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**AI.COMM** AVIAN INFLUENZA  
PROJECT

# AVIAN INFLUENZA

**The importance of advocating for avian influenza preparedness in  
Africa and Southeast Asia**

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AED  
November 5, 2007**

# Advocacy for Avian Influenza

*Advocacy is the effort to change public perception and influence policy decisions and funding priorities.....*

# Why Advocacy for Avian Influenza?

- Create an enabling environment
  - Encourage interest and understanding of the threat
  - Designate resources to prevention
  - Identify constituencies for AI activities
  - Institute surveillance and reporting systems
  - In the case of an outbreak, initiate rapid response activities
  - Contain rumors and misconceptions

# BARRIERS TO PREVENTION AND RAPID CONTAINMENT ACTIVITIES

- Governments consider H5N1 still as an animal health disease not human public health threat
- Competing attention of greater public health issues, i.e., malaria, TB, HIV
- Lack of interest non-outbreak countries
- Low risk perception
- Multiple behaviors and messages related to AI
- Epidemiology not definitive
- Behaviors among traders and consumers
- Loss of poultry market in country

# CHALLENGES AND GAPS - BEHAVIORAL ISSUES

## Wet Market Issues:

PPE, Hygiene, House wives'  
Buying Habits



## Market Traders Issues:

Hygiene, 5 Meter Sitting Distance Policy  
?/Species Market Segregation?



# Who to Advocate to?

- ❑ **Policy makers:** national/regional/local leaders, village leaders, traditional leaders, religious figures, businesses, civil society (INGO and NGO), funding organizations
- ❑ **Publics** who can mobilize to influence policy makers
- ❑ **Media** to educate and influence public agenda

# Developing and Advocacy Effort

1. Identify the Specific Advocacy Issue and Potential Solutions
2. Select Advocacy Audiences
3. Gather Information on What your Audience Thinks
4. Develop Advocacy Messages to Frame Your Actions
5. Select Advocacy Tactics and Tools
6. Develop Partnerships to Gain Support for your Actions
7. Mobilize Resources
8. Monitor and Evaluate

# Briefing the Media in an Outbreak Situation: Togo

- ❑ **Issue:** Media provide factual, non-sensational reporting on virus outbreaks
- ❑ **Audience:** Print and Radio Journalists
- ❑ **Solution:** Media briefings in Capital, outside capital and ongoing follow up with media
- ❑ **Gather Information on What your Audience Thinks:** Rapid assessment of media coverage
- ❑ **Information for media:** outbreak messages, veterinarian and human health doctor
- ❑ **Tools and Tactics:** Radio program competition, story writing assistance
- ❑ **Partnerships:** Ministry of Animal Health and Agriculture, AVSF, US Embassy
- ❑ **Monitor:** Content analysis



# **TOGO MEDIA ORIENTATION**



## **Briefing of Journalists on Avian Influenza**

**“Acquiring knowledge, in order to take action”**

# Togo: Media Workshop



# Togo: Media Workshop



# Togo: Media Workshop



# Developing an Advocacy Effort: Laos Women's Group

- **Issue:** create an enabling environment for preventative actions to H5N1
- **Solution:** Engage powerful organization with extensive reach in Lao
  - Build Technical Capacity of LWU
  - Implement outreach
  - Collaboration with Ministries and International Organizations
- **Select Advocacy Audiences:** Laos Women's Union

# Developing an Advocacy Effort: Laos Women's Group (continued)

- **Gather Information on What your Audience Thinks**
  - Active at all levels from National to commune level ( rural backyard farmers)
  - Many of the women also commune leaders/decision makers
- **Select Advocacy Tactics and Tools**
  - Workshop with membership to plan interventions
- **Develop Partnerships to Gain Support for your Actions**
  - Work with partners at Ministry and other International organizations
- **Monitor and Evaluate**
  - Activities in the communities, partners signed on for activities

# LAO WOMENS GROUP



# LAO WOMENS GROUP





# LAO WOMENS GROUP



# LAO WOMENS GROUP



# Summary

- ❑ Identify “early acceptors” to take ownership of the issue ( private sector)
- ❑ Critical mass organizing to address AI
- ❑ Level of advocacy varies by countries and extent of the outbreak
- ❑ Governments don’t want to and don’t know how to deal with the issue
- ❑ Need to frame the issue correctly for audiences