

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

- ⇒ To educate on the use of vaccination as a tool to supplement biosecurity and sanitary control measures, application of which continues to be indispensable.
- ⇒ To describe the operational procedures involved in conducting the vaccination campaign.
- ⇒ To 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>