

ECHO Script

Emergency and Community Health Outreach



ECHO Show #20 Script “Keeping Birds Free of Avian Influenza”

TRANSLATORS: Please translate this title, as well as the script. Let me know if you have any other questions about this script!--Larry

Deadlines: English version final script due 5-19-06
Translation scripts (all six versions) due 5-22-06 (Spanish, Khmer, Hmong with all others due 5-29-06)
Audio recorded May 23rd and/or June 6, 2006 / Edited by June 23rd, 2006

EMAIL 6-21-06 / 4:11 PM Thanks for making the changes. It's good to go.

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ECHO SHOW 20: KEEPING BIRDS FREE OF DISEASE (BACKYARD BIOSECURITY)
(Translate first part of title, but leave the technical term in English)

ECHO Translators: Good luck with your work. Let me know (larry@translab.us) if you have any questions!--Larry

-- PACKAGE SCRIPT ONLY – For SPNN-TV to edit on behalf of ECHO

Video	Audio
Establish APHIS biosecurity logo and art.	SILENT
Montage (video or stills) of: Chickens Ducks Show birds (CA rosecomb bantam) Pet birds (parrot, parakeet, etc.) Game birds (quail, pheasant) Exotic birds (fighting cocks)	-1- Many people raise poultry. [“raise poultry” = “keep birds in homes and backyards”] Some people raise chickens and ducks in their backyards as pets or to eat the eggs and meat. Others raise quail, pheasants and other birds. [If these birds do not exist in your home country, name another “game bird”, i.e. a bird that people hunt in the wild.]

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<p>Show newspaper headlines..... (END and AI)</p> <p>Lab photo of END virus</p> <p>Healthy bird/sick bird</p>	<p>-2-</p> <p>If you own birds, it is important to keep them healthy. Many diseases can make your birds sick or die.</p>
<p>“Health Services statement of human health risk” (remove)</p> <p>Photo of mass die-off in chickens or pheasants (or other demonstration of virulence)</p>	<p>-3-</p> <p>Bird diseases do not normally make people sick. But they can make your birds very sick, or even kill them. A disease such as avian influenza (bird flu)— (choose just one clear term in your language!) can spread quickly.</p>
<p>Ocular vaccine video (is this needed, we don't talk about vaccine?)</p> <p>Show sign “Biosecurity Area” or other suitable sign.</p> <p>Use APHIS Biosecurity outreach logo and art.</p>	<p>-4-</p> <p>The best way to keep your birds healthy is to practice “<i>Backyard Biosecurity.</i>” Keep this phrase in English, please!</p> <p>Biosecurity means protecting your birds from disease.</p>
<p>Various hygiene shots: Hand washing & dish washing Crowd shots.....people congregated. Handshake..... Person with cold of hay fever symptoms.</p>	<p>-5-</p> <p>Practicing biosecurity keeps germs from spreading to birds. It is similar to what people do to keep germs away. We wash our hands, cover our cough, and stay home when we are sick so that germs will not spread.</p>
<p>Fade/dissolve to dead bird shots.</p>	<p>-6-</p> <p>People get sick from germs, and so can birds. In a single day, these germs can multiply and infect all your birds. By practicing biosecurity, you can keep your birds healthy.</p>
<p>APHIS Biosecurity logo and art. Poster</p> <p>Dissolve to montage of security and cleaning/disinfection activities.</p>	<p>-7-</p> <p>Here are six basic biosecurity practices to protect your birds.</p>
<p>#1 Keep Your Distance</p>	<p>-8-</p>

