

# Dialogs to help prevent Avian Influenza

Avian Influenza?  
**NOT HERE!**



Ministry of Agriculture and Livestock - MAPA

**MINISTRY OF AGRICULTURE AND LIVESTOCK  
SECRETARIAT OF ANIMAL AND PLANT HEALTH - SDA/MAPA**

# **Dialogs to help prevent Avian Influenza**

**MAPA'S MISSION:**  
TO PROMOTE THE SUSTAINABLE DEVELOPMENT  
OF BRAZIL'S AGRIBUSINESS TO BENEFIT  
BRAZILIAN SOCIETY AT LARGE

BRASILIA  
MAPA  
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Thus, teaching and learning are moments within a greater process — that of knowing, which entails recognition. Ultimately, what I want to say is that learners only really become learners when, and insofar as, they know, or start to know the contents, the ‘knowable’ objects, rather than in so far as the educator *deposits* the description of the objects or contents in them.

*Paulo Freire [1]*

Being means being for the other, and through them, for oneself. Man does not possess a sovereign interior territory, man is — entirely and always — on the frontier, and by looking within himself he looks the other in their eyes or looks through the eyes of the other.

*Mikhail Bakhtin [2]*





# Dialogs for One Health in the field

It is with great pleasure that the Secretariat of Animal and Plant Health, by means of its Animal Health Education Sector which reports to the Department of Technical Services (SEDUC/ DTEC/SDA/MAPA), and the Commission for Animal Health Education of the Office of the Federal Superintendent for Agriculture and Livestock in São Paulo (CES-SFA-SP/MAPA) jointly present another book from the series “Dialogs for One Health in the countryside”. The teaching and learning approach of our books is that they should be applied in educational projects in a participatory and *dialogic* fashion, involving people who live and work in rural territories.

The books have a methodology for teaching and learning, and a set of teaching materials (voice recordings, texts, informational graphs, charts, videos), that can be used pragmatically by educators as a “toolbox” by the educator (e.g. rural extension workers and oversight agents, as well as other technologists). Not in order to fix what is broken, but to build something new, based on the gaze and perspective of the learners, and the specificities existing in the rural territories and other communities inhabited by these learners.

In the books, the topics that are addressed seek to contribute directly to the promotion of One Health both for meat-producing and for wild animals, as well as for humans and their biomes in the rural environment. In order to prepare them, the books of this series have been developed by a multidisciplinary team made up of technical experts, inspector/auditors, researchers, university lecturers and their students, musicians, pedagogues, and publicity professionals, among others. This team of people includes both public and private-sector professionals.

Readers will be able to see that all the books in the series come in three parts. The first part contains the introductory chapters, holding basic information so that the topic being addressed can be understood. In these introductory chapters, the following topics are presented: the pathology (or other topics that affect the animal health service in the field) that is the subject of the book; the history of occurrences of the disease worldwide; the means of transmission; identification and procedures taken by municipal, state-level and federal sanitary authorities; and other information

In the second part of the book, the teaching-learning methodology is presented, in other words “Dialogs in rural territories” [3][4], suggesting a set of activities and communication pathways for the topic to be introduced and studied in partnership with the learners. In this second part of the book, educators are offered a set of visual aids, in which the topics are suggested, and the corresponding didactic material, which can be used when instructing the target audience. There are links in the visual materials taking readers to the teaching materials, which can be viewed and downloaded.

In the third part of the books, all the teaching

material that has been prepared for the book can be viewed, such as the scripts of the voice messages, written texts and posters. In the preparation of these books, innovative teaching-learning methods and methodologies are presented, covering several elements of agrarian science by means of a Freirean and Bakhtinian dialogic education approach [1] [2], seeking to develop dialogic and participatory digital communication ecosystems involving teachers and learners both in rural areas and in towns. We wish you all an enjoyable reading experience and profitable use of the book!

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We thank musician Claudio Paladini for once again providing us with the soundtrack composed specially by him for the *Dialogs* series.



## Foreword

José Luís

Ravagnani Vargas

Director of the  
Department for Technical  
Services  
DTEC/SDA/MAPA

Dear reader,

Avian Influenza is currently the disease that poses the greatest threat of introduction into Brazil. We are surrounded by countries that have notified the authorities of the presence of the virus within their territories, and there is a risk of the spread of the disease by migratory birds, which limits how far we can mitigate the risk of it entering the country.

What the Animal and Plant Health Service can do is maintain a robust active and passive surveillance plan, maintain a capacity to perform early diagnosis, and prepare to trigger an effective response to any sanitary event.

The responsibility of the private sector is to protect farms, reducing the likelihood of contact between farmed poultry and wild animals.

I am certain that Brazil is ready to face this challenge. We recently remodeled our active and passive surveillance. In 2022, nearly 40,000 laboratory samples were tested, in the Federal Laboratories of Animal and Plant Health alone. As to laboratory tests, Brazil has a reference laboratory for Avian Influenza which possesses the highest level of biosecurity. We have a written contingency plan to provide a rapid response to any sanitary event, and many people who have been trained to execute it. Drills have even been carried out in order to enhance preparedness.

For many years the private sector has worked to improve the facilities of farms so as to protect the poultry raised on them. It is also completely engaged in the public policies implemented by MAPA.

That being the case, I am very pleased to present the present book, Dialogs for the Prevention of Avian Influenza. It is a tool that will be very helpful for organizing, disseminating, and providing instruction concerning the issue. Animal health education has to be the foundation for the successful introduction of high-quality public policies.

Thank you very much, and enjoy your reading.



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## Introduction

As a country, Brazil is a world reference in the poultry industry, and is the world's main chicken meat exporter and one of the top 10 egg producers [5]. The success of the entire poultry production chain is due to the participation of all representatives of the industry, ranging from the major producers and large integrated companies, through grain producers, feed manufacturers, and manufacturers of supplements and medications, all the way to small-scale poultry farmers, definitely including family agriculture. Family agriculture is essential to Brazil's economy, and according to the data from the 2017 Brazilian Agricultural Census [6], 77% of rural establishments are run by family farmers. They account for a production amount of R\$ 107 billion, equivalent to 23% of all Brazil's agricultural and livestock production.

The adoption of good livestock-raising practices enhances domestic poultry health and is a strategic measure for effectively developing this extremely important production chain. Brazilian poultry flocks are free of avian influenza (AI), but recently-detected cases of the disease in southern hemisphere countries have alerted us to the need to intensify surveillance and identify possible suspected cases of the entry of Avian Influenza into the territory of Brazil [7]. Prevention, health education, and the notification of risks, are some of the most effective tools that we have at this moment.

Avian Influenza (AI), also known as Bird Flu, is a highly contagious viral disease that can jeopardize the health of domestic and wild birds. Sporadic infections of humans coming into direct contact with infected birds may also occur. To date, the highly pathogenic form of the disease, which is more infectious and more lethal, has not yet been detected in Brazil [9].

Avian Influenza is caused by viruses that display a range of subtypes (H5N1, H5N2, H5N3, H5N6, H5N8, etc.) all of which have the genetic capacity to mutate very quickly. In birds, the disease affects large numbers of animals and causes raised mortality. The main clinical signs observed are: motor incoordination; twisted neck (torticollis); breathing difficulties; intense diarrhea [10].

There are a set of factors that contribute to the introduction and transmission of avian influenza into any given region [11]:

- a) direct contact between domestic birds (commercial poultry or pets) and migratory wild birds coming from other regions or countries and possibly being infected with the virus for the disease;
- b) intense flows of people and goods worldwide, making the rapid spread of the disease more likely;
- c) markets and street fairs that sell live birds provide an environment that facilitates contact between animals from several species, including man.

All of these possibilities for transmitting the Avian Influenza virus enhance the likelihood of genetic recombination, possibly boosting the disease's lethality and transmissibility.

There are no reports of the disease being transmitted to people through food that has been properly cooked and correctly handled. The disease can cause negative consequences both for animal

production and for the affected biomes, since it may decimate native species.

Brazil does not allow the use of a vaccine against Avian Influenza. Each country's veterinary authority is responsible for deciding to create vaccination plans; the decision must be based on a regional and national risk analysis. The decision should take the following factors into account: the international context; the economic consequences of potential outbreaks; and the capacity of veterinary services to carry out an effective vaccination campaign [19].

Outbreaks of the disease have recently been reported in wild and domestic birds in certain neighboring countries of Brazil: Colombia, Venezuela, Chile, Ecuador, Peru and, more recently, Bolivia, Uruguay and Argentina. In Ecuador and Peru, there have been reports of the disease in commercial farmed poultry flocks [13].

The majority of cases where the virus has been introduced into a given region are directly linked to contact between migratory wild birds and domestic poultry flocks in a backyard setting.

It is essential that biosecurity measures be carefully carried out to bring down the risk of the entry of the disease and enhance biosecurity in poultry-raising facilities, to avoid the spread of highly pathogenic avian influenza in our country. Thorough performance of these measures will protect the country

against the negative impacts on domestic poultry-raising of the disease, helping ensure our food security, and also the public health of our population. We should also mention the wide range of direct and indirect ways in which Brazil's commercial poultry chain can be harmed.

Concern regarding avian influenza is worldwide, since Europe, Asia, Africa, North America, and coastal Latin American countries have shown an increase in the number of confirmed cases of H5N1, the deadly highly pathogenic form of the disease. Prevalence of the disease in the 2022 outbreak is the highest that has been reported in Europe and the United States; the number of domestic birds euthanized has already exceeded all figures for previous outbreaks [14][15].

Researchers, in the last two years, have identified a large increase in the spread of the disease among wild birds. In only 12 months from the first detection of the virus in November 2021 in the northern hemisphere, more than 56 million domestic birds, both farmed poultry and backyard flocks, have been affected. The economic impact in the United States up until October 2022 has been put at 53 million dollars, resulting from the euthanasia of the birds, which generated a scarce

supply of poultry products, and consequently an increase in the price of meat and eggs [16].

The current cycle of the spread of the virus is the largest and most lethal cycle of avian influenza ever reported [23].

Given the spread of AI through countries in South America, the Department of Technical Services of the Department of Animal Health (SDA/ MAPA) [9], along with veterinary and environmental services in the States of Brazil, is encouraging the redoubling of measures to prevent and detect the disease.

Possible control and eradication measures are also being prepared, in order to address a possible detection of the disease in Brazil. The constantly evolving guidelines of the National Poultry Health Program (PNSA) [18], support the health of birds and poultry in Brazil. Changes in the program are in alignment with the World Organisation for Animal Health (WOAH)'s Terrestrial Animal Health Code [19], and are followed by the poultry-producing industry. The National Poultry Health Program (PNSA) lists all the prevention, control and surveillance measures to address the major avian diseases of public health and animal health concern. PNSA updated the specific prevention and epidemiological surveillance measures for Avian Influenza within the Surveillance plan for Avian Influenza and Newcastle Disease, July 6, 2022 [20].

Epidemiological surveillance for Avian Influenza has the following objectives [20]:

- a) to rapidly detect the disease in wild and domestic birds;
- b) to prove that the disease is absent from Brazil's domestic poultry production chain, in accordance with international surveillance standards for trade, and
- c) to monitor the occurrence of new viral strains in

order to underpin new strategies for public health and animal health.

It should be stressed that a notification of a suspected case of Avian Influenza in birds (whether wild birds, backyard flocks, or farmed poultry) must be made to any individual by telephone, in person, at all official veterinary services (where the municipal, state-level or federal), such as the Offices of the Federal Superintendents of Agriculture of the Ministry of Agriculture and Livestock [21] or by means of the e-Sisbravet Platform (Brazilian System for Veterinary Surveillance and Emergencies) [22].



Fig.1. Clinical sample-taking in backyard poultry for Avian Influenza surveillance.



## The importance of Avian Influenza in wild birds

The main risk factor for the transmission of Avian Influenza is the exposure of the domestic bird population (farmed poultry, pets birds and native birds) to the virus carried by infected migratory wild birds. Migratory wild birds are the natural host and reservoir for the virus, and they play an important role in its evolution, maintenance and dissemination. It should be highlighted that wild birds may be infected without falling sick, or in other cases recover, but they remain a source of infection. These infected birds carry the virus over long distances while they fly the migration routes [13]. Areas where migratory birds cluster are found in all regions of the country, and the Report on Migratory Bird Clustering Areas in Brazil presents specific details on these locations [23]. What stands out is that given the huge potential for dissemination, attention is essential throughout the territory of the country, both for observing and for surveillance of birds showing signs of Avian Influenza.

The main species that spread the Avian Influenza virus are migratory wild aquatic birds of the orders *Anseriformes* and *Charadriiformes*, such as sandpipers, seagulls, swans, ducks, geese, teal, and wattled jacanas. Coastal and littoral regions are the habitat of most of these birds. On the other hand, AI viruses tend to occur less frequently in parakeets, parrots, caciques, cockatoos, chaffinches, ratites (ostriches) and falcons [10].



Fig.2. Examples of birds of the Order *Charadriiformes*.



Figure 3. Examples of birds of the Order *Anseriformes* - teal

Each year, in November, the the season of bird migrations towards the southern hemisphere begins, and continues until March or April of the following year [8]. Epidemiological surveillance in this period is to be heightened and must immediately notify the nearest Local Veterinary Unit of the Official Veterinary Service or use e-Sisbravet for communication. Poultry farmers are to intensify their biosecurity actions and measures on their poultry-raising farms. Another point of Avian Influenza surveillance is the taking of samples from farmed poultry and backyard flocks living in regions inside the migratory routes.



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Bird of the Order *Charadriiformes* - Sandpiper

The virus that causes Avian Influenza may remain for up to eight months in the environment, and for this reason areas frequented by wild birds are to be avoided. These and other biosecurity measures are important for preventing the virus from entering a farm [26].

There are many causes of disease or death in wild birds and migratory birds. For this reason it is important that veterinary and environmental authorities be notified immediately of the numbers of dead birds

occurring within a short space of time so that investigations of suspected cases of Avian Influenza can be carried out [25;21].



Fig.4. Clinical sample-taking for Avian Influenza surveillance.



Active surveillance in the PREVIR Project

## Part 1

# Pathways to teaching and learning about the prevention of Bird Flu

The entire teaching-learning process is built up through relationships between learners and educators, whatever the location, contents or activities carried out during this encounter. The process involves multiple communication pathways chosen by the educator at the moment of planning the educational act. Our suggestion is that the technical expert should be a dialogic educator, seeking to establish horizontal (i.e. non-hierarchical) two-directional communicational interactions with the learner (for example, people living and working in the rural environment) in which people take turns for speaking and listening. This subject, in the present book, is named technician-educator, with a dialogic stance and approach. The subject understands that all those who are involved in the production routines in rural territories are to play an active role in creating a participatory and dialogic construction in the activities involved [3][4].

In the present book, the technician assumes their role as an educator, and in the process may use the contents of the book (voice messages, posters, info-charts and videos) in digital and analogical communication settings, through in-person or on-line encounters, synchronous or asynchronous moments, with farmers, their family members, and other learners [3][4]. When analyzing these teaching possibilities we can suggest to the technician-educator several didactic strategies which may be experienced along with the farmers and family members (learners) who will interact together, these are [27][28][29]:

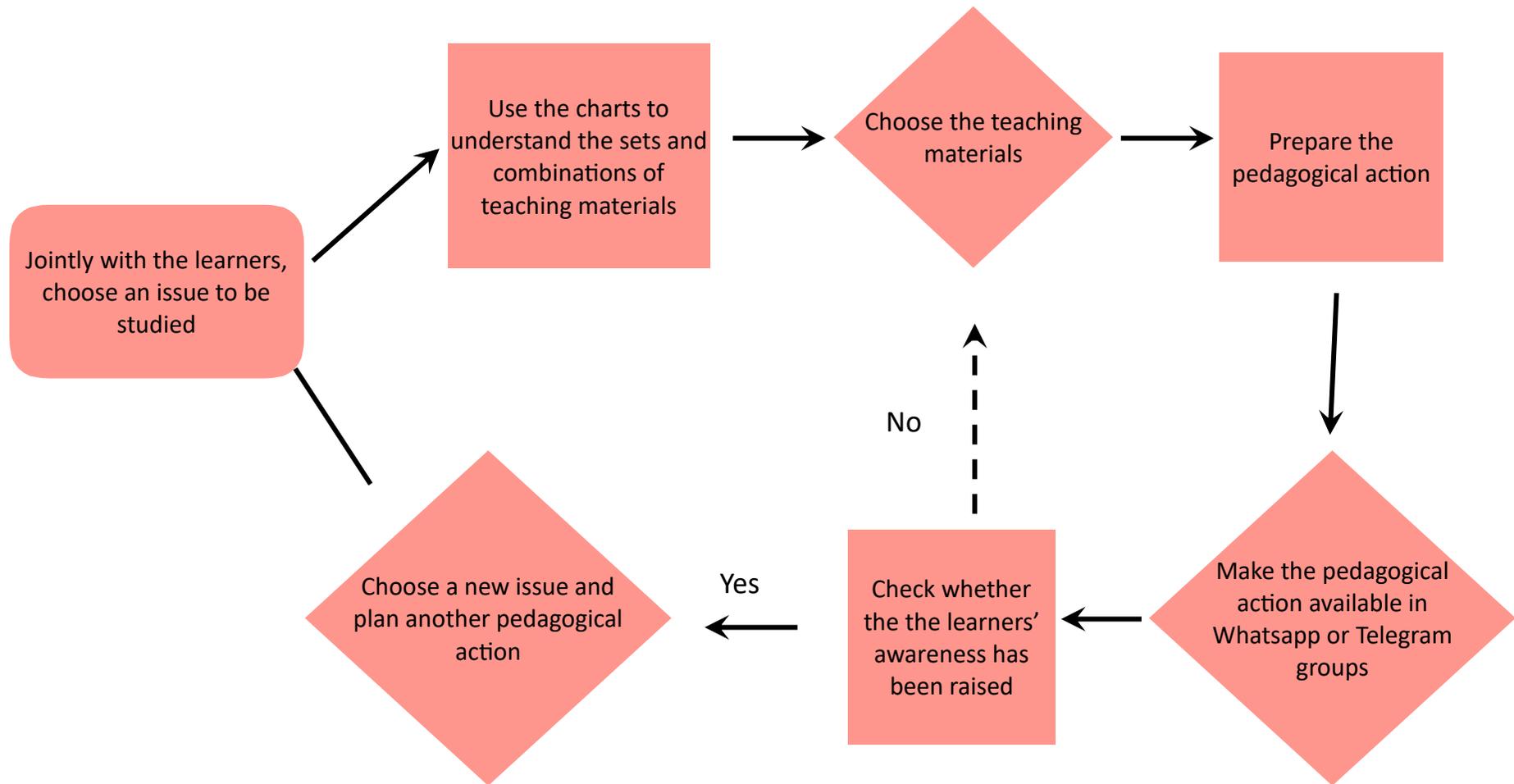
- **Face-to-face, synchronous moments:** for the first pedagogical activity, try to hold a face-to-face event with your audience, such as giving a talk, or creating conversational circles. Try to prioritize the use of active methodologies. Posters and informational charts may be printed out, and the content discussed as issues to generate in-depth dialogue in the conversational circle [1][30]. During this activity, elicit the mobile telephone numbers from the farmers voluntarily, so that you can send them materials in the future. In the event, you can also assess the understanding, attitudes and activities performed by the learner;

