



USAID
FROM THE AMERICAN PEOPLE

SAFE
STRATEGIES AGAINST FLU EMERGENCE

STRATEGIES AGAINST FLU EMERGENCE

QUARTERLY REPORT

April – June 2012



July 13, 2012

This publication was produced for review by the United States Agency for International Development.
It was prepared by Development Alternatives, Inc.

Cover photo: A provincial livestock officer shows trainees how to identify a healthy chicken carcass.

STRATEGIES AGAINST FLU EMERGENCE

QUARTERLY REPORT

April – June 2012

Title:	Quarterly Report April – June 2012
Sponsoring office:	USAID/Indonesia Office of Health
Contracting officer's technical representative:	Artha Camellia
Contract number:	AID-EDH-I-00-05-00004-00
Order number:	AID-497-TO-11-00001
Contractor:	DAI
DAI project number:	1001470
Submitted:	July 13, 2012

The views expressed in this publication do not necessarily reflect the views of the United States Agency for International Development or the United States Government.

EXECUTIVE SUMMARY

This quarter SAFE organized Technical Service (TS) workshops in Tasikmalaya and Bogor to improve TS support for farmers visiting the 12 Teaching Farms (TFs), the last of which opened at the beginning of this quarter. TF upgrades included power sprayers, bird-proof wire, wrenches, fly traps, rat bait stations, additional sandals and uniforms.

Over 700 persons visited the TFs, mostly farmers, students and TS staff. SAFE and TS are following up with farmers who are interested in making changes at their farms.

A booklet on "Effective Measures to Prevent the Spread of Disease" has been disseminated strategically and used to train farmers, TS personnel and educational institutions on how to train prospective broiler producers.

At a follow-up meeting to the national-level Communication Workshop, the Avian Influenza (AI) Action Plan was finalized.

In consumer demand generation activities, SAFE reached 5,000 housewives and poultry consumers living in communities around demonstration live bird markets (LBMs) through Al-Quran recitals, sharing information on safe poultry products, and good hygiene and sanitation in poultry purchasing and handling. Together with grantee Aisyiyah, SAFE also developed a book of sermons on safe poultry practices.

SAFE utilized radio, SMS, social media, and bulletin boards to convey key program messages. We worked with 18 radio stations to broadcast program messages through multi-stakeholder talk shows and public service announcements. Regular SMS blasts were broadcast to one thousand consumers living around demonstration markets. Twitter, Facebook, blogs, and website announcements were used to share updates from the field.

The final report on the Healthcare Utilization Survey (HUS) was completed this quarter, and the detailed findings were disseminated both locally and internationally.

Data collection for the Clinician's KAP Survey was completed this quarter in East Jakarta and Bogor, and the findings were summarized in a report.

SAFE continues to host COP meetings and participate in AI stakeholder meetings. In June, the HUS findings were displayed at the 15th International Congress on Infectious Disease in Bangkok, and presented to an MOH/WHO expert meeting on AI in Bekasi. The API Resources for Indonesia are now live on the Knowledge for Health website (K4Health).

The biggest challenge this quarter and for fully reaching the goals of the project is the drastic reduction in funding. As of the end of this quarter, SAFE had not yet received a new scope of work and budget from USAID. As a result of the funding cuts, many of the activities have been modified or placed on hold.

TABLE OF CONTENTS

EXECUTIVE SUMMARY	i
ABBREVIATIONS AND ACRONYMS	v
OBJECTIVE 1. STRENGTHEN AND EXPAND PUBLIC PRIVATE PARTNERSHIPS TO IMPROVE GOOD FARMING PRACTICES AND LIMIT AI TRANSMISSION	7
OVERVIEW	7
ACTIVITY PROGRESS	7
CHALLENGES	14
OBJECTIVE 2. PROMOTE BEHAVIORS THAT LOWER THE RISK OF AI TRANSMISSION AMONG POULTRY AND INCREASE KNOWLEDGE OF SIGNS, SYMPTOMS AND RISK FACTORS FOR AI-RELATED ILLNESSES	17
OVERVIEW	17
ACTIVITY PROGRESS	17
CHALLENGES	31
OBJECTIVE 3: INCREASE KNOWLEDGE OF SIGNS/SYMPTOMS AND RISK FACTORS FOR AI-RELATED ILLNESS IN PEOPLE AND PROMOTE BEHAVIORS THAT IMPROVE HOUSEHOLD-LEVEL CARE-SEEKING IN RESPONSE TO AI-RELATED ILLNESS	34
OVERVIEW	34
ACTIVITY PROGRESS	34
CHALLENGES	37
OBJECTIVE 4. COORDINATE WITH AND FACILITATE COMMUNICATION AMONG PARTNERS	40
OVERVIEW	40
ACTIVITY PROGRESS	40
BIOSECURITY IMPROVEMENT INNOVATION FUND	45
CHALLENGES	47
MONITORING AND EVALUATION	48
GENERAL	52
STTA	52
WORKPLAN CONSULTATION	52
USAID FIELD VISIT	52
ANNEX I. LIST OF FACILITATORS AND MOTIVATORS FROM AISYAYAH AND COMBINE	53

ANNEX 2. DISTRIBUTION OF AL QURAN RECITAL TRAINING PARTICIPANTS	59
ANNEX 3. A COMPILATION OF ONLINE UPDATES BY AISYAYAH	60
ANNEX 4. LIST OF RADIO STATIONS	62
ANNEX 5. THEMES OF VIDEO	63
ANNEX 6. SCHEDULE OF VIDEO SCREENING	64
ANNEX 7. IEC MATERIALS	66
ANNEX 8. HUS POSTERBOARD PRESENTATION	71

ABBREVIATIONS AND ACRONYMS

ACIAR	Australian Centre for International Agricultural Research
AI	Avian Influenza
API	Avian and Pandemic Influenza
ARI	Acute Respiratory Infections
BIIF	Biosecurity Improvement Innovation Fund
BRI	Bank Rakyat Indonesia
C&D	Cleaning and Disinfection
CBO	Community-based organization
CDC	Centers for Disease Control
CIVAS	Center For Indonesian Veterinary Analytical Studies
CJ	PT. Cheil Jedang Indonesia
CMU	AI Campaign Management Unit (Ministry of Agriculture)
COP	Chief of Party
COTR	Contracting Officer's Technical Representative
CP	PT. Charoen Pokphand Indonesia
CRD	Chronic Respiratory Disease
DAI	Development Alternatives, Inc.
DOC	Day Old Chicks
EPA	United States Environmental Protection Agency
FAO	Food and Agricultural Organization of the United Nations
FDA	United States Food and Drug Administration
FMPI	Federation of Indonesian Poultry Society
GAPPI	Indonesian Association of Large (Sector 1 & 2) Poultry Producers
GFP	Good Farming Practices
GOPAN	Indonesian Association of Independent Sector 3 Poultry Producers
HUS	Healthcare Utilization Survey
IBI	Ikatan Bidan Indonesia (Association of Indonesian Midwives)
IEC	Information, Education, and Communication
ILI	Influenza-like Illness
IPB	Institut Pertanian Bogor (Bogor Agricultural Institute)
IPC	Interpersonal Communication
IRB	Institutional Review Board
JAPFA/PKP	PT. Japfa Comfeed Indonesia/PT. Primatama Karyapersada
JHU-CCP	Johns Hopkins Bloomberg School of Public Health, Center for Communication Program
K4Health	Knowledge for Health website hosted by John Hopkins University

KAP	Knowledge, Attitudes and Practices
KOMNAS FBPI	National Committee for AI Control and Pandemic Influenza Preparedness
LBM	Live Bird Market
M&E	Monitoring and Evaluation
MOA	Ministry of Agriculture
MOH	Ministry of Health
MOU	Memorandum of Understanding
NGO	Non-government Organization
PKK	Pemberdayaan Kesejahteraan Keluarga (government-supported women's family welfare group)
PMI	Palang Merah Indonesia (Indonesian Red Cross)
PPK UI	Center for Health Research at the University of Indonesia
PPL	<i>Petugas Penyuluh Lapangan</i> (Field Investigator)
PSA	Public Service Announcement
PVUK	<i>Petugas Veteriner Unggas Komersial</i> (Local Government Commercial Poultry Health Officer)
RFA	Request for Application
RI	Republic of Indonesia
S3BF	Sector 3 Broiler Farm
SAFE	Strategies Against Flu Emergence
SMK	SMK Nurul Huda Vocational School
SOW	Scope of Work
SPJ	truck travel documents
SPSS	Statistical Package for Social Sciences
STATA	Data analysis and statistical software
STTA	Short Term Technical Assistance
TD	Technical Discussion
TF	Teaching Farm
TMF	Tunas Mekar Farm
TOT	Training of Trainers
TS	Technical Service
UNPAD	University of Padjadjaran, Bandung
USAID	United States Agency for International Development
USDA	United States Department of Agriculture
WHO	World Health Organization

OBJECTIVE I. STRENGTHEN AND EXPAND PUBLIC PRIVATE PARTNERSHIPS TO IMPROVE GOOD FARMING PRACTICES AND LIMIT AI TRANSMISSION

OVERVIEW

This quarter SAFE reviewed with key stakeholders including Japfa, Sierad, and TMF Poultry Shop, the latest status of the Teaching Farms (TFs), the plans for upgrades, the selection process for the winners of the Champion Farmer Program, and SAFE's use of SMS to communicate with farmers and Technical Service staff (TS). There was agreement to move forward in these areas.

Technical Service Workshops in Tasikmalaya and Bogor included visits to TFs that provided TS with a strong visual perspective on the process of assessing the needs of the common farmer when implementing biosecurity measures. This allowed the TS to be better prepared to support the farmers visiting the TFs.

Meetings with FAO, the PVUK and Sukahati Poultry Shop moved partners closer to agreement on the concept of a public/private partnership between the PVUKs and Sukahati Poultry Shop in the Tasikmalaya area. Stakeholders held discussions and a general meeting of all stakeholders is planned for early next quarter.

SAFE has been communicating with farm managers, farm owners and TS personnel via SMS. A booklet on "Effective Measures to Prevent the Spread of Disease" has been used by the commercial industry to train farmers, TS personnel and educational institutions on how to instruct students, farmers and individuals that are planning to become broiler producers.

The twelfth TF was opened this quarter attended by more than 20 local dignitaries, industry executives and local farmers. Some attendees then took the self-guided tour of the TF. Over 700 persons have visited the TFs, mostly farmers, students and TS.

TF upgrades this quarter included the arrival of power sprayers, bird-proof wire, wenchers, fly traps, rat bait stations, additional sandals and uniforms. Management discussions have also begun.

ACTIVITY PROGRESS

Activity I.1. Continue work with industry and new partners to expand commitment for improved biosecurity and GFPs in SB3Fs

This quarter SAFE worked closely with the following stakeholders:

- FAO and ACIAR;
- Educational institutions – Bogor Agricultural University, Padjadjaran University, SMK Nurul Huda Vocational School;

- Government – CMU and PVUK;
- Commercial industry firms – CP, CJ, JAPFA/PKP, Sierad Produce, Rinjani Poultry Shop, Tunas Mekar Farm Poultry Shop, Sukahati Poultry Shop, Dharmaga Unggas Poultry Shop;
- Industry associations – GAPPI, GOPAN, Federation of Indonesian Poultry Society (FMPI)

All stakeholders agree that the Teaching Farms have had a positive impact on both farmers and TS. This is illustrated by the TMF Poultry Shop, which is creating a TF at Cariu Farm, a farm it owns in Bogor.

