

Avian Influenza (AI) Behavior Change Communication Southeast Asia

*Forging private-public partnerships to
expand the reach of avian influenza
prevention and control in Southeast
Asia*

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Learning Objectives

- **Understand the role of the private commercial sector in the fight against avian influenza**
- **Discuss the pros and cons of pursuing private public partnerships in helping prevent and control avian influenza**
- **Discuss public-private partnerships that have been initiated in Vietnam, their outcomes and obstacles faced**



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**
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Global Development Alliance (GDA) funded by USAID

- **Within AI containment strategy, GDA Secretariat given responsibility for developing public-private alliance strategy**
- **Sept 1, 2005 - Aug 31, 2006 : Secretariat activities to increase awareness of business community on economic impact of a pandemic and recruit companies to form strategic alliances to help in AI prevention and control**



GDA Secretariat achievements

- **Contacted > 80 corporations, chambers and business associations to explore interest in working with USAID on AI programs**
- **Developed private sector network in Thailand, Vietnam and Indonesia**
- **Established 4 alliances which have leveraged > \$1 M in cash and kind**
- **GDA's have private sector funding match of at least 1: 1**



Importance of private-public partnerships : Vietnam

- **With economic reforms, commercial sector gaining importance and clout**
- **Have existing resources (e.g. sales force with extensive network) which can be effectively utilized to communicate behavior changes to farmers**
- **Commercial poultry sector : have credibility with farmers on technical animal raising issues**
- **Self interest to prevent AI > AI is bad for business**



Vietnam : Avian Influenza Situation

Wave	No. provinces	No birds culled
1) Feb 2003 – Apr 2004	57	44 Million
2) Apr 2003 – Nov 2004	17	84,000
3) Dec 2004 – Apr 2005	36	1.8 Million
4) Oct 2005 – Dec 2005	24	4 Million
5) Dec 2006 – present	32	344,500



Vietnam : Avian Influenza Situation

- **Feb 2003 to Nov 2005** : around 50 million birds culled > loss of around \$281 million

- **Human cases** : 98 of which 44 deaths



Avian Influenza is bad for business

Vietnam : Negative effects of AI on commercial poultry sector

- **Decrease in poultry production by 20% yearly (254 million head in 2003 to 200 million head in 2004) whereas production normally increases by 5% per year**
- **Feed industry : decrease in production by 50% from 2003 to 2004; current increase has not kept pace with 2003 levels**



Vietnam : Success in containing Avian Influenza outbreaks

Mainly due to government efforts

- **Vaccination as cornerstone** : subsidized but government will not be able to sustain for long
- **Communication efforts key** : largely donor-driven but government needs to provide resources



Role of private sector in government AI program

- **Integrated National Operational Program for Avian and Human Influenza (OPI) 2006-2010 by Ministry of Agriculture and Rural Development and Ministry of Health (Green Book)**
- **Role of private sector not mentioned**



Private Sector Role on AI :

Supplement government resources

- **Can integrate AI messages in their sales campaigns to farmers (AI practices = correct poultry raising)**
- **Can integrate relevant AI messages in packaging of poultry products e.g. eggs, chicken, disinfectants**
- **Can support relevant farmer or consumer research**
- **Can support vet or paravet training or activities**



Workshop Content

- **Government AI program, AED KAP research and national communication activities coordinated by UN**
- **Sharing by 3 companies (feed, breeder, pharma) on what they are doing to integrate AI in their sales efforts**



- **Small group discussion on what companies can do to support government AI efforts**



Workshop Results

- **Commitment by companies to use their resources (sales agents) to inform farmers about AI prevention in poultry**
 - **Request by companies for technical assistance e.g., developing messages, training of trainers to integrate AI messages in sales, prototype materials**
 - **Resolution sent to National Steering Committee for government to involve private sector in fight vs AI**
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Results : VIPA

- **International Poultry Council (IPC) President attended the Hanoi workshop. As a result, IPC funded VIPA to conduct workshops for poultry companies on correct poultry raising which integrate AI prevention messages (Nov 2007 - Hanoi and HCMC)**



Lessons Learned

- **Private sector has strong self-interest in fighting AI**
- **Efforts needed to strengthen collaboration between government and private sector**
- **Companies need technical assistance so they can use their own resources to integrate AI in sales spiels, packaging of products, printing of materials for farmers**
- **Use of credible professional poultry sector association like VIPA can reach many private companies within a short time frame**



Lessons Learned

- **Need for partnerships with another level of private sector – private vets and paravets who are in direct contact with farmers to enable them to provide technical support to farmers on AI**



Thank you for your attention!

