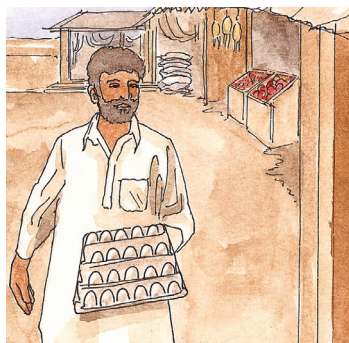


AI.COMMunique

Issue Seven | February 2008

Communication Action, Thinking, and Resources on Avian Influenza



AI.COMMunique is published by the United States Agency for International Development (USAID)'s AI.COMM avian influenza communication project, operated by AED and The Communication Initiative.

The Communication Initiative (The CI) network is an online space for sharing the experiences of, and building bridges between, the people and organizations engaged in or supporting communication as a fundamental strategy for economic and social development and change. Please visit www.comminit.com for more information.



USAID
FROM THE AMERICAN PEOPLE

AI.COMMunique is a monthly series of notes on avian influenza communication and the unique challenges and issues it presents. The series is intended to serve as a reliable source on avian influenza (AI) communication issues, as well as to spark discussion and thinking for people who are actively involved or interested in avian influenza work. To subscribe, please contact avianflu@comminit.com

Please see The Communication Initiative's Avian Influenza section at <http://www.comminit.com/avianinfluenza.html> for a full listing of avian influenza communication knowledge summaries in support of your work.

AI.COMMunique is very interested in your knowledge and experience in avian influenza communication—your projects and programs, strategic thinking, support materials, and any other relevant documentation. Please contact avianflu@comminit.com

ACTION

AFGHANISTAN: Avian Influenza Awareness Campaign

As part of its emergency-feeding program for widows, The Humanitarian Assistance to the Women of Afghanistan (HAWA) program (which was launched in 1996), CARE International in Afghanistan has been developing a long-term strategy to help women graduate from free food to sustainable livelihoods through the provision of skills building training, employment opportunities, and linkages with local markets. Assessment of one of the main projects CARE is implementing as part of HAWA is a livestock project found that poultry husbandry is the most beneficial vocation; however, the threat of avian influenza is a real concern. In response, CARE worked with the Information Education and Communication (IEC) Department of the Ministry of Public Health to run a 15-day awareness campaign in November 2007. Drawing on interpersonal interaction (face-to-face training of women) and IEC materials, its objectives were to enhance awareness, teach ways to prevent the disease, decrease the risk of its spread among and between poultry and humans, and improve coordination, networking, and referral systems so as to closer link the community to diagnostic and therapeutic centres.

More at: <http://www.comminit.com/en/node/267083>

UNITED KINGDOM: Project V's Bird Flu Reporting Initiative

Project V is a United Kingdom (UK)-based initiative centering around an audio website through which students aged 9-15 broadcast and listen to their own radio programs. As part of this project, children and youth from one school carried out interviews with their peers and experts, and conducted other types of research, to produce an audio program to raise awareness about the avian flu virus.

More at: <http://www.comminit.com/en/node/267237>

VIETNAM: Perception, Capacity, and Role of Frontline Workers as Communicators for the Animal Health Aspect of Highly Pathogenic Avian Influenza

Launched in July 2007, this initiative draws on the involvement of the agricultural sector in raising awareness amongst Vietnam's farmers about the animal health aspects of avian influenza. The Food and Agriculture Organization of the United Nations (FAO) in Vietnam is working to empower veterinarians, para-veterinarians, and frontline agricultural workers with communication tools to deliver messages to farmers. The risk communication activities are being carried out as part of their field visits, and during community outreach activities like disease surveillance, disease investigation, disinfection, culling, and vaccination campaigns.

More at: <http://www.comminit.com/en/node/267207>

REPUBLIC OF GEORGIA: Strengthening Surveillance, Information, Education, Communication, and Procurement Planning to Address Avian Influenza in Georgia

Two non-profit organizations - the Georgia-based Curatio International Foundation (CIF) and the United-States-based PATH - joined together to implement

a communication-centered pandemic prevention campaign in Georgia from June 2006 to April 2007. The ultimate goal of this project was to strengthen early warning systems, outbreak investigation, and response to a possible pandemic. The project involved the use of research to gather information - and information and communication technology (ICT) to disseminate this information - to the end of reducing the risk of communicable and socially dangerous diseases (such as avian influenza) amongst the Georgian population. Research came into play with regard to assessment of current practices, needs, and system design. CIF and PATH then developed surveillance standards and protocols, as well as guidelines. In addition, face-to-face interactions - training sessions - were intended to build the capacity of public health workers and medic!

al professionals to respond to a pandemic by introducing them to the new surveillance procedures and measures to control avian infection in humans.

More at: <http://www.comminit.com/en/node/267186>

Please VOTE in an Avian Influenza POLL:

Which is the most difficult AI communication challenge?