Teaching Farms Visitors

A record of the visitors to the Teaching Farms is summarized in table I. Teaching Farms were open for visitors an average five weeks during this quarter. Some TFs waited to receive DOCs before receiving visitors and none of the farms will accept visitors during harvest and clean-out time.

Table I: Number and type of visitors during this quarter

Firm / Organization	Teaching Farm	Number of these kinds of visitors to a Teaching Farm					
		Total	Farmers	Farms	Students	TS	Other
Rinjani Poultry Shop	Darwin	39	15	12	0	14	10
SMK Vocational School	Nurul Huda	118	17	10	83	1	17
Sukahati Poultry Shop	Cikaleker	66	28	16	0	11	27
CJ/Super Unggas Jaya	Encep Rusli	46	28	17	0	8	10
CJ/Super Unggas Jaya	Ujang	27	12	7	0	4	11
UNPAD University	UNPAD	179	2	2	163	2	12
Sierad.PT	Tursinameta	49	17	7	0	14	18
Tunas Mekar Farm Poultry Shop	Muslikhin	49	16	9	0	19	14
IPB University	IPB closed	21	3	3	4	2	12
IPB University	IPB open	44	3	3	22	2	17
Pokphand.PT/Dharmaga Unggas PS	Wahyu	60	30	7	0	8	22
Japfa.PT/Ciomas Adisatwa	Solihin	36	21	13	0	7	8
Total:		734	192	106	272	92	178

Distribution of booklet on “Effective Measures to Prevent the Spread of Disease”

Almost 1000 copies of the booklet have been distributed to farmers, TS personnel, students, and middle and upper management. The recipients and numbers of booklets are presented in Table 3.

Table 3. Distribution of booklet on "Effective Measures to Prevent the Spread of Disease"

No.	Date	Total Booklets	Recipient
1	17-Apr-12	15	Ujang Farm
2	18-Apr-12	20	SMK
3	18-Apr-12	20	Cikaleker Farm
4	19-Apr-12	20	Darwin Farm
5	20-Apr-12	10	Encep Rusli Farm
6	24-Apr-12	10	Cikaleker Farm
7	24-Apr-12	50	TD at Tasikmalaya
8	1-May-12	50	Ujang Farm
9	1-May-12	150	Japfa requested for training in Central Java
10	2-May-12	50	SMK Nural Huda
11	2-May-12	50	Cikaleker Farm
12	3-May-12	80	Darwin Farm
13	3-May-12	50	Encep Rusli Farm
14	4-May-12	13	SAFE, Wahyu, Tursinameta, Daniel
15	4-May-12	20	UNPAD
16	8-May-12	3	Don Utoyo, Anton S, Sudirman
17	15-May-12	50	UNPAD
18	23-May-12	2	ACIAR
19	24-May-12	100	TS Workshop 23-24 May
20	31-May-12	25	TS Workshop 30-31 May
21	1-Jun-12	25	Mr. Muslikhin (TMF)
22	5-Jun-12	15	Mr. Mulyanto (IPB)
23	6-Jun-12	15	Solihin Farm
24	7-Jun-12	30	Ruri R, GOPAN farmers
25	13-Jun-12	30	Mr. Agung (Rinjani PS)
26	15-Jun-12	5	Tanjung Mulya Farmer & TS
27	19-Jun-12	50	Ruri R requested for GOPAN farmers
28	26-Jun-12	1	Laksono Farm
29	26-Jun-12	24	Supriyanto (Japfa)
30	28-Jun-12	1	Kerta Rahadja Sentosa Farm
	Total	984	

Technical Service Industry Staff

There is evidence that the TS personnel have been talking to the farmers in their charge. For example, Mr. Surpryanto (Japfa field investigator (PPL) under Mr. Rofik) has 24 farms in his charge. After he visited Solihin TF, he spoke to each of his farmers about biosecurity measures. Eight have since implemented the sandal exchange system at the chicken house doors. He is now endeavoring to convince the others to implement this basic biosecurity technique.

Monitoring efforts indicate that additional support, supervision and incentives are needed to ensure that the TS staff can play a bigger role in providing technical assistance. In this regard, several interventions began this quarter:

- a. Champion farmer competition. Financial incentives and recognition of leadership and especially early adopters, will motivate TS staff to support changes at the S3BF. More details can be found under Activity I.4.
- b. Conceptual reinforcement through industry magazines. During this quarter an article published in *Poultry Indonesia* magazine contained a positive description of a TF. The article noted that "SAFE is a program funded by USAID to give technical assistance to support avian influenza prevention and to prevent AI transmission. Through the SAFE program, teaching farms are developed under the work plan to make poultry farm biosecurity conditions better."
- c. Teaching Aids/Materials. About 1000 copies of the booklet 'Effective Measures to Prevent the Spread of Disease' have been distributed (see Table 3 above). There has been an exceptional response to the booklet in terms of both its content and its presentation. The booklet is now being used by CP, Japfa, IPB, CJ, and Sierad in their training programs. The booklet has already reached Central Java. Copies of the large Teaching Farm Display, which has been designed to go on a wall, have been distributed to TFs and educational institutions.

SAFE Technical Assistance

Objective I staff spent over 60 person-days in the field providing technical guidance on issues related to biosecurity and good farming practices (GFPs). These discussions have taken place either in a one-on-one environment or in small groups.

The SAFE team drew the following lessons from these discussions:

1. The most common constraint continues to be a perception that biosecurity measures are expensive. "I don't have enough money" was a common refrain. SAFE staff responded by explaining how limited funds can be used most effectively, for example, by buying inexpensive sandals and creating a sandal exchange system at each chicken house door.
2. SAFE must take a very active personal role in encouraging the TS to discuss and review biosecurity with the farmers.
3. Formal training is no longer needed for the TS.
4. Training the TS in small groups (e.g., technical discussion groups) is the most effective.
5. The one-on-one sessions and small group discussions with the farmers are essential.
6. Options for gates and fences should be explained in more detail.
7. SAFE needs to use the vocabulary of barriers rather than fences, since the farmers have preconceived notions about fences.
8. Communications via SMS may be a very effective means of reinforcing the suggestions made by TS and SAFE staff.
9. Systems for easily adjusting curtains need to be developed and demonstrated at the TF.
10. The booklet was considered excellent but requires supplemental materials to explain some matters in more detail.

11. The Champion Farmer Program is essential for creating direct incentives for TS and farmers.

SMS Communication

SAFE began to reach out to farmers through SMS. Sixty-eight farmers received the first SMS message asking them about their TF visit, and 17 of them replied. The most common response was that the TF they had visited was clean, and they hoped their farm could be like the TF. They mentioned a lack of funds to make improvements.

SAFE staff responded to all farmers who had replied to the first SMS. Depending on the issues raised, the advice varied. For example, SAFE staff: a) advised farmers to contact their TS personnel, b) informed how their farms can become like the TF using their own funds, and c) encouraged them to introduce a sandal exchange system where funds are limited and to consider using the pass-over and pass-through systems as alternatives to spraying vehicles. The farmers were thanked for their suggestions, and SAFE staff also visited two of the farms – Suyamsudin Farm and Malika Farm.

Indo Livestock Expo & Forum

SAFE plans to promote biosecurity and good farming practices at the Indo Livestock Expo & Forum, which is to be held on July 4-6, 2012 at the Jakarta Convention Center. A presentation on "Teaching Farms in the Broiler Industry" has been scheduled for July 5. Invitations were sent out via email and SMS to more than a hundred people in the industry, government and international organizations.

Deliverable:

None scheduled for this quarter.

Activity 1.2. Co-design, organize and convene poultry industry National Biosecurity Convention

Key stakeholders Japfa and CP support the idea of a 2nd Poultry Industry Biosecurity Convention. Two SAFE staff members attended the Poultry Health Convention in Bangkok and identified prospective speakers for a convention in Indonesia. The convention will be developed once funding has been confirmed.

Deliverable

None scheduled for this quarter and on hold due to funding cuts.

Activity 1.3. Implement second stage physical upgrades to improve biosecurity and GFPs at TFs

In response to funding cuts, SAFE has reduced second stage physical upgrades and provided limited power sprayers, bird-proof wire, curtains, wrenches, fans, fly traps, rat bait stations, additional sandals and uniforms to a few farms. Additional information is being provided in the area of management (i.e., improved ventilation and litter management) in order to decrease mortality from

Chronic Respiratory Disease (CRD), which is the leading killer of poultry.

Deliverable

Photos Showing Upgrades – Completed in Year 2, Quarter 1.

Activity I.4. Design and implement “Champion Farmer Program”

In order to motivate TS staff, a competition was launched this quarter for farmers who visited a particular TF (Solihin TF, among others). The farmers are encouraged to introduce biosecurity changes after returning to their farms. The TS staff associated with these farm will also be recognized and rewarded. Basic criteria are used for the first tranche of awards, covering parking outside the farm, locked gates, fencing, footwear exchange, hand washing, sandal exchange, dead chicken disposal, clean chicken houses, and record-keeping. The objective for the first stage of this program is to reward early adopters. TS personnel were informed about the program and an information sheet detailing the criteria and prizes was distributed to the TS personnel and farmers associated with individual TFs. SAFE staff judged and selected three inaugural winners of the Champion Farmer Award at the end of this quarter. Winners of the awards at other TFs will be announced early in the next quarter. The SMS system was used to notify the TS of the dates of judging in Tasikmalaya and Bandung. SMS will also be used to announce the names of the winners. The cash prize of US\$300 will be shared equally between the “early adopter” farmer and his TS.

Deliverables

None scheduled for this quarter.

Activity I.5. Establish Cleaning and Disinfection (C&D) programs on 100 farms (contingent on funding)



As a result of funding cuts, the C&D program has been reduced. During this quarter, power sprayers were distributed to each TF. A dedicated educational program will be tailor-made for each TF. Expansion of the C&D program to include additional farms will depend on funding.

Deliverables

None scheduled for this quarter and on hold due to funding cuts.

Activity I.6. Provide technical and select financial assistance to farmers who have visited TFs and wish to improve biosecurity and GFPs on their farms

As a result of funding cuts the field-level local consultants that were to be hired during this quarter to support this program, were not hired. Even though 90 farms have already been identified and have agreed to revitalize their farms in line with SAFE recommendations to improve biosecurity and good farming practices so as to reduce mortality, SAFE will be unable to provide this support without local technical resources. During this quarter some of these farms were visited and assessed to determine which improvements are needed.

Deliverables

None scheduled for this quarter and on hold due to funding cuts.

Activity I.7. Develop and implement a public/private sector model with the PVUK and S3BFs in the Tasikmalaya area

A concept paper on the objectives and implementation of a joint project by FAO, PVUK, SAFE, USAID, Sukahati Poultry Shop, and CMU in the Tasikmalaya area has been developed and distributed to the principals of each entity. A general meeting of all stakeholders is planned for August 2012. In a recent development, SAFE is awaiting to hear from FAO whether they and the MOA will continue with the PVUK program as FAO is also experiencing funding cuts.

Deliverable

Concept Paper. Completed in Year 2, Quarter 1. The actual program is on hold due to FAO funding cuts.

Activity I.8. Develop new and monitor existing grants under BIIF

Please see separate BIIF section for details.

