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DEVELOPMENT SKILLS

# **INTERPERSONAL COMMUNICATION SKILLS FOR AVIAN INFLUENZA**

**VETERINARY AND  
HUMAN HEALTH WORKERS**

**AI.COMM  
PARTICIPANT HANDOUTS  
ONE DAY TRAINING**



# WHO IS THIS TRAINING FOR?

AVIAN INFLUENZA  
informatics  
CHANNEL  
MASS MEDIA  
COMMUNICATIONS

This training is designed for Veterinary and Human Health Workers to update their interpersonal communication skills as well as to increase knowledge of behavior change communications in response to prevention and control of Avian Influenza in the communities. Veterinary and Human Health Staff are in a unique position to reach individuals, families and communities face to face, with information about how to prevent or contain diseases in the communities. Strengthening their interpersonal communication skills will help them to deliver messages more effectively.

# OVERVIEW OF THE TRAINING

This one day workshop for Veterinary and Human Health workers on interpersonal communication skills for avian Influenza focuses on increasing their awareness of the importance of face to face communication skills and how it affects behavior change related to AI prevention. It describes four basic IP skills needed during AI prevention interactions: Active listening, asking questions and probing, speak simply, and use support materials to help deliver information.

The interactive training methodology encourages participants to discuss and contribute to everyone's learning experience. It also provides opportunities for participants to practice the four basic skills and to strengthen AI information prevention and control at the community level.

# WORKSHOP OBJECTIVES

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***By the end of this workshop, participants will have:***

- Discussed basic AI facts and information for prevention and control
- Increased their awareness of importance of interpersonal communication skills to affect behavior change related to AI prevention
- Identified and described four basic IPC skills needed during AI prevention face to face interactions: Active listening, Ask questions, speak simply and use support materials to deliver information
- Practiced the four basic IPC Skills to improve AI information and prevention

# INTERPERSONAL COMMUNICATION SKILLS FOR AVIAN INFLUENZA

## AGENDA

	DAY I
9:00-10:30	<b>Session 1</b> Welcome And Overview
10:30-10:45	<b>BREAK</b>
10:15-12:30	<b>Session 2</b> Avian Influenza and Communication
12:30-1:30	<b>LUNCH</b>
1:30-3:00	<b>Session 3</b> Behavior Change and Interpersonal Communication
3:00-3:15	<b>BREAK</b>
3:15-5:00	<b>Session 4</b> Interpersonal Communication Skills
5:00-5:30	<b>Session 5</b> Closure

# SESSION I HANDOUT #1 ACTIVITY 3

## AVIAN INFLUENZA QUESTIONS



- 1. What is H5N1 virus or Avian Influenza?**
- 2. Do all birds infected with the virus die or get sick?**
- 3. How is the virus transmitted?**
- 4. How is H5N1 virus spread?**
- 5. What can I do to protect my poultry and my family?**

**6. How does AI get into my community?**

**7. How can humans contract the H5N1 virus?**

**8. How to protect yourself and your family from H5N1?**

**9. How do I know if I have avian influenza?**

**10. Is it safe to buy and eat poultry?**



# SESSION 2 HANDOUT #1 ACTIVITY 1

## QUESTIONS FOR GROUP WORK

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### *Avian Influenza Prevention and Control Messages*

1. What can people do to reduce the risk of getting H5N1?

2. What can I do to protect myself, if I have contact with poultry or other birds.

3. What to do if you come across any dead or sick birds?

4. How to prepare and consume poultry meat and eggs?

**5. What are some of the common ways to contain the spread of the virus during an outbreak?**

**6. During an outbreak, if my poultry dies can I eat it?**

**7. What to do if you unintentionally come into contact with poultry or poultry feces in an affected area and become ill?**

# INTERPERSONAL COMMUNICATION SKILLS FOR AVIAN INFLUENZA SUMMARY



Veterinary and Human Health Staff are in a unique position to reach individuals, families and communities face to face, with information about how to prevent or contain diseases. Strengthening their behavior change communication knowledge and their interpersonal communication skills will help them to deliver messages more effectively and will also impact behavior change related to AI prevention and control in the communities.

## WHAT IS COMMUNICATION?

Communication changes *knowledge and attitudes*.

**Example:** After a communication campaign, farmers realize that avian influenza can be transmitted from ducks to chickens and from chickens to chicken.

Before the campaign, farmers never thought about this.

## WHAT CAN BEHAVIOR CHANGE COMMUNICATION (BCC) DO?

Behavior Change Communication helps to *modify the way a person acts*.

