

SUPPLEMENTARY TABLE S1 Summary statistics (percentage, number of responses) of original responses (on a 6-Point Likert scale) summarizing perceptions of backyard chicken farmers on the ability to implement Highly Pathogenic Avian Influenza control and prevention measures in Bangladesh.

| <i>Perceived susceptibility</i> | | | | | | |
|--|-------------|-------------|-------------|-------------|-------------|-------------|
| | SD | D | N | DK | A | SA |
| | %(n) | %(n) | %(n) | %(n) | %(n) | %(n) |
| My chickens have an increased risk of getting avian influenza/bird flu | | | | | | |
| When I rear different species of poultry together (PSus1) | 13.2 (19) | 16.0 (23) | 1.4 (2) | 15.3 (22) | 17.4 (25) | 36.8 (53) |
| When I keep chickens and ducks in the same house (PSus2) | 13.2 (19) | 15.3 (22) | 1.4 (2) | 11.8 (17) | 22.2 (32) | 36.1 (52) |
| When I don't regularly clean poultry house/equipment (PSus3) | 4.2 (6) | 9.7 (14) | 0.0 (0) | 4.2 (6) | 30.6 (44) | 51.4 (74) |
| When my chickens mix with neighbour sick poultry during scavenging (PSus4) | 1.4 (2) | 4.2 (6) | 2.1 (3) | 0.0 (0) | 37.5 (54) | 54.9 (79) |
| When my chickens mix with wild birds (PSus5) | 14.5 (21) | 6.3 (9) | 0.0 (0) | 24.3 (35) | 27.1 (39) | 27.8 (40) |
| When my family members or I bring back unsold poultry from LBM & put together with other poultry (PSus6) | 4.9 (7) | 4.9 (7) | 0.0 (0) | 5.6 (8) | 27.8 (40) | 56.9 (82) |
| I am at increased risk of getting avian influenza/bird flu | | | | | | |
| Because of my poultry rearing (PSus7) | 19.4 (28) | 20.1 (29) | 0.0 (0) | 34.0 (49) | 15.3 (22) | 11.1 (16) |
| When I handle sick poultry (PSus8) | 19.4 (28) | 18.1 (26) | 0.0 (0) | 34.0 (49) | 13.9 (20) | 14.6 (21) |
| When I don't cover my mouth and nose with cloths during handling poultry (PSus9) | 16.7 (24) | 17.4 (25) | 0.0 (0) | 31.9 (46) | 14.6 (21) | 19.4 (28) |
| When I don't wash my hands with soap water after handling poultry (PSus10) | 16.0 (23) | 17.4 (25) | 0.7 (1) | 31.9 (46) | 13.2 (19) | 20.8 (30) |
| My family members are at increased risk of getting avian influenza/bird flu | | | | | | |
| Because of my poultry rearing (PSus11) | 22.9 (33) | 18.8 (27) | 0.0 (0) | 33.3 (48) | 13.9 (20) | 11.1 (16) |
| Uncooked poultry meat doesn't pose risk for getting avian influenza/bird flu (PSus12) | 31.3 (45) | 17.4 (25) | 1.4 (2) | 21.5 (31) | 22.9 (33) | 5.6 (8) |
| <i>Perceived severity</i> | | | | | | |
| If my chickens get sick from avian influenza/bird flu | | | | | | |