Activity I.9. Develop educational and communication materials for use at S3BFs and in educational institutions

As a result of funding cuts, this activity and deliverable have been put on hold. SOWs have been written and approved internally for the production of videos, an advanced biosecurity booklet, and job aids. Further activities depend on funding approval.

Deliverable

Biosecurity Booklet and Job Aids for TS Staff. Placed on hold due to funding cuts.

Activity I.10. Continue to use technical discussion groups with TS staff and farmers to provide continuing education and a forum for new ideas on biosecurity improvements in S3BFs

A third Technical Discussion Group was established. The first meeting was held in June 2012 in Bogor, for TS and farmers in the Bogor area. It was attended by an IPB student and TS from CP, Sierad, and TMF Poultry Shop. It was decided at the meeting that CRD would be discussed in depth at the next meeting, which is planned for July. It was agreed that farmers would be invited to this meeting along with an expert speaker.

The Technical Discussion Group in Tasikmalaya also held a meeting this quarter. Representatives from CMU, FAO and USAID attended and gave short talks. Mr. Bambang from USAID encouraged the Technical Discussion Group to continue, suggesting specific topics for the agenda based on the needs of farmers, and proposing that experts be invited to talk on specific topics. Mr. Sudarmono from CMU told participants that the Technical Discussion Group meeting is an excellent forum to communicate and share experiences on the ground. He hoped that Tasikmalaya district would establish good relations so that productive communications could occur between farmers, TS and government animal health officers such as PVUK. He was delighted at the large number of active participants in this discussion group. Mr. Bimo and Mr. Alfred from FAO explained their program in Tasikmalaya and expressed appreciation for the opportunity to attend the meeting.

Farmers associated with three TFs (Cikakeler/Sukahati Poultry Shop, Darwin/Rinjani Poultry Shop and SMK Nurul Huda Vocational School) also gave presentations. They noted that the TFs are very useful for helping farmers understand biosecurity, because the farms are simple and similar to their own farms. Mr. Dadang from Sukahati Poultry Shop explained that he planned to support a seminar for their farmers by inviting them to tour the TF. Mr. Dahman from Ringani Poultry Shop expressed his belief that biosecurity can improve his farm's performance so that other farmers can see how good it is.

CHALLENGES

The biggest challenge this quarter and for fully reaching the goals of the commercial farm program is the drastic reduction in funding. Exacerbating the situation has been the time it has taken to receive official notification and a new scope of work and budget from USAID. The Objective I team has focused on the core elements of the strategy but the supporting structures, such as the hiring of local technical experts and the development of materials for use by the TS have either been cancelled or placed on hold until a new budget is received.

OBJECTIVE 1 ACTIVITIES	DELIVERABLE	QUARTER			
		1 Apr 1 - Jun 30	2 Jul 1 - Sep 30	3 Oct 1 - Dec 31	4 Jan 1 - Mar 31
ACTIVITY 1 Continue work with industry and new partners to expand commitment for improved biosecurity and GFPs in S3BFs	Listing of meetings with stakeholders and field visits				X
ACTIVITY 2 Co-design, organize and convene poultry industry National Biosecurity Convention	Convention held				H
	Convention report				H
ACTIVITY 3 Implement second stage physical upgrades to improve biosecurity and GFPs at TFs	Photos showing upgrades	√	H		
ACTIVITY 4 Design and implement “Champion Farmer” Program	Report on competition results				X
ACTIVITY 5 Establish Cleaning and Disinfection (C&D) programs on 100 farms (contingent on funding)	List of farms trained in C&D			H	
ACTIVITY 6 Provide technical and select financial assistance to farmers who have visited TFs and wish to improve biosecurity and GFPs on their farms	List of physical changes and behaviors implemented by farm				H
	Draft Farm Evaluation Report				X
ACTIVITY 7 Develop and implement a public/private sector model with the PVUK and S3BF in the Tasikmalaya area	Concept paper	√			
	MOU		H		
	Interim report on impact on farms				H

OBJECTIVE ACTIVITIES	DELIVERABLE	QUARTER			
		1 Apr 1 - Jun 30	2 Jul 1 - Sep 30	3 Oct 1 - Dec 31	4 Jan 1 - Mar 31
ACTIVITY 8 Develop new and monitor existing grants under BIIF	Multi-stakeholder meeting convened and BIIF road shows conducted to identify priorities that would have greatest potential for improved biosecurity across poultry value chain	√	H	H	H
	Trainings on proposal development techniques delivered	√	H	H	
	New BIIF awards	√	H	H	
ACTIVITY 9 Develop educational and communication materials for TS staff and students of animal husbandry/science for use for Sector 3 farms and in educational institutions	Biosecurity booklet for TS staff	H ¹	H		
	Video(s)		H		
	Job aids	H	H		
ACTIVITY 10 Continue to use technical discussion groups with TS staff and farmers to provide continuing education and a forum for new ideas on biosecurity improvements in S3BFs	Subsection of Quarterly Reports	√	X	X	X

Notes:

¹ Placed on hold

OBJECTIVE 2. PROMOTE BEHAVIORS THAT LOWER THE RISK OF AI TRANSMISSION AMONG POULTRY AND INCREASE KNOWLEDGE OF SIGNS, SYMPTOMS AND RISK FACTORS FOR AI-RELATED ILLNESSES

OVERVIEW

During this quarter SAFE held stakeholder meetings and activities throughout program districts in coordination with all partners. SAFE also held the first follow-up meeting to the national-level Communication Workshop held last quarter, resulting in finalization of the Action Plan for AI.

SAFE implemented consumer demand generation activities for healthy poultry products. SAFE reached over 5,000 women at various *Majlis Taklim* (AI-Quran Recitation Events) with information on safe poultry products, and good hygiene and sanitation related to food purchases and food handling. These women are housewives and consumers from communities surrounding demonstration live bird markets. Together with our grantee Aisyiyah, SAFE also developed a *khutbah* (sermon) book covering six topics concerning safe poultry and safe behavior related to poultry distribution and consumption.

SAFE also tapped into four types of media to convey key program messages – radio, SMS, social media, and bulletin boards. We also worked with 18 radio stations to broadcast program messages through talk shows and public service announcements. The talk shows were conducted two or three times a week at each radio station during May and June 2012. They were attended by resource persons from the livestock offices, health officials, market managers, Aisyiyah and PMI staff, and consumers of poultry products. Regular blasts were broadcast to 1,000 consumers living around demonstration markets in May-June 2012. Twitter, Facebook, blogs, and website announcements were also used. Most updates were provided in the field by SAFE facilitators.

Various Information, Education, and Communication (IEC) materials were distributed this quarter. These materials were approved by the Ministry of Agriculture and the Ministry of Health, with FAO and WHO as the technical leads. SAFE also completed development of merchandise including aprons, t-shirts, vests, banners, calendars, mugs, stickers, pins, and hats.

ACTIVITY PROGRESS

Activity 2.1. Hold regular district and provincial consultative and stakeholder meetings

District Stakeholder Meetings

Nineteen stakeholder meetings were conducted in 10 districts this quarter. Participants came from the following offices:

- District Livestock Services Office
- District Health Office

- District Industrial and Livestock Office
- District Planning board
- District Civil Order Office
- Market management
- Representatives of vendors/slaughterers
- SAFE implementing partners: PMI, Combine and Aisyiyah

Three districts convened stakeholder meetings in April – Bogor, Sukabumi and Ciamis. These meetings discussed:

1. Empowerment of the market community for healthy market grant implementation.
2. Socialization on safety and healthy product handling and hygiene practices in the market.
3. Coordination among SAFE partners as implementing organizations (Combine, Aisyiyah and PMI) to plan and develop work plans for joint activities.

These activities resulted in the following outcomes:

- Distribution of tasks for the radio talk show to raise consumer awareness about healthy markets:
 - Aisyiyah to provide a resource person for topics concerning religious views on the production and consumption of healthy poultry products as well as good business practices
 - District Livestock Services Office to provide a resource person for topics related to AI issues and biosecurity measures
 - District Health Office to provide a resource person for topics on AI in humans and market hygiene and sanitation
 - PMI to be responsible for empowering market managers, vendors and slaughterers
 - District Industry and Trade office (which manages markets) to provide a resource person on managing healthy markets.
- Work plans were developed for joint activities in each demonstration market and the surrounding community.

In May 2012, seven districts held stakeholder meetings – Bogor, Tasikmalaya, Cianjur, Sukabumi, Garut, Serang and Lebak. The following topics were discussed at these meetings:

- Socialization of healthy poultry product handling for consumers
- Preparation of milestone I for healthy market grant implementation by market managers, District Industry and Trade Office, District Livestock Office, and PMI
- Coordination among PMI, Combine and Aisyiyah
- Radio talk show.

These district-level meetings had the following outputs:

- Report on achievements of joint activities among Aisyiyah, Combine, PMI and the related district government in connection with the radio talk shows, community meetings around the market, and market campaigns.
- Milestone I was developed as a requirement for the SAFE market grants, covering project team staffing, work plan, list of beneficiaries, photo documentation of the market before and after the intervention, and design of the project board branding with USAID and SAFE logos.

In June 2012, district stakeholder meetings were held in nine districts – Cianjur, Sukabumi, Bandung, West Bandung, Garut, Tasikmalaya, Ciamis, Serang and Lebak. Their main purpose was to discuss progress in implementing the market grant funds and preparation of the reports. These meetings, which took place between May 27 and June 14, 2012, discussed:

1. Progress in grant implementation
2. Other issues, including:
 - a. Progress report on improvements at Soreang Market: drainage was 75% complete, stalls/kiosk were 90% complete, a second temporary waste dumper thanks to contributions from the market community
 - b. Progress in Sayati Market: drainage along 90 meters was complete, along with an additional 32 meters of drainage
 - c. Progress in Sukaraja Market: while the target had been to develop one artesian well and one water tower, the market community contributed another artesian well and water tower together with an additional 44 meters of piping for clean water distribution.

The meetings produced progress reports on healthy market implementation, indicating that overall implementation had now reached 80% of what had been planned.

Deliverables

District stakeholder meetings conducted in 10 districts – Completed Year 2 Quarter I

Activity 2.2. Create and implement consumer demand campaign for healthy poultry products

SAFE engaged Aisyiyah and Combine for this activity. Both organizations have extensive experience and vast networks in the grassroots community. Aisyiyah is a faith-based women organization under Muhammadiyah (one of the two most prominent and largest Islamic organizations in Indonesia) that has been working intensively on health, education, and social development of the community, while Combine is a not-for-profit organization specializing in the use of media for development and human empowerment.

Both organizations were given a mandate to reach out to traditional market consumers, specifically consumers who live in the sub-districts around SAFE demonstration markets. Aisyiyah is using its faith-based channels while Combine is using its media expertise to disseminate the message. In

practice, Aisiyyah, Combine, and PMI are complementing each other in creating and implementing a consumer demand campaign for healthy poultry products.

Training for Field Facilitators and Motivators from Aisiyyah and Combine

At the outset, Aisiyyah and Combine identified and selected field facilitators and motivators for 20 markets in 10 districts, then provided these field officers with training.



Aisiyyah facilitators attend training

Aisiyyah trained 74 sub-district facilitators and district ‘motivators’ in Bandung and Serang on March 31-April 1 and April 22-23, 2012, respectively. Combine trained 10 facilitators on April 25, 2012 in Sukabumi.