- **On-line, asynchronous moments:** the main communicational pathway used by the educator and learner will be electronic messaging applications such as WhatsApp or Telegram. The technician-educator can set up two separate WhatsApp groups for the same audience. One group will be open to comments, while the other will be closed to interaction, and the teaching materials are to be posted in both groups. In the first group, which is open to comments, the teaching materials may be posted in accordance with the technician-educator's planning. The teaching material is not merely a recommendation, but rather is to be used as a starting point for critical reflection of the learners' production circumstances. The action of rethinking their practices seeks to raise awareness and incentivize them to change the way they routinely work. The second WhatsApp group, which is closed to comments, serves as a library, and an information repository, so that the farmers themselves can share the book's teaching materials with other farmers. Figure 7 suggests activities for planning and preparing pedagogical actions and instructional materials for

teaching the prevention of Avian Influenza.

In this dialogic process of teaching and learning, the technician-educator can identify, during their practice, how the process is going on. The first indication is detecting whether the learner has been motivated by the topic and changed their routine production practices. The second indication is identifying when the learner becomes an educator themselves, teaching and incentivizing other people who also live and work in the rural territory, by means of the contents that are offered. This is the final objective of the dialogic and participatory teaching-learning process that we are sharing in the present book [3][4].

**Figure 7** - Suggested activities for planning and preparing pedagogical actions and instructional materials for teaching the prevention of Avian Influenza



Source: [27, p.33]

Figure 8 shows several ways in which the educator can send messages and teaching materials by WhatsApp/Telegram to the farmers and their family members. Remember to start the messages you send to the WhatsApp/Telegram groups with some sentences such as the following [27][28][29]:

*Dear farmer.*

*We are the team behind the “Health Minute for Everyone who lives in the Country”.*

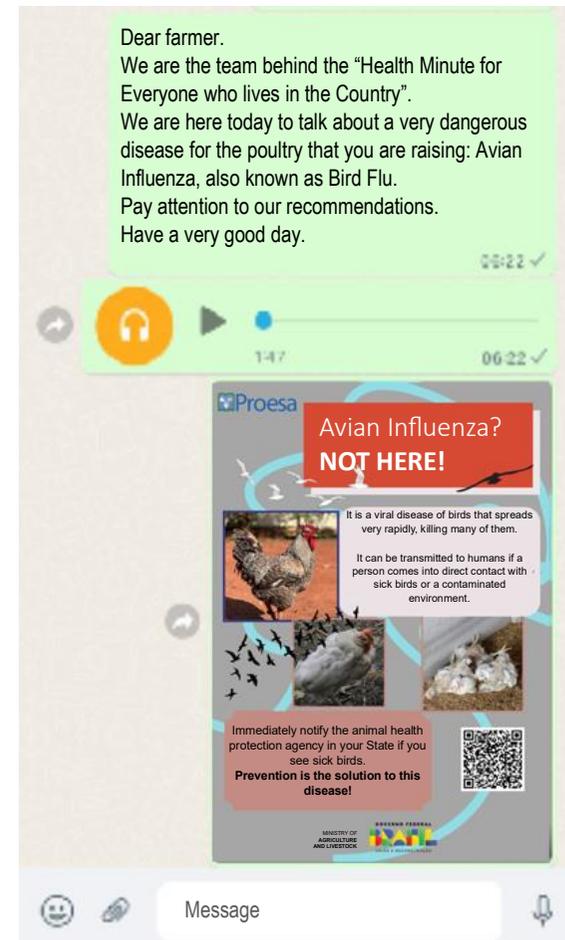
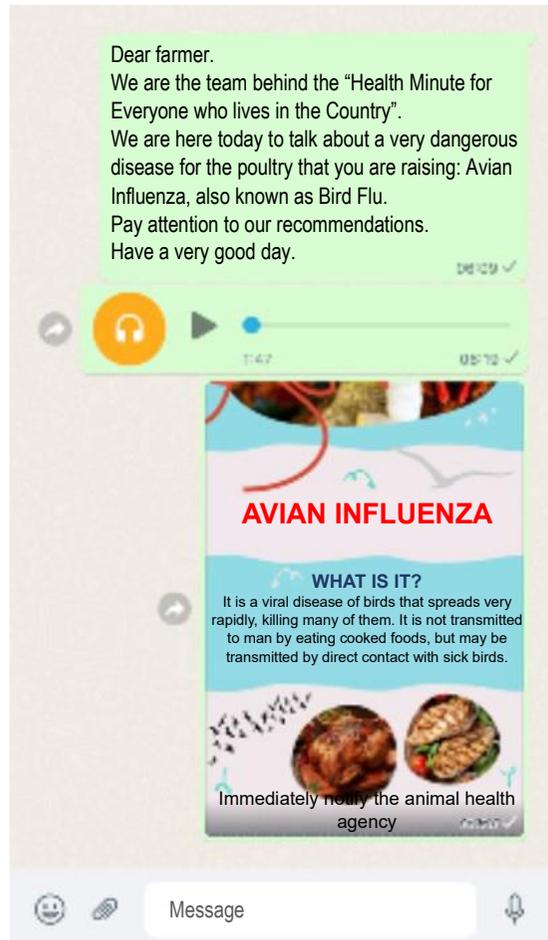
*We are here today to talk about a very dangerous disease for the poultry that you are farming: Avian Influenza, also known as Bird Flu.*

*Pay attention to our recommendations. Have a very good day.*

After that, the teaching materials selected for the learning experience will be sent. After

the teaching materials have been selected, start a dialogue with the farmers, using some WhatsApp tools, for instance beginning a survey with some questions on the topic that has been addressed.

**Figure 8** - Suggested ways to send pedagogical actions over WhatsApp to the farmers, family members and their employees



Source: adapted from [27][28][29]



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Tudo sobre Aves

**Chart 1** - Suggested combinations of pedagogical actions and teaching materials for use in teaching-learning processes in rural territories.

Subject	Voice message	Text message	Infographics	Poster	Video
Understanding avian influenza	<a href="#"><u>MV1</u></a> , <a href="#"><u>MV2</u></a> , <a href="#"><u>MV3</u></a> , <a href="#"><u>MV4</u></a> , <a href="#"><u>MV18</u></a>	<a href="#"><u>MT1</u></a> , <a href="#"><u>MT2</u></a>	<a href="#"><u>INFO1</u></a> , <a href="#"><u>INF02</u></a>	<a href="#"><u>CART01</u></a> , <a href="#"><u>CART03</u></a> , <a href="#"><u>CART05</u></a> , <a href="#"><u>CART11</u></a>	<a href="#"><u>Video 01</u></a> <a href="#"><u>Video 07</u></a>
Preventive measures applied to travel overseas and returning to Brazil	<a href="#"><u>MV5</u></a>	<a href="#"><u>MT3</u></a>	<a href="#"><u>INF05</u></a>	<a href="#"><u>CART07</u></a>	<a href="#"><u>Video 13</u></a>
Biosecurity: prevention on the farm	<a href="#"><u>MV6</u></a> , <a href="#"><u>MV7</u></a> , <a href="#"><u>MV8</u></a> , <a href="#"><u>MV9</u></a> , <a href="#"><u>MV10</u></a>	<a href="#"><u>MT4</u></a>	<a href="#"><u>INF03</u></a> , <a href="#"><u>INF04</u></a> , <a href="#"><u>INF07</u></a> , <a href="#"><u>INF09</u></a> , <a href="#"><u>INF24</u></a>	<a href="#"><u>CART02</u></a> , <a href="#"><u>CART06</u></a> , <a href="#"><u>CART10</u></a> , <a href="#"><u>CART14</u></a> , <a href="#"><u>CART15</u></a> , <a href="#"><u>CART21</u></a>	<a href="#"><u>Video 02</u></a> . <a href="#"><u>Video 03</u></a>
How can we identify birds suspected of having Avian Influenza?	<a href="#"><u>MV11</u></a>	<a href="#"><u>MT5</u></a>	<a href="#"><u>INF11</u></a> <a href="#"><u>INF02</u></a>	<a href="#"><u>CART09</u></a> , <a href="#"><u>CART18</u></a>	<a href="#"><u>Video 04</u></a>

Source: adapted from [27][28][29]

**Chart 2** - Suggested combinations of pedagogical actions and teaching materials for use in teaching-learning processes in rural territories.

Subject	Voice message	Text message	Infographics	Poster	Video
What should you do in the event of a suspected case?	<a href="#"><u>MV12, MV13</u></a>	<a href="#"><u>MT6</u></a>	<a href="#"><u>INF06, INF10, INF12, INF13, INF14</u></a>	<a href="#"><u>CART03, CART04, CART08, CART13</u></a>	<a href="#"><u>Video 14</u></a>
Sisbravet	<a href="#"><u>MV14</u></a>	<a href="#"><u>MT7</u></a>	<a href="#"><u>INF15</u></a>	---	<a href="#"><u>Video 12</u></a>
VIGIAGRO: the importation of birds and poultry products	<a href="#"><u>MV15</u></a>	<a href="#"><u>MT8</u></a>	<a href="#"><u>INF16</u></a>	-----	<a href="#"><u>Video 05</u></a>
Bird smuggling and trafficking	<a href="#"><u>MV16</u></a>	<a href="#"><u>MT9</u></a>	<a href="#"><u>INF17</u></a>	<a href="#"><u>CART19</u></a>	<a href="#"><u>Video 11</u></a>
Wild birds	<a href="#"><u>MV17, MV18</u></a>	<a href="#"><u>MT10</u></a>	<a href="#"><u>INF08 INF18</u></a>	<a href="#"><u>CART12, CART20</u></a>	<a href="#"><u>Video 07</u></a>

Source: adapted from [27][28][29]

**Chart 3** - Suggested combinations of pedagogical actions and teaching materials for use in teaching-learning processes in rural territories.

Subject	Voice message	Text message	Infographics	Poster	Video
Preventive measures in wild-bird breeding facilities	<a href="#"><u>MV19, MV20</u></a>	<a href="#"><u>MT11, MT12</u></a>	<a href="#"><u>INF19</u></a>	-----	<a href="#"><u>Video 06</u></a>
Information for birds-watching groups	<a href="#"><u>MV21</u></a>	<a href="#"><u>MT13</u></a>	----	<a href="#"><u>CART16</u></a>	-----
Messages to Brazilian society at large	<a href="#"><u>MV22, MV23</u></a>	<a href="#"><u>MT14</u></a>	-----	<a href="#"><u>CART03, CART08, CART11</u></a>	-----
Preventive measures for the transportation of birds	<a href="#"><u>MV24, MV25, MV26</u></a>	<a href="#"><u>MT15</u></a>	<a href="#"><u>INF20 INF21</u></a> <a href="#"><u>INF22</u></a>	----	<a href="#"><u>Video 08</u></a>
Preventive measures for the sale of live birds	<a href="#"><u>MV27</u></a>	<a href="#"><u>MT16</u></a>	<a href="#"><u>INF23</u></a>	-----	<a href="#"><u>Video 09</u></a>
Be an educator yourself!	<a href="#"><u>MV28</u></a>	<a href="#"><u>MT17</u></a>	-----	<a href="#"><u>CART17</u></a>	<a href="#"><u>Video 10</u></a>

Source: adapted from [27][28][29]



In this book you will find sets of voice messages, information charts, posters and videos aimed at people who live and work in the country, in order to prevent Avian Influenza in rural territories. You can send the material by text message in applications (WhatsApp and Telegram), or other social networks and media. Feel free to combine voice messages and information charts. The spoken texts have been narrated by Roberta Mara Züge and Rebeca Torres, and Leonardo Costa did the editing and final production. Music by Claudio Paladini [28]. The videos have been produced by Ana Carla Cardoso Lembrance, Juliana do Amaral Moreira C. Vaz, Míriam Sayuri Sasaki and Tábatha Silvia Rosini Lacerda. The voice messages, posters, information charts and videos may be freely reproduced and distributed, but may not be used commercially. **The information charts, posters, recorded messages, texts and videos may not be amended or partially used for other productions.** This pedagogical material, it should be stressed, is for educational purposes and if so used, the source should be cited.





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## Part 2

### Teaching materials

- Voice recordings
- Text messages
- Infographics
- A4 posters
- Visual aids to be sent by WhatsApp/Telegram
- Videos

## **Scripts for recorded voice messages**

### HEALTH MINUTE FOR EVERYONE WHO LIVES IN THE COUNTRY 1

**MV1.** Today we are going to talk about Avian Influenza, a disease that kills large numbers of birds, both farm birds and free-living birds. We are the team behind the “Health Minute for Everyone who lives in the Country”. Did you know that there is no treatment for this disease? It is also known as bird flu, and is caused by a highly resistant virus in the atmosphere, and that you can also fall ill if you catch it? That’s right, you yourself and your entire family! Usually the virus is brought onto your farm by migratory birds, which are something that it is very hard to avoid. Therefore what you should do is to remain alert and check whether your birds, or other birds flying onto your farm, die, or display an unsteady gait, twisted necks, breathing difficulties, or diarrhea. If so, you should immediately notify the animal and plant health agency in your municipality or State. Brazil is free of Avian Influenza and intends to continue being so. Let’s be attentive! Avian Influenza? NOT HERE! Report suspected cases to **e-Sisbravet**. Ministry of Agriculture and Livestock. Federal Government [9][10][11][22][27,p.42]

### HEALTH MINUTE FOR EVERYONE WHO LIVES IN THE COUNTRY 2

**MV2.** Have you heard anything about a serious disease of birds that can kill most of your flock? We are the Team behind the “Health Minute for Everyone who lives in the Country” and today we’re here to talk about the spread of Avian Influenza, also known as bird flu! It is a disease caused by a virus that affects all kinds of birds and spreads rapidly among them. It can be transmitted to people and also cause major economic losses for all poultry farmers, since it causes the death of the vast majority of infected animals. Transmission is by direct contact between one bird and another, but we can also carry the virus: on our clothes, shoes, on vehicles and material and equipment, and bring it onto the farm. This virus can survive in the environment, and that is why we have to double up our cleaning and sanitation precautions! Let’s be attentive! Avian Influenza? NOT HERE! Report suspected cases to **e-Sisbravet**. Ministry of Agriculture and Livestock. Federal Government [9][10][11][22][27,p.42]

### HEALTH MINUTE FOR EVERYONE WHO LIVES IN THE COUNTRY 3

**MV3.** Did you know that Avian Influenza has already spread to many countries around the world, including Brazil's neighboring countries? We are the team behind the "Health Minute for Everyone who lives in the Country". That's right, Avian Influenza is spreading fast. If the disease enters Brazil, all sick birds and their contacts will need to be eliminated. The farms will be blocked in order to prevent the disease from spreading to other flocks, and this is how we will protect the country's poultry flocks. To protect our animals, and ourselves, Brazil's Ministry of Agriculture and Livestock has been reinforcing preventive measures nationwide. Let's be attentive! Avian Influenza? NOT HERE! Report suspected cases to **e-Sisbravet**. Ministry of Agriculture and Livestock. Federal Government [9][10][11][17][22].

### HEALTH MINUTE FOR EVERYONE WHO LIVES IN THE COUNTRY 4

**MV4.** Did you know that every year several species of wild birds migrate to Brazil to breed, and that these birds may be carrying the influenza virus? We are the team behind the “Health Minute for Everyone who lives in the Country” and our conversation today is about Avian Influenza! All birds can contract the influenza virus, including migrating birds which may bring the virus from the places that they have come from. We are concerned about this disease entering Brazil, because outbreaks in neighboring countries have been reported in 2022. If we are to prevent the disease entering Brazil, we recommend that you do not come into contact with fallen or dead wild birds, but rather that you immediately notify the animal and plant health agency in your region if you spot sick or dead wild birds! Let’s be attentive! Avian Influenza? NOT HERE! Report suspected cases to **e-Sisbravet**. Ministry of Agriculture and Livestock. Federal Government [9][10][11][22].

## Preventive measures applied to travel overseas and returning to Brazil

### HEALTH MINUTE FOR EVERYONE WHO LIVES IN THE COUNTRY 5

**MV5.** - Are you about to travel overseas? That's great! But make sure you don't bring the Avian Influenza virus back with you! We are the team behind the "Health Minute for Everyone who lives in the Country" and our conversation today is to explain how to avoid the virus hitching a ride on your luggage:

- Birds and eggs may only be brought into Brazil with the permission of the Ministry of Agriculture and Livestock.
- Do not visit breeding facilities, markets or other places where live birds are raised, kept or sold — above all in countries where Avian Influenza occurs.
- Do not touch either living or dead birds.
- Do not touch surfaces that may be contaminated with birds' feces or secretions.
- Pay special attention to your own personal hygiene! Go to see a doctor if you get sick during the journey or after returning, and avoid contact with other people or animals, above all poultry and pigs.
- Travelers, you also are responsible for the safety of Brazil's poultry-raising industry!

Let's be attentive! Avian Influenza? NOT HERE! Report suspected cases to [e-Sisbravet](#). Ministry of Agriculture and Livestock Federal Government [9][10] [11] [17] [22].

### HEALTH MINUTE FOR EVERYONE WHO LIVES IN THE COUNTRY 6

**MV6.** Today we're going to talk about how to prevent diseases from getting onto your farm — such diseases as Avian Influenza. To do that, the most important word is **control**. We are the team behind the “Health Minute for Everyone who lives in the Country”. You will have to control the entry of personnel and vehicles onto your farm, whether they are employees, clients or even friends and family members! They must not visit any other poultry-raising facility on the same day before they come to visit you. Tell everybody about this security procedure. Do you know why so many precautions are needed? The disease-causing virus may be carried on the wheels of vehicles or on the clothing and footwear of people visiting you. Wash and disinfect the wheels and the bodywork of any vehicles that have to drive onto your farm. You should set aside some clothing and footwear to be worn only at your poultry-raising operation. Avoid lending equipment to other farms, or borrowing it from them. But if you cannot avoid lending or borrowing it, wash and disinfect everything before bringing it on to the farm. Always purchase birds that can provide sanitary documentation, from registered breeding operations. If in doubt, ask your trusted veterinarian for advice. Let's be attentive! Avian Influenza? NOT HERE! Report suspected cases to **e-Sisbravet**. Ministry of Agriculture and Livestock. Federal Government [9][10] [11] [17] [22][27, p.45 & 48]

### HEALTH MINUTE FOR EVERYONE WHO LIVES IN THE COUNTRY 7

**MV7.** Avian influenza, also known as bird flu, has not yet reached our country, but if not prevented it could always happen! We are the team behind the “Health Minute for Everyone who lives in the Country”. One way that this virus can get into our country is being brought in by the wild birds that migrate to Brazil each year from November to April: these birds may be carrying the avian influenza virus. That is why you can never be too careful! Avoid all contact between your flock and wild birds, make sure your operation’s protective screens are in good repair. And remember: if poultry begin to die on your farm, immediately notify the animal health agency for your region! Let’s be attentive! Avian Influenza? NOT HERE! Report suspected cases to **e-Sisbravet**. Ministry of Agriculture and Livestock. Federal Government [9][10] [11] [17] [22] [27,p.48].

### HEALTH MINUTE FOR EVERYONE WHO LIVES IN THE COUNTRY 8

**MV8.** Do you know what the main species of migratory birds are, that visit Brazil? We are the team behind the “Health Minute for Everyone who lives in the Country”. The main species are waterbirds, such as ducks, swans, geese and teal. There are also those birds that inhabit the coastal areas and shores, such as seagulls, sandpipers, turnstones, partridges, terns, plovers and jacanas. Prevent these birds from coming into contact with your flock! Also avoid raising different species together, such as ducks, teal and hens. Do not allow any other animals onto the farm, such as cats, dogs or rodents. Adopt good farming practices, keeping your flock in good health, well fed, and well-housed! Let’s keep our eyes peeled! Let’s be attentive! Avian Influenza? NOT HERE! Report suspected cases to **e-Sisbravet**. Ministry of Agriculture and Livestock. Federal Government [9][10] [11] [17] [22] [23] [27,p.48].

### HEALTH MINUTE FOR EVERYONE WHO LIVES IN THE COUNTRY 9

**MV9.** Did you know that the waste from poultry farming can transmit diseases and contaminate the environment if not discarded properly? We are the team behind the “Health Minute for Everyone who lives in the Country”. The disposition given to waste from your farm is an important part of production and should never be ignored! So consult a trusted technical expert for guidance as to how to properly dispose of such waste as poultry litter, hatchery waste, trash and dead animals. Never allow birds to have access to these materials! One good example of good practices is to compost poultry litter before it is discarded or reused for other purposes. You can also use it as a substrate when composting dead birds. But do not use it to feed other animals like cattle, buffaloes, sheep or goats: that is forbidden by law! One good disposition for poultry litter is as fertilizer for crops — but never forget to compost it first! Let’s be attentive! Avian Influenza? NOT HERE! Report suspected cases to **e-Sisbravet**. Ministry of Agriculture and Livestock. Federal Government [9][10][11][17][23][28][29].

### HEALTH MINUTE FOR EVERYONE WHO LIVES IN THE COUNTRY 10

**MV10.** Did you know that dead birds can transmit a range of diseases to humans and to other animals? And that one of them is Avian Influenza! We are the team behind the “Health Minute for Everyone who lives in the Country”. Today we are going to talk about what to do when an animal — or several animals — on our farm dies. We do not yet have Avian Influenza in Brazil, but if the disease does arrive, it may greatly harm your flock and the country’s economy! So if you find that many birds have died, notify the official veterinary service immediately. If you have any queries, always ask the nearest service to you, or the environmental agency in your town or state, to instruct you about procedures for disposing of dead birds and waste, such as poultry litter. One good suggestion is composting — but only when done properly and in the right place! These measures are extremely important for avoiding the spread of the virus. Let’s be attentive! Avian Influenza? NOT HERE! Report suspected cases to **e-Sisbravet**. Ministry of Agriculture and Livestock. Federal Government [9][10][11][17][22][27, p.48].

## How can we identify birds suspected of having Avian Influenza?

### HEALTH MINUTE FOR EVERYONE WHO LIVES IN THE COUNTRY 11

**MV11.** Do you know what should make you suspect Avian Influenza? We are the Team behind the “Health Minute for Everyone who lives in the Country” and today we’re here to talk about the signs of this terrible disease in birds. In some cases the disease can lead to sudden, raised mortality without any other clinical signs being observed. However, the birds may also present severe clinical signs such as dullness or depression; or respiratory signs like coryza, conjunctivitis, breathing difficulties; or nerve signs such as motor incoordination or unsteady gait, paralysis, twisted neck (torticollis), among a range of signs that may or may not be present, such as diarrhea, petechiae (bluish coloration) on their combs or wattles. Laying hens may suddenly present with a marked fall in production, or changes in the quality of the eggs — such as deformed eggs, thin-shelled eggs, or even eggs without pigmentation. Let’s be attentive! Avian Influenza? NOT HERE! Report suspected cases to **e-Sisbravet**. Ministry of Agriculture and Livestock. Federal Government [9][10][11][17][22] [27,p.62].

## What should you do in the event of a suspected case?

### HEALTH MINUTE FOR EVERYONE WHO LIVES IN THE COUNTRY 12

**MV12.** Did you know that it is mandatory for all citizens, as well as all health professionals, diagnostics laboratories, as well as teaching and research institutions, to notify the authorities of any bird suspected of having Avian Influenza? We are the team behind the “Health Minute for Everyone who lives in the Country”. It is very important that you — the farmer — should immediately notify the Official Veterinary Service of your State of any incident of a bird showing signs of the disease. A veterinary inspector will visit your farm or the place where the birds are found, in order to examine them and give you instructions. Don’t be afraid of asking for help! Do it in order to detect the disease, before all the birds in your flock fall sick or die. Most importantly: keep any birds suspected of having the disease away from the other birds. Do not visit any other poultry establishment or allow visits onto your own farm until the official veterinarian gives you permission to do so. Let’s be attentive! Avian Influenza? NOT HERE! Report suspected cases to **e-Sisbravet**. Ministry of Agriculture and Livestock. Federal Government [9][10][11][17][21][22][27,p.50 & 63]

## What should you do in the event of a suspected case?

### HEALTH MINUTE FOR EVERYONE WHO LIVES IN THE COUNTRY 13

**MV13.** Are your birds sick, or do you suspect them of having bird flu? What should you do? We are the team behind the “Health Minute for Everyone who lives in the Country” and we’re here to explain what to do in the event of a suspected case of the disease. Our first recommendation is that you immediately speak to the closest official veterinary service. Actually, it is mandatory for everyone to notify the service of suspected cases. You have an important role to play in preventing this disease. Since it spreads so quickly, the sooner we communicate our suspicions, the better for all of us! Our second recommendation is that you protect yourself as well, since we humans can also catch the disease. So if you notice that you have dead or dying birds, avoid contact with them, and do not go onto your own farm! If extremely necessary, only enter the facility wearing personal protection equipment, in other words gloves, an N95 mask, protective goggles and a hair net. And don’t forget to dispose of this equipment properly. In the case of this disease, you cannot be too careful! Let’s be attentive! Avian Influenza? NOT HERE! Report suspected cases to [e-Sisbravet](#). Ministry of Agriculture and Livestock. Federal Government [9][10][11][17][21][22][27,p.63].

## HEALTH MINUTE FOR EVERYONE WHO LIVES IN THE COUNTRY 14

**MV14.** Sisbravet! Do you know what it means? We are the team behind the “Health Minute for Everyone who lives in the Country”. Sisbravet stands for the “Brazilian System for Veterinary Surveillance and Emergencies” and is better known as e-Sisbravet. It is an Internet communication channel for farmers to report suspected cases of diseases among their animals: for example Avian Influenza — as well as many others! It is easy to access the address, provide your data, complete the required fields, and send your message! That’s it! The official veterinary service has been informed! Very soon the official veterinarian will visit your farm to examine the sick animals, take samples, and advise you as to the procedures you will have to follow! All of that, free of charge. As a matter of fact, notifying the official service of the incidence of diseases, of the existence of suspect animals on your farm, can be carried out over the telephone or face-to-face with the official veterinary service! The Internet address giving you the telephone numbers is available at the link that we will send you via text message, or on posters. You can also ask any official veterinary service professional for advice. Let’s be attentive! Avian Influenza? NOT HERE! Report suspected cases to **e-Sisbravet**. Ministry of Agriculture and Livestock. Federal Government [9][10][11][17][21][22].

### HEALTH MINUTE FOR EVERYONE WHO LIVES IN THE COUNTRY 15

**MV15.** Did you know that one way in which Avian Influenza can get into countries that were previously free of the disease — such as Brazil — is through the entry of sick animals? We are the team behind the “Health Minute for Everyone who lives in the Country”. Vigiagro — Brazil’s Ministry of Agriculture and Livestock’s International Agricultural Surveillance System — inspects and oversees the entry of animals, plants and animal or plant products at ports, airports, border inspection posts, and special customs facilities. It operates in order to prevent sick animals or other products contaminated by viruses, bacteria, fungi or other disease-causing or disease-worsening agents, from getting into Brazil’s agriculture or livestock. It performs a series of controls and inspections to avoid damage harming domestic herds, certifying the safety of imported animals or products, and avoiding losses for Brazil’s economy. The Ministry of Agriculture is doing its part — do your part too! Do not import animals and poultry products into Brazil illegally. Act responsibly! Only transport animals within Brazil under an Animal Movement Permit (GTA) and never purchase clandestine products. Let’s be attentive! Avian Influenza? NOT HERE! Report suspected cases to **e-Sisbravet**. Ministry of Agriculture and Livestock. Federal Government [9][11][22][27, p.58][33][34].

### HEALTH MINUTE FOR EVERYONE WHO LIVES IN THE COUNTRY 16

**MV16.** Today, let us talk about bird smuggling and bird trafficking! This is a very serious and important matter! We are the team behind the “Health Minute for Everyone who lives in the Country”. Did you know that apart from being a crime, smuggling or trafficking birds can also lead to the circulation of diseases like Avian Influenza? This all causes great harm to society, to the production industry, and to our environment, jeopardizing the health of all of us! If you know of people who are trafficking or smuggling birds or any other animals, denounce them to the Ministry of Agriculture and Livestock using the Ombudsman (*Ouvidoria*) channel at [falabr.cgu.gov.br](http://falabr.cgu.gov.br). Do not sponsor crime! Let's be attentive! Avian Influenza? NOT HERE! Report suspected cases to **e-Sisbravet**. Ministry of Agriculture and Livestock. Federal Government [21][22][34][35]

### HEALTH MINUTE FOR EVERYONE WHO LIVES IN THE COUNTRY 17

**MV17.** Did you know that Avian Influenza, also known as bird flu, is a contagious viral disease of birds that has wreaked havoc in the countries where it occurs? We are the team behind the “Health Minute for Everyone who lives in the Country”. It has not yet reached Brazil, but has been identified in the Americas. Wild birds can also be infected with Avian Influenza, above all those species that fly between several countries. We must be attentive to any wild birds found dead or showing signs of this disease, either free-living wild birds, or wild birds bred in captivity. The main signs of the disease are: dead birds; or in live birds: unsteady gait, twisted necks, breathing difficulties, or diarrhea. Should you find any wild bird(s) showing these signs, immediately notify the official veterinary service in your municipality! Avian Influenza can be transmitted to people, so be very careful if you find birds showing the clinical signs that we mentioned before! Let’s be attentive! Avian Influenza? NOT HERE! Report suspected cases to **e-Sisbravet**. Ministry of Agriculture and Livestock. Federal Government [10][12][17][19].

### HEALTH MINUTE FOR EVERYONE WHO LIVES IN THE COUNTRY 18

**MV18.** Would you like to find out a bit more about Avian Influenza? It's a viral disease that causes sickness and death in all kinds of birds, whether wild, domestic, farmed, backyard, or migratory birds. We are the team behind the "Health Minute for Everyone who lives in the Country". The season when birds migrate to the southern hemisphere begins in November and goes until March or April the following year. At this time surveillance must be intensified, as should biosecurity measures in poultry farming. The Ministry of Agriculture and Livestock takes preventive measures which include, for example, the sampling of backyard birds raised in places where migratory birds are found. Teal, mallards, wild ducks, swans, geese and whistling ducks are the main species affected by Avian Influenza. The first line of defense against the disease is notifying the authorities as quickly as possible of a suspected case in order to enable a rapid response, preventing it from spreading. Let's be attentive! Avian Influenza? NOT HERE! Report suspected cases to **e-Sisbravet**. Ministry of Agriculture and Livestock. Federal Government [9][11][23].

### HEALTH MINUTE FOR EVERYONE WHO LIVES IN THE COUNTRY 19

**MV19.** Wild birds can also be infected with Avian Influenza, above all those species that fly between several countries. We are the team behind the “Health Minute for Everyone who lives in the Country”. Did you know that Avian Influenza, also known as bird flu, is a contagious viral disease of birds that has wreaked havoc in the countries where it occurs? The disease can be transmitted to humans. It has not yet reached Brazil, but has been identified in the Americas, in several countries that border on Brazil. We must be attentive to any wild birds found dead or displaying signs of this disease, either free-living wild birds, or wild birds bred in captivity. Let’s be attentive! Avian Influenza? NOT HERE! Report suspected cases to **e-Sisbravet**. Ministry of Agriculture and Livestock. Federal Government [9][11].

### HEALTH MINUTE FOR EVERYONE WHO LIVES IN THE COUNTRY 20

**MV20.** If you are a legally-approved breeder of wild birds, are you aware that you too can help prevent Avian Influenza? We are the team behind the “Health Minute for Everyone who lives in the Country” and today we’re going to share with you some precautions you need to take with your poultry-raising operation:

- everyone coming into contact with the birds should wear face masks for the entire duration of their stay in the breeding facility: not simple face masks, but PFF2 masks (the same ones as were recommended during the Covid-19 pandemic)
- always wash your hands with soap and water;
- maintain disinfection barriers properly, at the entrances and exits from the facility, such as foot baths containing a disinfectant that is effective against viruses. A foot bath is a place where we clean the soles of our shoes or boots;
- prevent the birds in the breeding facility from coming into contact with free-living wild birds or domestic birds.
- all utensils used in handling the birds are to undergo sanitation.

Let’s be attentive! Avian Influenza? NOT HERE! Report suspected cases to **e-Sisbravet**. Ministry of Agriculture and Livestock. Federal Government [7][9][10].

### HEALTH MINUTE FOR EVERYONE WHO LIVES IN THE COUNTRY 21

**MV21.** Listen up, birdwatchers! You too can help with the early detection of avian influenza in Brazil! We are the team behind the “Health Minute for Everyone who lives in the Country”. Did you know that Avian Influenza, also known as bird flu, is a contagious viral disease of birds that has wreaked havoc in the countries where it occurs? The disease can be transmitted to humans. It has not yet reached Brazil, but has been identified in the Americas. Wild birds can also be infected with Avian Influenza, above all those species that fly between several countries. You need to pay close attention to any wild birds found dead or showing signs of this disease. How can you help us? If you spot dead birds or live birds behaving unusually, or unable to fly, do not approach or touch them, or pick up the animal; instead immediately notify the Official Veterinary Service of the exact location of the bird that you found. We are counting on your cooperation! Let’s be attentive! Avian Influenza? NOT HERE! Report suspected cases to **e-Sisbravet**. Ministry of Agriculture and Livestock. Federal Government [7][9][10][22].

## HEALTH MINUTE FOR EVERYONE WHO LIVES IN THE COUNTRY 22

**MV22.** - Let's keep Avian Influenza, a disease of birds that can be transmitted to humans, out of Brazil! We are the team behind the "Health Minute for Everyone who lives in the Country". Keep your eyes peeled and if you see a number of dead birds, or live birds with unsteady gait, twisted necks, breathing difficulties, and suffering from diarrhea, immediately notify the Official Veterinary Service of your town or State. Your cooperation may be decisive for preventing the spread of the disease. Let's be attentive! Avian Influenza? NOT HERE! Report suspected cases to **e-Sisbravet**. Ministry of Agriculture and Livestock. Federal Government. [9][11][21][22].

## HEALTH MINUTE FOR EVERYONE WHO LIVES IN THE COUNTRY 23

**MV23.** - Do you know Avian Influenza? It is a disease that causes death among birds and may cause people to fall ill. We are the team behind the “Health Minute for Everyone who lives in the Country”. Brazil is a country free of Avian Influenza, and we must redouble our precautions in order to keep it so. Municipal, state-level, and federal Official Veterinary Services have been working intensively in the prevention of the disease, but your cooperation is also very important. In several other countries, the majority of cases where the Avian Influenza virus has been introduced and outbreaks have taken place, have to do with contact between migratory wild birds and domestic poultry in a backyard setting. So if you raise chickens for your family to eat, and you find them dead, or displaying signs sickness such as twisted necks, diarrhea, unsteady gait or breathing difficulties, do not touch them with your hands, and stay away from them. Notify the Official Veterinary Service. Remember: whenever you eat poultry meat, always cook the food well. Let’s be attentive! Avian Influenza? NOT HERE! Report suspected cases to **e-Sisbravet**. Ministry of Agriculture and Livestock. Federal Government [9][11][21][22].

## Preventive measures for the transportation of birds

### HEALTH MINUTE FOR EVERYONE WHO LIVES IN THE COUNTRY 24

**MV24.** - Do you have a particular lot of poultry that requires transporting? Then we have some important recommendations for you! We are the team behind the “Health Minute for Everyone who lives in the Country”. Before anything else, check whether your lot of poultry is healthy and not displaying any symptoms! Should you find any birds showing signs of disease, or that you suspect are sick, do not transport those animals! Immediately notify the animal health protection agency in your State. All the birds must be transported along with their corresponding Animal Movement Permit, or GTA. This is a mandatory document that is very important because it contains all the essential

## Preventive measures for the transportation of birds

information on the lots being transported. It is a record enabling the traceability of the poultry. Also be very careful with the transportation crates. They should be cleaned before and after they are used for transportation! Crates that are soiled with dirt, remnants of feathers, feces and other waste pose a grave threat to your farm, because they can spread viruses and other disease-causing agents. Let's be attentive! Avian Influenza? NOT HERE! Report suspected cases to **e-Sisbravet**. Ministry of Agriculture and Livestock. Federal Government [9][12][21][22][33].

## HEALTH MINUTE FOR EVERYONE WHO LIVES IN THE COUNTRY 25

**MV25.** - Are you aware that the entry of vehicles into your farm can also be a risk to your commercial flock? We are the team behind the “Health Minute for Everyone who lives in the Country”. Today we are going to talk about the precautions to take concerning vehicles driving onto your farm! They must always be cleaned and disinfected before arriving at the production area. It’s very important to read the recommendations for use of the disinfectant, with instructions on how to dilute it correctly: always follow them carefully. That is the only way you can destroy the Avian Influenza virus and other microorganisms and keep them off your farm! Let’s be attentive! Avian Influenza? NOT HERE! Report suspected cases to **e-Sisbravet**. Ministry of Agriculture and Livestock. Federal Government [9][12][21][22].

### HEALTH MINUTE FOR EVERYONE WHO LIVES IN THE COUNTRY 26

**MV26.** - Are you aware that we need to follow procedures for the entry of personnel into the farm? We are the team behind the “Health Minute for Everyone who lives in the Country”. In addition to the precautions to applied to trucks that will drive onto the farm to catch and load lots of poultry, remember that people who do not participate in the daily routine of the farm, but who are helping catch the birds, must be instructed as to the necessary biosecurity precautions. They are to wear personal protection equipment (PPEs — such as gloves and masks) and their uniforms and footwear must be cleaned and disinfected. Another effective, simple and affordable measure is to have a log book to record the entry of personnel and vehicles onto the farm. Always note down the vehicle’s number plate, the driver’s name, and the last place where they stopped. Also note down the names of any personnel entering the production space! This information will be useful for controlling the disease, if you have an outbreak. Let’s be attentive! Avian Influenza? NOT HERE! Report suspected cases to **e-Sisbravet**. Ministry of Agriculture and Livestock. Federal Government. [9][12][21][22].

### HEALTH MINUTE FOR EVERYONE WHO LIVES IN THE COUNTRY 27

**MV27.** Are you thinking of selling or purchasing live birds at market? Take great care to avoid Avian Influenza and other diseases. We are the team behind the “Health Minute for Everyone who lives in the Country”. These live-poultry fairs are very dangerous places where diseases can be passed between the animals, and also to us humans, because they do not usually have any health controls, or checks of the welfare of the birds being transported to the fair. Even birds that look healthy may actually be sick! Always eat inspected foods, carrying the stamps of the municipal, state-level and federal inspection services. Without oversight, buying or selling live birds in markets might look like a good deal, but it is not! Let’s be attentive! Avian Influenza? NOT HERE! Report suspected cases to **e-Sisbravet**. Ministry of Agriculture and Livestock. Federal Government [9][21][22].

Be an educator yourself!

## HEALTH MINUTE FOR EVERYONE WHO LIVES IN THE COUNTRY 28

**MV28.** - You can also be an educator and help prevent Avian Influenza in Brazil! We are the team behind the “Health Minute for Everyone who lives in the Country”. Share your knowledge! Use our materials (text and voice messages, posters and videos) to teach your friends, family members and neighboring farmers about the importance of this disease and how to prevent it. It is free of charge to use them and you can print or transmit them over your own social networks or chat groups. Be a multiplier: share your understanding and best practices in animal production Let’s be attentive! Avian Influenza? NOT HERE! Report suspected cases to **e-Sisbravet**. Ministry of Agriculture and Livestock. Federal Government. [3][28,p.89][30].

## Text messages

### HEALTH MINUTE FOR EVERYONE WHO LIVES IN THE COUNTRY 1

**MT1-** Have you ever heard of a serious avian disease that is highly lethal for the birds? We are the Team behind the “Health Minute for Everyone who lives in the Country” and today we’re here to talk about the spread of Avian Influenza, also known as bird flu! It is a disease caused by a virus that affects all kinds of birds and spreads rapidly among them. Transmission occurs by direct contact between one bird and another, and the disease can cause major economic losses for farmers, since it leads to the death of most of the affected animals. Humans can also carry the virus on their clothing, footwear, as well as on vehicles, materials and equipment. So avoid visiting other farms, but if you do come into contact with other farmers’ flocks, bathe and change your clothing. Bird flu can be transmitted to humans. This virus can survive in the environment, and that is why cleaning and sanitation precautions must be doubled! Brazil is free of the disease, but the virus has already reached many of the countries of the world, including neighboring countries to ours! If Avian Influenza enters Brazil, all sick birds and their contacts will have to be sacrificed and eliminated in order not to serve as a source of the disease for other birds. The farms will be blocked in order to avoid the disease spreading to other flocks, and this is how we will protect the country’s poultry flocks. To protect our animals, and ourselves, Brazil’s Ministry of Agriculture and Livestock has been reinforcing preventive measures nationwide. Let’s be attentive! Avian Influenza? NOT HERE! Notify any suspected cases of animal diseases using e-Sisbravet. Ministry of Agriculture and Livestock. Federal Government [9][10][11][21][22][27,p.58].

### HEALTH MINUTE FOR EVERYONE WHO LIVES IN THE COUNTRY 2

**MT2-** Did you know that every year several species of wild birds migrate to Brazil to breed, and that these birds may be carrying the influenza virus? We are the team behind the “Health Minute for Everyone who lives in the Country” and our conversation today is about Avian Influenza! All birds can contract the influenza virus, including migrating birds which may bring the virus from the places that they have come from. We are concerned about this disease entering Brazil, because outbreaks in neighboring countries have been reported in 2022. If we are to prevent the disease entering Brazil, we recommend that you do not come into contact with fallen or dead wild birds, but rather that you immediately notify the animal and plant health agency in your region if you spot sick or dead wild birds! Let’s be attentive! Avian Influenza? NOT HERE! Report suspected cases to e-Sisbravet. Ministry of Agriculture and Livestock. Federal Government [9][10][11][21][22][27,p.58].

### HEALTH MINUTE FOR EVERYONE WHO LIVES IN THE COUNTRY 3

**MT3** - Are you planning to travel abroad? That's great! But make sure you don't bring the Avian Influenza virus back with you! We are the team behind the "Health Minute for Everyone who lives in the Country" and our conversation today is to explain how to avoid the virus hitching a ride on your luggage:

- Birds and eggs may only be brought into Brazil with the permission of the Ministry of Agriculture and Livestock.
- Do not visit breeding facilities, markets or other places where live birds are raised, kept or sold — above all in countries where Avian Influenza occurs.
- Do not touch either living or dead birds.
- Do not touch surfaces that may be contaminated with birds' feces or secretions
- Pay special attention to your own personal hygiene! Go to see a doctor if you get sick during the journey or after returning, and avoid contact with other people or animals, above all poultry and pigs.
- Travelers, we are all responsible for the safety of Brazil's poultry-raising industry!

Let's be attentive! Avian Influenza? NOT HERE! Report suspected cases to **e-Sisbravet**. Ministry of Agriculture and Livestock. Federal Government [9][10] [11] [17] [22][27,p.59]

### HEALTH MINUTE FOR EVERYONE WHO LIVES IN THE COUNTRY 4

**MT4** - Do you know what measures have been recommended to prevent Avian Influenza getting onto your farm? We're the team behind the "Health Minute for Everyone who lives in the Country" and today we're going to talk about biosecurity measures in the field!

- keep wild birds away from your farm so that they cannot come into contact with your poultry;
- do not visit places where wild birds — and particularly migratory birds — can be found;
- keep your facility in a good state of physical repair (screens, drinking fountains, feeding troughs, gates, etc.) to prevent wild birds, domestic animals or rodents from getting in;
- restrict and keep close control over access for vehicles, personnel and equipment onto poultry farms. People and objects can carry the virus to other locations.
- disinfect vehicles, equipment and material that goes into production units (poultry houses, feed mills, hatcheries, etc.);
- change footwear and clothing whenever entering production units;
- wear personal protection equipment (PPE) when working in the production unit.
- clean and disinfect the poultry houses and the equipment used in the facility;
- avoid bringing in birds of unknown origin, even if they appear healthy;
- notify the official veterinary service of any unusual mortality among the poultry, or if you find birds displaying clinical signs suggestive of Avian Influenza;
- make sure that all wastes such as manure, poultry litter, hatchery residues, trash and dead animals are disposed of appropriately, and do not allow any birds to come into contact with these materials;
- treat the poultry litter correctly, for example composting it prior to discarding it.

Let's be attentive! Avian Influenza? NOT HERE! Report suspected cases to **e-Sisbravet**. Ministry of Agriculture and Livestock. Federal Government [9][10] [11] [17] [22][27,p.61].

## How can we identify birds suspected of having Avian Influenza?

### HEALTH MINUTE FOR EVERYONE WHO LIVES IN THE COUNTRY 5

**MT5** - Avian Influenza, also known as bird flu, is a contagious viral disease of birds that has wreaked havoc in the countries where it occurs. We are the team behind the “Health Minute for Everyone who lives in the Country”. Avian Influenza has not yet reached Brazil, but it has been identified in the Americas, including several countries in South America. We need to be extremely attentive to the health of our animals so that the disease does not harm Brazilian poultry flocks. In some cases the disease can lead to sudden, raised mortality without any other clinical signs being observed. However, the birds may also present severe clinical signs such as dullness or depression; or respiratory signs like coryza, conjunctivitis, breathing difficulties; or nerve signs such as motor incoordination or unsteady gait, paralysis, twisted neck (torticollis), among a range of signs that may or may not be present, such as diarrhea, petechiae (bluish coloration) on their combs or wattles. Laying hens may suddenly present with a marked fall in production, or changes in the quality of the eggs — such as deformed eggs, thin-shelled eggs, or even eggs without pigmentation. Let’s be attentive! Avian Influenza? NOT HERE! Report suspected cases to [e-Sisbravet](#). Ministry of Agriculture and Livestock. Federal Government [9][10][11][17][22] [27,p.62]

## What should you do in the event of a suspected case?

### HEALTH MINUTE FOR EVERYONE WHO LIVES IN THE COUNTRY 6

**MT6** - Did you know that it is mandatory for all citizens, as well as all health professionals, diagnostics laboratories, as well as teaching and research institutions, to notify the authorities of any bird suspected of having Avian Influenza? We are the team behind the “Health Minute for Everyone who lives in the Country”. It is very important that you — the farmer — should immediately notify the Official Veterinary Service of your State of any incident of a bird showing signs of the disease. A veterinary inspector will visit your farm or the place where the birds are found, in order to examine them and give you instructions. Don’t be afraid of asking for help! Do it in order to detect the disease, before all the birds in your flock fall sick or die. Most importantly: keep any birds suspected of having the disease away from the other birds. Do not visit any other poultry establishment or allow visits onto your own farm until the official veterinarian gives you permission to do so. Let’s be attentive! Avian Influenza? NOT HERE! Report suspected cases to **e-Sisbravet**. Ministry of Agriculture and Livestock. Federal Government (MAPA, 2022, IN 50, 2013) [9][10][11][17][21][22][27,p.63].

## HEALTH MINUTE FOR EVERYONE WHO LIVES IN THE COUNTRY 7

**MT7** - Sisbravet! Do you know what it means? We are the team behind the “Health Minute for Everyone who lives in the Country”. Sisbravet is an electronic tool developed in order to manage the data obtained from passive surveillance and which enables suspected cases of diseases to be reported and followed up, and investigations to be carried out by the Official Veterinary Service.

Any level of the local, regional, state or federal Official Veterinary Service can be notified of diseases by telephone, or face-to-face, and at this link.

If the contact address for your city does not appear, look among the names of neighboring cities. You can also notify the authorities directly at the e-Sisbravet website by clicking on the link to e-Sisbravet below. Your notification will immediately be forwarded to the individual responsible for the Official Veterinary Service of the municipality where the reported or suspected case of the disease has occurred. That is why it's important to identify as accurately as possible the location of the facility where the animals involved in the notification are in order to enable investigation. Let's be attentive! Avian Influenza? NOT HERE! Report suspected cases to **e-Sisbravet**. Ministry of Agriculture and Livestock. Federal Government [9][10][11][17][21][22][27,p.63].

### HEALTH MINUTE FOR EVERYONE WHO LIVES IN THE COUNTRY 8

**MT8** - Did you know that one way in which Avian Influenza can get into countries that were previously free of the disease — such as Brazil — is through the entry of sick animals? We are the team behind the “Health Minute for Everyone who lives in the Country”. Vigiagro — Brazil’s Ministry of Agriculture and Livestock’s International Agricultural Surveillance System — inspects and oversees the entry of animals, plants and animal or plant products at ports, airports, border inspection posts, and special customs facilities. It operates in order to prevent sick animals or other products contaminated by viruses, bacteria, fungi or other disease-causing or disease-worsening agents, from getting into Brazil’s agriculture or livestock. It performs a series of controls and inspections to avoid damage harming domestic herds, certifying the safety of imported animals or products, and avoiding losses for Brazil’s economy. The Ministry of Agriculture is doing its part — do your part too! Do not import animals and poultry products into Brazil illegally. Act responsibly! Only transport animals within Brazil under an Animal Movement Permit (GTA) and never purchase clandestine products [27, p.64]. Let’s be attentive! Avian Influenza? NOT HERE! Report suspected cases to **e-Sisbravet**. Ministry of Agriculture and Livestock. Federal Government. [9][11][22][33][34].

### HEALTH MINUTE FOR EVERYONE WHO LIVES IN THE COUNTRY 9

**MT9** - Today we are going to talk about bird smuggling and bird trafficking! This is a very serious and important matter! We are the team behind the “Health Minute for Everyone who lives in the Country”. Did you know that apart from being a crime, smuggling or trafficking birds can also lead to the circulation of diseases like Avian Influenza? This all causes great harm to society, to the production industry, and to our environment, jeopardizing the health of all of us! If you know of people who are trafficking or smuggling birds or any other animals, denounce them to the Ministry of Agriculture and Livestock using the Ombudsman (*Ouvidoria*) channel at [falabr.cgu.gov.br](http://falabr.cgu.gov.br). Do not sponsor crime! Let's be attentive! Avian Influenza? NOT HERE! Report suspected cases to **e-Sisbravet**. Ministry of Agriculture and Livestock. Federal Government [21][22][34][35].

## HEALTH MINUTE FOR EVERYONE WHO LIVES IN THE COUNTRY 10

**MT10** - Did you know that Avian Influenza, also known as bird flu, is a contagious viral disease of birds that has wreaked havoc in the countries where it occurs? We are the team behind the “Health Minute for Everyone who lives in the Country”. It has not yet reached Brazil, but has been identified in the Americas. Wild birds can also be infected with Avian Influenza, above all those species that fly between several countries. We must be attentive to any wild birds found dead or showing signs of this disease, either free-living wild birds, or wild birds bred in captivity. The main signs of the disease are: dead birds; or in live birds: unsteady gait, twisted necks, breathing difficulties, or diarrhea. Should you find any wild bird(s) showing these signs, immediately notify the official veterinary service in your municipality! Avian Influenza can be transmitted to people, so be very careful if you find birds showing the clinical signs that we mentioned before! Let’s be attentive! Avian Influenza? NOT HERE! Report suspected cases to **e-Sisbravet**. Ministry of Agriculture and Livestock. Federal Government [10][12][17][19].

## Preventive measures in wild-bird breeding facilities

### HEALTH MINUTE FOR EVERYONE WHO LIVES IN THE COUNTRY 11

**MT11** - Did you know that wild birds can also be infected with avian influenza, above all species that fly between several countries? We are the team behind the “Health Minute for Everyone who lives in the Country”. Did you know that Avian Influenza, also known as bird flu, is a contagious viral disease of birds that has wreaked havoc in the countries where it occurs? The disease can be transmitted to humans. It has not yet reached Brazil, but has been identified in the Americas, in several countries that border on Brazil. We must be attentive to any wild birds found dead or displaying signs of this disease, either free-living wild birds, or wild birds bred in captivity. Let’s be attentive! Avian Influenza? NOT HERE! Report suspected cases to **e-Sisbravet**. Ministry of Agriculture and Livestock. Federal Government [9][11][22].

### HEALTH MINUTE FOR EVERYONE WHO LIVES IN THE COUNTRY 12

**MT12** - If you are a legally-approved breeder of wild birds, did you know that you too can help prevent Avian Influenza? We are the team behind the “Health Minute for Everyone who lives in the Country” and today we’re going to share with you some precautions you need to take with your poultry-raising operation:

- everyone coming into contact with the birds should wear face masks for the entire duration of their stay in the breeding facility: not simple face masks, but PFF2 masks (the same ones as were recommended during the Covid-19 pandemic)
- always wash your hands with soap and water;
- maintain disinfection barriers properly, at the entrances and exits from the facility, such as foot baths containing a disinfectant that is effective against viruses. A foot bath is a place where we clean the soles of our shoes or boots;

## Information for bird-watching groups

- prevent the birds in the breeding facility from coming into contact with free-living wild birds or domestic birds.
- all utensils used in handling the birds are to undergo sanitation.

Let's be attentive! Avian Influenza? NOT HERE! Report suspected cases to **e-Sisbravet**. Ministry of Agriculture and Livestock. Federal Government. [9][11][22].

## HEALTH MINUTE FOR EVERYONE WHO LIVES IN THE COUNTRY 13

**MT13** - Listen up, birdwatchers! You too can help with the early detection of avian influenza in Brazil! We are the team behind the "Health Minute for Everyone who lives in the Country". Did you know that Avian Influenza, also 90

## Messages to Brazilian society at large

known as bird flu, is a contagious viral disease of birds that has wreaked havoc in the countries where it occurs? The disease can be transmitted to humans. It has not yet reached Brazil, but has been identified in the Americas. Wild birds can also be infected with

Avian Influenza, above all those species that fly between several countries. You need to pay close attention to any wild birds found dead or showing signs of this disease. How can you help us? If you spot dead birds or live birds behaving unusually, or unable to fly, do not approach or touch them, or pick up the animal; instead immediately notify the Official Veterinary Service of the exact location of the bird that you found. We are counting on your cooperation! Let's be attentive! Avian Influenza? NOT HERE! Report suspected cases to **e-Sisbravet**. Ministry of Agriculture and Livestock. Federal Government [7][9][10][22].

## HEALTH MINUTE FOR EVERYONE WHO LIVES IN THE COUNTRY 14

**MT14** - Do you know Avian Influenza? It is a disease that causes death among birds and may cause people to fall ill. We are the team behind the “Health Minute for Everyone who lives in the Country”. Brazil is a country free of Avian Influenza, and we must redouble our precautions in order to keep it so. Municipal, state-level, and federal Official Veterinary Services have been working intensively in the prevention of the disease, but your cooperation is also very important. In several other countries, the majority of cases where the Avian Influenza virus has been introduced and outbreaks have taken place, have to do with contact between migratory wild birds and domestic poultry in a backyard setting. So if you raise chickens for your family to eat, and you find them dead, or displaying signs sickness such as twisted necks, diarrhea, unsteady gait or breathing difficulties, do not touch them with your hands, and stay away from them. Notify the Official Veterinary Service. Remember: whenever you eat poultry meat, always cook the food well. Let’s be attentive! Avian Influenza? NOT HERE! Report suspected cases to **e-Sisbravet**. Ministry of Agriculture and Livestock. Federal Government. [9][11][21][22].

### HEALTH MINUTE FOR EVERYONE WHO LIVES IN THE COUNTRY 15

**MT15** - Do you have a particular lot of birds that requires transporting? Then we have some important recommendations for you! We are the team behind the “Health Minute for Everyone who lives in the Country”. Before anything else, check whether your lot of poultry is healthy and not displaying any symptoms! Should you find any birds showing signs of disease, or that you suspect are sick, do not transport those animals! Immediately notify the animal health protection agency in your State. All the birds must be transported along with their corresponding Animal Movement Permit, or GTA. This is a mandatory document that is very important because it contains all the essential information on the lots being transported. It is a record enabling the traceability of the poultry. Also be very careful with the transportation crates. They should be cleaned before and after they are used for transportation! Crates that are soiled with dirt, remnants of feathers, feces and other waste pose a grave threat to your farm, because they can spread viruses and other disease-causing agents. Let’s be attentive! Avian Influenza? NOT HERE! Report suspected cases to **e-Sisbravet**. Ministry of Agriculture and Livestock. Federal Government. [9][12][21][22][33].

## Preventive measures for the sale of live birds

### HEALTH MINUTE FOR EVERYONE WHO LIVES IN THE COUNTRY 16

**MT16** - Are you thinking of selling or purchasing live birds at market? Take great care to avoid Avian Influenza and other diseases. We are the team behind the “Health Minute for Everyone who lives in the Country”. These fairs are very dangerous places where diseases can be passed between the animals, and also to us humans, because they do not usually have any health controls, or checks of the welfare of the birds being transported to the fair. Even birds that appear healthy may be sick! Always eat inspected foods, carrying the stamps of the municipal, state-level and federal inspection services. Without oversight, buying or selling live birds in markets might look like a good deal, but it is not! Let’s be attentive! Avian Influenza? NOT HERE! Report suspected cases to **e-Sisbravet**. Ministry of Agriculture and Livestock. Federal Government. [9][21][22].

Be an educator yourself!

## HEALTH MINUTE FOR EVERYONE WHO LIVES IN THE COUNTRY 17

**MT17** - You too can be an educator and help prevent Avian Influenza in Brazil! We are the team behind the “Health Minute for Everyone who lives in the Country”. Share your knowledge! Use our materials (text and voice messages, posters and videos) to teach your friends, family members and neighboring farmers about the importance of this disease and how to prevent it. It is free of charge to use them and you can print or transmit them over your own social networks or chat groups. Be a multiplier: share your understanding and best practices in animal production. Let's be attentive! Avian Influenza? NOT HERE! Report suspected cases to **e-Sisbravet**. Ministry of Agriculture and Livestock. Federal Government. [3][28,p.134][30].





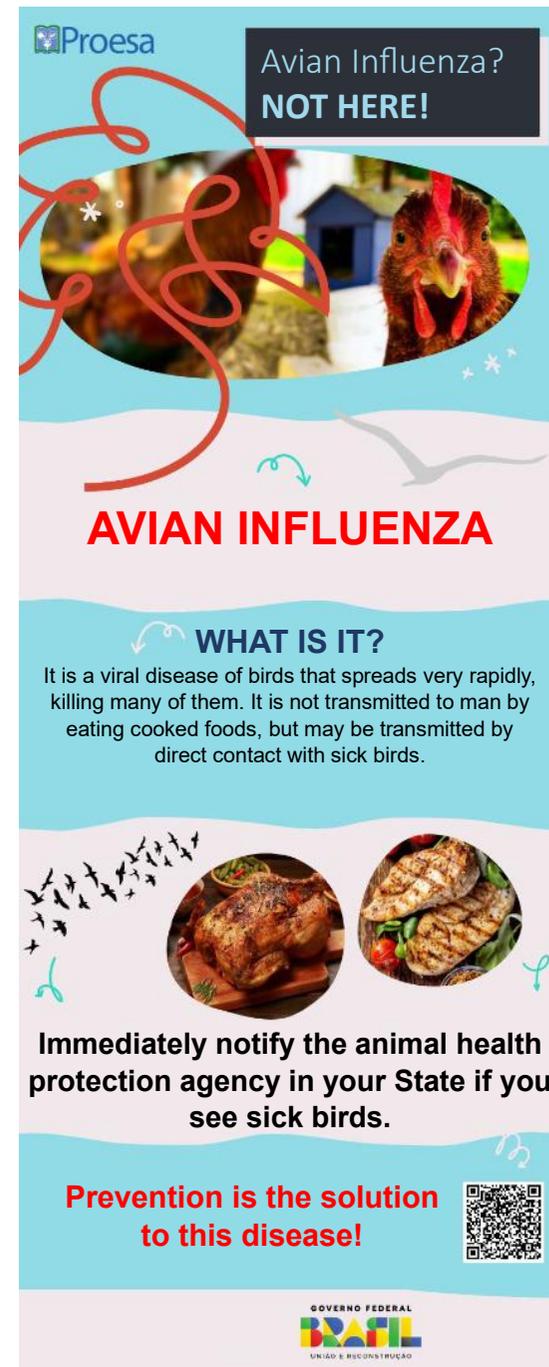
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# Infographics

## Infographic 1

Art: Canva Print/Tabatha Lacerda and Miriam Sayuri Sassaki

Source: [9][10]



The infographic is a vertical poster with a light blue and white background. At the top left is the 'Proesa' logo. A dark grey box at the top right contains the text 'Avian Influenza? NOT HERE!'. Below this is a circular image of a brown chicken with a red comb, surrounded by red decorative swirls and small white stars. A white bird silhouette is shown flying across the middle section. The title 'AVIAN INFLUENZA' is written in large, bold, red capital letters. Below the title, a section titled 'WHAT IS IT?' explains that it is a viral disease of birds that spreads rapidly and is not transmitted to humans through cooked food, but through direct contact with sick birds. This section includes two circular images: one of a whole roasted chicken and another of a plate of grilled chicken. A flock of birds is depicted flying to the left of the chicken images. At the bottom, a red and white text box states 'Prevention is the solution to this disease!' next to a QR code. The footer features the 'GOVERNO FEDERAL BRASIL' logo with the tagline 'UNIDO E RECONSTRUÇÃO'.

Proesa

Avian Influenza?  
**NOT HERE!**

**AVIAN INFLUENZA**

**WHAT IS IT?**

It is a viral disease of birds that spreads very rapidly, killing many of them. It is not transmitted to man by eating cooked foods, but may be transmitted by direct contact with sick birds.

**Immediately notify the animal health protection agency in your State if you see sick birds.**

**Prevention is the solution to this disease!**

GOVERNO FEDERAL  
**BRASIL**  
UNIDO E RECONSTRUÇÃO

## Infographic 2

Art: Canva Print/Tabatha Lacerda and Miriam Sayuri Sassaki

Source: [9][10]

**Proesa**

# Avian Influenza? **NOT HERE!**

Bird Flu is caused by a virus that is highly resistant in the environment that can also make humans sick.

Usually the virus is brought onto your farm by migratory birds, which are animals that we can hardly stop them arriving.

**!** What you have to do therefore is stay alert. Notify the authorities if your birds, or birds display an unsteady gait, twisted necks, breathing difficulties, or diarrhea.

### WHAT ARE THE CLINICAL SIGNS?

- Breathing difficulties
- Sudden death
- Unsteady gait
- Torticollis (twisted neck)

### WHAT IS TO BE DONE?

You should immediately notify the animal and plant health agency in your municipality or State.

Avian Influenza? NOT HERE! Report suspected cases to [e-Sisbravet](#).



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**BRASIL**  
UNIÃO E RECONSTRUÇÃO

### Infographic 3

Art: Canva Print/Tabatha Lacerda and Miriam Sayuri Sassaki

Source: [9][10][11]

The infographic is a vertical poster with a red and white color scheme. At the top left is the 'Proesa' logo. The main title 'Avian Influenza? NOT HERE!' is in a dark blue box. Below it is a photo of two ducks in a pond with flying birds. The text 'Keep your flock well away from wild birds!' is in purple. The next section is titled 'Put up netting in your poultry houses' and features photos of a chicken in a netted enclosure and a poultry house. Below this is the text 'Immediately notify the animal health protection agency in your State if you see sick birds.' The bottom section says 'Prevention is the solution to this disease!' and includes a QR code. At the very bottom are the logos for the Ministry of Agriculture and Livestock and the Brazilian Government.

**Proesa**

# Avian Influenza? **NOT HERE!**

Keep your flock well away from wild birds!

## Put up netting in your poultry houses

Immediately notify the animal health protection agency in your State if you see sick birds.

Prevention is the solution to this disease!

MINISTRY OF AGRICULTURE AND LIVESTOCK

GOVERNO FEDERAL  
**BRASIL**  
UNIÃO E RECONSTRUÇÃO

## Infographic 4

Art: Canva Print/Tabatha Lacerda and Miriam Sayuri Sassaki

Source: [9][10][11]

**Proesa**

# Avian Influenza? NOT HERE!

Do you know what measures are recommended for preventing Avian Influenza getting onto your farm?

- 

Stop wild birds from getting into your farm and do not visit other raising facilities
- 

Keep your facilities in a good state of structural repair
- 

Disinfect vehicles, equipment and material
- 

Provide for a change of clothing and footwear, and wear personal protection equipment (PPE) during work in the production unit.
- 

Do not allow birds of unknown origin onto your farm and notify the official veterinary service of any abnormal mortality, or animals displaying suspicious clinical signs.
- 

Make sure that all by-products such as manure and poultry litter are disposed of appropriately, and do not allow any birds to come into contact with these materials.

**LET'S BE ATTENTIVE!**  
Avian Influenza? NOT HERE!  
Report suspected cases to [e-Sisbravet](#).



MINISTRY OF AGRICULTURE AND LIVESTOCK

GOVERNO FEDERAL



UNIAO E RECONSTITUICAO

### Infographic 3

Art: Canva Print/Tabatha Lacerda and Miriam Sayuri Sassaki

Source: [9][10][11][34]

**Avian Influenza?  
NOT HERE!** Proesa

**ARE YOU PLANNING TO TRAVEL?**  
Make sure you don't bring the Avian Influenza virus back with you!

**How to avoid the virus hitching a lift back to your farm in your baggage:**

- Birds and eggs may only be brought into Brazil with the permission of the Ministry of Agriculture and Livestock.
- Do not visit breeding facilities, markets or other places where live birds are raised, kept or sold — above all in countries where Avian Influenza occurs.
- Do not touch live or dead birds, or surfaces that may be contaminated with the birds' feces or secretions.
- Pay special attention to your own personal hygiene. Go to see a doctor if you get sick during the journey, or after returning, and avoid contact with other people or animals, above all poultry and pigs.

**Travelers, we are all responsible for the safety of Brazil's poultry-raising industry.**

Let's be attentive! Avian Influenza? NOT HERE!  
Report suspected cases to [e-Sisbravet](#).

MINISTRY OF AGRICULTURE AND LIVESTOCK GOVERNO FEDERAL BRASIL UNIAO E RECONSTRUÇÃO

## Infographic 6

Art: Canva Print/Tabatha Lacerda and Míriam Sayuri Sassaki

Source: [9][10][11]

**Proesa**

# Avian Influenza? **NOT HERE!**

If you ever see a dead or fallen bird, do not touch it!

If you do need to handle the bird, wear personal protective equipment.

Immediately notify the animal health protection agency in your State if you see sick birds.

**Prevention is the solution to this disease!**

MINISTRY OF AGRICULTURE AND LIVESTOCK

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## Infographic 7

Art: Canva Print/Tabatha Lacerda and Míriam Sayuri Sassaki

Source: [9][10][11]

The infographic is titled "Avian Influenza? NOT HERE!" and is produced by Proesa. It features a turkey in a circular frame at the top. Below this, it lists "Precautions for prevention:" and provides instructions: "Avoid visiting other farms, but if you do come into contact with other farmers' flocks, days and change your clothing". This is accompanied by three circular images: a person in a blue uniform, a person washing their face, and a pair of yellow rubber boots. A central text box states: "Intensify sanitation and disinfection measures for materials, equipment and vehicles." This is flanked by two circular images: a person cleaning a surface and a person in a yellow uniform. At the bottom, it says "Let's be attentive!" and "Avian Influenza? NOT HERE! Report suspected cases to [e-Sisbravet](#)." A QR code is provided for reporting. The footer includes the logos for the Ministry of Agriculture and Livestock and the Government of Brazil.

Proesa

# Avian Influenza? NOT HERE!

**Precautions for prevention:**  
Avoid visiting other farms, but if you do come into contact with other farmers' flocks, days and change your clothing

Intensify sanitation and disinfection measures for materials, equipment and vehicles.

Let's be attentive!  
Avian Influenza? NOT HERE!  
Report suspected cases to [e-Sisbravet](#).

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UNIAO E SEGURANCA

## Infographic 8

Art: Canva Print/Tabatha Lacerda and Míriam Sayuri Sassaki

Source: [9][10][11][23]

**Proesa**

### Avian Influenza? NOT HERE!

Do you know what the main species of migratory birds that visit Brazil are?

There are also those birds that inhabit the coastal areas and shores, such as seagulls, sandpipers, turnstones, partridges, terns, plovers and jacanas.

### Prevent these birds from coming into contact with your flock!

- Only purchase birds from registered breeders
- Avoid raising birds of distinct species together
- Prevent other animals from coming in

Adopt good farming practices, keeping your flock in good health, well fed, and well-housed!

Let's be attentive!  
Avian Influenza?  
NOT HERE!  
Report suspected cases to [e-Sisbravet](https://www.gov.br/sisbravet).



MINISTRY OF AGRICULTURE AND LIVESTOCK

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UNIAO E RECONSTRUÇÃO

## Infographic 9

Art: Canva Print/Tabatha Lacerda and Míriam Sayuri Sassaki

Source: [9][10][11][17][18][32]

**Avian Influenza?  
NOT HERE!**

Proesa

Did you know that the waste from poultry farming can transmit diseases and contaminate the environment if not discarded properly?

Consult a trusted technical expert for guidance as to how to properly dispose of such waste as poultry litter, hatchery waste, trash and dead animals.

**Never allow birds to have access to these materials!**

One example of good practices is composting poultry litter before discarding it, or before reusing it for other purposes.

You can also use it as a substrate when composting dead birds.

**Do not use poultry litter to feed cattle, buffaloes, sheep or goats: that is forbidden by law!**

One good disposition for poultry litter is as fertilizer for crops — but never forget to compost it first!

**Let's be attentive!**  
**Avian Influenza? NOT HERE!**  
Report suspected cases to [e-Sisbravet](#).

MINISTRY OF AGRICULTURE AND LIVESTOCK

GOVERNO FEDERAL

UNião e Reconstrução

QR codes for e-Sisbravet and a small text: "Cuide do lixo e não use para alimentar os animais."

## Infographic 10

Art: Canva Print/Tabatha Lacerda and Míriam Sayuri Sassaki

Source: [9][10][11][7]

**Avian Influenza?  
NOT HERE!**

Proesa

**LOOK OUT!!**  
Highly pathogenic Avian Influenza (HPAI) is spreading rapidly through the Americas.

Should it come into Brazilian poultry farms, all sick birds and their contacts will need to be eliminated, and the facilities blocked, to avoid the disease spreading to other flocks. Prevention can protect our poultry flock.

**Let's be attentive! Avian Influenza?  
NOT HERE! Report suspected cases  
to e-Sisbravet.**

To protect our animals, and ourselves, Brazil's Ministry of Agriculture and Livestock (MAPA) has been reinforcing preventive measures nationwide.

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## Infographic 11

Art: Canva Print/Tabatha Lacerda and Míriam Sayuri Sassaki

Source: [9][10][11][17]

**Proesa**

# Avian Influenza? NOT HERE!

**HOW CAN WE IDENTIFY BIRDS SUSPECTED OF HAVING BIRD FLU?**

Sudden high mortality without clinical signs being seen.	Apathy/intense prostration	Respiratory signs such as coryza, conjunctivitis, breathing difficulties	Nervous signs such as motor incoordination, paralysis, unsteady gait, or torticollis (twisted neck)

**OTHER SIGNS THAT MAY APPEAR**

Diarrhea, petechiae (bluish discoloration) on combs and wattles.

**LET'S BE ATTENTIVE!**  
Avian Influenza? NOT HERE!  
Report suspected cases to [e-Sisbravet](#).

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## Infographic 12

Art: Canva Print/Tabatha Lacerda and Míriam Sayuri Sassaki

Source: Source: [9][10][11][17][21][22]

**Proesa**

# Avian Influenza? **NOT HERE!**

Have you found many dead birds, or birds displaying an unsteady gait, twisted necks, breathing difficulties, or diarrhea, on your farm?

Notify the animal health protection agency in your state, immediately.

**Prevention is the solution to this disease!**

**GOVERNO FEDERAL**  
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UNIÃO E RECONSTRUÇÃO

## Infographic 13

Art: Canva Print/Tabatha Lacerda and Miriam Sayuri Sassaki

Source: [9][10][11][17][21][22]

**Proesa**

# Avian Influenza? NOT HERE!



## WHAT SHOULD YOU DO IN THE EVENT OF A SUSPECTED CASE?

Did you know that it is mandatory for all citizens, as well as all health professionals, diagnostics laboratories, as well as teaching and research institutions, to notify the authorities of any bird suspected of having Avian Influenza?



It is very important that you — the farmer — should immediately notify the Official Veterinary Service of your State of any incident of a bird showing signs of the disease.



A veterinary inspector will visit your farm or place where the birds are found, in order to examine them and give you instructions.



Most importantly: keep any birds suspected of having the disease away from the other birds.



Do not visit any other poultry establishment or allow visits onto your own farm.

**Let's be attentive!**  
**Avian Influenza? NOT HERE!**



**Report suspected cases to [e-Sisbravet](#).**

**Don't be afraid of asking for help! Do it in order to detect the disease, before all the birds in your flock fall sick or die.**

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## Infographic 14

Art: Canva Print/Tabatha Lacerda and Míriam Sayuri Sassaki

Source: [9][10][11][17][21][22]

The infographic is titled "Avian Influenza? NOT HERE!" and is presented by Proesa. It features a central image of a rooster in a field. The content is organized into several sections with a color palette of light blue, orange, and white. The first section asks if birds are sick and recommends contacting the Official Veterinary Service. The second section advises protecting oneself and avoiding contact with sick birds. A third section, titled "IF YOU DO NEED TO GO IN, ONLY DO SO WEARING PERSONAL PROTECTIVE EQUIPMENT (PPEs)", shows icons for gloves, a mask, and goggles. A biohazard icon is used to indicate that equipment should be disposed of properly. The bottom section includes the text "LET'S BE ATTENTIVE! Avian Influenza? NOT HERE! Report suspected cases to e-Sisbravet." and a QR code. Logos for the Ministry of Agriculture and Livestock and the Brazilian Government are at the bottom.

Proesa

# Avian Influenza? NOT HERE!

Are your birds sick, or do you suspect them of having bird flu? What should you do?

- ✓ Our first recommendation is that you immediately speak to the closest Official Veterinary Service.
- ✓ Our second recommendation is that you protect yourself as well, since we humans can also catch the disease. So if you notice that you have dead or dying birds, avoid contact with them, and do not even enter your own farm!

**IF YOU DO NEED TO GO IN, ONLY DO SO WEARING PERSONAL PROTECTIVE EQUIPMENT (PPEs)**

And don't forget to dispose of this equipment properly.

**LET'S BE ATTENTIVE!**  
Avian Influenza? NOT HERE!  
Report suspected cases to **e-Sisbravet**.

MINISTRY OF AGRICULTURE AND LIVESTOCK GOVERNO FEDERAL  
BRASIL  
UN-40 2 RECONSTRUÇÃO

## Infographic 15

Art: Canva Print/Tabatha Lacerda and Míriam Sayuri Sassaki

Source: [22]

The infographic is titled "Avian Influenza? NOT HERE!" and features the Proesa logo at the top left. It shows a group of brown chickens in a circular frame. Below this, the "e-Sisbravet" logo is displayed, which includes the text "Sistema Brasileiro de Vigilância e Emergências Veterinárias" and icons of various farm animals. A diagram shows a person at a computer connected to a network of people. The text explains that e-Sisbravet is an internet communication channel for farmers to report suspected cases of diseases among their animals, including Avian Influenza. A flowchart outlines the reporting process: 1. "Record of suspected case:" (indicated by a warning triangle icon), 2. "Access" (with a QR code icon), 3. "Complete with the requested data" (with a clipboard icon), and 4. "Great! Your notification has been successful!" (with a checkmark icon). Below this, two benefits are listed: "An official veterinarian will respond soon." (with a stethoscope icon) and "The service is completely free of charge!" (with a dollar sign in a circle icon). At the bottom, it states "You can notify the Official Veterinary Service in your region either over the telephone or in person." and includes icons for a telephone and a person. The final call to action is "LET'S BE ATTENTIVE! Avian Influenza? NOT HERE! Report suspected cases to e-Sisbravet." with a QR code. The footer contains the logos for the "MINISTRY OF AGRICULTURE AND LIVESTOCK" and the "GOVERNO FEDERAL" (BRASIL) with the slogan "UNINDO E RECONSTRUÇÃO".

**Proesa**

**Avian Influenza? NOT HERE!**

**e-Sisbravet**

Sistema Brasileiro de Vigilância e Emergências Veterinárias

It is an Internet communication channel for farmers to report suspected cases of diseases among their animals; for example Avian Influenza — as well as many others!

**Record of suspected case:**

**Access**

**Complete with the requested data**

**Great! Your notification has been successful!**

An official veterinarian will respond soon.

The service is completely free of charge!

You can notify the Official Veterinary Service in your region either over the telephone or in person.

**LET'S BE ATTENTIVE!**  
**Avian Influenza? NOT HERE!**  
Report suspected cases to **e-Sisbravet**.

MINISTRY OF AGRICULTURE AND LIVESTOCK

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## Infographic 16

Art: Canva Print/Tabatha Lacerda and Míriam Sayuri Sassaki

Source: [34]

**Proesa**

# Avian Influenza? NOT HERE!

Are you familiar with Vigiagro?

Vigiagro — Brazil's Ministry of Agriculture and Livestock's International Agricultural Surveillance System — inspects and oversees the entry of animals, plants and animal or plant products at ports, airports, border inspection posts, and special customs facilities. It operates in order to prevent sick animals or other products contaminated by viruses, bacteria, fungi or other disease-causing or disease-worsening agents from getting into Brazil's agriculture or livestock.

Do not bring animals and poultry products into Brazil illegally!

Never transport birds without an Animal Movement Permit (GTA).

Do not buy clandestine products.

## Act responsibly!

Controls and inspections are performed in order to avoid any damage harming Brazil's herds, certifying the safety of imported animals or products, and avoiding losses for Brazil's economy. The Ministry of Agriculture is doing its part — do your part too!

**LET'S BE ATTENTIVE!**  
**Avian Influenza? NOT HERE!**  
Report suspected cases to [e-Sisbravet](#).

MINISTRY OF AGRICULTURE AND LIVESTOCK

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## Infographic 17

Art: Canva Print/Tabatha Lacerda and Míriam Sayuri Sassaki

Source: [34]

The infographic is a vertical poster with a light blue and pink background. At the top left is the 'Proesa' logo. The top section features a circular image of birds flying over a landscape with mountains, with a red banner that says 'Avian Influenza? NOT HERE!'. Below this is a text block in bold blue font: 'Apart from being a crime, BIRD SMUGGLING OR TRAFFICKING can also lead to the spread of diseases like Avian Influenza.' This is followed by a central image of a bird's body with a glowing, virus-like structure inside. Below the image is another text block: 'This all causes great harm to society, to the production industry, and to our environment, jeopardizing the health of all of us!'. The next section contains three icons: a person with arrows and dollar signs (representing trafficking), a globe with a red prohibition sign (representing smuggling), and a person with a gun (representing crime). Below these icons is a text block: 'If you know of people who are trafficking or smuggling birds or any other animals, denounce them to the Ministry of Agriculture and Livestock using the Ombudsman (Ouvidoria) channel at [falabr.cgu.gov.br](http://falabr.cgu.gov.br). Call IBAMA on the Green Line: 0800618080'. The bottom section has a blue background with the text 'DO NOT SPONSOR CRIME! Let's be attentive! Avian Influenza? NOT HERE!' and a QR code. At the very bottom are the logos for the 'MINISTRY OF AGRICULTURE AND LIVESTOCK' and 'GOVERNO FEDERAL BRASIL UNIAO E RECONSTRUCAO'.

Proesa

Avian Influenza?  
**NOT HERE!**

**Apart from being a crime, BIRD SMUGGLING OR TRAFFICKING can also lead to the spread of diseases like Avian Influenza.**

This all causes great harm to society, to the production industry, and to our environment, jeopardizing the health of all of us!

If you know of people who are trafficking or smuggling birds or any other animals, denounce them to the Ministry of Agriculture and Livestock using the Ombudsman (*Ouvidoria*) channel at [falabr.cgu.gov.br](http://falabr.cgu.gov.br). Call IBAMA on the Green Line: 0800618080

**DO NOT SPONSOR CRIME!**  
Let's be attentive!  
Avian Influenza? NOT HERE!

MINISTRY OF AGRICULTURE AND LIVESTOCK

GOVERNO FEDERAL  
**BRASIL**  
UNIAO E RECONSTRUCAO

## Infographic 18

Art: Canva Print/Tabatha Lacerda and Míriam Sayuri Sassaki

Source: [8][9][10][11][17][21][22]

**Proesa**

**Avian Influenza?  
NOT HERE!**

**BIRD FLU**  
is a viral disease that causes sickness and death in all kinds of birds, whether wild, domestic, farmed, backyard, or migratory birds.

**THE BIRDS' MIGRATORY PERIOD**  
to the southern hemisphere begins in November and goes until March or April the following year.

**At this time surveillance must be intensified, as should biosecurity measures in poultry farming.**

**BE WARY!**  
The first line of defense against the disease is to notify the authorities as quickly as possible of a suspected case in order to enable a rapid response and stop it spreading.

Report suspected cases to e-Sisbravet

MINISTRY OF AGRICULTURE AND LIVESTOCK

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BRASIL

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## Infographic 19

Art: Canva Print/Tabatha Lacerda and Míriam Sayuri Sassaki

Source: [9][11][22]

**Proesa** Avian Influenza? **NOT HERE!**

If you are a legally-approved breeder of wild birds, are you aware that you too can help prevent avian influenza?

- Always wear a face mask
- always wash your hands with soap and water
- Use disinfection barriers with foot baths
- prevent birds in the breeding facility from coming into contact with free-living wild birds or domestic birds
- All utensils used in handling the birds are to undergo sanitation

**LET'S BE ATTENTIVE!**  
Avian Influenza? **NOT HERE!**  
Report suspected cases to [e-Sisbravet](#).

MINISTRY OF AGRICULTURE AND LIVESTOCK GOVERNO FEDERAL **BRASIL** UNIAO E RECONSTRUÇÃO

## Infographic 20

Art: Canva Print/Tabatha Lacerda and Míriam Sayuri Sassaki

Source: [9][12][21][22][33]

**Proesa**

**Avian Influenza? NOT HERE!**

**ARE YOU INTENDING TO TRANSPORT BIRDS?**

Here are some precautions and preventive measures

-  Observe whether the flock looks healthy and is showing no signs of any disease.
-  The transportation crates should be cleaned whenever they have been used.
-  Crates that are soiled with feathers, feces and other waste pose a grave threat of spreading diseases.

 If you notice any signs or suspect a case of Avian Influenza, cancel the transportation and call out the official service.

**ALWAYS WITH A GTA**

-  When planning transportation, arrange all the documentation that the flocks will require. **NEVER** transport birds **WITHOUT** an Animal Movement Permit (GTA).
-  The GTA is a mandatory document and contains all the essential information a flock to be transported needs. It is a record enabling the traceability of the poultry.

**LET'S BE ATTENTIVE!**

Avian Influenza? NOT HERE!  
Report suspected cases to [e-Sisbravet](#).



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## Infographic 21

Art: Canva Print/Tabatha Lacerda and Míriam Sayuri Sassaki

Source: [9][12][21][22][33]

**Proesa**

**Avian Influenza?  
NOT HERE!**

**BIRD FLU**  
is a viral disease that causes sickness and death in all kinds of birds, whether wild, domestic, farmed, backyard, or migratory birds.

**PRECAUTIONS DURING TRANSPORTATION**  
The vehicles must always be cleaned and disinfected before arriving at the

It's very important to read the recommendations for use of the disinfectant. Always follow carefully the instruction for use and the manner of use.

Cleaning and disinfecting the vehicles clears them of all viruses and bacteria that can be fatal and severely damage your commercial operation.

Some products may not be stored after being diluted because they lose efficiency.  
Pay attention to the manufacturers' instruction!

**LET'S BE ATTENTIVE!**  
Avian Influenza? NOT HERE!  
Report suspected cases to [e-Sisbravet](#).

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## Infographic 22

Art: Canva Print/Tabatha Lacerda and Míriam Sayuri Sassaki

Source: [9][12][21][22][33]

The infographic is titled "Avian Influenza? NOT HERE!" and features the Proesa logo. It shows a group of five workers in green and grey protective suits. Below this, the section "PRECAUTIONS DURING TRANSPORTATION" states: "You need to constantly provide guidance to your loading team!". Three icons illustrate the precautions: a person in PPE, a pair of boots, and a clipboard. The text explains: "The personnel loading the consignment must wear Personal Protection Equipment (PPE)", "Their footwear must be clean and disinfected", and "Keep a log book to record entries onto the farm".

**WHAT SHOULD YOU NOTE DOWN IN THE LOG BOOK?**

- Date of entry of the truck
- Truck license plate
- Drivers' names
- Last place the truck visited
- Personnel who will enter the production area

In the event of an outbreak of a disease, this information can be most useful!

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Report suspected cases to [e-Sisbravet](#).

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QR code for e-Sisbravet

## Infographic 23

Art: Canva Print/Tabatha Lacerda and Míriam Sayuri Sassaki

Source: [9][21][22].

**Proesa**

# Avian Influenza? **NOT HERE!**

Did you know that live birds sold in markets can pose a threat?

There is often no control of their breeding condition or transportation to the market.

Even birds that look healthy may actually be sick! Taking them home could be a huge risk!

**!**

You must stay alert! And avoid contact between birds and products of unknown origin with your domestic birds.

Always purchase inspected products!

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S.I.F.

**LET'S BE ATTENTIVE!**  
Avian Influenza? **NOT HERE!**  
Report suspected cases to [e-Sisbravet](#).

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MINISTRY OF AGRICULTURE AND LIVESTOCK

## Infographic 24

Art: Canva Print/Tabatha Lacerda and Míriam Sayuri Sassaki

Source: [9][10][11]

**Proesa**

# Avian Influenza? NOT HERE!

**Adopt good production practices**

- Put screens on your poultry houses and always perform maintenance
- Keep your birds in a closed place (henhouse) with easy-to-clean eating troughs, drinking devices, perches and nests
- Avoid having fruit trees or grain fields near your facility
- Always keep the area around the enclosures clean and free of debris so as not to provide harborage to rodents or other pests
- In your raising facility, you should raise only one species of birds, and avoid raising ducks, teal or turkeys in the same henhouse, or near to it
- Treat waste correctly before using it as manure, above all whenever the flock is suffering from diseases

**LET'S BE ATTENTIVE!**  
Avian Influenza? NOT HERE!  
Report suspected cases to [e-Sisbravet](#)

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UNião & Reconstrução

## A4 posters



**Poster 1**

Art: Canva Print/Ana Carla Cardoso Lembrance and Míriam Sayuri Sasaki

Source: [9][10][11]



**Poster 2**

Art: Canva Print/Ana Carla Cardoso Lembrance and Míriam Sayuri Sasaki

Source: [9][10][11][21][22]

 Proesa

# Avian Influenza? **NOT HERE!**

If you ever see a dead or fallen bird, do not touch it!



If you do have to handle the bird, wear personal protective equipment (gloves, protective goggles, aprons and disposable masks).



Immediately notify the animal health protection agency in your State.  
**Prevention is the solution to this disease!**



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### Poster 3

Art: Canva Print/Ana Carla Cardoso Lembrance and Míriam Sayuri Sasaki

Source: [9][10][11][21][22]

 Proesa

# Avian Influenza? **NOT HERE!**

**HAVE YOU FOUND MANY DEAD  
BIRDS ON YOUR FARM?**

**Immediately notify the animal health  
protection agency in your region.**



**PREVENTION IS THE  
SOLUTION TO THIS  
DISEASE!**

**Immediately notify the animal health  
protection agency in your State if you  
see sick or dead birds.**



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AGRICULTURE  
AND LIVESTOCK  
  
UNIÃO E RECONSTRUÇÃO

## Poster 4

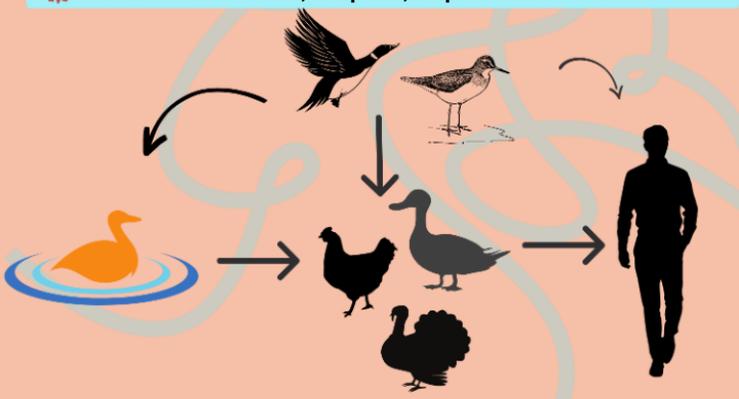
Art: Canva Print/Ana Carla Cardoso Lembrance and Míriam Sayuri Sassaki

Source: [9][10][11][21][22]

Proesa  Avian Influenza?  
**NOT HERE!**

**AVIAN INFLUENZA CAN BE SPREAD BY:**

- Direct contact with sick birds;
- Contaminated equipment, utensils, clothing, footwear and vehicles;
- Contaminated water, droplets, or particles of dirt



Immediately notify the animal health protection agency in your State.  
**Prevention is the solution to this disease!**



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**Poster 5**

Art: Canva Print/Ana Carla Cardoso Lembrance and Míriam Sayuri Sasaki

Source:[9][10][11][21][22]



**Poster 6**

Art: Canva Print/Ana Carla Cardoso Lembrance and Míriam Sayuri Sassaki

Source: [9][10][11][21][22]

**Proesa**

**Avian Influenza?  
NOT HERE!**

**IF YOU TRAVEL ABROAD MAKE SURE YOU DON'T BRING THE AVIAN INFLUENZA VIRUS BACK WITH YOU!**

**DO NOT VISIT BREEDING FACILITIES,**  
markets or other places where live birds are raised, kept or sold — above all in countries where avian influenza occurs.

**PAY ATTENTION TO THE IMPORTATION RULES**  
Birds and eggs may only be brought into Brazil with the permission of the Ministry of Agriculture and Livestock

**PAY ATTENTION TO THE PRECAUTIONS**  
Pay special attention to your own personal hygiene. Go to see a doctor if you get sick during the journey, or after returning, and avoid contact with other people or animals, above all poultry and pigs.

**BE CAREFUL WHAT YOU TOUCH**  
Do not touch surfaces that may be contaminated with birds' feces or secretions — and don't touch live or dead birds either.

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Notify here

**Poster 7**

Art: Canva Print/Ana Carla Cardoso Lembrance and Míriam Sayuri Sasaki

Source: [9][10][11][21][22][34]



Poster 8

Art: Canva Print/Ana Carla Cardoso Lembrance and Míriam Sayuri Sassaki

Source: [9][10][11][21][22]



## Poster 9

Art: Canva Print/Ana Carla Cardoso Lembrance and Míriam Sayuri Sasaki

Source: [9][10][11][21][22]



**Avian Influenza?  
NOT HERE!**



**Avian Influenza or Bird Flu can be transmitted to all kinds of birds, and spreads very rapidly.  
The virus is resistant in the environment, stay alert!**

Precautions to be taken:

- Avoid visiting other farms, and if you need to, bathe and change clothing;
- Equipment and vehicles are to undergo sanitation and disinfection.




To protect our animals, and ourselves, Brazil's Ministry of Agriculture and Livestock has been reinforcing preventive measures nationwide.  
Let's be attentive!

**Report suspected cases to [e-Sisbravet](#).**




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Poster 10

Art: Canva Print/Ana Carla Cardoso Lembrance and Míriam Sayuri Sassaki

Source: [9][10][11][21][22]

 **UNDERSTANDING AVIAN INFLUENZA**

**Avian Influenza? NOT HERE!**

**DO YOU KNOW WHAT AVIAN INFLUENZA IS?**  
 It is a disease caused by a virus that affects all kinds of birds and spreads rapidly among them. It is a highly lethal disease of poultry and can also be transmitted to people.

**DO YOU KNOW WHAT THE PROBLEM IS?**  
 Besides being a disease that is transmissible to people, it causes poultry farmers serious economic losses, since it results in the death of the vast majority of affected animals.

**DO YOU KNOW WHAT THE GOOD NEWS IS?**  
 The disease has reached several countries around the world, but *has not yet affected Brazil's commercial flocks.*

**EVEN SO, WE SHOULD BE CONCERNED: DO YOU KNOW WHY?**  
 Avian influenza has already reached Latin America, including Brazil, by affecting wild birds and reaching nearby countries such as Colombia, Peru, Ecuador, Venezuela, Chile, Bolivia, Argentina and Uruguay.


  
 Notify here

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Poster 11

Art: Canva Print/Ana Carla Cardoso Lembrance and Míriam Sayuri Sasaki

Source: [9][10][11][21][22]



Poster 12

Art: Canva Print/Ana Carla Cardoso Lembrance and Míriam Sayuri Sassaki

Source:[8][9][10][11][21][22]

**Proesa** Avian Influenza?  
**NOT HERE!**

**DO YOU HAVE A SUSPECTED CASE OF AVIAN INFLUENZA?**

**PLAY YOUR PART!**  
You should immediately notify the Official Veterinary Service of your State of any incident of a bird displaying signs of the disease.

Notify the veterinary service by telephone, or in person, or use the QR codes to access the online notification feature on the e-Sisbravet site.

**DON'T BE AFRAID OF ASKING FOR HELP!**

Do it in order to detect the disease, before all the birds in your flock fall sick or die. As soon as you notify someone, a veterinary inspector will visit your farm or place where the birds are found, in order to examine them and give you instructions.

**REMEMBER:** Most importantly: keep any birds suspected of having the disease away from the other birds. Do not visit any other poultry establishment or allow visits onto your own farm until the official veterinarian gives you permission to do so.

NOTIFICATION USING THE E-SISBRAVET SITE

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Poster 13

Art: Canva Print/Ana Carla Cardoso Lembrance and Míriam Sayuri Sasaki

Source: [9][10][11][21][22]

**Proesa**  
**AN OUTBREAK OF AVIAN INFLUENZA WOULD GREATLY HARM ALL OF US!**

**Avian Influenza? NOT HERE!**

**Read some hints for preventing the disease on farms**

-  Stop wild birds getting onto your farm
-  do not visit places where wild birds — and particularly migratory birds — can be found
-  Keep your facility in a good state of physical repair to prevent wild birds, domestic animals or rodents from getting in
-  Restrict and keep close control over access onto farms
-  Disinfect vehicles, equipment and material that goes into poultry houses, feed mills, hatcheries, etc.
-  change footwear and clothing whenever entering production units
-  Wear personal protection equipment (PPE) during work in the production unit
-  clean and disinfect the poultry houses and the equipment used in the facility
-  Avoid bringing in birds of unknown origin, even if they appear healthy
-  Make sure all waste is discarded properly and avoid contact with other animals
-  Treat poultry litter correctly
-  Notify authorities of any abnormal mortality or signs of Avian Influenza

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Poster 14

Art: Canva Print/Ana Carla Cardoso Lembrance and Míriam Sayuri Sasaki

Source: [9][10][11][21][22]



**Proesa**

**DID YOU KNOW THAT IT IS MANDATORY FOR ALL CITIZENS TO NOTIFY AUTHORITIES OF ANY BIRD SUSPECTED OF HAVING AVIAN INFLUENZA?**

**Avian Influenza? NOT HERE!**

**PLAY YOUR PART!**  
You should immediately notify the official veterinary service of your state of any incident of a bird showing signs of the disease.

Notify the veterinary service by telephone, or in person, or use the QR codes to access the online notification feature on the e-Sisbravet site.

**DON'T BE AFRAID OF ASKING FOR HELP!**

Do it in order to detect the disease, before all the birds in your flock fall sick or die.

As soon as you notify someone, a veterinary inspector will visit your farm or place where the birds are found, in order to examine them and give you instructions

**NOTIFICATION USING THE E-SISBRAVET SITE**

**Poster 15**

Art: Canva Print/Ana Carla Cardoso Lembrance and Míriam Sayuri Sasaki

Source:[9][10][11][21][22]



**Poster 16**

Art: Canva Print/Ana Carla Cardoso Lembrance and Míriam Sayuri Sasaki

Source:[9][10][11][21][22]



Poster 17

Art: Canva Print/Ana Carla Cardoso Lembrance and Míriam Sayuri Sasaki

Source: [3][28][30].



Poster 18

Art: Canva Print/Ana Carla Cardoso Lembrance and Míriam Sayuri Sasaki

Source: [9][10][11][21][22]



**Avian Influenza?  
NOT HERE!**

**DID YOU KNOW THAT APART FROM BEING A CRIME, BIRD SMUGGLING OR TRAFFICKING CAN ALSO LEAD TO THE SPREAD OF DISEASES LIKE AVIAN INFLUENZA?**



**Bird smuggling puts the health of all of us at risk!**

**Brazil is free of Avian Influenza and intends to continue being so.**

**Do not cooperate with illegal sellers.**

NOTIFY MAPA USING THE OMBUDSMAN INTERNET CHANNEL AT [FALABR.CGU.GOV.BR](http://FALABR.CGU.GOV.BR) AND IF WILD BIRDS ARE INVOLVED, NOTIFY IBAMA ON THE GREEN LINE AT 0800 061 8080



**Notify here**

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**Poster 19**

Art: Canva Print/Ana Carla Cardoso Lembrance and Míriam Sayuri Sasaki

Source: [34]

**IF YOU ARE A LEGALLY-APPROVED BREEDER OF WILD BIRDS, ARE YOU AWARE THAT YOU TOO CAN HELP PREVENT AVIAN INFLUENZA?**

**Proesa**  
Avian Influenza?  
**NOT HERE!**

**WEAR A PFF2 MASK**  
ANYONE COMING INTO CONTACT WITH THE BIRDS SHOULD WEAR PFF2 TYPE MASKS FOR THE WHOLE TIME THAT THEY REMAIN INSIDE THE BREEDING FACILITY

**HYGIENE PRECAUTIONS**  
Always wash your hands with soap and water. All utensils used in handling the birds are to undergo sanitation

**TAKE THE SANITARY CHECKPOINTS SERIOUSLY**  
Maintain disinfection barriers properly, at the entrances and exits from the facility, such as foot baths containing a disinfectant that is effective against viruses. A foot bath is a place where we clean the soles of our shoes or boots.

**DO NOT ALLOW THEM TO COME INTO CONTACT WITH OTHER BIRDS**  
Prevent birds in the breeding facility from coming into contact with free-living wild birds or domestic birds.

**NOTIFY AUTHORITIES IF YOU FIND ANY BIRD SUSPECTED OF AVIAN INFLUENZA**

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NOTIFICATION USING THE E-SIGBRAVET SITE







**Poster 20**

Art: Canva Print/Ana Carla Cardoso Lembrance and Míriam Sayuri Sasaki

Source: [9][11][22]



**Poster 21**

Art: Canva Print/Ana Carla Cardoso Lembrance and Míriam Sayuri Sasaki

Source: [9]10[[11]





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# Videos

## Video 01

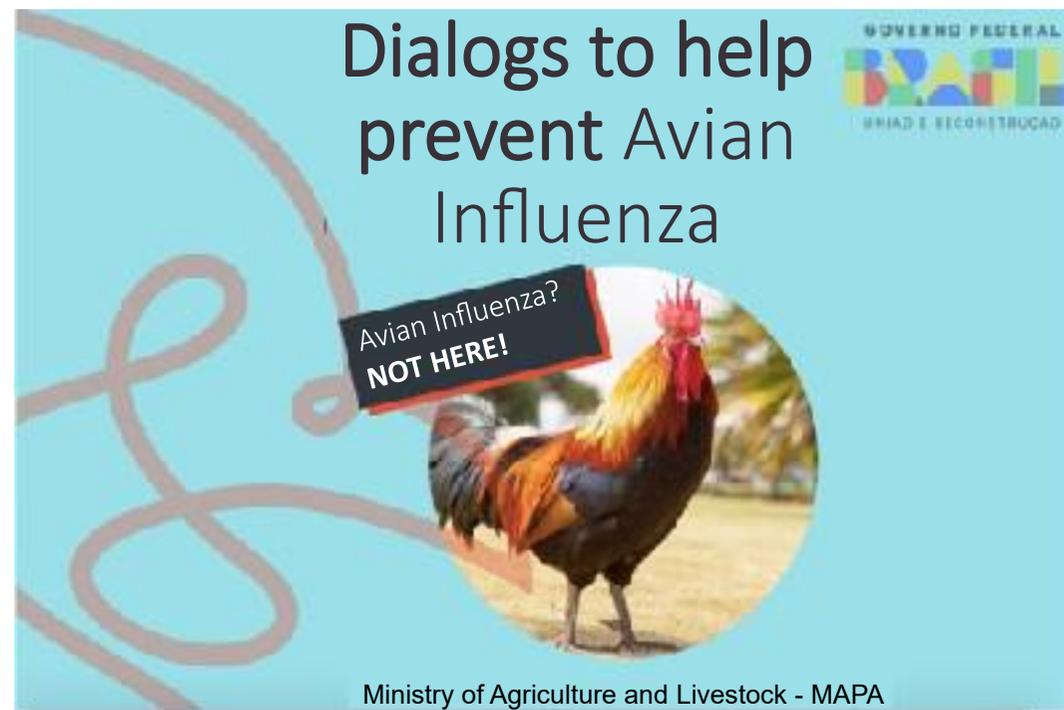
Audio: Roberta Mara Züge and Rebeca Torres

Music: Cláudio Paladini

Audio editor: Leonardo Costa

Video Editing: Juliana do Amaral Moreira  
C. Vaz

Source:[9][10][11][22][27,p.42]



## Video 02

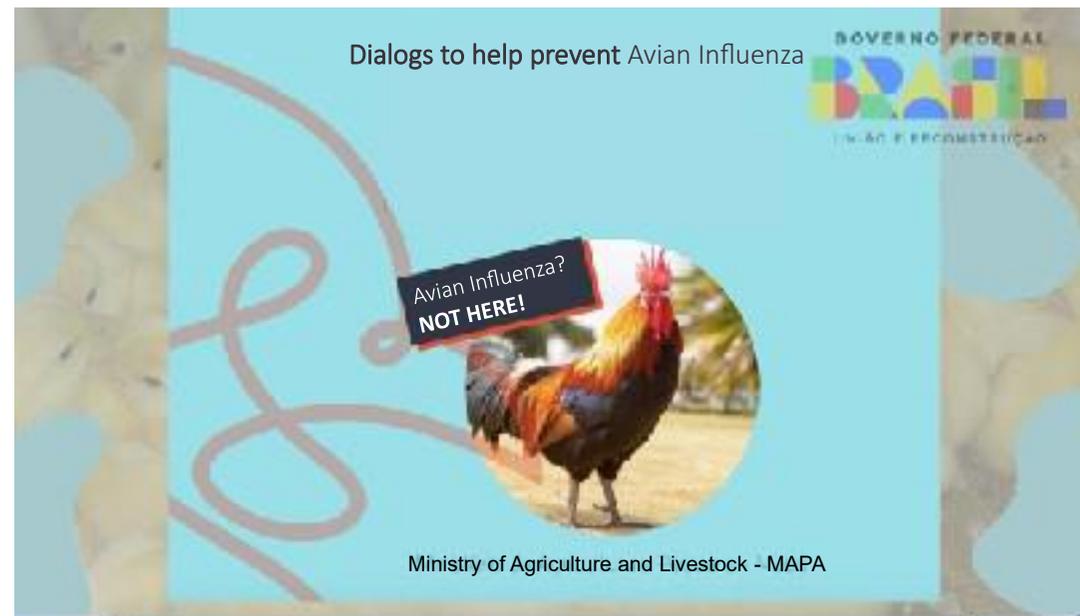
Audio: Roberta Mara Züge and Rebeca Torres

Music: Cláudio Paladini

Audio editor: Leonardo Costa

Video Editing: Tabatha S. R. Lacerda

Source: [9][10] [11] [17] [22][27]



### Video 03

Audio: Roberta Mara Züge and Rebeca Torres

Music: Cláudio Paladini

Audio editor: Leonardo Costa

Video Editing: Juliana do Amaral Moreira  
C. Vaz

Source of the material: [9][10] [11] [17] [22] [23]  
[27]



### Video 04

Audio: Roberta Mara Züge and Rebeca Torres

Music: Cláudio Paladini

Audio editor: Leonardo Costa

Video Editing: Juliana do Amaral Moreira  
C. Vaz

Source: [9][10][11][17][22] [27,p.62]



## Video 05

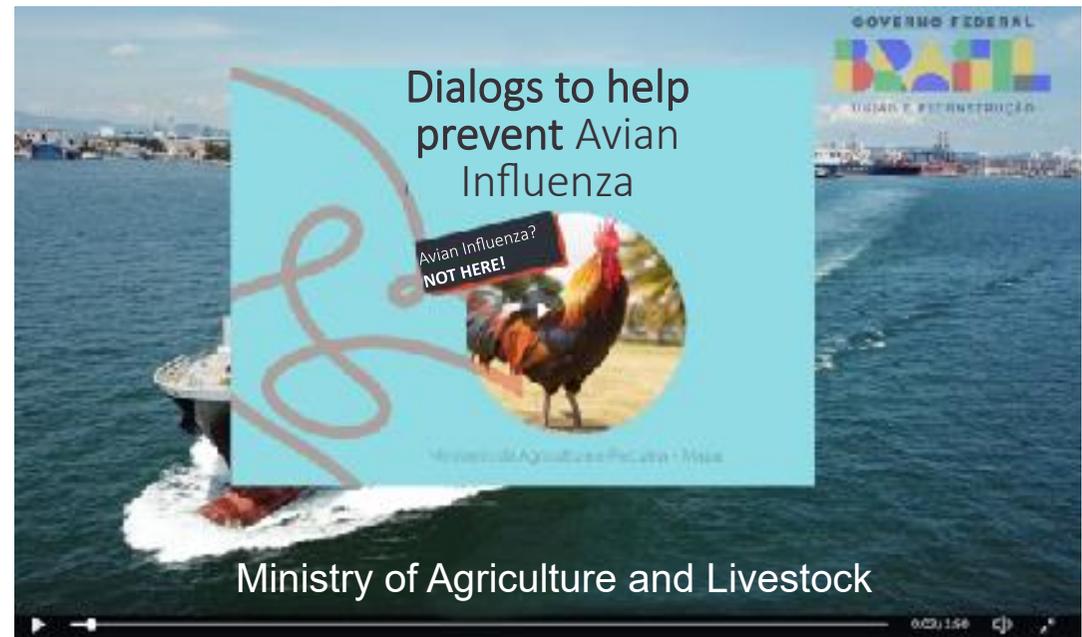
Audio: Roberta Mara Züge and Rebeca Torres

Music: Cláudio Paladini

Audio editor: Leonardo Costa

Video Editing: Juliana do Amaral Moreira  
C. Vaz

Source: [9][11][22][33][34]



**Video 06**

Audio: Roberta Mara Züge and Rebeca Torres

Music: Cláudio Paladini

Audio editor: Leonardo Costa

Video Editing: Juliana do Amaral Moreira  
C. Vaz

Source: [7][9][10]



**Video 07**

Audio: Roberta Mara Züge and Rebeca Torres

Music: Cláudio Paladini

Audio editor: Leonardo Costa

Video Editing: Juliana do Amaral Moreira  
C. Vaz

Source: [9][11][23]



### Video 08

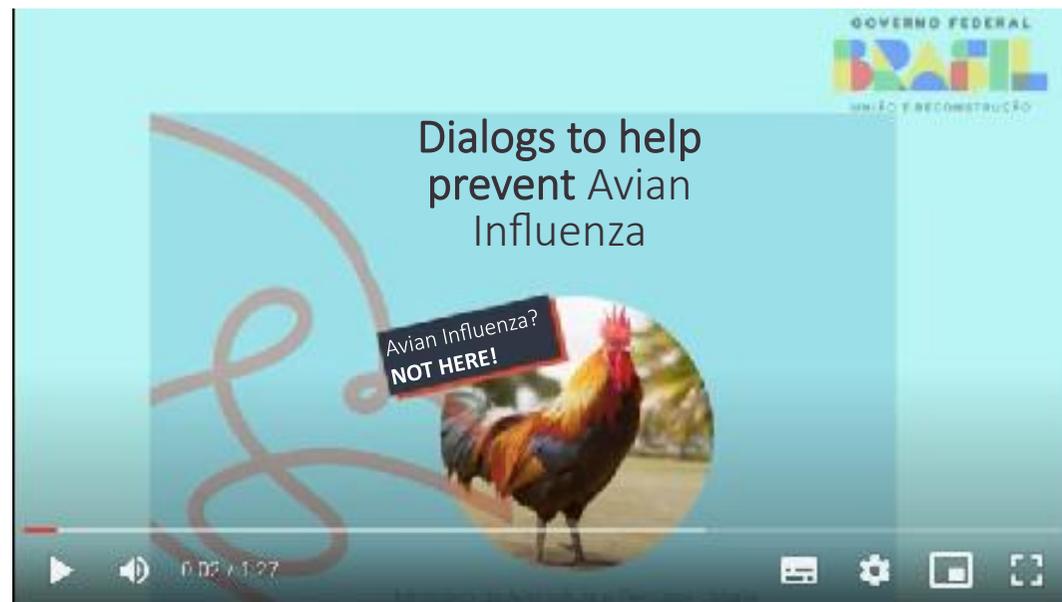
Audio: Roberta Mara Züge and Rebeca Torres

Music: Cláudio Paladini

Audio editor: Leonardo Costa

Video Editing: Juliana do Amaral Moreira  
C. Vaz

Source: [9][12][21][22][23]



**Video 09**

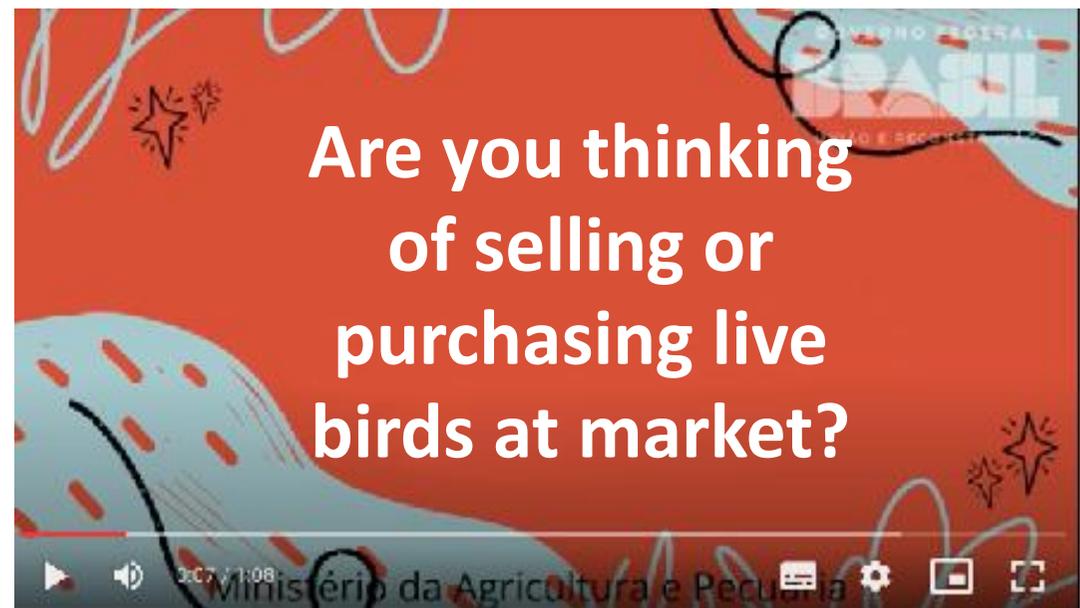
Audio: Roberta Mara Züge and Rebeca Torres

Music: Cláudio Paladini

Audio editor: Leonardo Costa

Video Editing: Juliana do Amaral Moreira  
C. Vaz

Source: [9][21][22]



### Video 10

Audio: Roberta Mara Züge and Rebeca Torres

Music: Cláudio Paladini

Audio editor: Leonardo Costa

Video Editing: Juliana do Amaral Moreira  
C. Vaz

Source: [3][28][30]



### Video 11

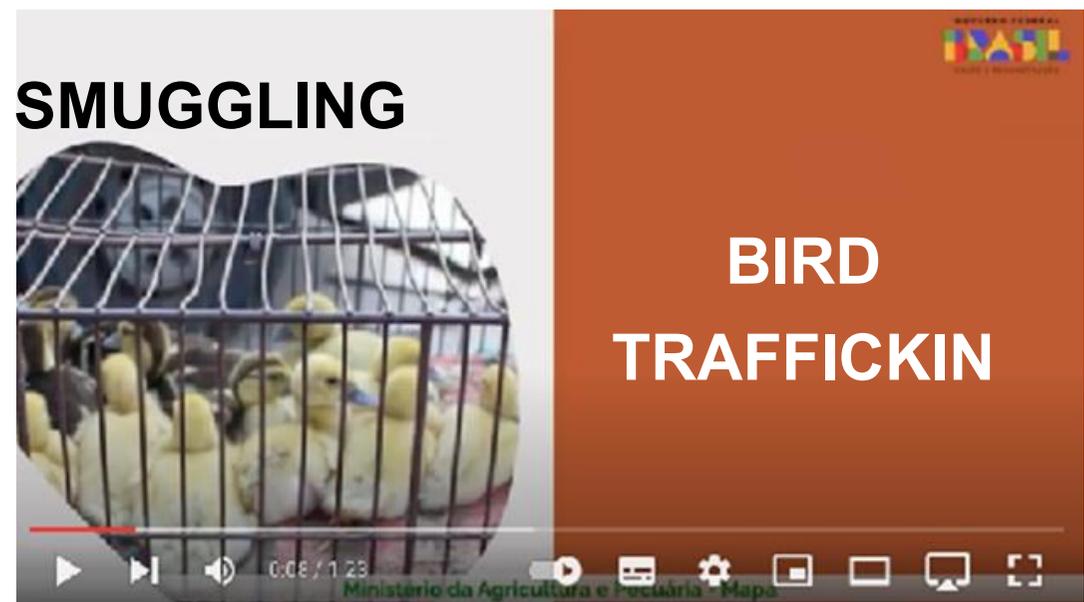
Audio: Roberta Mara Züge and Rebeca Torres

Music: Cláudio Paladini

Audio editor: Leonardo Costa

Video Editing: Juliana do Amaral Moreira  
C. Vaz

Source: [34][21][22]



## Video 12

Audio: Roberta Mara Züge and Rebeca Torres

Music: Cláudio Paladini

Audio editor: Leonardo Costa

Video Editing: Juliana do Amaral Moreira  
C. Vaz

Source:[9][10][11][17][21][22]



### Video 13

Audio: Roberta Mara Züge and Rebeca Torres

Music: Cláudio Paladini

Audio editor: Leonardo Costa

Video Editing: Juliana do Amaral Moreira  
C. Vaz

Source:[9][10][11][17][22]



## Video 14

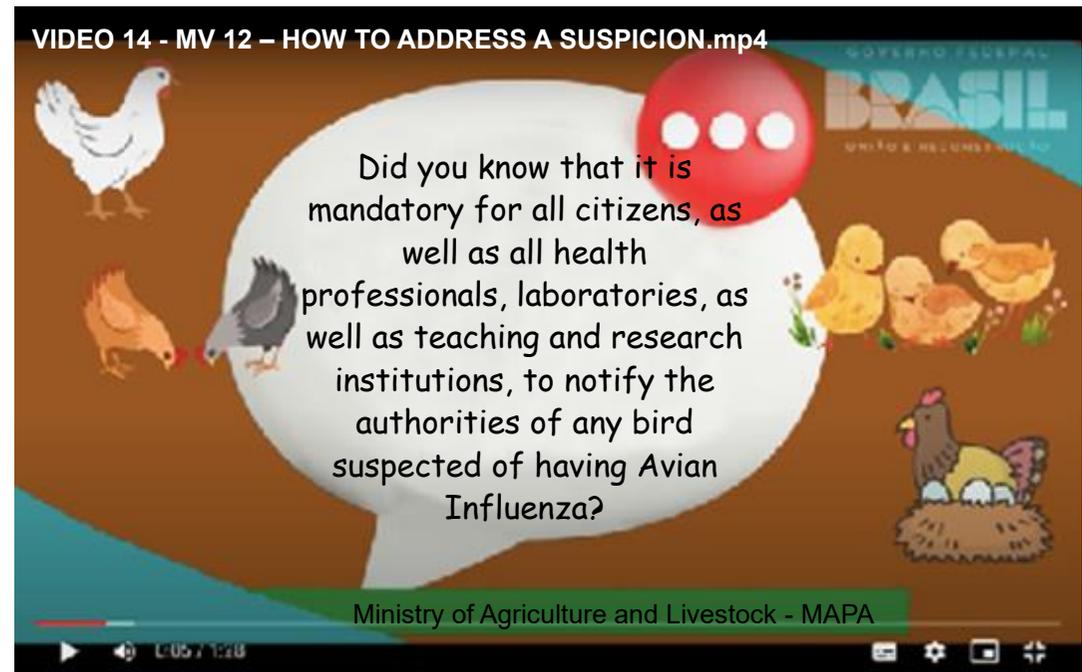
Audio: Roberta Mara Züge and Rebeca Torres

Music: Cláudio Paladini

Audio editor: Leonardo Costa

Video Editing: Juliana do Amaral Moreira  
C. Vaz

Source: [9][10][11][17][21][22][27]





## Conclusion

The first line of defense against Avian Influenza is early detection and notification of a suspected case, in order to enable rapid response and thus avoid its spread.

This is why we encourage the official service to work closely with the private production center, promoting dialogue and shared responsibilities, so that communications flow more effectively, and strengthen the disease-prevention measures. That is one point in which health education has a great deal to contribute, not only because it brings technical understanding, but also because it raises awareness and changes people's attitudes to the importance of their real participation in adopting preventive measures, and in notifying the Official Veterinary Service of suspected cases of the disease.

For this reason, the National Program for Sanitary Education in Animal and Plant Health Protection (PROESA), and the Commission for Animal Health Education of the Office of the Federal Superintendent for Agriculture and Livestock in São Paulo, as multidisciplinary entities within the Ministry of agriculture and livestock, and which bring together animal and plant health agencies, rural extension, teaching and research, and other public and private sector initiatives, are sharing information and strategies herein to make everyone aware of the disease, and know how to prevent it.

We're counting on you, the farmer, as well as on all of you agriculture and livestock professionals, in this joint effort!

# Government programs



National Program for Animal and  
Plant Health Education in Agricultural  
Protection

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# Sponsors



Secretariat of Agriculture  
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