

AVIAN INFLUENZA BEHAVIOR CHANGE COMMUNICATION (AI BCC)

Progress Report : VIETNAM October 2005 to September 2007

AI.COMM South Asia Meeting
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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	345,000

Vietnam : Avian Influenza Situation

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

- **Human cases** : 101 of which 47 deaths

OBJECTIVES

- 1) Develop capacity of partners (government and private) to plan and implement AI BCC activities**
- 2) Improve knowledge and poultry raising practices of farmers and rural households to prevent animal to animal transmission of AI**

KEY TARGET AUDIENCES

Primary Audience : *backyard poultry farmers (S-4)* in high risk provinces along Red River and Mekong deltas
: *small comml poultry farmers (S-3)*

Secondary Audience : *field workers in direct contact with poultry farmers* i.e., animal health workers, village health workers, women volunteers

Messages focus on key behaviors

- **Enclose or fence poultry**
- **Separate new poultry for two weeks**
- **Separate different types of poultry**
- **Wear mask and gloves when handling poultry**
- **Wash hands with soap before and after handling poultry**
- **Clean farm yard regularly to remove feces and waste**

STRATEGIES : INTEGRATED

- 1) Build partnerships and capacity for AI BCC**
- 2) Support community IPC**
- 3) Support entertainment education**
- 4) Develop and print support communication materials**
- 5) Conduct mass media campaign (1st qtr 2006, 1st qtr 2007)**
- 6) Monitor and assess : research**

MAJOR PARTNERS

Government	NGO/civil society
<ul style="list-style-type: none">➤ <i>Department of Animal Health, Ministry of Agriculture and Rural Development (DAH/MARD) *</i>➤ <i>National Center for Health Education, Ministry of Health (NCHE/MOH)</i> <p><i>* Main gov't partner</i></p>	<ul style="list-style-type: none">➤ <i>Agronomes et Veterinaires sans Frontieres (AVSF)</i>➤ <i>CARE Vietnam</i>➤ <i>Vietnam Women's Union (VWU)</i>➤ <i>Vietnam Poultry Association (VIPA)</i>

INTERNATIONAL PARTNERS

- Unicef
 - FAO
 - UNDP (PAHI)
 - WHO
 - Other USAID funded projects (ABT)
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ACCOMPLISHMENTS : APRIL TO SEPTEMBER 2007

1) Partnership/Capacity Building

18,604 community influentials trained on AI communication :

- 3,833 women union staff
- 2,125 small commercial poultry farmers
- 8,488 animal health workers
- 3,830 village health workers
- 292 district and commune leaders
- 16 theater group members



Accomplishments (cont'd)

1) Partnership/Capacity Building

- **Oriented 77 executives of commercial poultry companies (breeder, feed and pharmaceutical manufacturers) on AI prevention > Joint resolution for stronger private sector participation submitted to National Steering Committee in June 2007**

Accomplishments (cont'd)

2) Community-based IPC

a) Group Discussions on AI

- VWU reached 186,000 women
- CARE reached 38,000 people



b) Community Events (CARE)

- school competitions – 10,000 students
- quiz shows – 1,000 people
- short plays – 8,000 people



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Accomplishments (cont'd)

2) Community-based IPC

c) Meetings

- **VWU club meetings with 58,000 women**
- **CARE public meetings with 2,500 people**



Accomplishments (cont'd)

3) Entertainment Education

- VWU short plays reached 8,000 people
- Mobile playlets on AI (travelling roadshow) reached 9,100 commune members in 28 provinces



Accomplishments (cont'd)

4) Production/Distribution of IEC Materials


- **Printed and distributed :**
 - *48,000 AI booklets*
 - *38,000 Fencing posters*
 - *38,000 Separation posters*
 - *100,000 outbreak leaflets*
 - *3.1 million AI leaflets*

- **Developed DAH materials for pretesting :**
 - *Poster for transporters*
 - *Poster for slaughterers*
 - *Poster for consumers in wet markets*
 - *Leaflet for farmers and rural households*