Resource persons for this training came from Provincial Livestock Offices and SAFE. The objectives of this training were twofold. First was improving the knowledge of facilitators and motivators as to what constitutes safe poultry, a safe market, and safe food, so that

they can disseminate and harmonize SAFE’s key messages. Second was providing an explanation of program activities, outcomes, and output, so that they understood the project management aspects. A full list of the facilitators and motivators can be found in Annex I.

Development of Sermon Book and Seven-minute Audio Sermon (*Kultum-Kuliah Tujuh Menit*)

SAFE has joined with Aisiyyah to develop a reference book of sermons for local preachers (*muballighat*).

At each village and sub-district level, it is customary to hold a weekly or biweekly sermon and Al-Quran recital, led by a prominent local preacher. SAFE has seen these regular gatherings of local women as an ideal opportunity to disseminate information on safe poultry products, their distribution and consumption.

In collaboration with Combine, Aisiyyah has also developed a series of seven-minute audio sermons for radio broadcasts.

Al-Quran Recitals (*Pengajian/Majlis Taklim*)

SAFE engaged Aisiyyah to undertake consumer demand campaign activities through Quran recitals in which issues of safe poultry products, hygiene, and sanitation are linked to verses from the Quran. The underlying message is that *halal* and *thayyib* (cleanliness) are one aspect of faith in God. More than 5,500 women in 10 districts have been reached through these activities.

Aisiyyah facilitators trained by livestock officials have been disseminating information to these women on how to choose safe poultry products and how to handle poultry correctly. For women

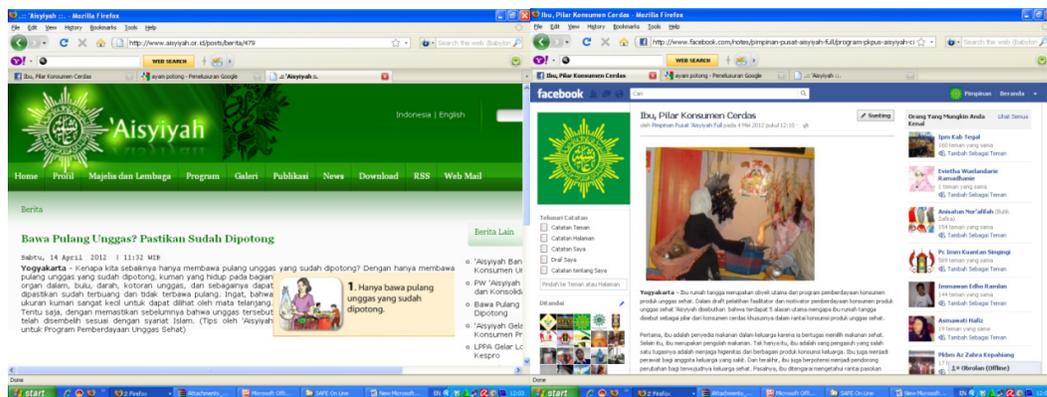
who still prefer to buy live poultry from the market, facilitators highlighted the risks involved in slaughtering poultry at home. Facilitators urged women to ask vendors for healthy products, and to pay careful attention to the behavior of vendors in terms of maintaining the cleanliness of their utensils and stalls.

Questions commonly arising during the Quran recitals included:

- How can we make sure vendors are slaughtering the poultry in a halal way?
- Is it really necessary to preserve a carcass with ice? Carcasses displayed in ice are usually considered to be a sign that the meat is no longer fresh.
- Why is zoning important?
- Does our government regulate healthy markets? Why is the market still dirty? Why is there no compliance?
- Is it okay to unload live poultry at the same gate that consumers use to enter the market?
- Are there any regulations requiring transporters to clean their trucks and cages? They are so dirty and smelly.

Distribution of Al Quran recital training participants can be found in Annex 2.

Socialization through Social Media



Aisiyah reaches out to followers and consumers using Facebook, Twitter and its website. Its Facebook account is *Konsumen Produk Unggas Sehat* (Healthy Poultry Consumers); its Twitter account is *#Konsumen produk unggas sehat*, and its website is www.aisiyah.or.id.

A compilation of online updates by Aisiyah this quarter can be found in Annex 3.

Radio Broadcast

SAFE engaged 18 radio stations (both community radio and local government radio stations) through Combine to disseminate information by broadcasting talkshows and public service announcements. The talkshows were aired two or three times a week on each radio station in May-June 2012.

Resource persons invited included livestock officials, health officials, market managers, Aisyiyah, PMI, and consumer representatives. A list of these radio stations can be found in Annex 4.



Talk shows and public service announcements were aired by local radio stations.

Development of Training Module for Media Training

Combine developed three training modules – Media Mapping and Social Media Usage, Media Convergence Training, and SMS Gateway Usage. These modules are to be used in community training to improve local knowledge and skills in communication and media usage. Details of these media training modules are available at SAFE office.

Bulletin

Combine assisted market community members to develop a market bulletin as a communication and information tool in the market. A compilation of these bulletins are kept at SAFE office.

SMS Blast

Regular SMS blasts were broadcast to 1,000 consumers living in the vicinity of pilot markets during May-June 2012. The content, which focuses on Healthy Market and Community Initiatives, was developed by a Combine Media Team using SAFE guidelines for field communication. The contents of these SMS blasts are kept at SAFE office.

Video Development and Screening

As an alternative communication method for behavior change, Combine facilitators have been assisting market community members to develop a short video, with footage being taken from the local community. This video is a tool for identifying risky behaviors and encouraging reflection. People who see themselves practicing such behavior are more likely to acknowledge how dangerous it is. The videos are being developed using a participatory approach, with the local market

community selecting their own themes.

The completed video will be screened to the market community to encourage discussion and reflection.

A list of the video themes can be found in Annex 5 while the screening schedule is in Annex 6.

Deliverables

Community radio stations linked to local partners airing AI/ILI/ARI-related messages – completed Year 2 Quarter I

Religious events conducted in communities surrounding demonstration markets – completed Year 2 Quarter I

AI/ILI/ARI-related content published online through Aisyiyah and Combine networks – completed Year 2 Quarter I

Activity 2.3. Implement social media pilot under BIIF in coordination with PMI, Combine and Aisyiyah

Deliverables

None scheduled this quarter and on hold due to funding cuts.

Activity 2.4. Finalize and air season I of radio serial drama

All episodes of the radio drama have been completed. The plot begins with a vendor falling seriously ill and being absent from the market for some time. Later, it is discovered that he has caught AI. The main character then sets off to investigate how he caught the disease, accompanied by a female vendor. A romance develops between the two people. They visit a local farmer and are given an explanation about good farming practices. They also visit a slaughterhouse and meet a transporter who does not perform regular cleaning and disinfecting. Finally, they discover that a chicken collector has been paying a garbage collector to buy dead chicken from a farmer. The dead chicken carcasses are then being resold in the market at low prices.

Three episodes of the drama are dedicated to discussing healthy markets. In the last episode, the vendor who had fallen ill in the first episode has now recovered and returns to the market. He had gone to the community health center promptly, received treatment, been referred to a public hospital, and then recovered.

The radio drama is to be broadcast on both community radio and commercial radio. A talkshow will accompany the drama and discuss the contents in a way that informs and educates listeners.

Deliverable

Finalize and air Season I of the radio serial drama. Production and airing of the twelve episodes has been put on hold due to funding cuts.

Activity 2.5. Develop targeted communication tools to support changes in LBM

Information, Education, and Communication (IEC) materials were developed this quarter, including posters, flyers, flipcharts, a Ludo board game, recipe leaflet, and pictorials. These materials were approved by the Ministry of Agriculture and the Ministry of Health, with FAO and WHO as technical leads. SAFE also completed the development of various merchandise, including aprons, t-shirts, vests, banners, calendars, mugs, stickers, pins, and hats. See Annex 7 for examples of all the IEC materials and merchandise.

All materials highlight the priority behaviors summarized in the SAFE report titled “2011 Consensus Report: Priority Audiences and Behaviors For Reducing the Risk of AI Transmission in Indonesia”. The primary IEC materials that serve as umbrella documents are the poster, flyer, and flipchart. They are targeting eight audience groups: Poultry Farmers, Transporters, Slaughterers, Vendors, Market Managers, Collectors, Backyard Poultry Farmers, and Consumers.

Cookbook for consumers

All IEC materials and merchandise are being distributed through SAFE partners (PMI, Aisyiyah, and Combine). Distribution points include live bird markets (vendors, market managers, market staff/cleaners), poultry farmers, consumers, radio stations, and local government offices.

As mentioned under Activity 2.2, SAFE worked with Aisyiyah to develop a *khutbah* (book of sermons) on six topics relating to safe poultry and safe behavior regarding poultry distribution and consumption.

Deliverables

IEC materials developed. Completed Year 2, Quarter 1

Khutbah book containing religious perspectives on biosecurity, food safety, good business practices. Completed Year 2, Quarter 1

Activity 2.6. Continue implementing and strengthening the healthy LBM initiative in demonstration markets

SAFE awarded 20 grants to 20 live bird markets (LBMs) to support the program’s Healthy Market Initiative. These grants are expected to revitalize the LBMs by improving the market floors, drainage, and vendor stalls.

Implementation in the field sometimes required adjustment, primarily due to unexpected structural changes that were required, and success in securing financial contributions from the local government. The process of adjusting grant implementation was managed in consultation with field facilitators, market managers and the grant committee. These adjustments are summarized in the accompanying table.

No.	Market name	Original Plan	Adjustment	Reasons
1	Banjarsari Marke	Drainage inside product stalls	Drainage surrounding wet product stalls	Serang district government allocated funds
2	Pangandaran market	5 artesian well	One artesian well with tower water reservoir	Limited permits to develop artesian wells
3	Rajapolah market	Develop vendor stalls	Will not be completed until early July	The team has to wait for the construction of the new zoning area

During implementation of the Healthy Market Initiative, SAFE was able to secure several contributions from local government, as described below.

Cianjur District Government Contributes to Developing Zoning Area and Small-scale Slaughterhouse in Cipanas Market

During a SAFE district consultative meeting held on February 8, 2012 and attended by several agencies, including the District Industry and Trade Office, District Livestock Services, District Health Office, and other agencies, Yana M Kamaludin, Head of the Infrastructure Section at the Cooperative Industry and Trade Office, committed to supporting the SAFE demonstration market by offering government funding to develop a zoning area for live bird vendors at Cipanas Market.

To follow up this commitment, SAFE together with the Cipanas Vendor Association (a local community-based organization (CBO) implementing the SAFE grant program at Cipanas Market), the market manager, and Cooperative Industry and Trade Office developed an agreement to implement the program with the following division of tasks:

- Cipanas Vendor Association, SAFE and the market manager to approach live poultry bird vendors to discuss the zoning plan

- SAFE to provide support through a grant program to build cages that conform with biosecurity standards
- The Cooperative Industry and Trade Office to develop permanent vendor stalls and dedicated zoning areas
- The Cooperative Industry and Trade Office to also develop small-scale slaughterhouses in the zoning areas.

Cianjur District Cooperative Industry and Trade Office committed funds in the amount of Rp.323,868,000 for market improvements. Implementation of these activities began in mid-May.