| | SD | D | N | DK | A | SA |
|---|-------------|-------------|-------------|-------------|-------------|-------------|
| | %(n) | %(n) | %(n) | %(n) | %(n) | %(n) |
| Then the illness would be very bad, and the chickens will most likely die (PSev1) | 0.7 (1) | 2.8 (4) | 0.0 (0) | 0.7 (1) | 39.6 (57) | 56.3 (81) |
| Then avian influenza/bird flu could be passed to other poultry in my locality (PSev2) | 0.0 (0) | 0.7 (1) | 0.0 (0) | 1.4 (2) | 43.8 (63) | 54.2 (78) |
| Then avian influenza/bird flu could be passed on to me (PSev3) | 18.8 (27) | 18.1 (26) | 0.0 (0) | 33.3 (48) | 13.9 (20) | 16.0 (23) |
| If my chickens get sick and die from avian influenza/bird flu | | | | | | |
| Then I will lose income and family consumption (PSev4) | 1.4 (2) | 1.4 (2) | 0.0 (0) | 0.0 (0) | 44.4 (64) | 52.8 (76) |
| If I get sick from avian influenza/bird flu | | | | | | |
| Then other members in my home will get sick (PSev5) | 20.8 (30) | 19.4 (28) | 0.0 (0) | 33.3 (48) | 13.2 (19) | 13.2 (19) |
| Then I will die (PSev6) | 27.1 (39) | 18.8 (27) | 1.4 (2) | 39.6 (57) | 7.6 (11) | 5.6 (8) |
| If my family members get sick from avian influenza/bird flu | | | | | | |
| Then they will die (PSev7) | 27.8 (40) | 18.8 (27) | 1.4 (2) | 39.6 (57) | 9.0 (13) | 3.5 (5) |
| Chickens that catch avian influenza/bird flu cannot be treated (PSev8) | 37.5 (54) | 11.1 (16) | 4.2 (6) | 21.5 (31) | 15.3 (22) | 10.4 (15) |
| Perceived benefits | | | | | | |
| My chickens will not get sick from avian influenza/bird flu | | | | | | |
| If I don't rear different species of poultry together (PBen1) | 13.2 (19) | 16.0 (23) | 1.4 (2) | 15.3 (22) | 17.4 (25) | 36.8 (53) |
| If I don't keep chickens and ducks together in same house (PBen2) | 13.2 (19) | 15.3 (22) | 1.4 (2) | 11.8 (17) | 22.2 (32) | 36.1 (52) |
| If I regularly clean poultry house/equipment (PBen3) | 4.2 (6) | 9.7 (14) | 0.0 (0) | 4.2 (6) | 30.6 (44) | 51.4 (74) |
| If my family members or I don't bring unsold poultry from LBM/don't put unsold poultry with other poultry after bring back from LBM (PBen4) | 4.9 (7) | 4.9 (7) | 0.0 (0) | 5.6 (8) | 27.1 (39) | 57.6 (83) |
| If my chickens will not get sick from avian influenza/bird flu | | | | | | |
| I will not lose income and family consumption (PBen5) | 1.4 (2) | 1.4 (2) | 0.0 (0) | 0.0 (0) | 44.4 (64) | 52.8 (76) |
| The possibility of disease outbreaks in my locality will reduce (PBen6) | 0.7 (1) | 0.7 (1) | 0.0 (0) | 1.4 (2) | 43.1 (62) | 54.2 (78) |
| My family members and I will not get sick from avian influenza/bird flu (PBen7) | 18.8 (27) | 18.8 (27) | 0.0 (0) | 34.0 (49) | 13.9 (20) | 14.6 (21) |
| Perceived barriers | | | | | | |
| Construction of separate house to keep chickens and ducks separately is expensive and required more spaces which I don't have (PBar1) | 13.2 (19) | 16.0 (23) | 0.0 (0) | 0.0 (0) | 36.8 (53) | 34.0 (49) |

| | SD | D | N | DK | A | SA |
|---|-------------|-------------|-------------|-------------|-------------|-------------|
| | %(n) | %(n) | %(n) | %(n) | %(n) | %(n) |
| It's not worth to protect my chickens from avian influenza/bird flu, because I don't earn sufficient money from rearing chickens (PBar2) | 52.1 (75) | 37.5 (54) | 0.0 (0) | 0.0 (0) | 9.0 (13) | 1.4 (2) |
| Regular cleaning of poultry house/equipment is time consuming and not practical for me, because my family/I have to do many other things (PBar3) | 40.3 (58) | 35.4 (51) | 0.0 (0) | 0.0 (0) | 21.5 (31) | 2.8 (4) |
| Washing hands before and after handling poultry is not practical for me, because my family/I have to do many other things (PBar4) | 38.9 (56) | 28.5 (41) | 0.0 (0) | 0.0 (0) | 28.5 (41) | 4.2 (6) |
| I can't cover my mouth and nose with cloths during handling chickens, because they are not conducive for work (PBar5) | 37.5 (54) | 25.0 (36) | 2.8 (4) | 1.4 (2) | 29.9 (43) | 3.5 (5) |
| I don't cover my mouth and nose with cloths during handling chickens, because my neighbour do not (PBar6) | 37.5 (54) | 32.6 (47) | 0.0 (0) | 0.0 (0) | 25.7 (37) | 4.2 (6) |
| <i>Cues to action</i> | | | | | | |
| I would receive training regarding avian influenza/bird flu prevention & control and other aspects of poultry rearing, if DLS or any other organization would provide it (Cue1) | 2.8 (4) | 9.0 (13) | 0.0 (0) | 0.0 (0) | 36.1 (52) | 52.1 (75) |
| If I | | | | | | |
| Find a program on TV about avian influenza/bird flu and other aspects of poultry rearing, then I would watch it (Cue2) | 1.4 (2) | 2.8 (4) | 0.0 (0) | 0.0 (0) | 38.2 (55) | 57.6 (83) |
| Find a program on the radio about avian influenza/bird flu and other aspects of poultry rearing, then I would listen to it (Cue3) | 1.4 (2) | 2.8 (4) | 0.0 (0) | 0.0 (0) | 38.9 (56) | 56.9 (82) |
| Get invited to a meeting or campaign, etc. about avian influenza/bird flu and other aspects of poultry rearing, then I would attend it (Cue4) | 2.1 (3) | 6.9 (10) | 0.0 (0) | 0.0 (0) | 41.0 (59) | 50.0 (72) |
| It is a good idea for me to talk | | | | | | |
| With local livestock related personnel about risks of avian influenza/bird flu disease transmission between chickens (Cue5) | 0.7 (1) | 5.6 (8) | 0.0 (0) | 0.0 (0) | 53.5 (77) | 40.3 (58) |
| With community health workers or nearby hospital doctor about risks of disease transmission between chickens and humans (Cue6) | 3.5 (5) | 5.6(8) | 0.0 (0) | 0.0 (0) | 46.5 (67) | 44.4 (64) |
| <i>Self-efficacy</i> | | | | | | |
| I would | | | | | | |
| Invest in separate houses for chicken and duck (SEff1) | 1.4 (2) | 0.0 (0) | 0.0 (0) | 0.0 (0) | 43.8 (63) | 54.9 (79) |

