



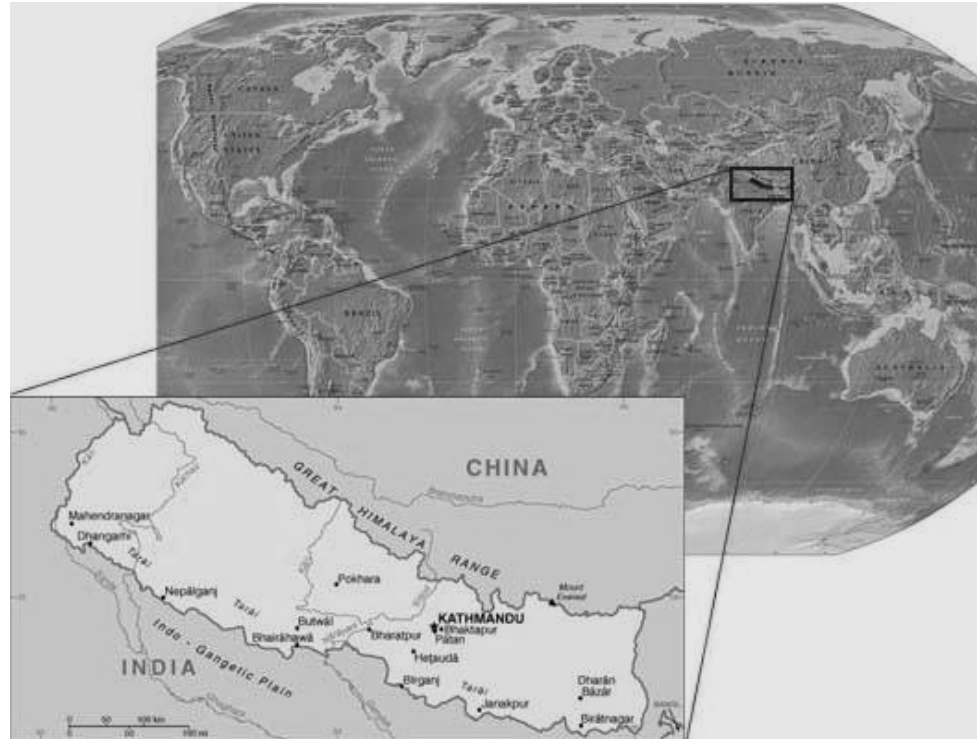
AI.COMM Nepal

USAID Avian Influenza Partners Meeting
16-17 January 2008
New Delhi, India

Rajeeb Satyal



Country Scenario



- Recent estimated population: 26 MM
- 90 % population depends on agriculture
- Poultry industry represents 10 % of the agricultural GDP (65K directly employed)
- Backyard poultry very common, 3 in every five farms keep poultry



AI Scenario in Nepal

- Outbreak not reported yet
- A lot of **emerging players**
- Situation unpredictable, sensitive, volatile
- 2-4 months from the first outburst may affect 20-30 % (6 MM) population, out of which 2-3 % (100K) would die
- Alert by the outbreak in neighboring countries w/porous boarder
- No substantial survey or study done yet on knowledge, attitude, practice and beliefs
- National Avian Influenza Pandemic Preparedness and Response Plan (NAIIPPRP) issues by the government



In Nov 2006, at the Invitation of USAID, AED designed and conducted training program on Personal Protection Equipment (PPE) and decontamination kit and lab sample kits.

Communication Scenario

Well established media with

- 117 FM stations with 61 % reach
- 5 Television Stations (viewer ship 79 % urban and 36 % rural)
- Eight (8) national newspapers (52% penetration)
- Outdoor media quite common in urban and along the high way.
- Street Drama, Video on wheel, and interpersonal communication approaches are still the most effective due to diverged culture.

Bird flu fear hits poultry industry of Nepal (Xinhua)

Updated: 2005-11-11 11:48

Bird flu, which has not been reported in Nepal, already has affected poultry business of the country, an official said Friday.

"The fear of bird flu has caused the poultry industry to lose about 5 million Nepali rupees (71428.57 US dollars) every day,"

Gun Chandra Bista, president of Nepal Hatchery Industry Association (NHAS), a non-governmental organization working for poultry farmers of Nepal, told reporters at a press

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Amidst all players, and small fund

VSD, noted.

According to NHAS, about 16 billion Nepali rupees (228.57 million US dollars) have been invested in poultry industry and nearly 150,000 kg of chicken are produced every day in Nepal.

AI.COMM Mission in Nepal

To complement and supplement Nepal government's NAIIPRP mission ...