Bandung District Government Contributes to Drainage Rehabilitation in Soreang and Market Road Block Rehabilitation in Sayati Market

- On March 13, 2012, Bupati Haji Dadang Naser, Bandung District Head, accompanied by Bambang Budi Raharjo, Head of Bandung District Cooperative Industry and Trade Office, visited Soreang Market, which is a SAFE demonstration market, and participated in a healthy market event (*Gebyar*) held there.
- During the visit, the Bupati learned about SAFE's healthy market program and the market community. He expressed strong interest in supporting the healthy market program.
- The Bupati contributed an approved budget for the rehabilitation of the drainage at Soreang market at a total cost of Rp.257,930,000 and for the rehabilitation of a market road block in Sayati Market at a total cost of Rp.64,000,000.
- Work began in May 2012.

Community Radio in Sukanegara Market, Cianjur District

One outcome of the coordination meeting among SAFE healthy market implementing partners (PMI, Aisyiyah, and Combine) held in Cianjur District on May 2, 2012, was the discovery that they face a distinct challenge in disseminating information around the Sukanegara Market area, namely, the lack of any community radio station in the area. After a meeting with the local community organized at the market and attended by facilitators from Combine and PMI, the market community became excited about the prospect of developing community radio. Key follow-up actions to develop community radio are as follows:

- The Sukanegara market community has agreed to develop community radio at Sukanegara market, initially by using a land radio system (i.e., a radio with a PA system). The market community will contribute the radio equipment, a studio site, operators and announcers.
- To ensure that the land radio initiative is sustainable, around 200 vendors agreed to pay monthly financial contributions of Rp.1,000-2,000 per vendor. Another funding source identified was collecting fees for songs requested by listeners.

Serang District Government Contributes to Drainage Rehabilitation in Bajansari Cikande Market

- During a healthy market event (*Gebyar*) at Anyer Market on March 29, 2012, the *Bupati*, Drs. H. A. Taufik Nuriman, (Serang District Head), accompanied by the Head of Bandung District

Cooperative Industry and Trade Office, and the District Government Secretary, participated in the event and also took the opportunity to visit this SAFE demonstration market.

- During his visit, the Bupati discussed the SAFE healthy market program and made a commitment to support the healthy market program.
- By way of follow-up, Serang local government has allocated funds totaling Rp.30 million to rehabilitate the drainage at Banjarsari market.
- Work began in May 2012.

Zoning Area for Poultry and Meat Vendors Developed in Rajapolah Market, Tasikmalaya District

- During an initial participatory meeting facilitated by a field facilitator, the Rajapolah Market manager and vendors discussed how to develop a healthy market. One topic of discussion was the possibility of developing a zoning area in the market for poultry products and meat stalls. However, no agreement was reached between the vendors and the market manager on how to develop it.
- Follow-up activities were conducted in Rajapolah market, including the socialization of healthy markets using technical staff from the Tasikmalaya District Livestock Services and the Health Office. Once the vendors and market manager had been exposed to these healthy market issues, they became sufficiently motivated to agree on how to develop the zoning area in the market.
- The funds needed to develop the zoning area total about Rp.50,000,000, consisting of Rp.30,000,000 from the market management through a loan from BRI (Bank Rakyat Indonesia) to develop a new building for poultry vendors, and Rp.20,000,000 from a SAFE grant for vendor stall improvement. The location for the zoning is being provided by the market management.
- Construction of the zoning area began in May and will continue through July 2012.

Technical guidance is required to ensure that the grants lead to proper standards being implemented. Reference materials have included the following:

- Guidance for Restructuring: Life Poultry Market, Poultry Supply Chain and Poultry Product – USDA, CIVAS, KOMNAS FBPI; 2008
- MOH Decree, Guideline Implementation of Healthy Market. Number 519/MENKES/SK/VI/2008; by Directorate of Environmental Health, MOH Ri, 2008
- Consultation with technical staff from the FAO market program, particularly on cleaning and disinfection (C&D) training
- Technical information found at www.mitraunggas.com.

Maintenance Plan

Once the market improvements have been accomplished, the market stakeholders (market manager, field facilitator, vendors, beneficiaries, and grant committee) will set up a participatory meeting to finalize the maintenance plan that was drafted when developing the grant proposal.

Market stakeholders have already agreed on the following:

- Contributions to pay waste collectors at the market of about Rp.2,000/day
- Contributions to the water cleaning fee of about Rp.1,000/day
- Compulsory monthly contributions from vendors using a communal refrigerator of about Rp.15,000/month.

Refresher training for field facilitators and coordinators

As a result of funding cuts, SAFE postponed the refresher training for field facilitators and coordinators, since this workshop would have focused on activities not yet approved by USAID. In lieu of this workshop, SAFE convened a smaller group of stakeholders and conducted an evaluation workshop in Jakarta. The aim was to evaluate the interventions that had taken place in Year 1 and to prepare the implementing team for Year 2 activities. The main recommendations from this meeting were as follows:

- A joint preparation meeting was needed among the SAFE partners (PMI, Aisiyah and Combine) to harmonize the timeline and ensure maximum impact.
- It would be strategic to continue the activities with the partners having different roles. PMI will undertake healthy market initiatives, Aisiyah will utilize religious and women/consumer communication channels, and Combine will provide the media platform and assist the community in producing media content. This approach builds on the competitive advantage of each partner.
- SAFE and its partners should function as facilitators, while the local government offices should provide technical expertise.

The intensive consumer demand generation interventions related to AI issues have not previously been available in the program working areas. They offer a new perspective for approaching the problem.

Deliverables

Grants awarded for initial LBM changes. Completed Year 2, Quarter 1

LBM demonstration markets updated and improved. Completed Year 2, Quarter 1

Maintenance plan and in-market regulations on biosecurity developed. Completed Year 2, Quarter 1

Refresher training for field facilitators and coordinators conducted. On hold, due to funding cuts.

Activity 2.7. Design and implement “Healthy Live Bird Market Competition” among neighboring markets

As a result of funding cuts, this activity will most likely not take place.

Deliverables

None scheduled this quarter and on hold due to funding cuts.

Activity 2.8. Establish a consumer-driven award to recognize a “vendor of the month” in each SAFE-supported market

Deliverables

None scheduled this quarter.

Activity 2.9. Conduct national/provincial strategic health communication workshop

A strategic health communication workshop was held at Aston Pasteur Primera in Bandung on April 16-20, 2012. It was attended by 31 participants from nine institutions, including the Ministry of Health, Ministry of Agriculture, Ministry of Information and Telecommunication, Zoonotic Commission, Provincial Livestock Offices of West Java and Banten, and Provincial Health Offices of West Java and Banten. Dr. Benjamin Lozare from JHU was the workshop facilitator.

The five-day workshop covered several topics: leadership, strategic behavior change communication, setting appropriate objectives for communication, developing message concepts, defining key messages and barriers to change, planning for implementation, monitoring and evaluation, materials development, pre-testing and production, campaign management, implementation and monitoring. Each session was followed by teamwork and presentations.

A group document was drafted at the end of the workshop to facilitate future collaboration and follow-up. The workshop alumni referred to themselves as a ‘community of interest’ and agreed to meet regularly to maintain the momentum for collaboration and coordination. The first follow-up meeting to this workshop is reported on below.

First Follow-up Meeting to Health Communication Workshop

SAFE held the first follow-up meeting to the Strategic Health Communication Workshop on May 30, 2012 at Le Meridien Hotel in Jakarta. Participants represented the same nine institutions, all of which play a key role in AI prevention and management in Indonesia. This group aims to promote sharing of information and networking to overcome bureaucratic hurdles. The objectives of the follow-up meeting were threefold:

- Discuss the draft Avian Influenza Action Plan and complete it with a list of activities, a timeline, and the role of each stakeholder;
- Provide inputs for AI prevention and management efforts in Indonesia; and
- Continue coordination and collaboration among government agencies on AI.

The 20 participants came from the National Commission on Zoonotic Control/Coordinating Ministry of Community Welfare, the Zoonosis Division of the Ministry of Health, the Public Affairs

Office of the Ministry of Agriculture, the Livestock Office and the Health Office of Banten Province, and the Livestock Office and Health Office of West Java Province.

The meeting highlighted the importance of coordination and expanding networks among line agencies. All participants agreed that this meeting and the next meetings to follow will be considered a success if everyone improves the understanding of each other’s work and collaboration and cooperation can be materialized for the purpose of tackling AI in Indonesia.

The meeting focused on two agenda items in particular – a presentation from the Zoonotic Commission on an Integrated National Strategic Plan for Zoonosis Control, and a discussion on the draft AI Action Plan.

At the end of the presentation, participants were encouraged to monitor budget allocations by the Ministry of Finance in order to safeguard implementation of the strategy document. Noting that the Zoonotic Commission is only operational until 2017, the participants hoped that by that date, all provinces will have their own regional body to take over the role of the national commission.

The meeting also agreed to add a separate section to the second draft of the Action Plan that maps each sector’s role in achieving the Action Plan’s vision. This mapping should also include a list of existing programs and activities in each sector.



Participants at first follow-up meeting

Deliverables

Report on Health Strategic Communication Workshop. Completed Year 2, Quarter I

Activity 2.10. Conduct district-level Health Strategic Communication Workshop for Livestock Services and Health Office personnel (Same as Objective 3, Activity 10)

Deliverables

None scheduled this quarter and on hold due to funding cuts.

CHALLENGES

The reduction in funding is the most significant challenge for the live bird market program. The initial strategy of bringing in surrounding markets to observe and learn from the demonstration markets was placed on hold until SAFE receives the new scope of work and budget. SAFE's focus on building ownership amongst the local stakeholders should help alleviate the inability to implement the entire strategy.

There were other implementation challenges mostly stemming from external factors. For example, at Banjarsari Market in Cikande Serang, the implementation of the changes was twice stopped by local *preman* (thugs who handle security). The field facilitators, Market Manager and grant committee arranged two meetings dedicated to solving the problem. They also worked on establishing good communications and agreement among market stakeholders to allow the work to move forward. The meetings resulted in improved communications and clarified each party's role and responsibilities.

An additional challenge occurred at Maja Market, Lebak District. On May 17, 2012, the grant committee began drainage rehabilitation work through the night. But early the next morning, heavy rains caused a flood that destroyed the new drainage. The total loss from this flood was approximately Rp.1,000,000. In a show of commitment, the Market Manager and community rebuilt the drainage system using funds from Maja Market's budget.

