sick birds, do not touch them. You should:

- Contact the proper authorities in your area immediately.
- Dead birds should not be thrown in a river, pond or other body of water.
- Dead birds should be placed in a bag or other container away from other animals until the authorities can inspect the situation. Always wear gloves or put plastic bags over your hands when touching the birds.
- If you see one or more birds that look sick, don't leave them in the yard. Take them out of the flock and place them in a closed cage. Then contact an animal health worker (or other authorities) immediately.

In addition to farmers and those working in the poultry industry, cullers – those who dispose of the sick birds – are at risk of being exposed to avian influenza if certain precautions aren't taken.

Workers involved in culling operations should do the following:

- Because of the high risk of exposure during the culling process, workers who might be exposed to infected poultry should wear proper personal protective equipment such as protective clothing, masks and goggles/eye protection.
- Cullers should follow a decontamination procedure when taking off their protective equipment.
- Workers involved in mass culling operations, transporta tion and burial/incineration of carcasses should be vaccinated with the current influenza vaccine (to avoid co-infection with avian and human strains of influenza).

- Individuals exposed to infected poultry or farms should be monitored closely by local health authorities.
- Thoroughly clean and disinfect equipment and vehicles (including tires and undercarriage) entering and leaving the farm.
- Do not loan or borrow equipment or vehicles from other farms

TO REDUCE THE RISK OF CONTRACTING THE VIRUS WHEN WORKING WITH POULTRY

Key behaviors include:

- Protecting healthy flocks from the introduction of new poultry by quarantining new poultry for 14 days;
- Separating ducks from chickens;
- Keeping poultry in a closed building, cleaning up yards and coops daily to remove droppings;
- Washing hands with soap before and after handling birds and eggs; and
- Cleaning off shoes before entering homes and other buildings.

AVIAN INFLUENZA IN PEOPLE

Are people at risk for avian influenza?
To date, most human cases have been limited to people who have had contact with infected poultry or contaminated surfaces. Many of these human cases have occurred in rural or suburban areas where households keep small poultry flocks.

Why is there so much concern about the AI virus?
Outbreaks have been occurring since 2003, beginning in Asia and spreading around the world. This is the first time that so many countries have been affected at the same time by the virus. Animal and human health expert's concern is

that the virus is crossing the species barrier and is infecting humans. Scientists are closely monitoring the virus to see if it will mutate, making it easier to spread from human to human.

Could AI cause a human pandemic?
Not likely. There are several critical steps that must occur before a human pandemic can happen.

What can be done to avert a pandemic?
Attention of governments and health professionals has increased and several measures are being implemented to prevent and control the virus.

What can people do to reduce the risk of getting avian influenza?
The first priority is to reduce opportunities for human exposure to infected or potentially infected poultry. Concerted action can stop or slow pandemic such as: Hand washing with soap and water before and after handling poultry, Separate ducks and chickens; Keep poultry fenced or penned in and keep new poultry separated from existing flocks for 14 days

Is it safe to buy and eat chicken?
Yes, as long as import controls are strictly enforced. In countries where avian influenza has been reported, poultry and poultry products should be properly cooked and handled during food preparation. Normal temperatures used for cooking (70 degrees C for at least 30 minutes) will kill the virus. Consumers need to be sure that all parts of the poultry are fully cooked (no “pink” parts) and that eggs are also properly cooked (no “runny” yolks).

If my poultry dies can I eat it? We do when our birds die from Exotic Newcastle Disease.
No, this is not like other virus that kill of your flocks. You

should not prepare dead birds for eating. Preparing and eating infected poultry could make you infected too.

Human health risk during the H5N1 outbreak.
A few AI viruses that have crosses the species barrier to infect humans, H5N1 has caused the largest number of detected cases of severe disease and death in humans. However ii is possible that those cases in the most severely ill people are more likely to be diagnosed and reported, while milder cases go unreported. Go to: ***World Health Organization WHO avian influenza website***

Difference between regular, seasonal flu and avian influenza?
They are different viruses. AI is transmitted from bird to bird and birds to human, but at this point no from human to human. Currently it is being watched carefully to see if the virus changes (mutates) and be transmitted from human to human.