| | SD | D | N | DK | A | SA |
|---|-------------|-------------|-------------|-------------|-------------|-------------|
| | %(n) | %(n) | %(n) | %(n) | %(n) | %(n) |
| Clean poultry house/equipment regularly (SEff2) | 0.0 (0) | 1.4 (2) | 0.0 (0) | 0.0 (0) | 41.7 (60) | 56.9 (82) |
| Be able to identify signs of the disease, if my chickens were infected with avian influenza/bird flu (SEff3) | 0.7 (1) | 0.7 (1) | 0.7 (1) | 0.0 (0) | 46.5 (67) | 51.4 (74) |
| Inform the local livestock related personnel, when I suspect that my chickens have avian influenza/bird flu (SEff4) | 1.4 (2) | 1.4 (2) | 0.7 (1) | 0.0 (0) | 49.3 (71) | 47.2 (68) |
| I could | | | | | | |
| Dispose dead birds properly(bury them) (SEff5) | 0.7 (1) | 1.4 (2) | 1.4 (2) | 0.0 (0) | 39.6 (57) | 56.9 (82) |
| Cover my mouth and nose with cloths during handling poultry, even if my neighbours are not (SEff6) | 0.7 (1) | 0.7 (1) | 0.7 (1) | 0.7 (1) | 46.5 (67) | 50.7 (73) |
| Wash my hands with soap before and after handling poultry, even if my neighbours are not (SEff7) | 1.4 (2) | 0.0 (0) | 0.7 (1) | 0.7 (1) | 46.5 (67) | 50.7 (73) |

SD= Strongly Disagree, D=Disagree, N= Neither agree nor disagree, DK= Do not Know, A=Agree, SA= Strongly Agree

SUPPLEMENTARY TABLE S2 Summary statistics (percentage, number of responses) of original responses (on a 6-Point Likert scale) summarizing perceptions of commercial broiler chicken farmers on the ability to implement Highly Pathogenic Avian Influenza control and prevention measures in Bangladesh.

| <i>Perceived susceptibility</i> | | | | | | |
|---|-------------|-------------|-------------|-------------|-------------|-------------|
| | SD | D | N | DK | A | SA |
| | %(n) | %(n) | %(n) | %(n) | %(n) | %(n) |
| My chickens have an increased risk of getting avian influenza/bird flu | | | | | | |
| When I don't vaccinate them (PSus1) | 2.8 (3) | 7.6 (8) | 0.9 (1) | 5.7 (6) | 34.0 (36) | 49.1 (52) |
| When I don't restrict who comes onto my farm (PSus2) | 0.9 (1) | 8.5 (9) | 0.9 (1) | 0.0 (0) | 35.9 (38) | 53.8 (57) |
| When I don't regularly clean and disinfect my farm and farm equipment (PSus3) | 0.0 (0) | 4.7 (5) | 0.0 (0) | 0.0 (0) | 31.1 (33) | 64.2 (68) |
| When I don't control wild birds/backyard poultry from entering into my poultry shed/house (PSus4) | 0.0 (0) | 5.7 (6) | 0.0 (0) | 1.9 (2) | 28.3 (30) | 64.2 (68) |
| When my workers don't wash their hands/feet/change clothes before entering poultry shed/house (PSus5) | 0.0 (0) | 5.7 (6) | 0.0 (0) | 0.9 (1) | 27.4 (29) | 66.0 (70) |
| When I don't clean and disinfect vehicles, egg trays, cages, de-beaking machine, vaccination gun, etc. before entering into my farm (PSus6) | 0.0 (0) | 4.7 (5) | 0.0 (0) | 0.0 (0) | 33.0 (35) | 62.3 (66) |
| I am at increased risk of getting avian influenza/bird flu | | | | | | |
| Because of my poultry business (PSus7) | 7.6 (8) | 17.9 (19) | 0.0 (0) | 23.6 (25) | 34.0 (36) | 17.0 (18) |
| When I don't wear protective equipment (mask, gloves, dedicated sandals/shoes, apron, etc.) during handling chickens (PSus8) | 0.9 (1) | 13.2 (14) | 0.0 (0) | 18.9 (20) | 36.8 (39) | 30.2 (32) |
| When I don't wash my hands with soap water after handling chickens (PSus9) | 0.9 (1) | 13.2 (14) | 0.0 (0) | 18.9 (20) | 31.1 (33) | 35.9 (38) |

