

Why is DFID Interested in Bird Flu?

... or what your customer
wants to buy

- DFID is about poverty reduction and economic growth in developing countries
 - What's bird flu (in birds) got to do with that?
 - ✗ Zoonosis
 - ✗ GDP
 - ✗ Smallholder livelihoods
 - ✓ Avert human pandemic
 - but plenty of others there
 - not necessarily this time

So why DFID?

- Significant draw-down on development resources
 - Diversion not addition
 - Opportunity costs of preoccupation
- Potential negative impacts of prevention/control
 - Within reason
- National contributions to an international public good
 - NB most likely origin of a pandemic is elsewhere

- So difficult choices and trade-offs for developing country governments
 - And donors
- Significance of any ‘wrong’ or inappropriate policy advice / lack of evidence
- What, really, determines the infective threat to humans?

'Control at Source'

- What works? What's our advice?
- Where are the critical control points? What are the options?
 - Point of death???
- Cannot see as a wholly veterinary issue
 - Friday in Africa
- “Not a disease incursion but a shift in ecology”
 - Implications of that: cause and response

Back to what DFID wants

- To buy knowledge & advice to underpin good development
 - Not sponsorship of science *per se*
 - Methodologies only a means to an end
- *International* public good
 - Not a priority in many country programmes
 - Rules of the game set supra-nationally
 - Governance & institutional issues

- Broad-based analysis
 - Currency with contemporary approaches to causing development & change
- Sense of urgency

- Not just a veterinary matter:
 - Incentives and institutional economics
 - Social, environmental, ecological
 - Leveraging change and influence in the private sector
 - Lessons from the science of enterprise development
 - Smart incentives at critical control points
 - Bearing in mind the objective
 - Going well beyond the OIE Animal Health Code
 - What are not acceptable smallholder ‘systems’?
 - Results of unregulated development

- And veterinary solutions that reflect reality:
 - Derelict services
 - Reasons for that / not just an issue of funding
 - Under-capitalised producers
 - [Lack of] demand for biosecurity & vet public health
 - Asymmetries of information
 - Greater influence of private sector
 - Bring other sectors' successes to the vets
 - Private sector development, social marketing, changing consumer behaviour & demand, enterprise challenge funds, etc.

- Project management challenge
 - Including communication of the issues