Unlike normal Seasonal Influenza where infection causes mild respiratory symptoms in most people H5N1 has been found to cause more severe symptoms and leads to faster deterioration in condition. In the present outbreak, many of those infected with the virus have died, and many cases have occurred in previously health children and young adults.

Can we treat avian influenza?
There is some evidence that recent H5N1 viruses are susceptible to a class of antiviral drugs called neuraminidase inhibitors—oseltamivir (also known as Tamiflu) and zanimivi (also known as Relenza) . H5N1 appears to be resistant to the alternative M2 inhibitors - amantadine and rimantadine. Most experts agree that neuraminindase inhibitors will be vital in controlling a

future pandemic. However, flu viruses can become resistant to drugs.

Is there an avian influenza vaccine for people?
Not Yet. There are several potential vaccines for protecting humans from infection with bird flu, at the various stages of testing. Whether they would be suitable for use against a new pandemic flu strain depends on how much that strain may have mutated from the original H5N1 virus strain. In addition, due to production issues, it is not likely that an effective vaccine would be widely available until several months after the start of a pandemic.

What are the symptoms of avian influenza in people?
The symptoms are similar to those of other forms of influenza, including fever, sore throat, cough, headache and muscles aches and pains. These symptoms may vary in severity. If you think you, may have been exposed, minimize your contact with others.

What should I do if I think I have avian influenza?
Keep in mind that people get respiratory infections quite regularly, and that the chances that your symptoms are from avian influenza are low. But if you have recently been near chicken or other poultry or have returned from an area where avian influenza in humans has been reported and you are experiencing any of the symptoms outlined above, you should seek medical advice. Tell your health care provider of your recent travel and activities, including any visits to farms or markets.

PREVENTION AND CONTROL OF BIRD-TO-HUMAN TRANSMISSION

Following are key message points on prevention and control of bird-to-human transmission of avian influenza.

It is very difficult for humans to get avian flu, but if you have signs of a serious respiratory illness, get care. Avoid close contact with birds. Take precautions if you unintentionally come into contact with poultry or poultry feces in an affected area.

- If you become sick with a high fever after contact with dead or sick birds, seek immediate treatment.
- If you suspect that someone has avian influenza, take them to a health care provider immediately.

Avoid close contact with birds.

- Do not touch dead or sick birds with bare hands; use gloves.
- Do not let poultry into your house. If for some reason you do have to let them in, keep them in a specific area away from where the family sleeps and eats.
- If possible, do not let children collect eggs and keep them away from birds – including pet birds if they are not kept indoors all the time.
- Be careful when using birds in rituals or ceremonies or find an alternative to using birds.

Protect yourself and your family.

- Keep children away from birds and collecting eggs if possible – this includes pet birds if they are not exclusively kept indoors.
- Do not sleep with birds or keep them as pets.
- Do not let children help with slaughtering or preparing poultry or wild birds.
- Make sure you and your family always washes and brushes your shoes and sandals when leaving the farmyard – and especially before going indoors.

Take precautions if you have contact with poultry or other birds.

Regularly clean the areas where poultry are kept.
This includes:

- Clean or sweep feces and unconsumed feed from the yard every day. Wear a mask and gloves while sweeping the farmyard.
- Burn or bury feathers and other waste away from the farmyard. Bury waste deep and with lime so that scavengers do not dig it up.
- Allow manure to decompose for several weeks to allow any virus to die before using it as fertilizer.
- Clean small farm equipment daily, including tires, with soap and water or detergent.

Take precautions if you come across any dead or sick birds, do not touch them.

You should:

- Contact the proper authorities in your area immediately.
- Dead birds should not be thrown in a river, pond or other body of water.
- Dead birds should be placed in a bag or other container away from other animals until the authorities can inspect the situation. Always wear gloves or put plastic bags over your hands when touching the birds.
- If you see one or more birds that look sick, don't leave them in the yard. Take them out of the flock and place them in a closed cage. Then contact an animal health worker (or other authorities) immediately.