| | SD | D | N | DK | A | SA |
|--|-------------|-------------|-------------|-------------|-------------|-------------|
| | %(n) | %(n) | %(n) | %(n) | %(n) | %(n) |
| My family members are at increased risk of getting avian influenza/bird flu | | | | | | |
| Because of my poultry business (PSus10) | 9.4 (10) | 21.7 (23) | 0.0 (0) | 22.6 (24) | 28.3 (30) | 17.9 (19) |
| Uncooked poultry meat doesn't pose risk for getting avian influenza/bird flu (PSus11) | 31.1 (33) | 47.2 (50) | 0.9 (1) | 10.4 (11) | 7.6 (8) | 2.8 (3) |
| Perceived severity | | | | | | |
| If my chickens get sick from avian influenza/bird flu | | | | | | |
| Then the illness would be very bad, and the chickens will most likely die (PSev1) | 0.0 (0) | 6.6 (7) | 0.0 (0) | 5.7 (6) | 35.9 (38) | 51.9 (55) |
| Then avian influenza could be passed to other poultry farms in my locality (PSev2) | 0.0 (0) | 3.8 (4) | 0.0 (0) | 6.6 (7) | 30.2 (32) | 59.4 (63) |
| Then avian influenza could be passed on to me (PSev3) | 5.7 (6) | 12.3 (13) | 0.0 (0) | 23.6 (25) | 34.9 (37) | 23.6 (25) |
| If my chickens get sick and die from avian influenza/bird flu | | | | | | |
| Then I will lose income (PSev4) | 0.0 (0) | 0.9 (1) | 0.0 (0) | 2.8 (3) | 14.2 (15) | 82.1 (87) |
| If I get sick from avian influenza/bird flu | | | | | | |
| Then other members in my family will get sick (PSev5) | 8.5 (9) | 22.6 (24) | 0.0 (0) | 22.6 (24) | 33.0 (35) | 13.2 (14) |
| Then I will die (PSev6) | 17.9 (19) | 24.5 (26) | 1.9 (2) | 31.1 (33) | 18.9 (20) | 5.7 (6) |
| If my family members get sick from avian influenza/bird flu | | | | | | |
| Then they will die (PSev7) | 17.9 (19) | 23.6 (25) | 1.9 (2) | 32.1 (34) | 18.9 (20) | 5.7 (6) |
| Chickens that catch avian influenza/bird flu cannot be treated (PSev8) | 9.4 (10) | 50.0 (53) | 0.0 (0) | 7.6 (8) | 19.8 (21) | 13.2 (14) |
| Perceived benefits | | | | | | |
| If I maintain biosecurity(proper prevention & control measures) in my poultry farm, then my chickens will : | | | | | | |
| Not get sick from avian influenza, and I will not lose income (PBen1) | 0.0 (0) | 5.7 (6) | 0.0 (0) | 0.9 (1) | 26.4 (28) | 67.0 (71) |
| Not get sick from avian influenza and the possibility of disease outbreaks in my locality will reduce (PBen2) | 0.0 (0) | 7.6 (8) | 0.0 (0) | 0.0 (0) | 24.5 (26) | 67.9 (72) |
| Not get sick from avian influenza as well as my family members and I will not get sick from avian influenza (PBen3) | 0.0 (0) | 8.5 (9) | 0.0 (0) | 5.7 (6) | 28.3 (30) | 57.6 (61) |
| If my chickens receive avian influenza vaccine, then they will not get sick : | | | | | | |
| And die and I will not lose income (PBen4) | 0.0 (0) | 6.6 (7) | 0.0 (0) | 1.9 (2) | 22.6 (24) | 68.9 (73) |
| And the possibility of disease outbreaks in my locality will reduce (PBen5) | 0.0 (0) | 9.4 (10) | 0.0 (0) | 1.9 (2) | 27.4 (29) | 61.3 (65) |