OBJECTIVE 2 ACTIVITIES	DELIVERABLE	QUARTER			
		1 Apr 1 - Jun 30	2 Jul 1 - Sep 30	3 Oct 1 - Dec 31	4 Jan 1- Mar 31
ACTIVITY 1 Hold regular district and provincial consultative and stakeholder meetings	District stakeholder meetings conducted in 10 districts	√	X	X	X
	Provincial stakeholder meetings conducted in 2 provinces		X	H	H
	National consultative meeting conducted				H
ACTIVITY 2 Create and implement consumer demand campaign for healthy poultry products	Peer-to-peer consumer outreach activities conducted		X	X	X
	Consumer demand generation events using an entertainment education approach conducted		X	X	X
	Community radio stations linked to local partners airing AI/ILI/ARI-related messages.	√	X	X	X
	Religious events conducted in communities surrounding demonstration markets	√	X	X	X
	AI/ILI/ARI-related content published online through Aisyyah and Combine networks	√	X	X	X
ACTIVITY 3 Implement social media pilot under BIIF in coordination with PMI, Combine and Aisyyah	Report on social media pilot				H
ACTIVITY 4 Finalize and air Season I of the radio serial drama	Season I of radio serial drama aired	H	H	H	H
ACTIVITY 5 Develop targeted communication tools to support changes in LBMs	IEC materials developed	√			
	Health promotion and instructional video produced		H		
	<i>Khutbah</i> book containing religious views on biosecurity, food safety, good business practices	√			

	Videos produced by communities and screened in markets and communities		X	X	
ACTIVITY 6 Continue implementing and strengthening the Healthy LBM Initiative in demonstration markets	Grants awarded for initial LBM changes	√			
	LBM demonstration markets updated and improved	√			
	Maintenance plan and in-market regulations on biosecurity developed	√			
	Healthy LBM Initiative “how to” process documented			X	
	Refresher training for field facilitators and coordinators conducted	H			
	TOT Training for Dinas personnel conducted		X		
	Market managers and vendors at district level trained by Dinas		X		
	Grants distributed for follow-up LBM changes/activities			H	
ACTIVITY 7 Design and implement “Healthy Live Bird Market Competition” among neighboring markets	Launch competition		H		
	30 winning proposals awarded			H	
ACTIVITY 8 Establish a consumer-driven award to recognize a “Vendor of the Month” in each SAFE-supported market	Vendor award given out in each demonstration market				X
ACTIVITY 9 Conduct national/provincial Health Strategic Communication Workshop	Report on Health Strategic Communication Workshop	√			
ACTIVITY 10 Conduct district-level Health Strategic Communication Workshop for Livestock Services and Health Office personnel (<i>Same as Objective 3, Activity 10</i>)	Health Strategic Communication Workshop conducted		H		

OBJECTIVE 3: INCREASE KNOWLEDGE OF SIGNS/SYMPTOMS AND RISK FACTORS FOR AI-RELATED ILLNESS IN PEOPLE AND PROMOTE BEHAVIORS THAT IMPROVE HOUSEHOLD-LEVEL CARE-SEEKING IN RESPONSE TO AI-RELATED ILLNESS

OVERVIEW

The Healthcare Utilization Survey (HUS) in-depth analysis was conducted this quarter. The survey's purpose was to develop estimates of the seasonal influenza disease burden and to determine the proportion of persons with ILIs that seek care, their understanding of signs and symptoms that indicate the need for care, and decision-making about when and where to seek care for respiratory illnesses.

The Clinician's KAP Survey was conducted this quarter. This survey was conducted among all primary care outpatients and hospital-based physicians providing medical care for in-patients in East Jakarta municipality and in the district of Bogor, West Java who provide medical care for children or adults. The aim was to determine their knowledge, attitudes and practices (KAP) with regard to the identification, treatment and referral of patients suspected to be infected with the H5N1 A1 virus. Physicians were also surveyed on their knowledge of seasonal influenza.

SAFE summarized and presented the HUS topline findings in Year 1. In the first quarter of Year 2, SAFE conducted a deeper analysis of the HUS findings and submitted the final report. SAFE also completed data collection from clinicians in the East Jakarta municipality and Bogor District and summarized in a report the findings for the Clinician's KAP Survey.

ACTIVITY PROGRESS

Activity 3.1. Analyze data from HUS and Clinician's KAP survey

Healthcare Utilization Survey (HUS)

During this quarter, SAFE completed the analysis of the Healthcare Utilization Survey (HUS). The final report included an additional analysis of various factors as predictors of care-seeking behaviors, including whether the area was urban or rural, socioeconomic status, education and knowledge. Highlights of the HUS findings follow.

- General knowledge of AI is relatively high, but knowledge of the distinctive AI symptoms and AI transmission modes is still limited. Only a few respondents associated difficulty in breathing with AI symptoms.
- The data showed evidence of a preference for early self-treatment when people suffer Influenza-like Illness (ILI). Regarding actual care-seeking behavior, more than half of those who suddenly fell ill with a fever and cough chose to self-treat at home or use remedies from the pharmacy. Over 40% chose to self-treat even when the symptoms included difficulty in breathing.
- Regarding the delay in seeking care for acute respiratory symptoms, two thirds of respondents said that they sought care within two days, while 20% (most of them in Bogor)

said they had never sought care at a facility. The reasons for waiting longer than two days related to perceptions of low risk (common illness, not serious) while the reasons for seeking care quickly related to perceptions of higher risk (believing that it was dangerous) or a care-seeking norms (feeling that it was important to seek care).

- Most respondents reported that there were no barriers to visiting a healthcare facility. Quality of medicine, accessibility and cost were the key factors in choosing a healthcare facility.
- Those who allowed poultry into the home were (i) less knowledgeable about some of the risk factors, (ii) less likely to believe that immediate care seeking for fever/cough was necessary, (iii) less likely to believe they could protect their family and seek necessary care, (iv) more likely to rely on traditional forms of treatment, and (v) less likely to seek professional care. This suggests some complacency regarding risks among those who live in closer proximity to birds.
- Of all the predictor variables, the two significant ones were the number of avian flu messages recalled in previous AI prevention campaigns, and perceived self-efficacy to seek care if needed.
- Television has the greatest reach and the highest reliability and usefulness rating as a source of health information, being the most common source of information about avian flu and seasonal flu. Interpersonal channels (doctors, neighbors, cadres) also play a key role in the flow of health information.

The study led to three key recommendations:

- a) encourage rapid care seeking at healthcare facilities as the “right thing to do” (social norm);
- b) raise awareness that exposure to poultry continues to be a high-risk transmission pathway; and
- c) discourage self-medicating behavior and reliance on over-the-counter medications.

Clinician’s KAP Survey

Clinician’s KAP data collection in East Jakarta Municipality and Bogor District was completed in June. A total of 554 clinicians were interviewed – 239 clinicians in East Jakarta and 315 clinicians in Bogor.

Data were managed by the PPK UI team using EpiData software. A custom template was developed for data entry, which was conducted by four data entry personnel using double data entry procedure.

Prior to data analysis, data cleaning was supervised by SAFE to ensure that the data were valid and consistent. During the data cleaning process, the two data files from the double data entry process were compared. Where there was any discrepancy between the two data sets, rechecking and correction was done by reviewing the hard copy of the questionnaire. Besides comparing the two files, data cleaning also involved creating frequency distribution of all variables and cross-tabulating related variables to check their consistency. The data cleaning set was submitted in STATA and SPSS formats.

The KAP report was finalized at the end of the quarter. Once USAID clears for dissemination, SAFE will share with stakeholders and also set up a meeting with the MOH to present the findings of both research studies.

Deliverables:

HUS Final Report. Completed in Year 2, Quarter 1

Clinician's KAP Survey Topline Findings Report. Completed in Year 2, Quarter 1

Activity 3.2. Present findings of HUS and Clinician's KAP Survey to MOH and other stakeholders

Deliverables

None scheduled this quarter.

Activities 3.3 – 3.8 under this Objective

As a result of funding cuts, activities 3.3 through 3.8 have been put on hold.

Activity 3.9. Conduct National and Provincial Strategic Health Communication Workshop

Please see "Objective 2, Activity 2.9: Conduct national/provincial strategic health communication workshop" for details.

Deliverables

Report on Strategic Health Communication Workshop. Completed Year 2, Quarter 1

Activity 3.10. Conduct district Strategic Health Communication Workshop for Livestock Services and Health Office personnel

Deliverables

None scheduled this quarter and on hold due to funding cuts.

CHALLENGES

Funding cuts across SAFE and its partners, particularly WHO, will result in most of the activities under this objective being eliminated. As noted above, most activities are on hold until further notice.

The KAP study data collection process was complicated by several factors:

- physicians' lack of time
- refusal by some doctors and hospitals to participate
- long time required to obtain permission to interview some hospital-based doctors
- outdated contact information for some doctors, which meant that interviewers spent additional time obtaining accurate and current data.

In response, SAFE undertook several activities to mitigate these issues:

- Providing training for 20 additional interviewers in order to speed up data collection at both sites
- Cross-checking contact information for some of the doctors in the subdistrict health clinics (*Puskesmas*) to obtain more accurate data
- Collaborating with the District Health Office and CDC Jakarta to contact hospital management in East Jakarta to obtain permission to interview the hospital doctors that had been selected.

OBJECTIVE 3 ACTIVITIES	DELIVERABLE	QUARTER			
		1 Apr 1 - Jun 30	2 Jul 1 - Sep 30	3 Oct 1 - Dec 31	4 Jan 1 - Mar 31
ACTIVITY 1 Analyze data from HUS and Clinician's KAP Survey	HUS final report	√			
	Clinician's KAP Survey topline findings report	√			
ACTIVITY 2 Present findings of HUS and Clinician's KAP Survey to MOH and other stakeholders	PowerPoint presentations		X		
ACTIVITY 3 Finalize communication strategy	Final communication strategy document		H		
ACTIVITY 4 Develop and air PSA to create awareness of ILI-related risks and improve care-seeking behaviors	TV PSA developed and aired			H	H
ACTIVITY 5 Support existing community health networks to mobilize healthcare seeking	Community mobilization training manual		H		
	Training organized for cadres and PKK in community mobilization		H		
	Community mobilization activities conducted		H	H	H
ACTIVITY 6 Develop IEC materials and tools for clients to increase knowledge of signs/symptoms and factors for AI/ILI-related illness	Set of printed communication materials developed and distributed		H		
	Instructional video on quality case management		H	H	
	Radio serial drama Season II produced and aired			H	H
ACTIVITY 7 Conduct training for healthcare providers on IPC and referral procedures in collaboration with MOH and WHO	Training conducted for healthcare providers on IPC and referral procedures in collaboration with MOH and WHO			H	
ACTIVITY 8 Develop pilot program to incorporate AI/ILI-related illnesses into curriculum of midwifery/nursing schools (contingent on funding)	Curricula document on AI/ILI-related illnesses for midwifery/nursing schools			H	
	Grant awarded for IBI and Aisiyah to develop and implement pilot testing classes in AI, ILI and ARI			H	

	Pilot program report				H
ACTIVITY 9 Conduct national and provincial Strategic Health Communication Workshop	Workshop report	√			
ACTIVITY 10 Conduct district Strategic Health Communication Workshop for Livestock Services and Health Office personnel	Workshop report		H		

OBJECTIVE 4. COORDINATE WITH AND FACILITATE COMMUNICATION AMONG PARTNERS

OVERVIEW

SAFE continues to host COP meetings and participate in AI stakeholder meetings. This quarter, SAFE provided a resource person for a WHO consultation meeting in Bali. The HUS findings were displayed at the 15th International Congress on Infectious Disease in Bangkok in June, and SAFE presented to an MOH/WHO expert meeting on AI in Bekasi, also in June. The API Resources for Indonesia are now live on the Knowledge for Health website (K4Health).

ACTIVITY PROGRESS

Activity 4.1. Disseminate best practices and lessons learned

SAFE served as a resource and technical expert at a WHO consultation meeting held in Bali on June 8 to share experiences in risk communication and develop multi-sectoral information sharing approaches and platforms to manage global public health risks. Contributions were made in the areas of public/private sector partnership development and the creation and sustainability of multi-sectoral communication platforms to manage public health risks.

SAFE presented a condensed version of the HUS results on June 23 at the MOH/WHO Expert Meeting to Improve AI Control and Pandemic Preparedness Program in Bekasi. A more extensive presentation will be provided to MOH staff during the next quarter, in coordination with WHO.