Take precautions if you unintentionally come into contact with poultry or poultry feces in an affected area.

- Wash your hands well with soap and water after each contact with wild birds or domestic poultry or bird feces.
- Remove your shoes outside the house and clean them of all dirt.

- If you develop a high temperature, visit a doctor or go to the nearest health care facility immediately and avoid contact with others.

CONSUMING POULTRY MEAT AND EGGS

Take precautions in preparing and consuming poultry meat and eggs.

- The greatest risk of exposure to avian influenza is through the slaughter and handling of infected poultry. Remember that not all infected birds show signs of illness, so be careful when slaughtering any poultry.
- Good hygiene practices are essential during slaughter and post-slaughter handling to prevent exposure via raw poultry meat or cross contamination from poultry to other foods, food preparation surfaces or equipment.
- Keep raw meat, poultry, fish, and their juices away from other foods.
- After cutting raw meats, wash hands, cutting board, knife, counter tops and all other exposed areas with hot soapy water, and use bleach if available.
- ***Ensure that poultry meat and eggs are thoroughly cooked***.
- Do not eat eggs or blood unless they are thoroughly cooked. ***Do not eat runny eggs or meat that is pink***. To be safe, egg whites and yellow must be solid. Raw eggs should not be used in foods that will not be cooked.
- Eggs can contain avian influenza virus both on the outside (shell) and the inside (whites and yolk), so it is important to wash hands after handling eggs and to cook eggs thoroughly.
- The avian influenza virus is not killed by freezing or refrigeration, ***but cooking (temperatures at or above 70°C in all parts of a food item) will kill the avian influenza virus.***

Practice overall good hygiene.

- Wash hands with soap and water before and after handling food.
- Use masks and gloves when handling poultry or other birds.
- Clean or sweep feces and unconsumed feed from the yard every day. Wear a mask and gloves while sweeping the farmyard.
- Burn or bury feathers and other waste away from the farmyard. Bury waste deep and with lime so that scavengers do not dig it up.
- If practical, change your clothing once you arrive at the workplace, especially if you have poultry in your backyard or come in contact with poultry on your way to work.

Take precautions if you are visiting farms or other areas where poultry are kept.

- When visiting a farm or entering a yard where poultry is kept, wash hands with soap and water and after you leave.
- Brush and disinfect clothing, shoes/sandals, and the wheels of bikes/motorcycles/etc. after leaving the area, especially before going indoors.

WORKERS INVOLVED IN CULLING OPERATIONS

Workers involved in culling operations should protect themselves.

- Because of the high risk of exposure during the culling process, cullers should wear proper personal protective equipment such as protective clothing, masks, goggles, boots and gloves.
- Cullers should follow a decontamination procedure when taking off their protective equipment.

- Workers involved in mass culling operations, transportation and burial/incineration of carcasses should be vaccinated with the current human influenza vaccine (to avoid co-infection with avian and human strains of influenza).
- Individuals exposed to infected poultry or farms should be monitored closely by local health authorities.
- Thoroughly clean and disinfect equipment and vehicles (including tires and undercarriage) entering and leaving each farm.
- Make sure all equipment used to cull birds is disposed of properly, or disinfected and stored away from other equipment and where children cannot get it.

SESSION 8

PRACTICE- AI HOTLINE INTERACTION PROCESS

CONTEXT AND OBJECTIVES

Participants will review the Hotline Call Protocol and identify skills needed by hotline operators in each phase. They will also role-play as AI hotline operators and practice the different skills needed.

OBJECTIVES:

By the end of this session, participants will have…

1. Reviewed the AI Hotline Operator Self Assessment Evaluation Form
2. Practiced role-playing as the hotline operators using specific skills.
3. Used the AI Hotline Operator Self-Assessment Form.

