RESEARCH SUMMARY

Title: **Vietnam Country Report**

Study location: **Four provinces in Vietnam – Nam Dinh, Thai Binh, Nghe An, and Hau Giang**

Study dates: **June 2008 (preparation date)**

Introduction

This research summary pulls together the findings from two related reports on information drawn from the four provinces in Vietnam. In response to the need for Avian Influenza (AI) prevention, AED is planning to conduct behavioural change communication activities in Vietnam, Cambodia and Laos, mainly targeted to backyard poultry farmers and small commercial poultry farmers. Research was needed to gain insight and information for developing communication strategy, and to establish baseline measures for a number of pre-determined indicators. A qualitative assessment focused on the extent to which AI is a concern to poultry farmers and other stakeholders. A quantitative report focused on KAP (Knowledge, Attitude, Practice) indicators and setting a baseline by which future communication efforts can be assessed.

Objectives:

- To highlight main concerns about AI as well as knowledge gaps.
- To map results in terms of behavioral change process.
- To determine extent of behavior compliance in relation to specific KAP indicators.
- To determine main barriers to AI prevention.
- To gain an insight into effectiveness of current AI initiatives and establish a benchmark by which future programs can be assessed.
- To determine how people best can gain access to information about AI.

Methodology:
The research design consisted of door-to-door surveying using a structured questionnaire with farmers in sectors 3 and 4, as well as face-to-face interviews with specified farmers and with the following stakeholders:

- Central Government Officials (GOs)
- Village / Opinion Leaders
- Animal Health Worker (district level)
- Animal Health Worker (local level)
- Human Health Worker (district level)
- Human Health Worker (local level)
- NGO’s / Media

Key findings

Quantitative Portion:

- Awareness of AI and related programs is overwhelming, at nearly 100%.
- Knowledge about AI symptoms in humans is limited to fever, with little awareness about other symptoms.

- Knowledge and attitude is relatively high regarding reporting AI to the correct institution and taking a victim to a health facility.
- Overall there is significantly lower knowledge about AI amongst Sector 4 farmers, especially in recognizing symptoms in humans.
- The emphasis and provision of vaccinations may have created a false sense of security, as it is the only preventative action considered by most, and leads to the neglect of other, simple preventative actions and a certain carelessness.
- Generally, compliance with protective actions is low for sector 4 farmers, but they take more action to protect themselves than they do to protect the poultry itself.
- TV has very high penetration, and should be considered the main media. Vietnamese farmers mainly watch and listen to news programming.
- Barriers among both Sector 3 and Sector 4 farmers:
    - Money is not a large barrier, compared to awareness and attitude. The one exception is vaccinations, which have a relatively higher cost barrier for Sector 3 farmers, and a very high barrier for Sector 4 farmers.
    - Inconvenience is a bigger barrier to protecting poultry than money. Some activities that farmers can afford – building pens or fences, and separating ducks and chickens – are perceived to be too much of an effort. Hand washing and changing clothes may also be perceived as a hassle.
    - Building knowledge and changing beliefs regarding human protection is a significant challenge.

Qualitative Portion:

- Overall disparity farmers concerns and stakeholder beliefs about them.
- Stakeholders believe either that their job is done (distributing memos and official messages), and that the community is keenly aware of issues and necessary actions, or that it is not their role/jurisdiction to get more involved.
- Among beneficiaries, smaller farmers are much less likely to see AI as an issue of concern for them.
- There is a lack of spontaneous or deep-felt concern about AI, except in locations where exposure has occurred.
- The most articulated concern related to AI is an economic one. Money is also the most urgent concern among all farmers across the provinces. Health concerns are less urgent to them.
- There is a lack of understanding of the range of symptoms in both animals and humans, and a lack of necessary precautions.
- There is a myth that AI is unlikely to happen to oneself.
- Although farmers understand that AI can spread to humans and cause swift death, most do not understand the symptoms of AI in humans.
- Health workers are close to inhabitants and key persons in efforts to raise awareness.
- There is a need for a stronger campaign with stronger messages to raise concern about AI among sectors 3 & 4.
- Strong messages about keeping environment hygienic resonate with farmers.

Recommendations

- Generate higher level of personal concern that translates into a more proactive and preventative stance.
- Messages related to economic concerns may be impactful/an entry route.

- Emphasize the potential impact to humans and symptoms of AI in humans.
- Encourage stakeholders to take a more active approach at the local level through home visits.
- Bring AI knowledge to school so farmer's children will help deliver the messages to the parents.
- Leverage impact of health workers
- NGOs and media can help raise awareness.
- Behavioral communication needs to go beyond vaccinations and educate farmers about simple actions to take to protect both their poultry and humans.
- Messages should be developed to increase involvement and make a clear link between AI prevention and loss of income.
- Focus on behavior that is simple to implement.
- Use television to deliver messages, especially PSAs and other announcements during news.