Presentation of HUS Results at 15th International Congress on Infectious Disease in Bangkok

The HUS study abstract was accepted for display as a poster board at the 15th International Congress on Infectious Disease, which was held in Bangkok on June 13-16, 2012 (See Annex 8 for poster presentation and certificate of poster presentation). The poster was welcomed by participants from many countries, including Thailand, South Korea and India. Questions concerned how data collection was implemented for such a large number of respondents, the methodology used to select respondents in both districts, the current state of AI in Indonesia, and influenza related to care seeking behaviors. There were also many questions about the details of the SAFE program.

Knowledge for Health website

The Avian and Pandemic Influenza Resources for Indonesia site is now live and can be accessed at <http://archive.k4health.org/toolkits>. The process of collecting and uploading documents began this quarter and will continue throughout the life of the project. The site is currently being maintained by

SAFE and JHU/CCP in Baltimore. In the future, each of the Indonesian API partners, local and international, will be given a user ID and password, allowing them to upload their own documents. Below is the website page.

Avian & Pandemic Influenza Resources for Indonesia
About | Join the Discussion | Site Map

- Home
- Government of Indonesia
- International & USAID Partners
- API Projects in Indonesia
- Research
- Communication Materials & Media
- Training
- Publications on API
- Logistics & Procurement

Toolkits » Avian & Pandemic Influenza Resources for Indonesia »

API Resources for Indonesia

This eToolkit is a forum in which all stakeholders involved in **Avian & Pandemic Influenza in Indonesia** can share key resources, best practices and lessons learned. Clicking on the tabs above to view the most current resources available.

This eToolkit is a work in progress. Please stay tuned for improvements, updates and additional resources.

Overview of API in Indonesia:

- **History:**

Infection from H5N1, the highly pathogenic avian influenza (AI) virus, has resulted in a high number of animal outbreaks and human case fatalities. Indonesia has the highest number of confirmed human cases of AI and one of the highest case fatality rates in the world, 83 percent as of 29 May 2012. While H5N1 is not readily transmitted among humans, the virus is endemic in animal populations in Indonesia, raising the possibility that H5N1 could at some point evolve into a form more easily transmissible between humans, causing a pandemic.

The Government of Indonesia, with support from international donors, has implemented national plans for the control of API under the leadership of the MOA, MOH and coordinating bodies. Interventions reach to the district and sub-district levels and involve local government, the private sector and community and consumer organizations. Considerable work has been accomplished in the areas of research, advocacy, policy, capacity building, and behavior-change communication.

- **Current country strategy:**

[National Strategic Plan for Avian Influenza and Pandemic Preparedness 2006-2008](#)



NATIONAL STRATEGIC PLAN
FOR AVIAN INFLUENZA CONTROL AND
PANDEMIC INFLUENZA PREPAREDNESS
2006-2008



SHARE 

Avian & Pandemic Influenza Resources for Indonesia

[About](#) | [Join the Discussion](#) | [Site Map](#)

Home	Toolkits » Avian & Pandemic Influenza Resources for Indonesia » Communication Materials & Media
Government of Indonesia	Communication Materials & Media
International & USAID Partners	Login or register to post comments
API Projects in Indonesia	Cara Mencuci Tangan Dengan Sabun dan Air (How to Wash Hands with Soap and Water)
Research	2010 Government of Indonesia Ministry of Health 1 How to do Handwashing small.pdf
Communication Materials & Media	This poster provides guidelines on how to correctly wash hands with soap and water. [read more >]
Training	
Publications on API	Etika Batuk Saat Anda Batuk atau Bersin (Ethics for coughing or sneezing)
Logistics & Procurement	2010 Government of Indonesia Ministry of Health 1 Ethics for coughing small.pdf
	This poster provides guidelines on protective measures to prevent the spread of microbes when one sneezes or coughs. [read more >]
	Pemakaian Alat Perlindungan Diri (How to Use PPE)
	2010 Government of Indonesia Ministry of Health 1 Personal Protective Equipment PPE small.pdf
	This poster provides guidelines on how to wear Personal Protective Equipment (PPE) correctly. [read more >]
	SAFE Project campaign: "Cek Semua Bersih"
	CBAIC Project campaign: '100% Bersih' Campaign (1 resources)
	FAO Emergency Center for Transboundary Animal Diseases (FAO ECTAD) Indonesia
	USDA/APHIS Biosecurity for Poultry Production and Distribution

Powered by the Knowledge for Health (K4Health) project with support from the U.S. Agency for International Development.

*Toolkit last updated: 20 June 2012

The information provided on this website is not official U.S. Government information and does not represent the views or position of the U.S. Agency for International Development, the U.S. Government, or The Johns Hopkins University. [Read our full Security & Privacy Policies.](#)

Deliverables

Documents uploaded to K4H platform. Completed Year 2, Quarter 1.

Activity 4.2. Organize and Host Monthly Chief of Party Meetings

SAFE hosted COP meetings on April 4, May 4 and June 1. In addition to the monthly COP meetings, SAFE also participated in one CMU meeting. The CMU meeting scheduled for April 2012 was cancelled by CMU. The May meeting went ahead on May 25, while no meeting was scheduled in June. The two meetings were cancelled by CMU due to unavailability of government officials, who were working or training on various donor programs.

Deliverables

Monthly Meetings. Completed Year 2, Quarter 1.

Activity 4.3. Use existing SAFE data to compile a character profile (booklet) on the traditional sector 3 broiler farmer

Deliverables

None scheduled this quarter.

Activity 4.4. Develop Teaching Farm success stories

Deliverables

None scheduled this quarter.

Activity 4.5. Develop Healthy LBM success stories

Deliverables

None scheduled this quarter.

Activities 4.6 and 4.7 under Objective 4

Deliverables

As a result of funding cuts, activities 6 and 7 have been put on hold.

OBJECTIVE 4 ACTIVITIES	DELIVERABLE	QUARTER			
		1 Apr 1 - Jun 30	2 Jul 1 - Sep 30	3 Oct 1 - Dec 31	4 Jan 1 - Mar 31
ACTIVITY 1 Disseminate best practices and lessons learned	Documents uploaded to K4H platform	√	X	X	X
ACTIVITY 2 Organize and host monthly Chief of Party meetings	Monthly meetings	√	X	X	X
ACTIVITY 3 Use existing SAFE data to compile a character profile (booklet) on the traditional sector 3 broiler farmer	Character profile booklet		X		
ACTIVITY 4 Develop Teaching Farm success stories	Teaching Farm success stories that showcase improvements and achievements		X	X	X
ACTIVITY 5 Develop Healthy LBM success stories	Market and community success stories that showcase improvements and achievements		X	X	X
ACTIVITY 6 Strengthen media capacity and coverage on AI-related issues (contingent on funding)	Journalist training conducted on covering AI-related issues		H	H	
ACTIVITY 7 Support project-related domestic and international travel for Indonesian government counterparts or other parties	Four people travel to regional conferences and/or workshops		H	H	

BIOSECURITY IMPROVEMENT INNOVATION FUND

Building on activities in the previous quarter, the primary focus of the BIIF manager this quarter was finalizing the Social Media and SMS Pilot along with activities aimed at promoting BIIF to the wider community of Indonesian poultry stakeholders. BIIF activities integrate and prioritize innovative aspects with implementation using the following two approaches:

- Providing advice and mentoring on proposal development to interested counterparts such as associations, universities, poultry-related companies and local non-government organizations in SAFE project areas to encourage their direct involvement in creation of biosecurity innovation.
- Integrating and aligning innovations proposed by these stakeholders into SAFE primary objectives.

During this quarter, the BIIF manager carried out the following activities:

Social media and SMS grants

- Established a selection panel consisting of the USAID COTR, SAFE and the private sector. The panel evaluated six social media proposals and nine SMS pilot proposals, shortlisting three bidders for each activity for a second round of evaluations, which was held on May 22-23, 2012.
- The panel selected Satu Dunia/One World (an NGO) to implement the SMS Pilot Project.
- University of Indonesia and Madnine Digital Company were chosen for the Social Media Project. New scopes of work for both organizations were then developed for USAID approval.
- Two meetings were conducted with Social Media partners to finalize budgets that aligned with a team approach.

BIIF road shows

- In April 2012, the BIIF manager together with an STTA from DAI visited the Head of the Bogor District Red Cross (PMI) for a presentation on chicken feather waste management.
- Also in April, the BIIF manager met with several professors to introduce BIIF procedures and mechanisms and elicit innovative ideas for biosecurity innovations from the academic sector. The topics discussed included biosecurity-compliant integrated poultry systems (IPS), cold storage processing, waste management (chicken manure), certifications of products for IPB-affiliated stores, and the use of herbal feed ingredients to minimize hazardous microorganisms and ammoniac in chicken manure.

- In May, the BIIF manager and SAFE grant specialist held an additional presentation for postgraduate students and sophomores at IPB's animal science department. The grants specialist provided training on proposal development.
- Also in May, Badan Swadaya Masyarakat Cilandak (a community-based organization in Bogor) approached the BIIF team to discuss several of its current initiatives, which included using herbal disinfectant gas and a system for processing chicken waste (feathers) into concrete blocks. These ideas will be explored further.
- In June, the BIIF manager and grant specialist made a presentation to the University of Padjadjaran in Bandung, West Java.
- Also in June, a presentation was made to a private sector poultry group, Gunung Jati Group, in Tasikmalaya, West Java.

In addition, two BIIF priorities emerging from the BIIF multi-stakeholder meeting held last quarter were followed up this quarter:

Truck and crate C&D (Cleaning and Disinfecting) station

The RFA for the truck and crate cleaning and disinfecting stations was revised to accommodate USAID input and resubmitted for approval. Due to funding cuts, though, this RFA will not be issued.

Development of cost-effective disinfectants for Sector 3 farmers

The US Environmental Protection Agency (EPA)/Office of Pesticide Programs 7506 P was unable to respond to the query pertaining to RFA licensing and the development of cost-effective disinfectants for Sector 3 farmers. The complexity of this issue and the time required to secure any FDA approval led SAFE to no longer consider this idea.

IPB Proposals

IPB professors submitted a proposal to BIIF on utilization of herbal feed ingredient to minimize hazardous microorganisms and ammoniac in chicken manure. Other proposals to follow include:

- Gender-based biosecurity application for Sector 3 farming (IPB postgraduate)
- Methane management in closed chicken houses to minimize global warming (UNPAD)
- Waste management in LBM – turning chicken feathers into concrete blocks (LSM Cilandak)
- Herbal-based disinfectant liquid gas (LSM Cilandak)
- Community ownership of disinfecting services (Gunung Jati Group)

Indo Livestock Expo & Forum

Preparations for the booth at the Indo Livestock Expo & Forum included the development of designs for a standing banner, bookmark, hanging banner, display, TF invitation, and BIIF invitation.

Lessons Learned

Based on the activities carried out this quarter, the BIIF manager was able to draw several lessons learned.

