Avian influenza (AI) - the views and information needs of 'backyard' poultry keepers

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Recommendations for improving messaging to 'backyard' keepers

Make information on websites more accessible

Explain how backyard poultry links to the commercial sector

Highlight the burden of Al on government resources

Highlight
the risk of Al
to
human health

Make registration easy and light touch

Highlight the welfare implications of AI on all poultry

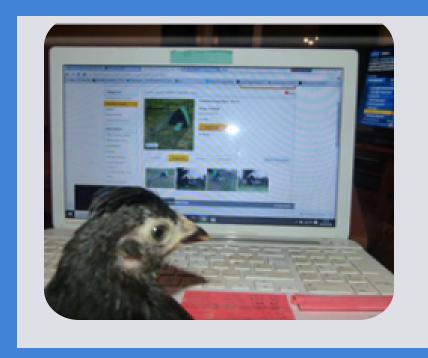
Next steps

Develop a decision support tool for 'backyard' keepers Al outbreak information

Good management practices

Poultry care and advice

Pictures and videos





From September 2024 *ALL* poultry must be registered with the government

Explore the views of 'backyard' keepers on compulsory registration, and how the roll out can better meet their needs