To prevent avian influenza outbreaks and human avian influenza cases impact of an influenza pandemic affecting Nepal

- ***By assuming a technical assistance role for within the CWG on AI, particularly as it relates to bird-to-bird transmission***
- ***Supporting the launch of an integrated set of communication activities, with a primary focus on the prevention of bird-to-bird transmission, and a secondary focus on bird-to-human transmission***

Project Strategy

Strategic Role

- Coordinate, research, monitor and advocate and track changes

Strategic approach

- Compliment government preparedness plan (NIIPPR)
- Work with Communication Working Group (CWG)

Strategic Focus

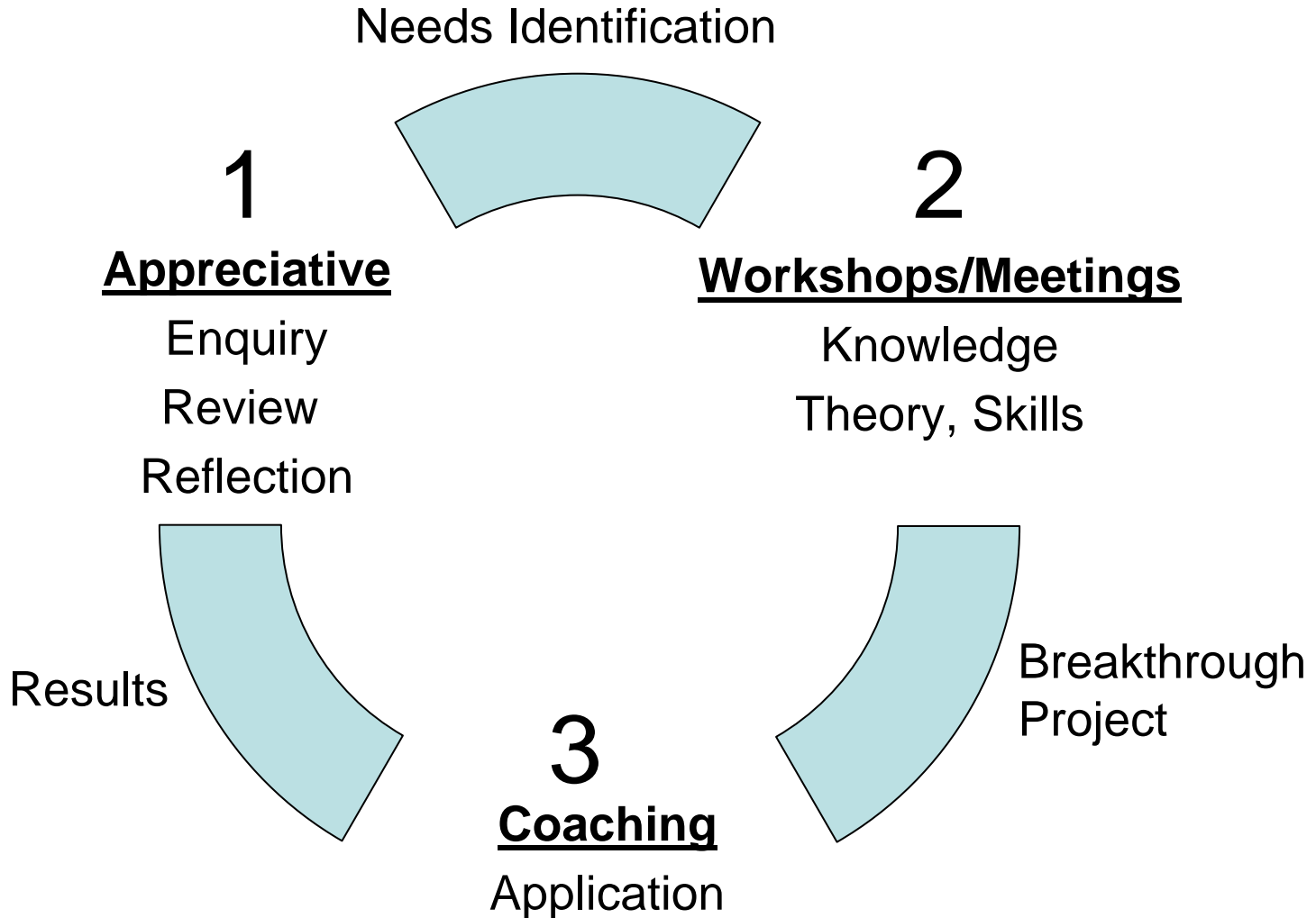
- Birds to Birds and Birds to Human Transmissions

Integrated Communication Activities

- Awareness and advocacy
- Capacity Building- Training/advocacy
- International Linkage on AI/New Technology

