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Speech 1
August 3, 2006
Persuasive Outline

Specific Goal: The specific goal is to inform the audience about the health risks from
poultry.

Proposition: Poultry present a serious health risk to people; there are established methods
that can protect people; and a pandemic can be stopped before it kills
millions of people.

Attention

- I. I noticed this morning the headline in the Los Angeles Times: “Bird Flu
Pandemic Results in Millions Dead.”
- II. Right now this is only a fantasy, but it could become real.
- III. Chicken can threaten people with the diseases they carry.
- IV. There is also the threat of bird flu which is spreading around the world.
- V. I am very interested in this issue because I saw the effect of bird flu on the Hong
Kong poultry industry.
- VI. Poultry present a serious health risk to people; there are established methods that
can protect people; and a pandemic can be stopped before it kills millions of
people.

Transition: I will start by describing some of the threats from poultry.

Body

Need:

- I. Poultry present a serious health risk to people.
 - A. Here are some of the kinds of poultry diseases.

1. "...concern and commitment...to seek out and attack E. coli, listeria, and salmonella" (Hartnett, M. August 2003. Investing in food safety: food issues take center stage with beef and poultry industry leaders going to war against pathogens. Frozen Food Age. P. 34).
2. "...the first major outbreak of E. coli O157 occurred as recently as 10 years ago" (Hartnett, M. August 2003. Investing in food safety: food issues take center stage with beef and poultry industry leaders going to war against pathogens. Frozen Food Age. P. 34).

B. The greatest threat is a new outbreak of bird flu.

1. "...avian flu has spread swiftly, landing in France, Germany, Iraq, India, Nigeria, Niger, Poland, and many other countries" (Gorman, C. March 20, 2006. Guarding the henhouse: bird flu could hit the U.S. in the next few months. Time. P. 54).

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idea

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2. "HPA1 is frequently fatal to birds and lethal to about 50% of humans who've contacted the disease by close contact with infected birds" (Gallagher, J. March 27, 2006. Feds urge companies to prepare for bird flu. Supermarket News. P. 47):
3. "...a think tank is gathering industry execs next month for a 'war game' simulation looking at potential scenarios in a U.S. pandemic" (Reyes, S. February 13, 2006. Bird flu scare spurs industry war games: IBM, Cargill examine what a U.S. pandemic would look like. Brandweek P. 6).

Transition: It is important to have solutions.

Satisfaction:

II. There are established methods that can protect people.

A. Consumers and the industry must protect against the common diseases.

1. "Proper cooking and handling of poultry products is yet another safeguard for consumers" (Lundeen, T. May 1, 2006. Steps minimize bird flu. Feedstuffs. P. 3).

Be specific

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2. "...this new facility will expand our capabilities in terms of testing, the volume of testing and many more interventions in the area of research" (Hartnett, M. August 2003. Investing in food safety: food issues take center stage with beef and poultry industry leaders going to war against pathogens. Frozen Food Age. P. 34).

B. The industry and the federal government must protect against a bird flu pandemic.

1. "The federal government last week encouraged businesses to develop plans for dealing with bird flu in the United States" (Gallagher, J. March 27, 2006. Feds urge companies to prepare for bird flu. Supermarket News. P. 47).
2. "By contrast, the 2004 outbreak...was discovered right away, and both the states and industry jumped into gear" (Gorman, C. March 20, 2006. Guarding the henhouse: bird flu could hit the U.S. in the next few months. Time. P. 54).

Transition: Thus, people should act to prevent the spread of disease.

Visualization:

III. A pandemic can be stopped before it kills millions of people.

A. Everything will be fine if we take the right steps.

1. "...he said since the risk is known, eradication efforts have been initiated, effective vaccine technologies have been developed and advance global planning is taking place" (Lundeen, T. May 1, 2006. Steps minimize bird flu. Feedstuffs. P. 3).

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2. "The National Chicken Council [is] now planning a two-mile control zone circumference around any affected flock" (Lundeen, T. May 1, 2006. Steps minimize bird flu. Feedstuffs. P. 3).

B. Millions of people could die if we delay doing what is needed.

1. "Going back to his original question of whether H5N1 will cause a pandemic, Edens noted, 'Possibly, but probably no'" (Lundeen, T. May 1, 2006. Steps minimize bird flu. Feedstuffs. P. 3).
2. "'Chisholm says, 'I just don't want to take a chance'" (Gorman, C. March 20, 2006. Guarding the Henhouse: Bird Flu could hit the U.S. in the next few months. Time. P. 54).

Transition: There should be major efforts to protect the people so that millions do not die.

Call to Action:

- I. Poultry can present a serious health risk to people, which is why people should use established methods to protect themselves; and the evidence is that a pandemic can be stopped before it kills millions of people.
- II. The last major epidemic of bird flu killed millions of people.
- III. We should take steps to protect ourselves.
 - A. We should cook all poultry products thoroughly.
 - B. Our industry must continue to guard against common diseases and bird flu.
 - C. The federal government must establish procedures to deal with any outbreak of bird flu.
- IV. Everything will be okay if everyone does their part.

Be specific

References

Gallagher, J. (March 27, 2006). Feds urge companies to prepare for bird flu.

Supermarket News. P. 47.

Gorman, C. (March 20, 2006). Guarding the Henhouse: Bird Flu could hit the U.S. in the next few months. Time. P. 54.

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Lundeen, T. (May 1, 2006). Steps minimize bird flu. Feedstuffs. P. 3.

Reyes, S. (February 13, 2006). Bird flu scare spurs industry war games: IBM, Cargill examine what a U.S. pandemic would look like. Brandweek P. 6.