

Avian Influenza Behaviour Change

Vietnam, country report

Qualitative Findings

Prepared for
AED

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June 2008



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Background



- The U.S. Agency for International Development has awarded AED a global Task Order to conduct behavior change communications activities on avian influenza prevention and containment as well as human pandemic. Target audiences of these communication activities are small rural backyard poultry farmers (Sector 4), small commercial poultry farmers (Sector 3), and commercial farmers and poultry processors (Sector 2), consumers of poultry, and business officials and other stakeholders, and health and veterinary staffs.
- TNS has been commissioned to conduct qualitative and quantitative research in three countries – Vietnam, Cambodia, and Lao – among rural and dense urban backyard farmers (sector 4); market vendors and poultry sellers and poultry growers (Sector 3); and stakeholders in the public and private sector; and NGO's and Media workers that are critical to the containment and prevention of HPAI (high pathogenic avian influenza)

- **Exploratory qualitative research was the most suitable research for this phase of the research**
 - Qualitative in-depth interviews
 - Conducted with specified farmers as well as the following stakeholders:
 - Central Government Officials (GO's)
 - 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

- **The qualitative phase was conducted in all 3 countries in 3 different provinces (at the district and local level) per country**
 - Vietnam: Nam Dinh, Nghe An and Hau Giang
 - Cambodia: Kandal, Pursat, and Kampot
 - And Laos: Champasack, Savannakhet, and Vientiane

Sample split – Vietnam

35 Qualitative IDIs in total

Key Informants	Nam Dinh	Nghe An	Hau Giang	Total
Backyard poultry farmers	3	3	3	9
Small commercial poultry farmers	3	3	3	9
Central government officials	1	1	1	3
Village/opinion leaders	2	2	2	6
Animal health worker (district level)	1			1
Animal health workers (local level)		1	1	2
Human health worker (district level)		1		1
Human health workers (local level)	1		1	2
NGO		1		1
Media			1	1
Total	11	12	12	35

Summary

Summary (1)

- Overall we see a disparity between Stakeholders and beneficiaries
- From the Stakeholders there is a belief that either their job is done (distributing memo's and official messages) and they think the community are keenly aware of the issues and necessary actions, or it is not their role/jurisdiction to get more involved
- Within the Beneficiaries, backyard poultry farmers are much less likely to see AI as an issue that concerns them. They feel AI only concerns those with many poultry.
- People are more concerned about AI where exposure to AI has occurred, however there is a general lack of spontaneous or deep-felt concern about AI: other issues are topical- food safety, personal illnesses (uncontrollable ones like cancer and respiratory)
- The most articulated concern related to AI is an economic one and the understanding of the range of symptoms in both animals and humans and the necessary precautions is lacking
- It certainly appears essential to bust the myth that AI is not likely to happen to oneself (especially for small backyard farmers) and to generate a much higher level of personal concern that translates in to a more proactive and preventative behavior (beyond vaccinations)

Summary (2)

- Can messages related to economics be impactful/an entry route? I.e. Farmers need to prevent AI because they want to protect their income more than their health
 - Understand if their poultry catch AI, then they will lose a lot of money
 - They lose the poultry - lose the capital
 - A family member has to go to hospital – lose time and income
 - They have to buy new poultry
 - And understand AI can spread to humans and lead to death very fast
 - Lose money to take the people to hospital
 - Lose time to take care of them
 - And more seriously, they may lose their family member / or they may die
 - Even though they understand that AI can spread to humans, most do not understand the symptoms of AI in humans
 - The only information they are aware of is “AI in humans will lead to death”
 - Thus this needs to be more communicated in a more realistic fashion
- Stakeholders see the importance of preventing AI
 - It is one of their roles → if AI happens in their areas, it will cause much trouble to them
 - To them, people in the community need to report every single issue relating to AI/ poultry to the government so that they can take a good care of it; this currently seems a fairly passive stand point; can this be activated to be more proactive?

Additional suggestions to be considered which relate back to farmers concerns are:

- Bringing AI knowledge to school will help as farmer's children will help to share it to the parents
- Stakeholders seem to be quite passive in helping people with their concerns. This group can be effectively used at the local level however to carry out home visits to educate more about AI in relation to the needs and concerns of inhabitants and potentially to impact further
- Health workers are closer to inhabitants through taking care of their health. They are key persons to raise awareness for people
- They are involved but not in children's/family's education so not impacting beyond an impact through their treatment. Could this be leveraged further?
- NGOs and Media can help in term of raising awareness.
- There is a need for a more impactful campaign with stronger messages to communicate AI to sector 3&4 as whilst they are aware, they are not concerned enough
- Strong messages for farmers to be more careful of keeping their environment hygienic resonate
 - There are other health issues (personal ones) growing in concern for our target audiences, such as cancer
 - Lung problems are also associated with AI
 - And farmers appear to need to understand more about food poison and safe farming
 - Are there any triggers here or issues to align to?

Main Findings



Understanding the Target Audience

Backyard and Small Commercial Poultry Farmers (1)

Understanding their lives and their profiles

■ **Multi-generation family structure**

- Normally grand-parents, parents and children
 - Ca. 4-10 people live in each household

■ **Most homes are equipped with basic media home appliances such as TV, radio**

- Tend to watch TV everyday / every night
 - Beside some commercial programs they (especially males) listen to world news every day on VTV1/ VTV3

■ **They are all trying their best to earn as much money as they can (based on what they have i.e. capital to invest, area of cultivation/ cultivated surface)**

■ **Belief that money will help them to take better care of their family**

- Ensure family hygiene
- Go for a medical examination if needed
- Children to finish secondary school at least
- When there's a sick person in the family, all people in the family will take care of that person

■ **Beside raising poultry**

- Most of them raise chickens, ducks, only some raise geese
 - Backyard farmers only raise poultry for themselves to consume
 - Small Commercials sell poultry and both small commercial and backyard farmers usually grow plants, fruit trees, raise fish...

Backyard and Small Commercial Poultry Farmer(2)

Understanding their lives and their profiles

■ **Some key differences btw Backyard and Small Commercial Poultry Farmers**

- Not major differences between backyard and small commercial poultry farmers in terms of family structure and life in general; only few differences were found
 - Backyard farmers do not have much poultry and animals in their farm while small commercial farmers have more
 - Backyard farmers are poorer than small commercial farmers
 - Small commercial farmers have higher quality of living standards

■ **Some key differences btw provinces**

- Farmers in Nghe An and Nam Dinh are more knowledgeable and concerned about AI while in Hau Giang they also know about AI, but they think that AI is over, and the only thing they can do to prevent AI is to vaccinate their poultry...
- Due to the outbreak that occurred in Nghe An and provinces near to Nam Dinh province Nghe An and Nam Dinh view the problem more seriously
- It is easier in Hau Giang to earn money and take care of the family while in Nghe An and Nam Dinh it is not, this is due to adverse weather in these provinces
- Therefore, the life of Nghe An and Nam Dinh farmers is comparatively harder

Overall Concerns in Life

In order of ranking:

- Funds and income
- Education of children
- Employment of children
- Healthcare
- Safe food
- Environment

- **The top concern of all farmers across the provinces is earning money to take care of the family → top priority and of most urgency**
 - Without money they can do nothing
 - Without money they cannot take good care of the family
 - Food and clothes considered as basic needs for these people
 - Without money their kids cannot go to school → they have no knowledge → cannot improve life
- **This concern is even stronger in Nghe An and Nam Dinh where they receive the strong impact of harsh weather and where they (both backyard and small commercial farmers) used to suffer from starvation**
- **Also important is children's education because to all it seems that this is the only way to improve life**
- **Health concerns come later at 4th position – this concern is mostly from an economic point of view**
 - i.e. Lose money / time to take care of sick people

Poultry Farmers – Overall concerns in life (1)