TIME: 90 MINUTES

MATERIALS

Flipchart and markers
Blank paper
AI Hotline Operator Self Assessment Evaluation Form

ACTIVITIES

#1 AI HOTLINE OPEARTORS SELF ASSESSMENT EVALUATION FORM

The aim of this activity is to review the skills needed by the hotline operator during the call, using the AI Hotline Operator Self-Assessment Evaluation Form as guideline.

#2 HOTLINE OPERATORS SKILLS ROLE PLAY

The aim of this activity is to give participants a chance to practise their new skills identified as important during a hotline call...

- Participants in four groups review one section of the AI Hotline Operator Self-Assessment Evaluation Form in the participant manual.
- Teams can add other skills to the list, as they consider appropriate.
- Bring teams to plenary and present their work.
- This AI Hotline Operators' Self-Assessment Evaluation tool will be used to observe role-plays during the next sessions of the workshop.

#3 HOTLINE OPEARTORS SKILLS ROLE PLAY

The aim of this activity is to give participants a chance to practice their new skills identified as important during a hotline call.

- Divide participants into pairs and have one person play the caller and the other play the hotline operator.
- Have the "callers" read to the first scenario in their

manuals. Give the pairs 5 minutes to act out the role-plays. Have the participants switch roles and act out the second scenario.

- After each role-play as a hotline operator, each participant should answer the AI Hotline Operators' Self-Assessment Evaluation Form.
- Bring them back together to share their experiences
- Using the AI Hotline Operators' Self-Assessment Evaluation Form as a guideline have participants list what worked well and what could have been improved.

HOTLINE SCENARIOS : EXAMPLE – GHANA

1. Adjei calling from Sege to report that about 30 chickens from his coop were dead this morning when he went to feed them and his wife asked if she can cook a few for dinner. He wants to know what is the best way to cook the birds.

2. Rita called to inform that outside the Hotel compound where she works, there were several dead birds, she has to walk close to the birds and is afraid that she will get sick, what can she do?

3. Emmanuel calls Sunyani to report he has about 90 dead birds since Saturday and he has about 200 birds, he wants to know how to protect the other birds from his farm.

4. Kofi calls to say that last week he called the Agriculture and Vetrerinary Office to tell them about the sick birds he saw on his neighbor's back yard. He wants to know if the animals in his farm are safe, some look sick this morning.

5. Yaa called to report that her cousin Amar arrived from Kumasi last week and she brought eggs and some

chickens as presents. They ate 2 chickens already on the weekend but today the rest of the chickens are dead. She wants to know if they died of Avian Influenza? Can she throw them away?

6. Albert from Ho wants to know what he can do to protect his 3 children from getting Avian Influenza from the dead birds they saw near the stream yesterday.

7. Maku from Tema wants to know if Avian Influenza can also come from pigs?

8. Mrs Kuma from Ayikuma calls to ask how may hours does she need to cook a chicken so it is properly cooked and she can not get Avian Influenza?
9. Kwesi from Koforidua saw his neighbor collecting some dead birds near the school pond last week, then he saw him make a big hole and burned the dead birds. He wants to know if he can do the same with the birds he found in his farm.

10. Mr Sam and Daave Adjo from Dabala want to know if they can get infected with Avian Inflyenza, because when they went to the market yesterday they saw sick chikens...so they did not buy them and returned home

HOTLINE OPERATORS SELF-ASSESSMENT EVALUATION

This self-evaluation tool will help you assess your current knowledge, attitudes and behaviors during Hotline Interactions. To evaluate yourself, put the number corresponding to your level of competence in the appropriate column next to each competence area listed.