| | SD | D | N | DK | A | SA |
|---|-------------|-------------|-------------|-------------|-------------|-------------|
| | %(n) | %(n) | %(n) | %(n) | %(n) | %(n) |
| From avian influenza as well as my family members and I will not get sick from avian influenza (PBen6) | 1.9 (2) | 14.2 (15) | 0.0 (0) | 9.4 (10) | 33.0 (35) | 41.5 (44) |
| <i>Perceived barriers</i> | | | | | | |
| Maintaining biosecurity (proper prevention & control measures) is expensive (PBar1) | 41.5 (44) | 19.8 (21) | 0.0 (0) | 1.9 (2) | 32.1 (34) | 4.7 (5) |
| Vaccination of chickens for avian influenza is expensive (PBar2) | 36.8 (39) | 21.7 (23) | 0.0 (0) | 16.0 (17) | 21.7 (23) | 3.8 (4) |
| There is a shortage of quality avian influenza vaccine for chickens in Bangladesh (PBar3) | 1.9 (2) | 23.6 (25) | 1.9 (2) | 46.2 (49) | 24.5 (26) | 1.9 (2) |
| Vaccine can't protect chickens from getting avian influenza (PBar4) | 3.8 (4) | 44.3 (47) | 0.0 (0) | 17.9 (19) | 27.4 (29) | 6.6 (7) |
| My chickens may get sick from the avian influenza vaccine (PBar5) | 8.5 (9) | 17.9 (19) | 0.0 (0) | 12.3 (13) | 57.6 (61) | 3.8 (4) |
| Cooking meat thoroughly takes so much time (PBar6) | 42.5 (45) | 50.0 (53) | 0.0 (0) | 0.0 (0) | 5.7 (6) | 1.9 (2) |
| Washing hands all the time is not practical for me, because I have to do many other things (PBar7) | 64.2 (68) | 24.5 (26) | 0.0 (0) | 0.0 (0) | 10.4 (11) | 0.9 (1) |
| My neighbouring farmer doesn't use avian influenza vaccine, so I don't use avian influenza vaccine (PBar8) | 67.0 (71) | 22.6 (24) | 0.0 (0) | 0.0 (0) | 8.5 (9) | 1.9 (2) |
| I can't wear protective gear, because they are not conducive for work (PBar9) | 68.8 (73) | 23.6 (25) | 0.0 (0) | 0.0 (0) | 6.6 (7) | 0.9 (1) |
| I don't wear protective gear because my neighbouring poultry farmers do not (PBar10) | 72.6 (77) | 18.9 (20) | 0.0 (0) | 0.0 (0) | 6.6 (7) | 1.9 (2) |
| <i>Cues to action</i> | | | | | | |
| I would receive training regarding avian influenza prevention and control, if DLS or any other organization would provide it (Cue1) | 0.9 (1) | 3.8 (4) | 0.9 (1) | 0.0 (0) | 14.2 (15) | 80.2 (85) |
| IF I | | | | | | |
| See an article in a newspaper about avian influenza, then I would read it (Cue2) | 0.0 (0) | 0.0 (0) | 0.0 (0) | 0.9 (1) | 14.2 (15) | 84.9 (90) |
| Find a program on TV about avian influenza, then I would watch it (Cue3) | 0.0 (0) | 0.9 (1) | 0.0 (0) | 0.0 (0) | 15.1 (16) | 84.0 (89) |
| Find a program on the radio about avian influenza, then I would listen to it (Cue4) | 0.0 (0) | 0.9 (1) | 0.0 (0) | 0.0 (0) | 14.2 (15) | 84.9 (90) |
| Find information about avian influenza – leaflet/brochure/billboard, etc., then I would read it (Cue5) | 0.0 (0) | 0.0 (0) | 0.0 (0) | 0.9 (1) | 16.0 (17) | 83.0 (88) |

| | SD | D | N | DK | A | SA |
|--|-------------|-------------|-------------|-------------|-------------|-------------|
| | %(n) | %(n) | %(n) | %(n) | %(n) | %(n) |
| Get invited to a meeting or campaign, etc. about avian influenza, then I would attend it (Cue6) | 0.0 (0) | 0.0 (0) | 0.0 (0) | 0.0 (0) | 15.1 (16) | 84.9 (90) |
| It is a good idea for me to talk | | | | | | |
| With local livestock officers about risks of avian influenza disease transmission between birds (Cue7) | 0.0 (0) | 0.9 (1) | 0.0 (0) | 0.0 (0) | 16.0 (17) | 83.0 (88) |
| With my family doctor about risks of disease transmission between birds and humans (Cue8) | 0.0 (0) | 0.9 (1) | 0.0 (0) | 0.9 (1) | 20.8 (22) | 77.4 (82) |
| Self-efficacy | | | | | | |
| I would | | | | | | |
| Invest in biosecurity (proper prevention & control measures) at my farm (SEff1) | 0.0 (0) | 0.0 (0) | 0.0 (0) | 0.0 (0) | 23.6 (25) | 76.4 (81) |
| Invest in avian influenza vaccination of my chickens (SEff2) | 0.0 (0) | 0.0 (0) | 0.0 (0) | 0.9 (1) | 24.5 (26) | 74.5 (79) |
| Be able to identify signs of the disease, if my chickens were infected with avian influenza (SEff3) | 7.6 (8) | 10.4 (11) | 4.7 (5) | 9.4 (10) | 27.4 (29) | 40.6 (43) |
| Inform the local livestock office, when I suspect that my chickens have avian influenza (SEff4) | 0.9 (1) | 2.8 (3) | 10.4(11) | 2.8 (3) | 35.9 (38) | 47.2 (50) |
| I could | | | | | | |
| Dispose dead birds/litter/waste properly (SEff5) | 0.0 (0) | 0.0 (0) | 0.0 (0) | 0.0 (0) | 23.6 (25) | 76.4 (81) |
| Clean & disinfect poultry house/equipment regularly (SEff6) | 0.0 (0) | 0.0 (0) | 0.0 (0) | 0.0 (0) | 25.5 (27) | 74.5 (79) |
| Wear protective gear, even if my neighbouring poultry farmers are not (SEff7) | 0.0 (0) | 0.0 (0) | 0.0 (0) | 0.0 (0) | 31.1 (33) | 68.9 (73) |
| Wash my hands with soap before and after handling chickens even if my neighbouring poultry farmers are not (SEff8) | 0.0 (0) | 0.9 (1) | 0.0 (0) | 0.0 (0) | 25.5 (27) | 73.6 (78) |