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<p>Video: fencing or physical barrier (No admittance sign)</p> <p>Video: exclusion signage (no trespassing) (visitors report to office) (no entry) (authorized personnel only)</p> <p>Video: Hand washing Protective clothing</p> <p>Video: Pan from public areas to secure areas.</p>	<p>First: “Keep your distance.”</p> <p>For these brief directions (#1-#6), please translate the whole paragraph first, then LATER write a “key phrase” to put above them in quotation marks.</p> <p>Keep people away from your birds, because they may bring in disease and not know it. Also, wear clean clothes when you work with your birds and wash your hands before and after working with the birds so you don’t spread disease. If birds are kept outdoors, provide food and water in an indoor area. [NOT inside your house, but in a structure like a shed or chicken coop.]</p>
<p>(#3) Don’t Haul Disease Home</p> <p>APHIS Biosecurity logo and art.</p>	<p>-9- Second: “Don’t Bring Disease Home.” See note above</p>
<p>Shot of birds coming in (off truck?) and being isolated in own cages/area.</p>	<p>-10- (Change shot from bird store to chicken shots tight rather than pet store shots)</p> <p>If you take birds to a fair or market and then bring them home again, keep them separated from the rest of your flock for at least a month to make sure they did not catch a disease.</p>
<p>Universal prohibition symbol superimposed over new bird being caged with other birds.</p>	<p>-11- Do the same thing when you buy new birds.</p>
<p>Video....cleaning of feeders</p>	<p>-12- Third: “Keep equipment clean.” See note above</p>
<p>Video of litter and debris removal</p> <p>Video of cleaning/disinfection of enclosure</p>	<p>-13- (Change shot from shots of shovel to shots of bird cages and feeders – provided by USDA. Get the cleanest cage shot we have)</p>

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	<p>Birds need clean cages and feeders. Scrape out old litter (material used for bedding and to catch excrement), manure and debris. Debris = anything unwanted that has gotten into cage by itself: trash, leaves, etc. Then use soap, water and a disinfectant to thoroughly clean bird cages, feeders and areas.</p>
Video cleaning vehicle interior	<p>-14-</p> <p>Regularly clean all cars and trucks used to carry birds, too.</p>
<p>#4. Don't Borrow Disease From Your Neighbor.</p> <p>Use your own equipment. Video of two owners at one site. Universal prohibition symbol superimposed over swap.</p>	<p>-15- Fourth: "Don't borrow disease from your neighbor."</p> <p>See note above</p> <p>If you borrow or lend your equipment to someone else, be sure to clean and disinfect it completely before it comes back to your property.</p>
<p>#5. Know the Warning Signs. Video of owner talking to veterinarian.</p>	<p>-16- Fifth: "Know the warning signs for infectious diseases."</p> <p>Know what sick birds look like and how they act.</p> <p>CHANGE THIS SHOT TO SHOW SICK BIRDS (stills are the ones of sick birds)</p>
Photo of egg deformity	<p>-17-</p> <p>Sick birds lay much fewer eggs than well birds. They do not eat. They may sneeze, cough, and struggle to breathe.</p>
<p>Photo of nasal discharge Photo of discharge</p>	<p>-18- There may be dripping from the beak –</p> <p>This is like people's noses "running"</p>
	<p>-19- or diarrhea --</p>
<p>Photo of swelling Photo of dead birds</p>	<p>-20- -- or swelling around the eyes and neck. Some sick birds cannot walk. Sometimes many birds die in a flock.</p>

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<p>#6 Report Sick Birds</p> <p>APHIS Biosecurity logo and art</p> <p>List diagnostic resources....</p> <p>Veterinarians Extension agents Diagnostic labs</p> <p>Show toll free number</p>	<p>-21-</p> <p>If your birds get sick or start dying, call your veterinarian, the State Veterinarian, or the United States Department of Agriculture (USDA) toll free 1-866-536-7593.</p> <p>Don't show shot of person in a laboratory... use instead extend the graphic of USDA with phone number.</p> <p>"State Veterinarian" is a public office, like the Surgeon General or the State Epidemiologist.</p> <p>Don't wait! It is important to notify these professionals early, in order to protect your birds.</p>
<p>APHIS Biosecurity logo and art With steps</p> <p>Toll free USDA number</p> <p>Web site address</p>	<p>-22-</p> <p>Remember: Keep disease out of your flock, look for signs of disease in your birds, and report sick or dead birds to the USDA.</p> <p>By practicing good biosecurity, you can have healthy and productive birds.</p> <p>"Productive" = laying eggs, having chicks, etc.</p>
<p>Scroll credits</p>	

- 1) Regarding flashlight to the eggs in a tray – DO NOT USE THESE SHOTS AT ALL... !
- 2) Note paragraph 16