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