SD= Strongly Disagree, D=Disagree, N= Neither agree nor disagree, DK= Do not Know, A=Agree, SA= Strongly Agree

SUPPLEMENTARY TABLE S3 Summary statistics (percentage, number of responses) of original responses (on a 6-Point Likert scale) summarizing perceptions of commercial layer chicken farmers on the ability to implement Highly Pathogenic Avian Influenza control and prevention measures in Bangladesh.

| <i>Perceived susceptibility</i> | | | | | | |
|---|-------------|-------------|-------------|-------------|-------------|-------------|
| | SD | D | N | DK | A | SA |
| | %(n) | %(n) | %(n) | %(n) | %(n) | %(n) |
| My chickens have an increased risk of getting avian influenza/bird flu | | | | | | |
| When I don't vaccinate them (PSus1) | 0.9 (1) | 6.2 (7) | 0.9 (1) | 2.7 (3) | 42.5 (48) | 46.9 (53) |
| When I don't restrict who comes onto my farm (PSus2) | 0.0 (0) | 2.7 (3) | 0.0 (0) | 1.8 (2) | 36.3 (41) | 59.3 (67) |
| When I don't regularly clean and disinfect my farm and farm equipment (PSus3) | 0.0 (0) | 0.9 (1) | 0.0 (0) | 0.9 (1) | 33.6 (38) | 64.6 (73) |
| When I don't control wild birds/backyard poultry from entering into my poultry shed/house (PSus4) | 0.0 (0) | 1.8 (2) | 0.0 (0) | 1.8 (2) | 34.5 (39) | 62.0 (70) |
| When my workers don't wash their hands/feet/change clothes before entering poultry shed/house (PSus5) | 0.0 (0) | 0.9 (1) | 0.0 (0) | 2.7 (3) | 32.7 (37) | 63.7 (72) |
| When I don't clean and disinfect vehicles, egg trays, cages, de-beaking machine, vaccination gun, etc. before entering into my farm (PSus6) | 0.0 (0) | 2.7 (3) | 0.0 (0) | 1.8 (2) | 31.0 (35) | 64.6 (73) |
| I am at increased risk of getting avian influenza/bird flu | | | | | | |
| Because of my poultry business (PSus7) | 9.7 (11) | 14.2 (16) | 0.9 (1) | 23.0 (26) | 32.7 (37) | 19.5 (22) |
| When I don't wear protective equipment (mask, gloves, dedicated sandals/shoes, apron, etc.) during handling chickens (PSus8) | 1.8 (2) | 9.7 (11) | 0.0 (0) | 17.7 (20) | 42.5 (48) | 28.3 (32) |
| When I don't wash my hands with soap water after handling chickens (PSus9) | 0.9 (1) | 9.7 (11) | 0.0 (0) | 17.7 (20) | 26.6 (30) | 45.1 (51) |
| My family members are at increased risk of getting avian influenza/bird flu | | | | | | |
| Because of my poultry business (PSus10) | 12.4 (14) | 23.0 (26) | 0.9 (1) | 24.8 (28) | 26.6 (30) | 12.4 (14) |
| Uncooked poultry meat doesn't pose risk for getting avian influenza/bird flu (PSus11) | 29.2 (33) | 47.8 (54) | 0.0 (0) | 13.3 (15) | 8.0 (9) | 1.8 (2) |