NAME: _____ SCALE: DATE: _____	always = 5 Usually = 4 Sometimes = 3 Rarely =2 Never = 1
AREAS OF COMPETENCE	AFTER TRAINING
I. ESTABLISH GOOD COMMUNICATION	
I greet the caller in a friendly way	
I mention the AI Hotline services	
I ask the reason for call	
I use language and words familiar with the caller	
I communicate care, interest and involvement	
I pay attention to the caller 's verbal cues (content, voice tones, pace)	
I pay attention to the "caller" nonverbal cues (changes in voice tones, pauses)	
My speech communicates respect, acceptance	
I assure confidentiality, if needed	
II. LISTENING TO ASSESS CALLER'S NEEDS	
I can follow or track what the caller is saying or the caller's topic	
I uses appropriate non-word noises that encourage caller to talk	
I encourage dialogue	

I do not interrupt	
I ask one question at a time	
I refrain from leading questions or cross-examining	
I legitimize the caller's concerns.	
I let the caller do most of the talking.	
I compliment the caller on positive actions	
I use language and words familiar to the caller	
I repeat key points the caller has said regarding the situation	
I repeat key feelings the caller has mentioned	
I communicate understanding of caller's situation and feelings	
III. Responds and Refers	
I refrain from offering solutions prematurely	
I use language and words familiar to the caller	
I make a summery of the main points of the situation and present them to caller	
I correct any misperceptions	
I present accurate and relevant information	
I assist the caller with additional information available	
I demonstrate knowledge of referral resources	
I summarize main points of the situation	
I thank the caller for calling	

IV. KEEPS RECORD	
I present a concise, accurate and timely summary of call	
I use AI Call Report Form immediately after call ended	
I fill out the form with accurate information	
I keep track of main details of the call	

I notify my supervisor and submit the AI Call Report Form

PART II

SESSION 9

FINAL ROLE PLAYS AND CLOSURE

CONTEXT AND OBJECTIVES

This session is an opportunity for participants to integrate all of the knowledge and skills that they have learned during the course.

OBJECTIVES:

By the end of this session, participants will have…

1. Role-played final hotline operations scenarios
2. Provided constructive feedback to others' role plays
3. Evaluated the course
4. Received the course Certificate

MATERIALS

Final hotline calls scenarios (in Participant Manual)
Observation Checklist: Integrated Skills Practice Form (In Participant Manual)

ACTIVITIES

#1 FINAL HOTLINE OPERATIONS SCENARIOS

The aim of this activity is to test the participants' application of all the knowledge and skills they have learned during the course.

- Explain the purpose of the final role-plays and give participants guidelines for observations and constructive feedback.
- Divide participants into teams of three and distribute the ROLE PLAY scenarios to each team. Give them 15-20 minutes to read their card and decide on how the call will be handled. One person will play the hotline operator and the other will play the caller and the third will be the observer using the Observation Checklist.
- When the groups are ready, have them conduct their role-plays one by one.
- Participants can use the Observation Checklist: Integrated Skills Practice Form as reference/guideline for the feedback.
- At the conclusion of each role play, have the observer provide feedback to the pairs and then give your own feedback.

In order to ensure that this process is constructive and useful, present the following guidelines before the role-plays begin:

Guidelines for Giving Feedback
Participants should assess the following skills for each of the role-plays that they observe:

- Skills used by Hotline operator (Greeting, reflecting, use simple language etc.)
- Implementation of the AI Hotline process: Were all of the steps followed?
- Accuracy of Avian Influenza information provided
- Adequate referrals provided
- Overall quality of assistance provided: How much was the caller helped?
- Use the Observation Checklist: Integrated Skills Practice Form as reference

Constructive feedback is more than just criticism. The following guidelines can help the feedback to be as useful as possible:

- First say what you liked about the role-play, and then say what the hotline operator could have done differently.
- Be as specific as possible **(Ex: "When you said _____, it showed that you were really listening to the caller's concerns".)**
- Only critique behaviours that the role players can do something about.
- Be descriptive instead of judgmental.

Wait until the other participants have given their feedback before adding your own, in order to encourage their ideas

FINAL ROLE PLAY SCENARIOS

HOTLINE SCENARIOS GHANA

1. Adjei calling from Sege to report that about 30 chickens from his coop were dead this morning when he went to feed them and his wife asked if she can cook a few for dinner. He wants to know what is the best way to cook the birds.

2. Rita called to inform that outside the Hotel compound where she works, there were several dead birds, she has to walk close to the birds and is afraid that she will get sick, what can she do?