- Human-to-Human Transmission
- Bird-to-Human Transmission
- Bird-to-Bird Transmission

VOTE at:

http://www.comminit.com/en/poll_discussion/293

UNITED STATES: Promising Practices: Pandemic Preparedness Tools

In 2006, the Center for Infectious Disease Research and Policy (CIDRAP) at the University of Minnesota, in the United States, launched a communication-centered initiative in cooperation

with the Pew Center on the States (PCS) in an effort to enhance public health preparedness for an influenza pandemic and conserve resources by sharing promising practices. CIDRAP and PCS are using an interactive website in order to gather information about (and stimulate peer review of) practices that can be adapted or adopted by public health stakeholders in the United States. This initiative is a participatory, technology-based effort to collect, share, and evaluate models for dealing with public health emergencies such as avian influenza and pandemic influenza.

More at: <http://www.comminit.com/en/node/266954>

GLOBAL: Black Dawn: The Next Pandemic

Produced by the Canadian Broadcasting Corporation (CBC) and originally broadcast in January of 2006, this docudrama film intends to illustrate the impact of an avian flu pandemic on a modern industrial/urban society. It uses the scenario of the possibility of human-to-human transmission of the virus, leading to the worldwide spread of avian influenza. The film, which is available for purchase online, is supported by freely available online study materials which include: a fictional blog which tracks the progress of a potential pandemic; transcripts of interviews with leaders in the study and fight against pandemics and flu; background information on the film itself; and answers to FAQs.

More at: <http://www.comminit.com/en/node/267175>

DATA

Update on Avian Influenza A (H5N1) Virus Infection in Humans

January 17 2008

This review, published in The New England Journal of Medicine 358 (pps. 261-73), updates a 2005 report and incorporates information recently published or presented at the Second World Health Organization (WHO) Consultation on Clinical Aspects of Human Infection with Avian Influenza A (H5N1) Virus.

See: http://www.comminit.com/redirect.cgi?cimo=1&r=http://www.interaction.org/files.cgi/6111_NEJM_H5N1update_Jan08.pdf

EVALUATIONS

CHINA: Enhancing China's Capacity in Emergency Risk Communication and Use of Information Communication and Technology for Health Communication

The United-States-(US)-based Centers for Disease Control and Prevention (CDC) worked with government agencies and national experts in China, using person-to-person contact and ICTs, to develop a plan for training the public health workforce to effectively share information in the event of crises like

HIV/AIDS, avian influenza, and severe acute respiratory syndrome (SARS). The evaluation of this research-based emergency risk communication (ERC) initiative involved assessing these training strategies.

More at: <http://www.comminit.com/en/node/266944>

RESEARCH and RECOMMENDATIONS

Participatory Action Research on Avian Influenza Communication: Findings from Burkina Faso

by Serigne Mbaye Diene, Christophe Coulibaly, and Daniel Thieba

This paper, on participatory action research (PAR) conducted in two villages in Burkina Faso affected by avian flu in 2006, documents information on the existing social, cultural, and economic implications of bird flu in these villages. The research suggests that: "communications activities will be indispensable for causing people to change their behavior and practices in order to combat avian flu. These actions must be carried out in close collaboration with customary authorities who enjoy a high degree of prestige in their communities and who have the trust of the people." The paper puts forth several other communication-specific recommendations.

More at: <http://www.comminit.com/en/node/267089>

Communication and Social Mobilization Strategy for Avian Flu

by Neil Ford

This MS PowerPoint presentation, created for the West and Central Africa region, details priorities regarding avian flu communications as established by the World Health Organization (WHO), the FAO, and the United Nations Children's Fund (UNICEF). The presentation recommends: a) learning from HIV/AIDS communication about the challenges related to seeking behavior change through message development, and b) taking into account the context of avian flu communication, including social and cultural contexts, as well as economic poverty. It encourages realistic solutions that come from local communities.

More at: <http://www.comminit.com/en/node/267151>

RECENT NEWS

Bird flu resurfaces in northwest [IRIN Asia, February 19]
<http://www.comminit.com/redirect.cgi?cimo=1&r=http://www.irinnews.org/Report.aspx?ReportId=76831>

Jharkhand yet to start culling of birds [India eNews, February 8]
<http://www.comminit.com/redirect.cgi?cimo=1&r=http://www.indiaenews.com/health/20080208/96421.htm>

Dhaka blames India for bird flu spread [Times of India, February 8]
http://www.comminit.com/redirect.cgi?cimo=1&r=http://timesofindia.indiatimes.com/Dhaka_blames_India_for_bird_flu_spread/rssarticleshow/2765576.cms

Who is spreading avian flu? [RIA Novosti, February 6]
<http://www.comminit.com/redirect.cgi?cimo=1&r=http://en.rian.ru/analysis/20080206/98571615.html>

Bird flu fears prompt bans on feeding swans [Daily Yomiuri Online, January 29]
<http://www.comminit.com/redirect.cgi?cimo=1&r=http://www.yomiuri.co.jp/dy/national/20080129TDY04305.htm>

PLEASE SEND US examples of media coverage on avian influenza...

The CI collects examples of media coverage, primarily from media outlets in developing countries. We attempt to add to this list, in chronological order, on a monthly basis. This is not a comprehensive listing. Please send media coverage on avian influenza that you find valuable to Deborah Heimann dheimann@comminit.com

You can review the media coverage highlighted on The CI site at <http://www.comminit.com/en/node/147340>

This e-newsletter is made possible by the support of the American people through United States Agency for International Development (USAID)'s AI.COMM avian influenza communication project. The contents of this newsletter are the sole responsibility of the Communication Initiative and AED and do not necessarily reflect the views of USAID or the United States Government.

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