Posters and Leaflet





PHÒNG CHỐNG DỊCH CÚM GIA CẦM ĐỂ CHÂN NUÔI BỀN VỮNG

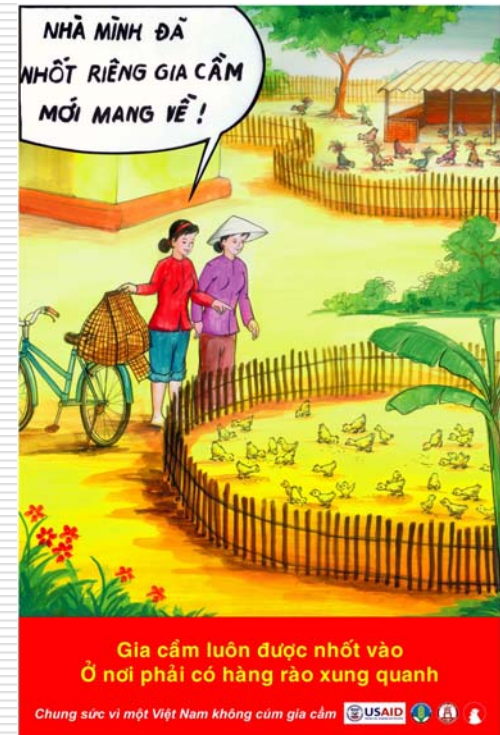


1. Làm gì để phòng dịch cúm gia cầm cho gia cầm?

- Chỉ mua gia cầm đã được kiểm dịch (gà, vịt) từ các trại được phép nuôi gia cầm giống và không bị bệnh dịch.
- Nhớ nhốt gia cầm mới đem về ít nhất 2 tuần.
- Luôn nhớ nhốt các loại gia cầm, ví dụ lạch nhốt gà và vịt.
- Nuôi nhốt gia cầm trong khu vực có hàng rào.
- Vệ sinh, khử trùng chuồng trại và các dụng cụ chăn nuôi trước khi nuôi gia cầm và sau khi xuất.
- Chăm sóc tốt gia cầm, cho gia cầm ăn thức ăn sạch và uống nước sạch.
- Hàng ngày phải quan sát xem gia cầm khỏe, hay ốm, và có ăn uống bình thường không.
- Vệ sinh chuồng trại hàng ngày. Thu dọn các chất thải như phân, lông và các chất dòn chuồng đưa ra ngoài xa để đốt, chôn, hoặc cho xuống hồ để ủ làm phân.
- Hóa vệ màng ăn, màng uống hàng ngày. Không sử dụng màng ăn, uống chung cho các loài gia cầm khác nhau.
- Gia cầm cần được tiêm vắc xin thường xuyên theo hướng dẫn của cán bộ thú y. Để gia cầm không bị nhiễm cúm gia cầm, gà và vịt cần tiêm đủ hai mũi vắc xin, mỗi mũi cách nhau ít nhất hai tuần.
- Quét dọn chuồng, trại cả trong lẫn ngoài, sau đó khử trùng một tuần một lần bằng cách phun hoá chất khử trùng như BKA, hoặc BKC (theo hướng dẫn của nhà sản xuất về cách pha và liều lượng sử dụng).
- Phải khử trùng các dụng cụ và thiết bị chăn nuôi. Quét sạch khu vực xung quanh chuồng trại, sau đó phải phun thuốc khử trùng trên cả nền đất.
- Phải có hồ khử trùng bên ngoài cửa chuồng, cổng trại với các dung dịch như Clorox (Chlorine) hoặc dung nước vôi. Trước khi vào chuồng trại, giẫm giày dép vào hồ khử trùng. Các phương tiện sử dụng cũng phải qua hồ khử trùng.

Hà Nội - 2007

Chung sức vì một Việt Nam không cúm gia cầm!



Accomplishments (cont'd)

5) Mass Media Campaign

➤ Aired Radio campaign : 1st qtr 2006

- Fencing spot**
 - Separation spot**
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Accomplishments (cont'd)

5) Mass media campaign

- **Aired TV Campaign**
 - Fencing TV spot
 - Separation TV spot

 - **Airing from Jan 22 to Mar 11, 2007**
aimed at reaching 59% at 3 x wk
frequency or 40% at 5 x wk frequency
nationwide
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Accomplishments (cont'd)

6) Research

- **Baseline (Dec 2005) and Follow-up (May 2007) Surveys conducted in 2 provinces (Bac Ninh and Tien Giang)**

CHALLENGES

- 1) Indications that poultry farmers currently not taking threat of AI as seriously as in 2005**
 - 2) Resistance of duck farmers to adopt key preventive measures (vaccination and enclosure)**
 - 3) Smuggling of chicken breeders from China hinder enforcement of certification**
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CHALLENGES

- 4) Success in vaccination of chickens may cause “false sense of security”**

 - 5) Supply chain (slaughterers, transporters, market vendors) continue to adopt risk behaviors > feasibility of government policies regarding supply chain**

 - 4) Dearth of communication activities targeting supply chain**
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CHALLENGES

- 5) BCC still largely donor-driven > coordinated (UN, INGOs, other donors) advocacy to government to support AI BCC activities**
- 6) Weak capacity of animal health agencies for communication work**
- 7) Weak coordination between BCC human health and BCC animal health > efforts to encourage more collaboration**

CHALLENGES (cont'd)

- 8) Duck Farmers : what are feasible behaviors to promote?**
- 9) Many different messages reaching target audiences > strengthening coordination among agencies doing BCC work**
- 10) Messages carried by animal health workers and private sector like “disinfecting” and “giving medicines” compete with “official” messages to prevent AI**

CHALLENGES (cont'd)

- 11) Many animal health workers lack training on AI and AI communication**

- 12) Finding more civil society organizations with strong grassroots networks like VWU > identify and approach other groups like Farmers' Union, etc.**



CHALLENGES (cont'd)

13) Harnessing strong interest of commercial poultry sector to be involved in AI BCC using their resources and linking with gov't program > hold discussions and orientations and offer technical assistance

PLANS : Nov 07 to Sept 08

- **Converge interventions in 7 selected provinces**
 - **Target duck farmers and develop appropriate messages and interventions (qualitative study)**
 - **Tap new local partners to expand reach of IPC activities : Vietnam Farmers Union, Center for Agricultural Extension Volunteers**
 - **Continue work with existing partners to build on past gains to achieve sustained behavior change : Vietnam Women's Union, Vietnam Poultry Association**
 - **Develop materials for transporters, slaughterers, market vendors**
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PLANS : Nov 07 to Sept 08

- **Target commercial sector for sustained involvement on AI communication : Vietnam Feed Association**
 - **Continue support to develop capacity of animal health workers for AI communication (training, job aids)**
 - **Expand entertainment education activities**
 - **Improve M&E system, tracking of behavioral changes (training assessment study, quantitative research)**
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THANK YOU !

CAM ON !



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