| | SD | D | N | DK | A | SA |
|--|-------------|-------------|-------------|-------------|-------------|-------------|
| | %(n) | %(n) | %(n) | %(n) | %(n) | %(n) |
| Perceived severity | | | | | | |
| If my chickens get sick from avian influenza/bird flu | | | | | | |
| Then the illness would be very bad, and the chickens will most likely die (PSev1) | 0.0 (0) | 5.3 (6) | 0.0 (0) | 10.6 (12) | 42.5 (48) | 41.6 (47) |
| Then avian influenza could be passed to other poultry farms in my locality (PSev2) | 0.0 (0) | 4.4 (5) | 0.0 (0) | 9.7 (11) | 34.5 (39) | 51.3 (58) |
| Then avian influenza could be passed on to me (PSev3) | 7.1 (8) | 11.5 (13) | 0.0 (0) | 24.8 (28) | 29.2 (33) | 27.4 (31) |
| If my chickens get sick and die from avian influenza/bird flu | | | | | | |
| Then I will lose income (PSev4) | 0.0 (0) | 2.7 (3) | 0.0 (0) | 4.4 (5) | 15.0 (17) | 77.9 (88) |
| If I get sick from avian influenza/bird flu | | | | | | |
| Then other members in my family will get sick (PSev5) | 11.5 (13) | 23.0 (26) | 0.9 (1) | 23.9 (27) | 22.1 (25) | 18.6 (21) |
| Then I will die (PSev6) | 18.6 (21) | 29.2 (33) | 2.7 (3) | 31.0 (35) | 14.2 (16) | 4.4 (5) |
| If my family members get sick from avian influenza/bird flu | | | | | | |
| Then they will die (PSev7) | 17.7 (20) | 29.2 (33) | 2.7 (3) | 31.9 (36) | 14.2 (16) | 4.4 (5) |
| Chickens that catch avian influenza/bird flu cannot be treated (PSev8) | 10.6 (12) | 49.6 (56) | 0.0 (0) | 8.9 (10) | 18.6 (21) | 12.4 (14) |
| Perceived benefits | | | | | | |
| If I maintain biosecurity(proper prevention & control measures) in my poultry farm, then my chickens will : | | | | | | |
| Not get sick from avian influenza, and I will not lose income (PBen1) | 0.0 (0) | 6.2 (7) | 0.0 (0) | 1.8 (2) | 28.3 (32) | 63.7 (72) |
| Not get sick from avian influenza and the possibility of disease outbreaks in my locality will reduce (PBen2) | 0.9 (1) | 8.0 (9) | 0.0 (0) | 2.7 (3) | 24.8 (28) | 63.7 (72) |
| Not get sick from avian influenza as well as my family members and I will not get sick from avian influenza (PBen3) | 0.9 (1) | 15.0 (17) | 0.9 (1) | 2.7 (3) | 23.0 (26) | 57.5 (65) |
| If my chickens receive avian influenza vaccine, then they will not get sick : | | | | | | |
| And die and I will not lose income (PBen4) | 0.9 (1) | 7.1 (8) | 0.0 (0) | 0.9 (1) | 24.8 (28) | 66.4 (75) |
| And the possibility of disease outbreaks in my locality will reduce (PBen5) | 1.8 (2) | 7.1 (8) | 0.9 (1) | 0.9 (1) | 25.7 (29) | 63.7 (72) |
| From avian influenza as well as my family members and I will not get sick from avian influenza (PBen6) | 3.5 (4) | 12.4 (14) | 0.9 (1) | 6.2 (7) | 33.6 (38) | 43.4 (49) |
| Perceived barriers | | | | | | |