**Example:** Before BCC farmers do not keep new & old poultry separate for 14 days. BCC campaign focuses on importance of separating new and old poultry for 4 days to prevent AI. After BCC: Some farmers keep new and old poultry separate for 14 days

## ELEMENTS OF INTERPERSONAL COMMUNICATION

- Using Verbal and non verbal communication
- Receiving feedback
- Showing Empathy
- Promoting Exchange information
- Showing Respect
- Maintaining a Two-way listening
- Sharing ideas, messages
- Speaking the same language
- Establishing a dialogue
- Using support materials to provide information

## INTERPERSONAL COMMUNICATION SKILLS USED DURING FACE TO FACE MEETINGS

### **1. Active Listening**

- **A. Greet appropriately**

Greet with respect from the very beginning is important for a harmonious relationship and encourage dialogue. Use culturally appropriate body language and verbal communication to show respect and care.

- **B. Observe Verbal & Non Verbal messages**

Active listening skill involves more than just hearing the words; paying attention to both verbal and non verbal messages: the body language and the words as well as the things that might go “unsaid”, such as feelings or worries.

### **To confirm that the other person is being heard**

**and understood: Verbal:** repeat words, ask questions, use same language, and use sounds that encourage dialogue.

**Non-verbal:** observe body language, look at the other person, make eye contact, nod your head, and listen to the tone of the voice.

## **2. Questioning and Probing**

Asking questions encourages individuals to share information about their situation, or to express their feelings.

Probing is necessary when we require more information about a person's feelings or situation.

- **Open-ended questions require** require more than a one-word answer. They usually begin with: "How?", "What?" or "Can you tell me...?" .
- **Close-ended questions** require one or two word answer; are helpful to clarify or confirm issues or statements or specific information.

Using a combination of open-ended questions and some close-ended questions to probe about two things: situation or "story" and the feelings, is the way to go.

## **3. Speaking Simply**

Using language easy enough for any person to understand; repeat the same words. Adjust language to accommodate the literacy level of community members. Use simple words in order to make sure that the information is understood.

## **4. Use support materials**

Using printed or audio visual material designed to improve understanding related to a specific topic, can lead individuals to make behaviour change decisions.

**SUMMARY: Skills used during face to face interactions impact behaviour change**

- **Active Listening:**
  - Greet with respect to encourage dialogue
  - Pay attention to verbal and non-verbal messages

- ***Ask questioning and probe:***
  - Open-ended and Close-ended Questions
- ***Speak Simply:***
  - Same words & correct misperceptions
- ***Use Support Materials:***
  - Consistency and accuracy of information.

# SESSION 4 HANDOUT #1 ACTIVITY 1

## WORKGROUP

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### ***Role Play Scenarios to be used during this exercise:***

1. You (community member) tell the Agriculture Officer about the sick birds you saw on his neighbor's back yard. You are confused and want to know if the animals in your farm/backyard are safe, some looked sick this morning.

2. You (community member) say that her cousin arrived from the village last week and brought eggs and some chickens as presents. You and your family ate 2 chickens already on the weekend but today the rest of the chickens are dead. You are scared and want to know if they died of Avian flu? Where to throw them away?

3 You (community member) are worried and want to know how many hours do you need to cook a chicken so it is properly cooked and you and your family can not get Avian Influenza?

4. You (community member) saw one neighbor collecting some dead birds near the school pond last week, and then you saw him make a big hole and burned the dead birds. You are worried and want to know if you have to do the same with the dead birds you found in your farm. What else do you need to do when one finds dead poultry?





# SESSION 4 HANDOUT #2 ACTIVITY 5

## WORKGROUP

### ***Role Play Scenarios to be used during this exercise:***

1. A community member tells you (Animal Health worker) that about 30 chickens from his coop were dead this morning when he went to feed them. His wife asked if she can cook a few for dinner and he will bring the rest to the market. He has heard that maybe they died because they had Avian flu? He wants you to help him, what can you tell him?
2. You (community member) work at the Hotel and just outside the Hotel compound where you work, there were several dead birds, and you have to walk close to the birds and you are afraid that you will get sick. You ask the animal health worker: what can you do?
3. You (community member) want to know what you can do to protect your 3 children from getting Avian Influenza from the dead birds they saw near the stream yesterday. You ask the animal health worker.
4. You (community member) went to the market yesterday morning and saw several sick chickens...so you did not buy them and returned home very fast but you want to know if you can get sick now and die too. You ask the animal health worker.



# SESSION I

## HANDOUT #2

### ACTIVITY 3

#### AVIAN INFLUENZA INFORMATION RESPONSES

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#### **1. What is Avian Influenza?**

Avian Influenza is a virus that all birds can get, some types of this virus are very dangerous because they can spread quickly and cause sudden death in large numbers of birds. Even though it has mostly been a bird disease, it can also infect pigs, dogs, and cats.

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

No. There are birds which carry the virus and they do not get sick or die – this is very common among wild waterfowl, shorebirds as well as ducks. You cannot tell just by looking at a bird if it is infected.

#### **3. How is the virus transmitted?**

The virus is transmitted from flock to flock through ingestion or inhalation of faecal droppings or excretions from eyes, nose and mouth of infected birds. It can also be transmitted by humans with manure or mucous on their hands and body as well as clothing and shoes, and manure or mucous on equipment, vehicles, egg flats, crates that have come in contact with the virus.