Ranking	Overall Concerns	Reasons	Key differences amongst	
			Backyard poultry farmers	Small commercial poultry farmers
1	Funds and Income	Income shows how much they earn each month, it's a basic factor of their life	Income indicates how much they earn each month, it's a basic factor of their life	Funds dictate how much money is available for them to invest to their small business and identifies the size of their business
2	Children's education	Children's education is one of the top of mind concerns. Because for them, high education of children can change their parent's lives	They tend to not take it seriously. They think that Secondary school level is enough for their children → tend to be resigned to their fate	More serious → believe education of the child will help to change their life
3	Employment of their children	Employment of their children shows how independent their sons/daughters are	There's not much difference between these two sectors	

Poultry Farmers – Overall concerns in life (2)


Ranking	<u>Overall Concerns</u>	Reasons	Key differences amongst	
			Backyard poultry farmers	Small commercial poultry farmers
4	Healthcare	Most farmers realize that if something happened to the health of their family, they will lose money, lose time spent in the hospital	It's important but not a higher priority than earning money i.e. more <i>'wait till it happens'</i>	Higher level of importance. Loss of health = loss of time and money. Must take care of their family's health
5	Safe Food	Nowadays, there's a lot of awareness about food problems on TV, Media. If there's a person in the family who gets food poisoning, they will lose money, time, etc.	No differences between the two sectors	
6	Environment	Environmental hygiene (lack of) is the main factor causing any problems to their health..	No difference- both Backyard and Small Commercial Poultry Farmers are very concerned about it, and take it seriously in order to prevent an outbreak	

What & how stakeholders think of farmers' concerns in life (1)

Some key differences amongst sectors

■ Government Officials list of the people's key concerns are:

1. Tax policy of the Government
2. Funds to invest
3. Epidemic diseases
4. Employment
5. **Income**
6. Prices
7. Consumer market
8. **Children's education**
9. Agriculture
10. Animal breeding
11. Environment sanitation
12. Technical

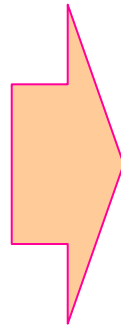
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- **GO's** perspective on farmer's overall concerns is out of line with farmers
 - Farmers overall concerns are more 'basic' with the priorities being day to day income and their children, who represent the future

What & how stakeholders think of farmers' concerns in life (2)

Some key differences amongst sectors

■ Non-Government Organization (NGO)

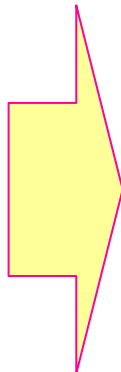
- Inhabitants' income



We only talked to one NGO. In his opinion, the biggest concern of farmers is their **Income**. In general, the quality of life of farmers is very low; much lower than the Average National Income. Therefore, other factors are not of their concern, including healthcare.

■ Media

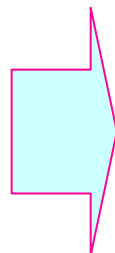
- Food & clothes
- Children's education
- **Income**
- Healthcare
- Safety and other social problems



Media is in contact with citizens through interviews: they understand the top concerns of farmers are basic materials for life.

■ Doctors & Health workers

- Healthcare
- **Income**
- Children's education



Doctors/health workers work in the field of healthcare. Only when farmers have problems with their health, they will come to them. Whilst they incorrectly prioritize healthcare in the number 1 position for farmers, they are correct about the priorities of income and children's education

What & how stakeholders think of farmers' concerns in life (3)

Some key differences amongst sectors

■ Veterinarians/animal health workers

1. Animal breeding techniques
2. Cost of living / inflation
3. Environmental sanitation
4. **Income**
5. Government support
6. Healthcare
7. **Children's Education**
8. Natural calamities
9. Epidemic diseases
10. Consumer market
11. Safety

Those who work in the field of animal healthcare believe animal breeding techniques to be number 1 priority for farmers

Beyond this they are in sync with some of the farmers priority concerns although overall they seem to feel farmer's concerns are broader than they are in reality

What Stakeholders Do to Take Care of Farmers' Concerns

	What do they do to help
Government <ol style="list-style-type: none"> 1. Tax policy 2. Funds to invest 3. Epidemic diseases 4. Employment 	<p>They do not have the right to decide in order to change the policy or strategy of the Government for these concerns</p>
Health workers <ol style="list-style-type: none"> 1. Healthcare 2. Income 3. Children's education 	<p>Health care and treatment</p> <p>Outbreak prevention</p> <p>Vaccination</p> <p>There's no roles for Health workers to be involved in education</p>
NGO and Media <ol style="list-style-type: none"> 1. Employment 2. Income 3. Agriculture technique 	<p>Raising awareness</p> <p>Have strong impact on what they do</p> <p>Consult farmers and inhabitants</p>

Health Concerns

Poultry Farmers - Health concerns (1)

Ranking	Health Concerns	Reasons	Key differences amongst	
			Backyard poultry farmers	Small commercial poultry farmers
1	Avian Influenza (AI)	Recently government communicates a lot about AI, so they get concerned about it in general, furthermore, they know that it can effect their health and their family's health in general, thus can kill them if they suffer from AI	No cross difference between these two sectors because both concerned about AI, but not to a high level. They think it is more feasible to happen in the bigger farmers size not small like them	
2	Older persons' healthcare	Following social custom, younger persons tend to be more concerned about older persons' health. It's the way to show their respect to their parents	No cross differences between those sectors	
3	Other kinds of Epidemics (i.e. Blue ear disease)	There are a lot of TV and Media programs that generate awareness about many kinds of Epidemic's, therefore, farmers are concerned about it, and they know if they suffer from those epidemics, they will lose money, lose time and they may die.	No cross differences between those sectors	

Poultry Farmers - Health concerns (2)

Ranking	Health Concerns	Reasons	Key differences amongst	
			Backyard poultry farmers	Small commercial poultry farmers
4	Environmental sanitation	Farmers knows that environmental sanitation is an important factor that directly impacts their health condition	No cross differences	
5	Cancer	There seems to be a number of people who suffer from cancers. And those numbers seem to be increasing. It is known that even Cancer will not kill people as fast as an epidemic however	No cross differences	
6	Lung diseases	Recently, the air in rural areas is more and more polluted with the growing number of insecticide use and other kinds of harmful chemicals. Therefore, there are more problems with farmers' lungs	No cross differences	

Poultry Farmers - Health concerns (3)

Ranking	Health Concerns	Reasons	Key differences amongst	
			Backyard poultry farmers	Small commercial poultry farmers
7	Food poisoning	TV and Media are strongly warning people about food poisons from applying too much harmful chemicals in Agricultural farming	Farmers in this sector are not too much concerned with this problem, due to their way of farming: Self-produce, self-provide. (tự cung-tự cấp)	Farmers in this sector are a bit worried about this problem. They need to apply harmful chemicals sometimes into their field in order to sell good looking products.
8	HIV/AIDS	HIV/AIDS awareness comes from many kinds of Media: TV, Newspapers, Radio... for decades. Farmers are concerned about it following the growing numbers of drugs and 'social evils' in rural areas	No difference	

Farmers key health concerns – Stakeholders

■ Government Officers

1. AI
2. Food Poison
3. Epidemics
4. Environmental pollution
5. Cancer
6. Environmental sanitation

■ NGOs & Media

1. AI
2. Epidemic
3. Food poison
4. Environment

■ Veterinarians & Animal workers

1. Epidemics
2. Living Environment
3. Employment policy

■ Doctors & Health workers

1. Medical prevention
2. Cancer
3. Pneumonia
4. Digestion system problems

Whilst none of the stakeholders are completely in sync with the farmers concerns, there is commonality of understanding of the key concern of some common issues such as AI (GO's, NGO's), epidemics (most), environment (most)

It is the doctors and health workers who seem the most different

AI Understanding

AI is not a deeply felt spontaneous health concern of all farmers

A threat in itself when people do not perceive the issue seriously

- **While awareness of the term AI is high, most of them show low understanding of AI**
 - They think that by just raising a small number of poultry, they are less susceptible to an AI outbreak
 - There was also from one farmer the belief that AI could occur in any animal with hair; an example of the mixed range of knowledge/a level of misunderstanding that exists
 - Some small scale farmers also believe an outbreak is when 5-6 poultry die
- **When farmers are prompted about AI, all of them show they are highly concerned about it, but with further probing this concern appears general**
 - AI is ranked under greater concerns such as earning money; educating their children.
 - The greater worry about AI appears financial/return on investment of their poultry, ie. if their poultry suffer from AI, then they lose money; cannot earn as much money from their poultry anymore

People have low knowledge about AI via symptoms

Information from Government through current campaigns does not play a role

- Only a few can recall some symptoms of AI happening in poultry, most from Nghe An and Nam Dinh.
- The range of below symptoms are from all farmers (means not all are aware)
 - Poultry have a very short neck (Rụt cổ)
 - Ruffle up its feathers (Xù lông)
 - White fecal matter (phân trắng)
 - Edema neck (cổ phù)
 - Do not want to eat
 - Drink more
 - Beak is down to the feet.
 - Chicken move by wings
 - Hard to breathe
 - Poultry looks sad, inactive
- In Hau Giang only these issues were mentioned...
 - Cannot walk
 - Have a very short neck or bandy neck...

They do not pay serious attention to read all the information that the government has given to them therefore they don't understand the symptoms properly

A serious knowledge gap:

Farmers don't know how their poultry can catch AI

- The only information they are aware of is that the infection comes through the respiratory system in humans
- There is low awareness on how AI in birds is transmitted:
 - **Some don't know how poultry can catch AI**
- Most of them think that by buying vaccinated poultry, they have already taken care of the safest way to keep their poultry free of AI
- After purchase, they tend to put new poultry into the same cage as existing stock, and provide them with the same food
- Only a few said that they will separate the sick poultry when noticing any symptoms of sickness (any disease)

Most concerned about AI and see the consequences of AI *... but at low health conscious level, rather economic*

- Spontaneously their concerns are more about the **negative effect to the family's economic status** rather than health:
 - Have to destroy all poultry on the farm → **lose money**
 - Bad effect on the health of the family → have to go to the hospital → lose time, **lose money**
 - Have to vaccinate poultry, and re-structure poultry-coops → **lose money** and time

Ranking AI with other overall concerns at the end with prompting

Farmers in Nam Dinh and Hau Giang seem not concerned that much about AI, they think that it's a duty of Government. They believe in the AI prevention strategy of the Government

Due to the AI outbreak in Nghe An years ago, farmers in Nghe An are still concerned about the bad effects of AI

Level of concern ↑

- | | | |
|------------------------|-----------------------------|------------------------------|
| ● Income | ● AI | ● Income |
| ● Disease Prevention | ● Income | ● Happiness |
| ● Food Poison | ● Children's education | ● AI |
| ● AI | ● Social Custom | ● Healthcare to older people |
| ● Children's education | ● Food & dress | ● Children |
| ● Food & clothes | ● Food poison | ● Nutrition |
| ● Employment | ● Cost of living/ inflation | ● Food & dress |
| ● Government policy | | ● Social custom |
| ● Social culture | | ● Safety |

Nam Dinh

Nghe An

Hau Giang

Location →

AI understanding – Amongst Poultry Farmers

Only few have been faced with an outbreak of AI

- **There was an outbreak in Nghe An**
 - “2-3 years ago”
- **They have contacted**
 - Media
 - Government officers
 - Health-workers and doctors
 - Veterinarians
- **The key actions taken**
 - Destroyed all poultry within a radius of 5 kilometers
 - (However, some mentioned other farmers threw the sick poultry in the river)
 - Vaccinated other poultry in the province, spread powdered lime on all farms twice a year
 - Isolated areas affected by AI
 - Raising awareness to inhabitants in the district
- **From that event farmers understand more about AI, are careful in the way of raising poultry, and keep the environment cleaner**

List of key reasons **to be concerned** and key reasons for not being concerned about AI

■ **Keys reasons to be concerned about AI**

- Effects their life and family's economic status
- Poultry will die in groups → lose big money
- AI can spread to humans and lead to death
- Be updated about AI

- **Farmers can come up with few good reasons to be concerned about AI**
- **Primarily the economic impact is mentioned due to the fact that people are very poor**

List of reasons to be concerned and reasons for not being concerned about AI

■ **Key reasons not to be concerned about AI**

- Not considered important
- AI is not a serious disease
- Don't know much about AI
- Raise few poultry
- Are not in contact with poultry which already has caught AI; i.e belief that buying vaccinated poultry solves the problem
- Cannot spread to human
- Do not live near to poultry cage
- Believe that they can control AI themselves

■ **However, they find more reasons not to be concerned**

- **Fundamentally...they are unconvinced, do not know enough about it or do not see it as relevant to them either because they raise few poultry/do not live near the cage or because they believe they have already (through vaccination) or could handle it themselves**
- **There is also a lack of belief that AI can pass to humans**

- **All stakeholders show their clear understanding about AI**
 - Can clearly indicate symptoms
 - All understand that birds carry the disease from province to province, from country to country
 - And all clearly understand that AI can spread to humans and that AI can lead to death very fast

- **They are confident that they have delivered all the materials from the higher government level to the community, so they believe that everyone is clearly aware of AI and their job is done**

Prevention & Response

- In reviewing the preventative measures with farmers we find differences across provinces, (these are detailed in the appendix), with the following themes found:
- In Hau Giang and Nghe An there's no suggestion from farmers as to what would help them to do things to prevent AI and they are unable to delineate between those who would do something about AI and those who would not
 - This was the case in all countries- that respondents struggled with this exercise and gave little response
 - The only suggestions are related to money/facilities support from the Government
 - **Support that farmers suggest are basic needs of their life and their farms**
- The level of concern and action on preventing AI is also based on the size of their poultry farms, thus this needs to be taken in to consideration for a behaviour change strategy

Stakeholder Roles

Central Government Officials and Village / Opinion Leaders

Key understanding about their roles

- In general, central government officials and village / opinion leaders *indicate* that they take good care of their people in their community
- These are some areas that they focus on:
 - **Follow up if there is any epidemic diseases if it happens in their community or near by**
 - Make sure they send the report about updating the situation to higher level on time (if there is any outbreak)
 - **Raising awareness about environmental sanitation, security**
 - Send out the leaflets/ announcements form ... if there is any campaign from government
 - **Solve social disputes between families in the commune**
 - More applicable to the opinion leaders, because he/she lives inside the community and can have a stronger impact on people
 - When the problem becomes bigger, he/she may bring it up to higher level (central government)
 - However, it just happens if the issue is considered a serious issue which may effect the order or security of the community
 - **Guide people on breeding and planting**
 - Providing some key theory about which plants to grow and what kind of variety to choose for greater productivity
 - Hold some training about it in co-operation with NGOs

Central Government Officials and Village / Opinion Leaders

Key differences between central government official and village leaders

■ Central Government Official (GO's)

- **Tend to make more “powerful” decisions**
 - Wider impact
- **Closer to Government strategies and policy; proactive in the changing of policy or strategies of the Government**
 - To be more applicable in their own community

■ Village Leaders

- **More implementation than decision making**
 - Support local areas following to National Central Government Officials
- **Closer to inhabitants**
 - Understand more about local issues
 - People come directly to them and ask for advice/ give complaints (if have)
 - Easier to come and help inhabitants to fix their problems
 - Physically closer to the inhabitants

Central Government Officials and Village / Opinion Leaders

Key differences between provinces

- In general, the role of GOs structure is powerful all over the country
- However, it appears more flexible in the South
 - i.e. it's not easy to announce the outbreak to the community because GOs have to wait for the decision from higher level
 - however people from the committee in the South seem to respond more quickly to any problem of their inhabitants

Doctors and Village Health Workers

Key understanding about their roles

District level

- **Doctors working in district clinics usually take care of district inhabitants' health; if people have a serious problem they cannot take care of, they will be sent to provincial or Central hospitals**
- **Local clinics in cooperation with the Agriculture Chamber publish technical documents; send them to districts in order to inform local areas about vaccination programs/ inoculation, epidemic prevention (ve sinh dich te)**
 - Inform local families via local media, leaflets and home visits
- **Health chambers (one kind of Government Organization which mainly work as Administration Agency)**
 - Belong to District's People Committee (It's Government structure in Vietnam, There's People Committee in Communes, districts, Province levels. The main task of those Organizations is to take care of local inhabitants)
 - Take care of the health of people in district, following to the Government's strategies: consult to Health Workers the way of taking care of inhabitants' health, comment on Central Government's strategy about Public Health
 - Do not examine and treat medically
- **Specialist clinics**
 - Epidemic prevention to whole district
 - Specialist examination and medical treatment.

Commune Level

- **Village Health workers (not doctors):**
 - usually take care of commune inhabitants' health in early stages of common sicknesses
 - Take care of pregnant women, guide them the way to take care of their infants
 - Vaccinations
 - Environmental sanitation

Animal Workers - Veterinarians

Key understanding about their roles

District level

- Control slaughter at abattoir (Kiểm soát giết mổ tại lò)
- Issue a permit to farm houses (in order to have permission to sell animal products)
- Animal selling checking in markets
- In cooperation with traffic officers, control the quality of health of animals/poultry those exported/ imported
- Lead officers to: consult, vaccinate against epidemic for animals and poultry
- More working on documentation and Administration
 - ...advice for People's Committee at District level
 - ...supervise and inspect if there are epidemic diseases

Commune Level

- They are commune cooperators in communes
- Their tasks are closer to commune inhabitants:
 - Vaccination to animals
 - Home visits
 - Consult farmers about preventing epidemics for animals and poultry
 - Antidotal (tiêu độc) and sterilize (khử trùng)

BUT: There is a feeling that dealing with the government is very complicated on the one side and that they get insufficient support

Communication – Stakeholders

- **There are no specific campaigns or other initiatives to farmers recalled spontaneously by stakeholders across levels and provinces**
- **The Government Officers apply the current general methods which are received from higher levels, including**
 - Sending leaflets / brochures to educate people about AI in general
 - Hold some training courses about AI general understanding (i.e: AI definition, the way to prevent AI, the way to contact those with responsibility in the community)
 - Provide training to village leaders levels and GOs with responsibility to train local people
 - Report / update information via loudspeakers (village level) to inform everyone about AI
 - However, it seems this latter is an out-of-date method to approach people because they “don’t pay much attention to this and feel annoyed by the noise”
- **Stakeholders suggest some general messages including ...**
 - AI is very serious to human health
 - AI can spread from poultry to humans and can lead to death
 - People need to take good care of AI
 - People need to stay away from poultry which suffered from AI
 - People are not allowed to eat dead poultry due to AI

appendix

AI Measures list- Farmers

AI Measures list

	Y/N aware of it	Y/N do it	Likely to do. Why?	Barriers to do it	What would help them to do it
Never allowing poultry in the house	<p>Nam Dinh: Yes</p> <p>Nghe An: Yes</p> <p>Hau Giang: Some farmers are aware, but some others don't</p>	<p>Nam Dinh: Yes, but there's some farmer still allow poultry in the house base on their breeding routine</p> <p>Nghe An: Not allow</p> <p>Hau Giang: Normally, to people who are aware, they do it.</p>	<p>Nam Dinh: Ensure family hygiene</p> <p>Nghe An: It help them on preventing AI</p> <p>Hau Giang: Most of them are influenced from TV awareness</p>	<p>Nam Dinh: require a lot of money</p> <p>Nghe An: None</p> <p>Hau Giang: Some farmers not yet know this method</p>	<p>Nam Dinh: Government should support more facilitation for them</p> <p>Nghe An: From their knowledge, they know that it's good for their health</p> <p>Hau Giang : No suggest from farmers</p>
Penning/fencing to prevent the spread of AI	<p>Nam Dinh: Yes</p> <p>Nghe An: Yes</p> <p>Hau Giang: Yes</p>	<p>Nam Dinh: Yes</p> <p>Nghe An: Yes</p> <p>Hau Giang: Although farmers in Hau Giang are aware of this method, they still <u>not</u> apply this into their farm</p>	<p>Nam Dinh: It help them on preventing AI</p> <p>Nghe An: It help them on preventing AI</p> <p>Hau Giang: No, because raise a small number of chicken/ Know this method from awareness? Have to fence poultry otherwise it's lost</p>	<p>Nam Dinh: None</p> <p>Nghe An: None</p> <p>Hau Giang: none</p>	<p>Nam Dinh: from their knowledge about AI</p> <p>Nghe An: they know that it's good for their health</p> <p>Hau Giang: support some funds to farmers to buy fence</p>

AI Measures list

	Y/N aware of it	Y/N do it	Likely to do. Why?	Barriers to do it	What would help them to do it
Disinfecting the cage regularly	<p>Nam Dinh: Yes</p> <p>Nghe An: Yes</p> <p>Hau Giang: Yes</p>	<p>Nam Dinh: Yes</p> <p>Nghe An: Yes</p> <p>Hau Giang: Mostly do it</p>	<p>Nam Dinh: It help them on preventing AI</p> <p>Nghe An: It's safe from AI</p> <p>Hau Giang: No, because we raise chicken in garden, there's no need to disinfecting the cage. However, sometime Veterinary come to do it</p>	<p>Nam Dinh: none</p> <p>Nghe An : None</p> <p>Hau Giang: none</p>	<p>Nam Dinh: Veterinary comes to help them on it</p> <p>Nghe An: they know that it's good for their health</p> <p>Hau Giang : no suggest from farmers</p>
Keeping ducks and chickens separately	<p>Nam Dinh: Yes</p> <p>Nghe An: Yes</p> <p>Hau Giang: Yes</p>	<p>Nam Dinh: Yes, but there's still some farmers do not do it</p> <p>Nghe An: Yes</p> <p>Hau Giang: Mostly do it, but there's some farmers do not use this method.</p>	<p>Nam Dinh: No, based on their breeding routine</p> <p>Nghe An: Duck and chicken need different type of food</p> <p>Hau Giang:</p> <ul style="list-style-type: none"> - For farmers who don't: Raise only small number of poultry, it's not necessary to do it - For Farmers who do: Because of media awareness raising. And it's Easier to take care of poultry that way 	<p>Nam Dinh: Require a lot of money on capes</p> <p>Nghe An : None</p> <p>Hau Giang: None</p>	<p>Nam Dinh: need more facilitation support from the Government</p> <p>Nghe An: they know that it's good for their health</p> <p>Hau Giang : no suggest from farmers</p>

AI Measures list

	Y/N aware of it	Y/N do it	Likely to do. Why?	Barriers to do it	What would help them to do it
Keeping new poultry away from old poultry for 2 weeks	<p>Nam Dinh: Yes</p> <p>Nghe An: Yes</p> <p>Hau Giang: Tends to know about this method but there's still some of them do not know</p>	<p>Nam Dinh: Yes</p> <p>Nghe An: Yes</p> <p>Hau Giang: Tends to apply this method but there's still some farmers don't</p>	<p>Nam Dinh: Beside preventing poultry from AI, it's also prevent big chicken peck small chicken</p> <p>Nghe An: Old and new poultry need different type of food</p> <p>Hau Giang: Separate small and big poultry is easier to raise</p>	<p>Nam Dinh: None</p> <p>Nghe An : None</p> <p>Hau Giang: none</p>	<p>Nam Dinh: No suggest from farmers</p> <p>Nghe An: Nothing, because they already know that it's good for their health</p> <p>Hau Giang : no suggest from farmers</p>
Washing hands with soap before and after taking care of poultry (ie. Handling birds or bird products)	<p>Nam Dinh: Yes</p> <p>Nghe An: Yes</p> <p>Hau Giang: In general, Farmers knows about it, only some people are out of those information</p>	<p>Nam Dinh: Yes, but there's still some farmers do not do it</p> <p>Nghe An: Yes</p> <p>Hau Giang: yes</p>	<p>Nam Dinh: prophylactic hygiene, routine</p> <p>Nghe An: It's safe from AI</p> <p>Hau Giang: for personal hygiene</p>	<p>Nam Dinh: Too much busy in breeding to spend time on washing hands with soaps</p> <p>Nghe An : None</p> <p>Hau Giang: none</p>	<p>Nam Dinh: No suggest from farmers</p> <p>Nghe An: Nothing, because they already know that it's good for their health</p> <p>Hau Giang : no suggest from farmers</p>

AI Measures list

	Y/N aware of it	Y/N do it	Likely to do. Why?	Barriers to do it	What would help them to do it
Using mask and gloves when handling poultry	<p>Nam Dinh: Yes</p> <p>Nghe An: Yes</p> <p>Hau Giang: Farmers seems to know about using mask and gloves when handling poultry</p>	<p>Nam Dinh: some farmers do it</p> <p>Nghe An: Yes</p> <p>Hau Giang: Normally farmers use gloves for cleaning cape only. Besides, there's still some farmers who do not use any gloves or mask at all</p>	<p>Nam Dinh: they know the benefit of preventing from AI and other kind of epidemic, based on their breeding experience.</p> <p>Nghe An: It's help them on preventing AI</p> <p>Hau Giang: No, it's complicated and the poultry are always in good health condition/ Ensure personal hygiene</p>	<p>Nam Dinh: none</p> <p>Nghe An : None</p> <p>Hau Giang: none</p>	<p>Nam Dinh: no suggest from farmers</p> <p>Nghe An: they know that it's good for their health</p> <p>Hau Giang : Afraid of poultry's smell and AI</p>
Changing and washing clothes after taking care of poultry	<p>Nam Dinh: yes</p> <p>Nghe An: Yes</p> <p>Hau Giang: Mostly they know</p>	<p>Nam Dinh: Yes</p> <p>Nghe An: Yes</p> <p>Hau Giang: But mostly they do not apply this method</p>	<p>Nam Dinh: Avoid smell of chicken feces</p> <p>Nghe An: Help them on prevent AI</p> <p>Hau Giang: They think that it's not necessary</p>	<p>Nam Dinh: none</p> <p>Nghe An : None</p> <p>Hau Giang: none</p>	<p>Nam Dinh: no suggest from farmers</p> <p>Nghe An: they know that it's good for their health already.</p> <p>Hau Giang : no suggest from farmers</p>

AI Measures list

	Y/N aware of it	Y/N do it	Likely to do. Why?	Barriers to do it	What would help them to do it
Change clothes/shoes when coming from another farm or market	<p>Nam Dinh: Some farmers do not know</p> <p>Nghe An: Yes</p> <p>Hau Giang: Mostly they know</p>	<p>Nam Dinh: Yes, but to farmer who do not know, they don't do it</p> <p>Nghe An: Yes</p> <p>Hau Giang: Even they know about this method of preventing AI, they do not apply, because they think it's too complicated</p>	<p>Nam Dinh: They want to avoid the bad smell from chicken feces</p> <p>Nghe An: Prevent AI</p> <p>Hau Giang: Don't want to do it because it's not necessary</p>	<p>Nam Dinh: None</p> <p>Nghe An : None</p> <p>Hau Giang: None</p>	<p>Nam Dinh: no suggest from farmers</p> <p>Nghe An: they know that it's good for their health</p> <p>Hau Giang : no suggest from farmers</p>
Having visitors who enter the farm clean soles of their shoes, bicycle tires before entering	<p>Nam Dinh: Some farmers do not know</p> <p>Nghe An: Yes</p> <p>Hau Giang: Some people in Hau Giang don't know of this. Some others know.</p>	<p>Nam Dinh: Mostly no, because it's hard to control visitors who enter into the farms</p> <p>Nghe An: Yes</p> <p>Hau Giang: No, cause it's too much complicated to them</p>	<p>Nam Dinh: Because it help them on Preventing AI and Based on their poultry breeding routine</p> <p>Nghe An: Afraid if visitor carry AI germ into the farm</p> <p>Hau Giang: Don't think it's that much important</p>	<p>Nam Dinh: The Farm is close to the road, it's hard to control visitors</p> <p>Nghe An : None</p> <p>Hau Giang: None</p>	<p>Nam Dinh: no suggest from farmers</p> <p>Nghe An: they know that it's good for their health</p> <p>Hau Giang : no suggest from farmers</p>

AI Measures list

	Y/N aware of it	Y/N do it	Likely to do. Why?	Barriers to do it	What would help them to do it
Cleaning equipment, shoes, etc used for poultry management after every use	<p>Nam Dinh: Yes</p> <p>Nghe An: Yes</p> <p>Hau Giang: Almost people know, but there's still some farmers who did not aware of it</p>	<p>Nam Dinh: Yes</p> <p>Nghe An: Yes</p> <p>Hau Giang: Farmers tends to do it, besides, there's still someone who don't</p>	<p>Nam Dinh: Ensure family hygiene</p> <p>Nghe An: Hygiene ensure</p> <p>Hau Giang: Not necessary</p>	<p>Nam Dinh: none</p> <p>Nghe An : None</p> <p>Hau Giang: none</p>	<p>Nam Dinh: no suggestion from farmers</p> <p>Nghe An: they know that it's good for their health already</p> <p>Hau Giang : no suggest from farmers</p>
Not letting children come in to contact with birds	<p>Nam Dinh: Yes</p> <p>Nghe An: Yes</p> <p>Hau Giang: Yes</p>	<p>Nam Dinh: not allow</p> <p>Nghe An: Not allow</p> <p>Hau Giang: Not allow</p>	<p>Nam Dinh: Prevent children from AI</p> <p>Nghe An: Prevent children from AI</p> <p>Hau Giang: Prevent children from AI, they concern if children's immune system are weak</p>	<p>Nam Dinh: none</p> <p>Nghe An : None</p> <p>Hau Giang: none</p>	<p>Nam Dinh: no suggestion from farmers</p> <p>Nghe An: they know that it's good for their children</p> <p>Hau Giang: no suggest from farmers</p>

AI Measures list

	Y/N aware of it	Y/N do it	Likely to do. Why?	Barriers to do it	What would help them to do it
Washing hands before handling/preparing any food for self or the family to eat	<p>Nam Dinh: Yes</p> <p>Nghe An: Yes</p> <p>Hau Giang: almost half of farmers do not know about this method</p>	<p>Nam Dinh: Yes</p> <p>Nghe An: Yes</p> <p>Hau Giang: Although not much farmers know about this method, they still apply into their life</p>	<p>Nam Dinh: Ensure family hygiene</p> <p>Nghe An: Hygiene ensure</p> <p>Hau Giang: In order to ensure family hygiene</p>	<p>Nam Dinh: none</p> <p>Nghe An : None</p> <p>Hau Giang: In their mind, they do not know if it's necessary</p>	<p>Nam Dinh: no suggest from farmers</p> <p>Nghe An: they know that it's good for their health</p> <p>Hau Giang : no suggest from farmers</p>
Not eating duck or geese blood pudding	<p>Nam Dinh: Yes</p> <p>Nghe An: Yes</p> <p>Hau Giang: Yes</p>	<p>Nam Dinh: not eating</p> <p>Nghe An: not eating</p> <p>Hau Giang: Not eating</p>	<p>Nam Dinh: It helps to prevent AI</p> <p>Nghe An: It's help to prevent AI</p> <p>Hau Giang: It's they eating routine, they've never ate geese blood</p>	<p>Nam Dinh: none</p> <p>Nghe An : None</p> <p>Hau Giang: none</p>	<p>Nam Dinh: No suggest from farmers</p> <p>Nghe An: No suggest from farmers</p> <p>Hau Giang : no suggest from farmers</p>
Not eating birds that fall dead	<p>Nam Dinh: Yes</p> <p>Nghe An: Yes</p> <p>Hau Giang: Yes</p>	<p>Nam Dinh: not eating</p> <p>Nghe An: not eating</p> <p>Hau Giang: No eating</p>	<p>Nam Dinh: It helps to prevent AI</p> <p>Nghe An: It helps to prevent AI</p> <p>Hau Giang: It helps to prevent AI</p>	<p>Nam Dinh: none</p> <p>Nghe An : None</p> <p>Hau Giang: none</p>	<p>Nam Dinh: nothing</p> <p>Nghe An: they know that it's good for their health</p> <p>Hau Giang : no suggest from farmers</p>

AI Measures list

	Y/N aware of it	Y/N do it	Likely to do. Why?	Barriers to do it	What would help them to do it
Not eating birds that are sick	<p>Nam Dinh: Yes</p> <p>Nghe An: Yes</p> <p>Hau Giang: Yes</p>	<p>Nam Dinh: No eating</p> <p>Nghe An: No eating</p> <p>Hau Giang: No eating</p>	<p>Nam Dinh: it's the way to take good care of family's health</p> <p>Nghe An: It's the way to prevent from AI</p> <p>Hau Giang: It's the way to prevent from AI</p>	<p>Nam Dinh: none</p> <p>Nghe An : None</p> <p>Hau Giang: None</p>	<p>Nam Dinh: no suggest from farmers</p> <p>Nghe An: they know that it's good for their health</p> <p>Hau Giang :no suggest from farmers</p>
Seeking care from proper health care within 48 hours for symptoms that match the formal definition for symptoms for AI in humans	<p>Nam Dinh: Yes</p> <p>Nghe An: Yes</p> <p>Hau Giang: Some farmers know of this method, some others don't</p>	<p>Nam Dinh: People still consider if they do it, based on their routine and they wonder of the healthcare's fee.</p> <p>Nghe An: Yes</p> <p>Hau Giang: They tends not to send people to hospital immediately</p>	<p>Nam Dinh: because they can take timely action if it's AI</p> <p>Nghe An: It's the way to take timely action to AI</p> <p>Hau Giang: Some farmers don't know the symptom of AI suffering. Some others who know from TV they know that it's important</p>	<p>Nam Dinh: No health insurance, it require 20.000VND for each time examining health. Beside, they've Never been suffered from AI. Therefore they do not have strongly concern of it</p> <p>Nghe An : None</p> <p>Hau Giang: Concern of healthcare's cost</p>	<p>Nam Dinh: no suggest from farmers</p> <p>Nghe An: No suggest from farmers</p> <p>Hau Giang : no suggest from farmers</p>

AI Measures list

	Y/N aware of it	Y/N do it	Likely to do. Why?	Barriers to do it	What would help them to do it
Reporting an event via proper communication channels that might indicate an outbreak of human AI infection	Nam Dinh: Yes Nghe An: Yes Hau Giang: Yes	Nam Dinh: Some farmers report an event via proper communication channels Nghe An: Yes Hau Giang: Not yet	Nam Dinh: Timely action to cure people from AI. Some others said that they've never been suffered from AI therefore there no roles for them to do it. Nghe An: Prevent AI Hau Giang: Let people know in order to take timely action	Nam Dinh: Their home are far from the town, it's not easy to report that event Nghe An : None Hau Giang: none	Nam Dinh: no suggest from farmers Nghe An: No suggest from farmers Hau Giang : no suggest from farmers
Reporting possible AI outbreaks amongst poultry via proper communication channels	Nam Dinh: Yes Nghe An: Yes Hau Giang: No	Nam Dinh: Yes Nghe An: Yes Hau Giang: No	Nam Dinh: let people know in order to take timely action Nghe An: Let people know in order to prevent AI Hau Giang: Have no idea	Nam Dinh: none Nghe An : None Hau Giang: none	Nam Dinh: no suggest from farmers Nghe An: no suggest from farmers Hau Giang : No suggest from farmers

AI Measures list- Stakeholders

the feedback from Stakeholders
reinforces the farmers own response

AI Measures list

	Y/N aware of it	Y/N do it	Likely to do. Why?	Barriers to do it	What would help them to do it
Never allowing poultry in the house	<p>Nam Dinh: Yes, some farmers do not know</p> <p>Nghe An: Yes</p> <p>Hau Giang: Some Almost farmers are not aware of that, only some farmers know about it</p>	<p>Nam Dinh: depends if they know about it</p> <p>Nghe An: Not allow</p> <p>Hau Giang: It's depends on farmers' awareness</p>	<p>Nam Dinh: dirty poultry in the house has bad influence to their life</p> <p>Nghe An: It help them on ensure hygiene and effective economic</p> <p>Hau Giang: Farmers think that they only raise a small number of poultry, so that, there's no need to do it</p>	<p>Nam Dinh: none</p> <p>Nghe An: It requires a lot of money and space on farm</p> <p>Hau Giang: Low awareness. Farmers tend to raise poultry wildly. When poultry enter to their house, they will make it out in order to keep the house clean, they have no sense of preventing AI</p>	<p>Nam Dinh: no suggestion from stake-holders</p> <p>Nghe An: Raise awareness from many activities include workshop for farmers on raising AI awareness</p> <p>Hau Giang : Raise awareness to farmers</p>

AI Measures list

	Y/N aware of it	Y/N do it	Likely to do. Why?	Barriers to do it	What would help them to do it
Penning/fencing to prevent the spread of AI	<p>Nam Dinh: Yes</p> <p>Nghe An: Yes</p> <p>Hau Giang: Some farmers don't know, but to commercial poultry farmers, they know</p>	<p>Nam Dinh: Yes</p> <p>Nghe An: Yes</p> <p>Hau Giang: Only farmers who raise number of poultry care of it</p>	<p>Nam Dinh: It help them on preventing AI, easier for farmers to manage their farm</p> <p>Nghe An: more effective economic on raising poultry</p> <p>Hau Giang: To farmers have number of poultry, poultry is their whole property. To farmers who raise small number of poultry, they only care of it when there's an outbreak</p>	<p>Nam Dinh: None</p> <p>Nghe An: It requires a lot of money on building fence</p> <p>Hau Giang: farmers awareness. Farmers do not know much about AI, therefore, they do not really care of this solution</p>	<p>Nam Dinh: from their knowledge about AI</p> <p>Nghe An: Raise awareness and support on their economic</p> <p>Hau Giang: Raise and follow up awareness to farmers</p>

AI Measures list

	Y/N aware of it	Y/N do it	Likely to do. Why?	Barriers to do it	What would help them to do it
Disinfecting the cage regularly	<p>Nam Dinh: Yes</p> <p>Nghe An: Yes</p> <p>Hau Giang: Yes</p>	<p>Nam Dinh: Some farmers do and some others don't</p> <p>Nghe An: Yes</p> <p>Hau Giang: Mostly do not do it</p>	<p>Nam Dinh: to farmers who do it: It help them on preventing AI/ To farmers who don't: it's quite complicated to them</p> <p>Nghe An: It's safe from AI and it's easy, they can only use lime powder for it</p> <p>Hau Giang: Almost they do not do anything because normally they graze their poultry, the number of poultry is small. Only big farm take care of it otherwise they might be lost all their property from the outbreak</p>	<p>Nam Dinh: expenses for buying medicine and it require their time and effort</p> <p>Nghe An : Farmers is not know much about this solution</p> <p>Hau Giang: farmers' awareness still low. On the other hand, people here do not raise poultry in fix location, it moves between communes,. So that it hard to disinfecting cage regularly</p>	<p>Nam Dinh: Support medicine, pesticides and money to farmers</p> <p>Nghe An: Raise awareness, disinfecting the cage more regularly</p> <p>Hau Giang : raise awareness</p>

AI Measures list

	Y/N aware of it	Y/N do it	Likely to do. Why?	Barriers to do it	What would help them to do it
Keeping ducks and chickens separately	<p>Nam Dinh: some farmers know, but some others don't know</p> <p>Nghe An: Yes</p> <p>Hau Giang: Yes</p>	<p>Nam Dinh: some farmers do, some others don't</p> <p>Nghe An: Yes</p> <p>Hau Giang: Mostly do not keep ducks and chickens separately</p>	<p>Nam Dinh: to who do: it's the way of preventing AI, for people don't: It's too much complicated when keeping duck and chicken separately</p> <p>Nghe An: Duck and chicken need different type of food</p> <p>Hau Giang: They don't like to do it</p>	<p>Nam Dinh: none</p> <p>Nghe An : Require more cages for poultry</p> <p>Hau Giang: the awareness of farmers about AI is still low. Therefore</p>	<p>Nam Dinh: Support money for farmers to build poultry cage separately</p> <p>Nghe An: raise awareness, economic support</p> <p>Hau Giang : Raise awareness</p>

AI Measures list

	Y/N aware of it	Y/N do it	Likely to do. Why?	Barriers to do it	What would help them to do it
Keeping new poultry away from old poultry for 2 weeks	<p>Nam Dinh: some farmers is aware, some others don't</p> <p>Nghe An: some farmers don't know</p> <p>Hau Giang: Only few farmers are aware of it. The rest do not know anything about it</p>	<p>Nam Dinh: Yes</p> <p>Nghe An: depends on AI knowledge of farmers</p> <p>Hau Giang: It's too complicated to them, especially to small farms.</p>	<p>Nam Dinh: it's easier for poultry to have better grow up and it's the way of preventing AI</p> <p>Nghe An: depends on the knowledge of farmers and economic effective</p> <p>Hau Giang: Farmers think easily about it, if their poultry is died, then it's not a big problem</p>	<p>Nam Dinh: None</p> <p>Nghe An : None</p> <p>Hau Giang: farmers awareness is still low.</p>	<p>Nam Dinh: no suggestion from stake-holders</p> <p>Nghe An: the size of farm</p> <p>Hau Giang : raise stronger awareness, make farmers to 'fear' about AI</p>
Washing hands with soap before and after taking care of poultry (ie. Handling birds or bird products)	<p>Nam Dinh: For big farm: they know, but for small farm, they do not know about it</p> <p>Nghe An: Yes, but only when there's an outbreak</p> <p>Hau Giang: almost people are aware of it</p>	<p>Nam Dinh: Depends</p> <p>Nghe An: Yes, but not all farmers do it</p> <p>Hau Giang: farmers tends to not wash their hands with soaps</p>	<p>Nam Dinh: depends on the size of farm. For big farm, they do it to make sure nothing harm their farms. However, to small farm, they think that washing hands with water is enough.</p> <p>Nghe An: It's safe from AI, base on their awareness</p> <p>Hau Giang: don't like, cause it takes time</p>	<p>Nam Dinh: none</p> <p>Nghe An : community awareness is not wide enough</p> <p>Hau Giang: low awareness and local custom</p>	<p>Nam Dinh: Raising awareness, provide soaps and other equipment to farmers</p> <p>Nghe An: Raise awareness</p> <p>Hau Giang : Raise awareness</p>

AI Measures list

	Y/N aware of it	Y/N do it	Likely to do. Why?	Barriers to do it	What would help them to do it
Using mask and gloves when handling poultry	<p>Nam Dinh: Yes</p> <p>Nghe An: Yes</p> <p>Hau Giang: some Farmers seems to know about using mask and gloves when handling poultry</p>	<p>Nam Dinh: some do and some other don't, depends on the size of their farm</p> <p>Nghe An: Yes but not usual</p> <p>Hau Giang: Normally farmers do not use gloves and mask</p>	<p>Nam Dinh: Prevent from AI</p> <p>Nghe An: It's help them on preventing AI, some people have their routine on using mask and gloves</p> <p>Hau Giang: it's bother them, make their work to be more inconvenient</p>	<p>Nam Dinh: it require money on buying those stuffs and they tend to follow their routine</p> <p>Nghe An : farmers' awareness about AI is still not enough</p> <p>Hau Giang: low awareness, it require more expense from those 'stuff'</p>	<p>Nam Dinh: Raising awareness, Support equipments, materials, Information for farmers</p> <p>Nghe An: raise awareness</p> <p>Hau Giang : raise awareness</p>
Changing and washing clothes after taking care of poultry	<p>Nam Dinh: yes</p> <p>Nghe An: Yes but only in big farm</p> <p>Hau Giang: Mostly they don't know</p>	<p>Nam Dinh: depends</p> <p>Nghe An: Yes but not usual</p> <p>Hau Giang: Mostly they do not do change and wash clothes after taking care of poultry</p>	<p>Nam Dinh: prevent from AI</p> <p>Nghe An: For farmers who has small farms, they do not really care</p> <p>Hau Giang: They think that it's not necessary</p>	<p>Nam Dinh: none</p> <p>Nghe An : None</p> <p>Hau Giang: Low awareness</p>	<p>Nam Dinh: Provide equipment, shoes, clothes, etc.)</p> <p>Nghe An:</p> <p>Hau Giang : Raise awareness</p>

AI Measures list

	Y/N aware of it	Y/N do it	Likely to do. Why?	Barriers to do it	What would help them to do it
Change clothes/shoes when coming from another farm or market	<p>Nam Dinh: yes</p> <p>Nghe An: Yes</p> <p>Hau Giang: Mostly they don't know</p>	<p>Nam Dinh: some farmers do, some others don't</p> <p>Nghe An: Some farmers don't, actually, stakeholders are not sure</p> <p>Hau Giang: farmers do not know anything about this solution. And certainly they do not do it</p>	<p>Nam Dinh: prevent AI</p> <p>Nghe An: Prevent AI</p> <p>Hau Giang: They don't do it, because they don't know about it</p>	<p>Nam Dinh: It require more clothes from farmers</p> <p>Nghe An : Farmers' awareness is still not enough</p> <p>Hau Giang: low awareness</p>	<p>Nam Dinh: Provide related equipment to farmers</p> <p>Nghe An: they know that it's good for their health</p> <p>Hau Giang : raise awareness</p>
Having visitors who enter the farm clean soles of their shoes, bicycle tires before entering	<p>Nam Dinh: Some farmers do not know</p> <p>Nghe An: Some farmers not yet know about it</p> <p>Hau Giang: Mostly they don't know</p>	<p>Nam Dinh: depends</p> <p>Nghe An: depends if they know, actually, stake holders are not sure</p> <p>Hau Giang: No</p>	<p>Nam Dinh: some farmers do it, because they have enough facilities to support that activities</p> <p>Some farmers don't: the way of respecting visitors</p> <p>Nghe An: Afraid if visitor carry AI germ into the farm</p> <p>Hau Giang: They don't do it, because they don't know about it</p>	<p>Nam Dinh: expenses for facilities, Farmers are also not really care because of the small size of their farm</p> <p>Nghe An : Farmers' awareness is still not enough</p> <p>Hau Giang: low awareness</p>	<p>Nam Dinh: support expenses on facilities</p> <p>Nghe An: Raise awareness</p> <p>Hau Giang : raise awareness</p>

AI Measures list

	Y/N aware of it	Y/N do it	Likely to do. Why?	Barriers to do it	What would help them to do it
Cleaning equipment, shoes, etc used for poultry management after every use	<p>Nam Dinh: Yes</p> <p>Nghe An: Yes</p> <p>Hau Giang: Mostly they don't know</p>	<p>Nam Dinh: Some people do, some others don't</p> <p>Nghe An: Yes</p> <p>Hau Giang: No</p>	<p>Nam Dinh: Help them on preventing AI</p> <p>Nghe An: Hygiene and healthcare ensure</p> <p>Hau Giang: They don't do it, because they don't know about it</p>	<p>Nam Dinh: none</p> <p>Nghe An : Farmer's awareness is still not enough</p> <p>Hau Giang: low awareness</p>	<p>Nam Dinh: Support equipment</p> <p>Nghe An: no suggestion from stake-holders</p> <p>Hau Giang : raise awareness</p>
Not letting children come in to contact with birds	<p>Nam Dinh: Some farmers know, some others don't.</p> <p>Nghe An: Yes</p> <p>Hau Giang: Mostly they don't know</p>	<p>Nam Dinh: Some farmer do not allow children to come into contact with birds, but some others do</p> <p>Nghe An: Not allow</p> <p>Hau Giang: they still let children come into contact with birds</p>	<p>Nam Dinh: Mostly, they raise poultry in their family, so that they do not really care</p> <p>Nghe An: Prevent children from AI, ensure the health of children</p> <p>Hau Giang: They don't do it, because they don't know about it</p>	<p>Nam Dinh: none</p> <p>Nghe An : Farmer's awareness is still not enough</p> <p>Hau Giang: low awareness</p>	<p>Nam Dinh: Raise awareness stronger, Build kindergartens for children</p> <p>Nghe An: raise awareness</p> <p>Hau Giang: raise awareness</p>

AI Measures list

	Y/N aware of it	Y/N do it	Likely to do. Why?	Barriers to do it	What would help them to do it
Washing hands before handling/preparing any food for self or the family to eat	<p>Nam Dinh: Yes</p> <p>Nghe An: Yes</p> <p>Hau Giang: Mostly they don't know</p>	<p>Nam Dinh: 50% of farmers base on their daily routine, others do not do it</p> <p>Nghe An: Yes</p> <p>Hau Giang: No</p>	<p>Nam Dinh: Keep the hygiene for their family and help them on preventing AI</p> <p>Nghe An: Hygiene ensure</p> <p>Hau Giang: They don't do it, because they don't know about it</p>	<p>Nam Dinh: Farmers are too busy to take care of it</p> <p>Nghe An : None</p> <p>Hau Giang: low awareness</p>	<p>Nam Dinh: Raising awareness</p> <p>Nghe An: motivation of ensure economic effect and good health condition</p> <p>Hau Giang : raise awareness</p>
Not eating duck or geese blood pudding	<p>Nam Dinh: Yes</p> <p>Nghe An: Some farmers do not know</p> <p>Hau Giang: Yes</p>	<p>Nam Dinh: some farmers still eating</p> <p>Nghe An: some farmers still eat geese blood</p> <p>Hau Giang: almost farmers do not eat duck or geese blood budding except drinkers</p>	<p>Nam Dinh: They are not aware enough on AI</p> <p>Nghe An: Farmers' awareness is not enough</p> <p>Hau Giang: Farmers understand that it's harmful to their health and they might catch AI from poultry blood budding. However, drinkers seem to ignore about it.</p>	<p>Nam Dinh: none</p> <p>Nghe An : None</p> <p>Hau Giang: none</p>	<p>Nam Dinh: When poultry is died, they need compensation support from Government</p> <p>Nghe An: raise awareness</p> <p>Hau Giang : raise awareness more to drinkers.</p>

AI Measures list

	Y/N aware of it	Y/N do it	Likely to do. Why?	Barriers to do it	What would help them to do it
Not eating birds that fall dead	<p>Nam Dinh: Yes</p> <p>Nghe An: Yes</p> <p>Hau Giang: Yes</p>	<p>Nam Dinh: not eating</p> <p>Nghe An: not sure if they eat</p> <p>Hau Giang: No eating, but there are still small number of farmers who eat birds that fall dead in outbreak</p>	<p>Nam Dinh: It helps to prevent AI</p> <p>Nghe An: to people who do not eat dead poultry: It helps to prevent AI/ to others: they are regret of their poultry</p> <p>Hau Giang: Mostly farmers are well aware of it</p>	<p>Nam Dinh: none</p> <p>Nghe An : None</p> <p>Hau Giang: none</p>	<p>Nam Dinh: Raising awareness in community</p> <p>Nghe An: raise awareness</p> <p>Hau Giang : raise stronger awareness to people who eat dead poultry in outbreak</p>

AI Measures list

	Y/N aware of it	Y/N do it	Likely to do. Why?	Barriers to do it	What would help them to do it
Not eating birds that are sick	<p>Nam Dinh: Yes</p> <p>Nghe An: Not sure</p> <p>Hau Giang: Yes</p>	<p>Nam Dinh: some farmers do, some others don't</p> <p>Nghe An: Not sure</p> <p>Hau Giang: No eating, but there are still small number of farmers who eat birds that are sick in outbreak</p>	<p>Nam Dinh: To farmers who don't do it: they regret their poultry when it died.</p> <p>Nghe An: It's depend on farmer's awareness about AI</p> <p>Hau Giang: Mostly farmers are well aware of it</p>	<p>Nam Dinh: none</p> <p>Nghe An : farmers' awareness is not enough</p> <p>Hau Giang: None</p>	<p>Nam Dinh: Raise awareness</p> <p>Nghe An: raise awareness</p> <p>Hau Giang: raise stronger awareness to people who eat dead poultry in outbreak</p>
Seeking care from proper health care within 48 hours for symptoms that match the formal definition for symptoms for AI in humans	<p>Nam Dinh: Some farmers do not aware of it</p> <p>Nghe An: Not all farmers</p> <p>Hau Giang: Farmers don't know about AI symptom</p>	<p>Nam Dinh: some farmers do it</p> <p>Nghe An: depends on if farmers know about AI symptom</p> <p>Hau Giang: No</p>	<p>Nam Dinh: They do not know the symptom of AI and worry about the health care expenses/ to farmers who do it: It can cure their life on time.</p> <p>Nghe An: It's the way to take timely action to AI, but still depends on farmers' awareness</p> <p>Hau Giang: Because they've never been suffered from AI, so they think that it is just a symptom of common sickness and it's not necessary to seek care from proper healthcare</p>	<p>Nam Dinh: none</p> <p>Nghe An: farmers' awareness is not enough</p> <p>Hau Giang: low awareness</p>	<p>Nam Dinh: Raising awareness in the community/ Support farmers on their healthcare's expense</p> <p>Nghe An: raise awareness</p> <p>Hau Giang: Local healthcare department need to raise stronger awareness about how dangerous those symptom is especially when there's an outbreak</p>

AI Measures list

	Y/N aware of it	Y/N do it	Likely to do. Why?	Barriers to do it	What would help them to do it
Reporting an event via proper communication channels that might indicate an outbreak of human AI infection	Nam Dinh: Yes Nghe An: Yes Hau Giang: Yes	Nam Dinh: Yes Nghe An: Yes Hau Giang: almost farmers do it	Nam Dinh: In order to take action on time Nghe An: Prevent AI Hau Giang: Let people know in order to take timely action	Nam Dinh: none Nghe An : None Hau Giang: none	Nam Dinh: no suggestion from stake-holders Nghe An: raise awareness Hau Giang : no suggest from stake-holders
Reporting possible AI outbreaks amongst poultry via proper communication channels	Nam Dinh: Yes Nghe An: Yes Hau Giang: No	Nam Dinh: Yes Nghe An: Yes Hau Giang: No	Nam Dinh: let people know in order to take timely action Nghe An: Let people know in order to prevent AI Hau Giang: They want to do it in order to take action on time to prevent AI. However, they don't do it	Nam Dinh: none Nghe An : None Hau Giang: Farmers don't know how to do it, therefore, they only can show their sympathize to their neighbours	Nam Dinh: no suggest from stake-holders Nghe An: raise awareness Hau Giang: No suggestion from stake-holders

AI Measures list

	Y/N aware of it	Y/N do it	Likely to do. Why?	Barriers to do it	What would help them to do it
Vaccinate to poultry	Nam Dinh: Yes	Nam Dinh: Yes	Nam Dinh: They like it because they can be sure that their poultry will not be suffered from AI	Nam Dinh: none	Nam Dinh: Vets help them on vaccinate poultry
Do not raise any poultry	Nam Dinh: Yes	Nam Dinh: Yes	Nam Dinh: They will not have to worry of AI anymore	Nam Dinh: none	Nam Dinh: no suggestion from stake-holders
Give training course about AI to inhabitants	Nghe An: Yes	Nghe An: Yes	Nghe An: They want to know more about AI and the way of preventing	Nghe An: none	Nghe An: raise awareness

Thank you

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