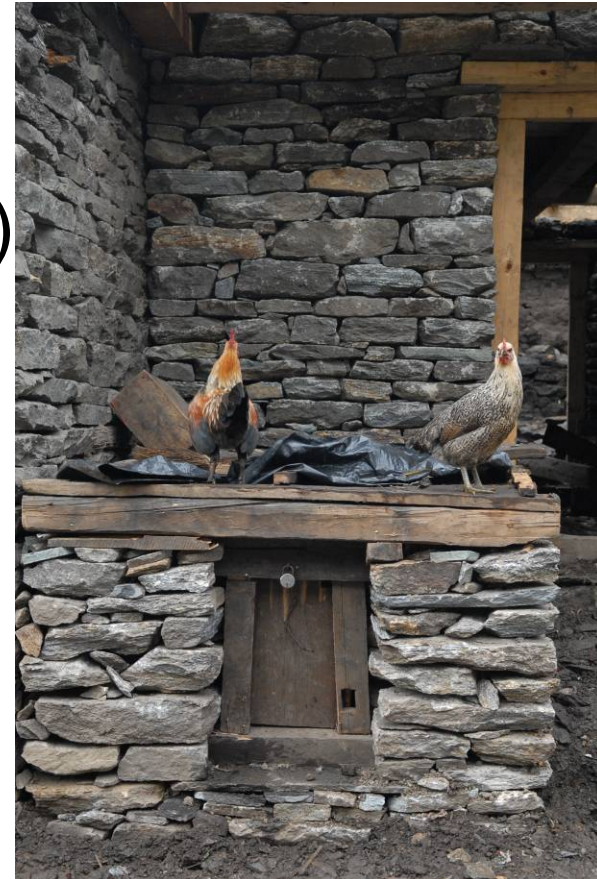
Our Learning Approach

Authentic Learning Cycle



Project Management

- AI Technical /Communication Advisor
- Local Partner to implement overall campaign
 - Training/Advocacy (C-building)
 - Communication/Marketing
 - Liaise with other AI organizations
 - Manage logistics
 - Work with Short Term Consultant



Priority Activities

- Initiate consultations with stakeholders and desktop reviews (with recommendation)
- Conceive, design and adapt, develop selected communication materials to supplement existing efforts
- Conduct advocacy meetings/ workshop/seminar for national level public and private personnel
- Routine coordination with CWG



Project Time Frame (2008)

Tasks	Activities	Q1	Q2	Q3	Q4
Operational Startup & Procurement	<ul style="list-style-type: none"> Approvals, staff hiring, RFP bidding, stakeholder consultation, preparation Identify and hire local partners 	X			
Implement activities for bird to bird	<ul style="list-style-type: none"> Review, develop, pre-test and endorsement and production of COM. Materials including print, radio/TV <ul style="list-style-type: none"> Merchandizing/distribution Design and implement Advocacy meeting/orientation /training 		X	X	
Monitoring & Evaluation/Research	<ul style="list-style-type: none"> Pre and post assessment /consultations with CWG & stakeholders Pre/post testing of materials/campaign /media monitoring Regular sharing and presentation 	X	X	X	X

Monitoring/Evaluation Framework

Indicator		Frequency of reporting	Data Source
IR.3.1 Improved awareness of avian and pandemic influenza			
Indicator 1	Status of country capacity for AI communication during the past three months	Quarterly	Program report
Indicator 2	Total # of people trained to communicate messages related to H5N1 avian influenza over the past 3 months	Quarterly	Program report
Indicator 3	% of respondents from target areas covered by USAID-supported AI communication messages who can properly identify an event that should be reported as possible outbreak of highly pathogenic H5N1 in birds	Annually	KAPB
Indicator 4	% of respondents covered by USAID supported AI communications messages who can properly identify an approved mechanism in their community to report an event that could be a possible outbreak of highly pathogenic H5N1 in birds	Annually	KAPB
Indicator 3.2 Decrease high risk behaviors associated transmission of H5N1 among birds and humans			
Indicator 1	Number of people in target area with regular exposure to poultry who report practicing Key behavior to decrease the risk of H5N1 infection to their flocks		

Challenges

- *Coordinating with multiple partners (UER)*
- Dealing with hyper sensitivity and volatile situation (Socio-economically)
- Need to create new background
- Emergency preparedness program, poor infrastructure
- Creating synergetic effect

Lessons Learned

- Strong GON appreciation, interest, and support for partners' activities
- Given no outbreak, there is a need to provide communication support for surveillance efforts
- Need to be inclusive of private poultry industry