#### **4. How is the H5N1 virus spread?**

The virus can survive in fecal matter and mucous or excretion from birds and when objects or poultry with the droppings or mucous on them are moved – people, vehicles, egg carts, equipment, transport the virus is spread. This is why human contact with poultry droppings needs to be controlled so the virus will not spread.

## **5. What can I do to protect my poultry and my family?**

- Separate new poultry from existing healthy flocks for at least 14 days;
- Separate different poultry species from each other;
- Clean poultry pens to remove droppings once per week;
- Wash your baskets, shoes and equipment with soap after use to remove fecal matter and mucous
- Wash your hands with soap before and after handling birds

## **6. How Does AI get into my community?**

It can be introduced by

Importing poultry that are infected;

Illegal trade and importation of live birds that are infected;

Handling and slaughter of infected live-poultry.

A person who has been at a facility or farm that has the infection and carries the virus on his or her clothes, shoes, or equipment such as car/truck tires.

## **7. How can humans contract the H5N1 virus?**

There are several ways humans can get the virus:

Contact with infected poultry;

Breathing in feces, blood, or mucous from infected birds.

Eating contaminated poultry meat;

Drinking from water sources that have been contaminated by bird feces or feathers

## **8. How to protect yourself and your family from H5N1 virus?**

- Keep children away from birds and collecting eggs if possible – this includes pet birds if they are not exclusively kept indoors.
- Be careful when using birds in rituals or ceremonies or find alternative to using birds.
- All family members must always wash and brush shoes and sandals when leaving the farmyard – and especially before going indoors.

## **9. How do I know if I have avian influenza?**

Symptoms are similar to those of other influenzas, such as fever, cough, and headache and muscle pain. The symptoms vary in severity.

If you have symptoms and have been around poultry, get medical help immediately. In humans, this virus can cause more severe symptoms that develop quickly. Many of those infected with the virus have died; this is a very serious virus.

## **10. 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, 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.



# SESSION 2 HANDOUT #2 ACTIVITY 1

## RESPONSES

## AVIAN INFLUENZA PREVENTION AND CONTROL MESSAGES

### 1. What can people do to reduce the risk of getting H5N1?

There are several key behaviors people who come in close contact with poultry can adopt to prevent bird flu.

- Clean poultry pen to remove droppings once per week;
- Wash baskets, shoes and equipment with soap to remove fecal matter and mucous;
- Wash your hands with soap before and after handling birds or eggs to remove the bird droppings and mucous;

### 2. What can I do to protect myself, if I have contact with poultry or other birds.

Clean poultry pen once a week. 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 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.

### **3. What to do if you come across any dead or sick birds?**

- Contact the proper authorities in your area immediately.
- Move dead birds using a hoe, stick or shovel.
- Place dead birds in a hole along with the plastic bags used to handle dead birds.
- Dead birds should be disposed of correctly; they should not be thrown in a river, pond or other body of water.
- Cover the hole and wash your hands thoroughly with soap and water afterwards.
- If you see one or more birds that look sick, don't leave them in the yard. Use gloves or plastic bags to take them out of the flock and place them in a closed cage.

### **4. How to prepare and consume poultry meat and eggs?.**

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

- Keep raw meat, poultry, fish, and their juices away from other foods.
- After cutting raw meats, wash hands, cutting board, and knife, counter tops and all other exposed areas with hot soapy water, and use bleach if available.
- Cook poultry meat until it is no longer pink. Cooking (temperatures at or above 70°C in all parts of a food item) will kill the avian influenza virus.
- Do not eat runny eggs. To be safe, egg whites and yel low must be solid. Raw eggs should not be used in foods that will not be cooked.
- Wash hands with soap after handling eggs as eggs shells may have bird droppings or mucous that contains avian influenza virus.
- Freezing or refrigeration does not kill the H5N1 virus.

### **5. What are some of the common ways to contain the spread of the virus during an outbreak?**

Report and get assistance from local authorities.



If you have sick or dead birds, do not slaughter them or eat them.

Do not move or sell birds.

**6. During an outbreak, if my poultry dies can I eat it?**

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

**7. What to do if you unintentionally come into contact with poultry or poultry feces in an affected area and become ill?**

- 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.



SESSION 5  
HANDOUT #2  
COURSE EVALUATION FORM



***This form is anonymous. Do not put your name on this form.  
Thank you.***

1. Were your expectations for this course met? (Circle) YES NO  
If no, why not?

2. Which sessions did you like most? Why?

3. Which sessions did you like the least? Why?

4. Which subjects did we need to spend more time on?

5. How would you rate the style of the facilitators? (Circle one)

- a. Excellent      b. Fair      c. Good      d. Poor

Comments:

8. What could we do differently to improve the content of the training?

9. What could we do differently to improve the logistics of the training?  
(Hours, tea/coffee breaks, etc.)

10. Overall, how would you rate this training? Circle one.

- a. Excellent      b. Fair      c. Good      d. Poor

Comments:



