MINISTÈRE DE L'AGRICULTURE ET DE LA SOUVERAINETÉ ALIMENTAIRE

General Directorate for Food

OFFICIAL VACCINATION PLAN
HIGHLY PATHOGENIC AVIAN INFLUENZA (HPAI)

FACT SHEET 10 – COMMUNICATION

The official vaccination plan is accompanied by a set of communication measures aimed at wide distribution of information, raising stakeholder awareness and explaining the issues involved in undertaking vaccination against HPAI.

An understanding of vaccination used as a tool to supplement HPAI prevention and control measures, and its acceptability for stakeholders, constitute a major focus of the communication programme.

COMMUNICATION TARGET AUDIENCES

The importance of communication as an accompaniment to vaccination is all the greater for the fact that the development of a vaccination strategy for HPAI is a first for France.

The target audiences for communication are the following:

- Farmers,
- Industry sectors,
- Trade partners,
- Government departments,
- The media and general public.

OBJECTIVES

 DataTypesTo educate on the use of vaccination as a tool to supplement biosecurity and sanitary control measures, application of which continues to be indispensable.

 DataTypesTo describe the operational procedures involved in conducting the vaccination campaign.

 DataTypesTo inform the general public of the expected benefits (most notably, a limitation of numbers of outbreaks and numbers of birds culled); to communicate on the absence of health risks with regard to the poultry and their products (e.g. meat, eggs).

WEBSITE

A dossier has been produced for the Ministry’s website containing a description of the action plan for the operational implementation of vaccination against HPAI starting in autumn 2023.

https://agriculture.gouv.fr/influenza-aviaire-le-plan-daction-vaccination-de-la-france