| | SD | D | N | DK | A | SA |
|---|-------------|-------------|-------------|-------------|-------------|-------------|
| | %(n) | %(n) | %(n) | %(n) | %(n) | %(n) |
| Maintaining biosecurity (proper prevention & control measures) is expensive (PBar1) | 36.3 (41) | 24.8 (28) | 0.0 (0) | 0.0 (0) | 30.1 (34) | 8.9 (10) |
| Vaccination of chickens for avian influenza is expensive (PBar2) | 31.0 (35) | 20.4 (23) | 0.9 (1) | 12.4 (14) | 27.4 (31) | 8.0 (9) |
| There is a shortage of quality avian influenza vaccine for chickens in Bangladesh (PBar3) | 0.9 (1) | 21.2 (24) | 0.9 (1) | 38.9 (44) | 31.9 (36) | 6.2 (7) |
| Vaccine can't protect chickens from getting avian influenza (PBar4) | 3.5 (4) | 42.5 (48) | 1.8 (2) | 8.0 (9) | 31.9 (36) | 12.4 (14) |
| My chickens may get sick from the avian influenza vaccine (PBar5) | 6.2 (7) | 18.6 (21) | 0.9 (1) | 8.9 (10) | 60.2 (68) | 5.3 (6) |
| Cooking meat thoroughly takes so much time (PBar6) | 34.5 (39) | 59.3 (67) | 0.0 (0) | 0.0 (0) | 5.3 (6) | 0.9 (1) |
| Washing hands all the time is not practical for me, because I have to do many other things (PBar7) | 62.0 (70) | 25.7 (29) | 0.0 (0) | 0.0 (0) | 12.4 (14) | 0.0 (0) |
| My neighbouring farmer doesn't use avian influenza vaccine, so I don't use avian influenza vaccine (PBar8) | 62.8 (71) | 28.3 (32) | 0.0 (0) | 0.0 (0) | 8.9 (10) | 0.0 (0) |
| I can't wear protective gear, because they are not conducive for work (PBar9) | 66.4 (75) | 23.9 (27) | 0.0 (0) | 0.0 (0) | 9.7 (11) | 0.0 (0) |
| I don't wear protective gear because my neighbouring poultry farmers do not (PBar10) | 65.5 (74) | 28.3 (32) | 0.0 (0) | 0.0 (0) | 5.3 (6) | 0.9 (1) |
| <i>Cues to action</i> | | | | | | |
| I would receive training regarding avian influenza prevention and control, if DLS or any other organization would provide it (Cue1) | 0.0 (0) | 10.6 (12) | 0.0 (0) | 0.0 (0) | 19.5 (22) | 69.9 (79) |
| If I | | | | | | |
| See an article in a newspaper about avian influenza, then I would read it (Cue2) | 0.0 (0) | 3.5 (4) | 0.9 (1) | 1.8 (2) | 20.4 (23) | 73.5 (83) |
| Find a program on TV about avian influenza, then I would watch it (Cue3) | 0.0 (0) | 0.9 (1) | 0.0 (0) | 0.0 (0) | 23.9 (27) | 75.2 (85) |
| Find a program on the radio about avian influenza, then I would listen to it (Cue4) | 0.0 (0) | 1.8 (2) | 0.0 (0) | 0.0 (0) | 23.01 (26) | 75.2 (85) |
| Find information about avian influenza – leaflet/brochure/billboard, etc., then I would read it (Cue5) | 0.0 (0) | 2.7 (3) | 0.9 (1) | 1.8 (2) | 20.4 (23) | 74.3 (84) |
| Get invited to a meeting or campaign, etc. about avian influenza, then I would attend it (Cue6) | 0.0 (0) | 1.8 (2) | 0.0 (0) | 0.9 (1) | 23.9 (27) | 73.5 (83) |
| It is a good idea for me to talk | | | | | | |

| | SD | D | N | DK | A | SA |
|--|-------------|-------------|-------------|-------------|-------------|-------------|
| | %(n) | %(n) | %(n) | %(n) | %(n) | %(n) |
| With local livestock officers about risks of avian influenza disease transmission between birds (Cue7) | 0.0 (0) | 0.0 (0) | 0.9 (1) | 0.0 (0) | 28.3 (32) | 70.8 (80) |
| With my family doctor about risks of disease transmission between birds and humans (Cue8) | 0.9 (1) | 0.0 (0) | 0.0 (0) | 0.0 (0) | 34.5 (39) | 64.6 (73) |
| Self-efficacy | | | | | | |
| I would | | | | | | |
| Invest in biosecurity (proper prevention & control measures) at my farm (SEff1) | 0.9 (1) | 0.0 (0) | 0.0 (0) | 0.0 (0) | 32.7 (37) | 66.4 (75) |
| Invest in avian influenza vaccination of my chickens (SEff2) | 0.9 (1) | 0.9 (1) | 0.0 (0) | 0.9 (1) | 31.9 (36) | 65.5 (74) |
| Be able to identify signs of the disease, if my chickens were infected with avian influenza (SEff3) | 10.6 (12) | 4.4 (5) | 0.9 (1) | 5.3 (6) | 40.7 (46) | 38.1 (43) |
| Inform the local livestock office, when I suspect that my chickens have avian influenza (SEff4) | 0.0 (0) | 6.2 (7) | 3.5 (4) | 3.5 (4) | 45.1 (51) | 41.6 (47) |
| I could | | | | | | |
| Dispose dead birds/litter/waste properly (SEff5) | 0.0 (0) | 0.0 (0) | 0.0 (0) | 0.0 (0) | 31.0 (35) | 69.0 (78) |
| Clean & disinfect poultry house/equipment regularly (SEff6) | 0.0 (0) | 0.0 (0) | 0.0 (0) | 0.0 (0) | 34.5 (39) | 65.5 (74) |
| Wear protective gear, even if my neighbouring poultry farmers are not (SEff7) | 0.9 (1) | 0.0 (0) | 0.0 (0) | 0.0 (0) | 35.4 (40) | 63.7 (72) |
| Wash my hands with soap before and after handling chickens even if my neighbouring poultry farmers are not (SEff8) | 0.9 (1) | 0.9 (1) | 0.0 (0) | 0.0 (0) | 33.6 (38) | 64.6 (73) |

SD= Strongly Disagree, D=Disagree, N= Neither agree nor disagree, DK= Do not Know, A=Agree, SA= Strongly Agree