3. Emmanuel calls Sunyani to report he has about 90 dead birds since Saturday and he has about 200 birds, he wants to know how to protect the other birds from his farm.

4. Kofi calls to say that last week he called the Agriculture and Vetrerinary Office to tell them about the sick birds he saw on his neighbor's back yard. He wants to know if the animals in his farm are safe, some look sick this morning.

5. Yaa called to report that her cousin Amar arrived from Kumasi last week and she brought eggs and some chickens as presents. They ate 2 chickens already on the weekend but today the rest of the chickens are dead. She wants to know if they died of Avian Influenza? Can she throw them away?

6. Albert from Ho wants to know what he can do to protect his 3 children from getting Avian Influenza from the dead birds they saw near the stream yesterday.

7. Maku from Tema wants to know if Avian Influenza can also come from pigs?

8. Mrs Kuma from Ayikuma calls to ask how may hours does she need to cook a chicken so it is properly cooked and she can not get Avian Influenza?

9. Kwesi from Koforidua saw his neighbor collecting some dead birds near the school pond last week, then he saw

him make a big hole and burned the dead birds. He wants to know if he can do the same with the birds he found in his farm.

10. Mr Sam and Daave Adjo from Dabala want to know if they can get infected withAvianInflyenza, because when they went to the market yesterday they saw sick chikens…so they did not buy them and returned home very fast.

11. Adjei from Teshie wants to know if it is still okay to buy life birds from wet markets and present them as gifts to friends.

12. Numo Nortey from Osu wants to know what he should do before and after slaughtering live birds brought to is shrine for rituals and self cleansing.

#2 CLOSURE AND COURSE EVALUATION

The aim of this activity is to summarise and close the workshop and receive feedback from participants about the workshop content and effectiveness.

Participants receive the certificate of completion.

OBSERVATION CHECKLIST: INTEGRATED SKILLS PRACTICE			
Instructions to Observer: You have the opportunity to help your colleague improve their hotline operator skills. Please listen and watch the "hotline operator" carefully. Take special note of those behaviours that are to be practice. For now, focus on the process NOT the solution, the advice or the answer. Tick (T) the behaviours that occurred or did not occur. Use the "notes" section to write specific examples to help you give the best, most specific feedback possible to the provider.			
OBSERVED BEHAVIOUR	YES	NO	NOTES
I. ESTABLISH GOOD COMMUNICATION			
Greets the caller in a friendly way			
Mention AI Hotline Services			
Asks reason for calling			
Speech, tone communicates warmth, care and interest.			
Pays attention to caller's verbal cues (content, voice tone, pace)			
Pays attention to caller's non verbal cues (changes in voice tone, pace, pauses)			
Words communicate respect and acceptance			
Use language and words familiar to the caller			
Assures confidentiality when needed			
II. ASSESS CALLER'S NEEDS			
Follows or "tracks" what caller is saying			
Uses non word noises to encourage caller to talk			
Encourages dialogue			
Does not interrupt			
Ask one question at a time			
Uses open-ended questions to foster dialogue			

Legitimizes the caller's concerns			
Let's the caller do most of the talking			
Has knowledge of issues relevant to caller			
Repeats key points the caller has said regarding situation			
Repeats key feelings the caller has mentioned Corrects any misperceptions			
III. RESPONDS AND REFERRS			
Refrains from offering premature solutions			
Uses language and words familiar to the caller			
Summarises main points of the situation and present them to the caller			
Corrects any misperceptions			
Presents accurate and relevant information			
Provides caller additional information			
Demonstrates knowledge of referral resources			
Thanks caller			
IV. KEEPS RECORDS			
Fills out AI Call Report Form after the call			
Provides accurate information about call			
Keeps track of main details of the call			
Notifies supervisor and submits AI Call Report Form			

CERTIFICATE OF COMPLETION

HAS ATTENDED AND COMPLETED

Avian Influenza Hotline Training

HOTLINE OPERATOR INFORMATION AND SKILLS

DATE _____ PLACE _____