

Avian Influenza (AI) Behavior Change Communication Southeast Asia

*It takes more than a village :
NGO and civil society partnerships to
educate farmers and other hard-to-
reach communities on avian influenza
prevention and control in SE Asia*

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Learning Objectives

- **Describe how working with journalists in Laos helped educate the public on AI**
 - **Understand how using an agriculture association in Cambodia helped to increase farmers' knowledge on AI prevention and control**
 - **Describe how the Vietnam Women's Union was mobilized to educate rural households on AI in 24 provinces**
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What is AED?

Academy for Educational Development

- International NGO based in Washington DC with offices in 60 countries
- 45 years' experience in health, education, communication, agriculture, environment and civil society worldwide
- www.aed.org
- www.avianflu.aed.org



AED Work on Avian Influenza Behavior Change Communication (AI BCC)

- **AI BCC** – communication support in Lao PDR, Cambodia, Vietnam (USAID)
- **AI.COMM** – BCC support in Africa, Central Asia, Middle East, South Asia (USAID)
- Participatory Action Research – Burkina Faso, Nigeria (Unicef)



AI BCC Objectives

- **Target Audience** : small backyard and small commercial poultry farmers
- **Key Behavior Changes** to prevent AI in poultry promoted :
 - ✓ *Fence poultry*
 - ✓ *Separate new poultry for 2 weeks*
 - ✓ *Separate poultry species (e.g. ducks from chickens)*
 - ✓ *Wash hands with soap before and after handling poultry*
 - ✓ *Clean yard daily to remove poultry feces*



BCC STRATEGIES : INTEGRATED

- **Build partnerships with many sectors and capacity for AI BCC**
- **Support community IPC**
- **Support entertainment education**
- **Develop and print communication materials**
- **Conduct mass media campaign**
- **Monitor and assess : research**



Importance of NGO and Civil Society Partnerships: Lao, Cambodia, Vietnam

- **Most important and credible sector after the government**
- **Complement to government development efforts**
- **Good relations with national and local governments > easy access to rural areas**
- **Extensive network which reaches large audiences nationwide**
- **Existing resources used for other development concerns**



Which Partners

- **Lao Journalists Association (LJA)** to increase AI messages through media which reach farmers
- **Centre d'Etude et de Developpement Agricole Cambodgien (CEDAC)** to train village promoters who are farmer association members to educate farmers on AI
- **Vietnam Women's Union (VWU)**, nationwide organization with 11 million members, to educate women backyard poultry farmers on AI through village union staff and women leaders



Activities : Lao

- Orientation workshops for 75 journalists and editors of print and broadcast media in cooperation with information and culture, agriculture and health ministries
- Field trips to local farms for “real life” view and interview opportunities
- Assistance in producing TV spot and documentary, radio program in magazine format and “human interest” newspaper articles



Results : Lao

- **Increase in human interest articles in print media**
- **First animated TV spot produced in Laos and TV documentary aired**
- **Two radio programs in magazine format aired**



Lesson Learned : Lao

- **Difficult for journalists to “get ahead of a story” before government confirmation since this is seen as fueling rumors. However, journalists can focus on the human interest angle which has resulted in more effective media coverage**
 - **Lao TV viewership highest for news – efforts focused on developing AI news**
 - **Support of editors critical**
 - **Broadcast journalists need skills on “how to tell a story” rather than direct reporting of facts**
 - **Additional resources like funds for tapes and travel are needed to fully cover a story**
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Activities : Cambodia

- **Training of 620 farmers to become village promoters to educate other farmers on AI**
- **One leaflet on “healthy poultry raising” integrating AI messages and one leaflet on “how to build low-cost fencing” produced and distributed to support education activities**



Results : Cambodia

- **Village promoters oriented 75,000 farmers through one-day sessions in 8 provinces**
- **274,000 people reached with AI information in 1,300 villages of which 9% of farmer households set up a model farm and adopted improved poultry raising practices for AI prevention**
- **Over 90,000 copies of leaflets distributed**



Lessons Learned : Cambodia

- **NGOs like CEDAC are a strong necessary complement to government agriculture and health offices : government officials poorly paid and usually lack sufficient funds to travel to rural areas**
- **A financial benefit is a key motivator for adopting desired behavior**
- **“Seeing is believing” : model farms are successful in motivating people to change behavior**



Activities : Vietnam

- **Planning meeting with Vietnam Women's Union national officials**
- **Training of Trainers in 24 provinces**
- **Provincial training workshops on AI communication for district and commune Union staff**
- **AI leaflet, "fencing" poster, "separation of new poultry" poster produced to support IPC activities**
- **Conduct of group discussions and club meetings on AI prevention in 24 provinces by trained union staff also attended by animal health and human health workers**
- **Monitoring**



Results : Vietnam

- **3,800+ union staff trained on AI in 24 provinces**
- **Group discussions reached 240,000 women backyard poultry farmers**
- **Village club meetings reached 58,000 Women's Union members**
- **Distributed :**
 - ✓ **8,300 "fencing" posters**
 - ✓ **8,300 "separation of new poultry" posters**
 - ✓ **1.9 million AI leaflets**
- **Monitoring reports : around half of participants in group discussions reported adopting one or more behaviors**



Results : Vietnam



Lesson Learned : Vietnam

- **VWU can reach almost every community in Vietnam**
- **Capacity building at all levels important**
- **Participatory training approaches used for learning gains (significant increase in pre-post test scores)**
- **Simple materials and focused messages needed to support IPC**
- **Group discussions effective in sharing concerns and identifying practical solutions among peers**
- **Monitoring to elicit and address problems in a timely manner important**
- **Support of local government leaders, animal and human health workers crucial to success**



Lessons Learned : Overall

- Local NGOs and civil society groups are key to success of efforts to prevent and control infectious diseases like avian influenza
- In countries with strong government systems, support from national and local government leaders key to success of communication efforts targeting grassroots
- Credible persons or good role models are necessary to effectively communicate messages



Thank you for your attention!