1. Up to now, Sector 3 farmers' biosecurity practices have been based on what happens during and after a disease outbreak, rather than what could have been done long before an outbreak occurs to minimize the likelihood of damage to the stock, economy and environment. Improvements can be made by identifying success stories and best practices, then replicating and sharing them as 'local wisdom' with the farmer groups using the BIIF mechanism. Sector 3 farmers need constant motivation.
2. Poultry stakeholders, especially private Sector I companies, have been slow to respond to BIIF. The road shows revealed that some companies tend to keep their innovations for their own use, rather than share them with other companies. This could be a result of intense business competition in the Indonesian poultry industry. Recent SAFE engagement with one Sector I company has been successful in creating interest in owning a truck and crate cleaning and disinfecting facility. Initial communication revealed that the Sector I company was willing to allocate unused land and introduce additional procedures for washing trucks that visit their site. They plan to begin stamping the travel documents (SPJ) of each truck.
3. In contrast to the private sector, academies, universities and associations are all interested in applying for BIIF funding.
4. BIIF applicants must commit to a minimum 10% cost-sharing scheme. This commitment has raised concerns among some applicants.
5. Unlike the academic community, most private sector staff are unfamiliar with writing funding proposals. This drawback has prevented the private sector from submitting quality proposals for BIIF funding.

CHALLENGES

The funding decrease has affected the BIIF disproportionately. Without a clear budget, the number of roadshows was decreased and the two social media grants, while approved by USAID, have not been awarded. They will be reconsidered once SAFE receives the new scope of work and budget.

MONITORING AND EVALUATION

The SAFE Monitoring and Evaluation (M&E) Specialist and SAFE program staff performed a substantial number of monitoring visits and activities this quarter. These activities are described below.

Commercial Farm Program

Members of the Objective 1 team spent four days each week in the field this quarter. They provided technical assistance performed monitoring and supervising activities, and engaged in biosecurity practices at the TFs. They also visited those farms that had visited the TF in their network. In addition, they provided informal oversight on the work of industry TS staff as it relates to SAFE's MOU with the poultry industry and farmers.

The Commercial Farm Evaluation Study Baseline Survey was conducted at the end of Year 1. This quarter, PPK UI submitted the draft and final reports on this survey, concluding as follows:

- Most farms have poor biosecurity conditions, as shown by the low mean score of 30.68%.
- The behavior of farmers is weak in implementing biosecurity measures, as evidenced by the low score of 36.25%.
- Low biosecurity conditions correlate with low practice of correct biosecurity behaviors.
- There is a gap between knowledge (which is often high) and both biosecurity behavior and biosecurity conditions (which are often low).
- Since the intervention and control farms are starting with the same level of biosecurity conditions, changes that occur in the future will most likely be attributable to the intervention and the project.

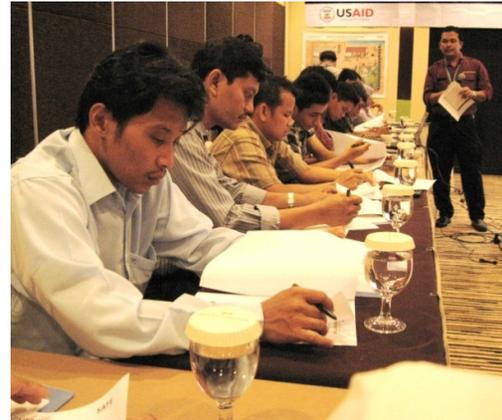
Interventions over the duration of the SAFE project are expected to improve biosecurity conditions by enhancing not only the knowledge but also the attitudes and skills of the farm owners and managers/operators. Personal and group approaches will be used to improve attitudes and skills. Moreover, partnerships and collaboration need to be strengthened in order to help farmers achieve the ultimate goal of reducing the risk of disease transmission among chickens and other birds, including AI.

The M&E Specialist conducted pre-test and post-test assessments for the TS staff training in Tasikmalaya on May 23-24, and in Bogor on May 30-31. Both tests involved self-assessment and answering multiple-choice questions related to the training topics, which included leadership, communication and biosecurity. These pre-tests and post-tests measured how much the TS training participants already knew about the topics, and how much their knowledge had increased after the training.

Rapid Review of Technical Services Training



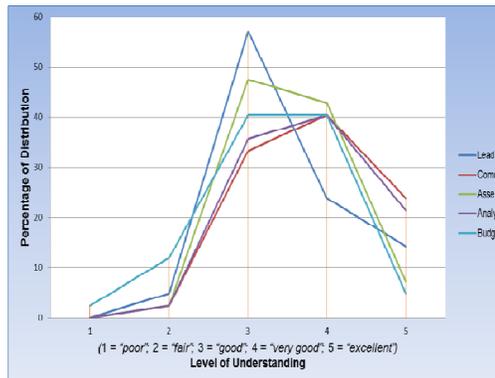
Training participants discuss how to make an effective budget to improve biosecurity



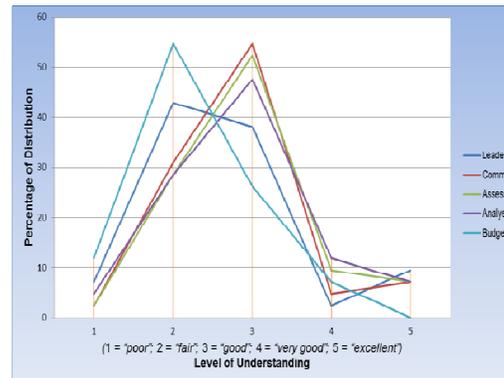
Training participants complete the post-test assessment

The assessment results before and after the training, which are illustrated in the graphs below, indicate that before the training most self-ratings fell between the “fair” and “good” levels of understanding whereas the self-ratings after the training shifted towards the “good” and “very good” categories, “poor” ratings were almost non-existent and “excellents” were higher. SAFE will continue to support improvements in knowledge and practice in these areas throughout the project.

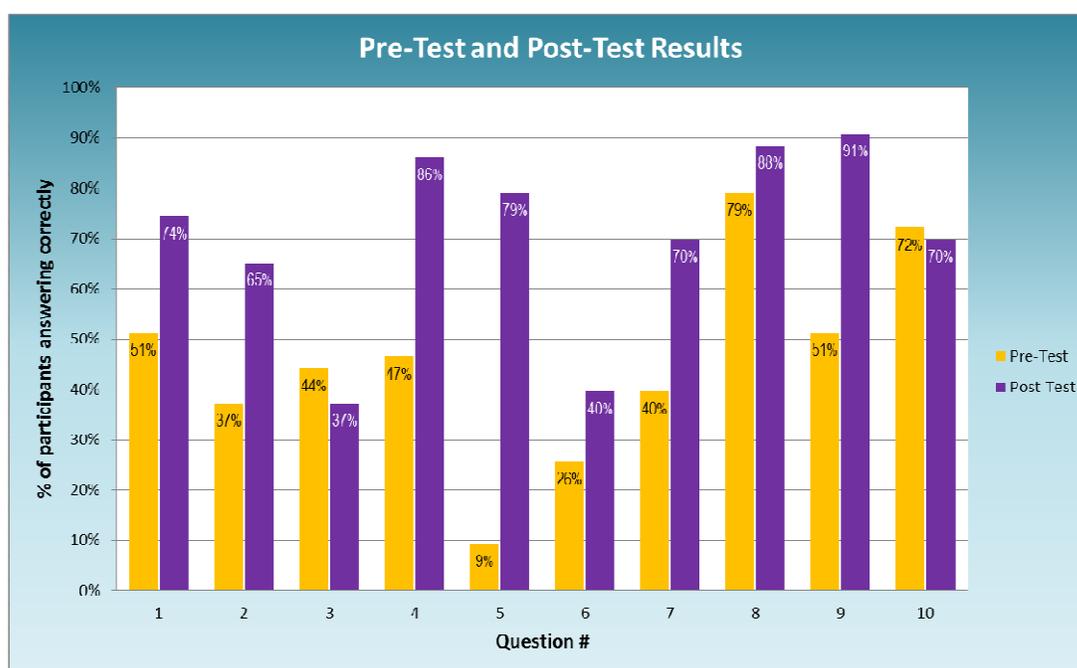
Participant self-assessment of knowledge before the training



Participant self-assessment of knowledge after the training



SAFE also conducted both pre-test and post-test assessments. The results of the ten test questions are presented in the accompanying bar chart. Questions related to understanding the differences between leadership and management, and identifying good farming management practices. Knowledge improved in all areas except for questions #3 and #10. SAFE is looking at ways to improve understanding in those areas.



Live Bird Market (LBM) Program

Several members of the Objective 2 team spent three-to-four days each week in the field providing technical assistance and monitoring grantee and partner activities. During a review of what has worked well, the following points were made:

- Market stakeholder involvement is essential from program outset, through processes such as joint assessments and problem identification. This approach builds a sense of ownership and the belief that the activity and objectives can be achieved.
- Local government office involvement at the first consultation meeting is crucial. Joint identification of market selection criteria, the final selection of the markets, and facilitation of market improvements are all strategically important. Government participation is the key.
- Consumer education and empowerment has shown that engaging consumers and empowering them to generate change is a successful strategy.
- Working with various parties accelerates the change process.
- Leadership in the market and in the government plays an important role in accelerating the change process.

The baseline data for the LBM Evaluation Study were collected at the end of Year 1 for two data collection points – (a) the state of physical conditions that reduce the risk of AI and other poultry disease transmission at the markets, and (b) biosecurity practices that reduce the risk of AI and poultry disease transmission at the markets. During this first quarter of Year 2, IPB collected baseline data relating to changes in the presence of H5N1 AI in vendor stall areas.

As a first step, the M&E specialist monitored the training of IPB's field team researchers and Dinas staff. They were trained by FAO to collect data and swab test samples from live bird markets. Following training, the field team implemented the market surveillance and swab test procedures.

The M&E specialist accompanied the team into the field and monitored the process to ensure that sample collection and handling used FAO procedures and protocol. Baseline data were collected in 30 markets (20 program markets and 10 control markets). The swab tests (using a five-swab protocol) took place at three LBMs in each district – two of them SAFE intervention markets and the other a control market. The areas swabbed included the tables where chickens are displayed (or the meat containers), baskets holding cut-up chicken (the inside, which is moist), waste bins (containing ‘wet’ poultry waste), processing tables (after de-feathering), and wet cloths (rags, wipes). SAFE also worked through IPB to conduct an epidemiology survey using a questionnaire on vendor/seller characteristics, hygiene and biosecurity practices, hygiene and biosecurity knowledge assessment, and a hygiene assessment using a checklist.



IPB researchers swab wet cloths at Rajapolah Market in Tasikmalaya, West Java on May 22, 2012



An IPB researcher uses an epidemiology questionnaire to interview a poultry vendor at Manonjaya Market in Tasikmalaya, West Java on May 23, 2012

The preliminary swab test results were submitted to SAFE on June 21, 2012 and indicated that only one market in the control group – Banjarsari Market in Ciamis District – had tested positive for H5NI. SAFE will invite IPB to present the results early next quarter. Given the results SAFE suggests a reassessment of the live bird market study since the premise of the study was that live bird markets would have heavy viral loads. It may be wiser to spend resources on completing the model, documenting the experience and helping the program transition to a government led platform.

Clinician’s KAP Survey

SAFE staff supervised the PPK UI team to ensure that data entry followed appropriate procedures. Prior to data analysis, SAFE supervised two days of data cleaning to ensure data validity and consistency. During the data cleaning process, the two data files from the double data entry process were compared. When there was any discrepancy between the two data sets, rechecking and correction were done by referring back to the questionnaire. In addition to comparing the two data files, data cleaning also included creating a frequency distribution of all variables and cross-tabulating related variables to check for consistency. The cleaning data set was submitted in STATA and SPSS formats.

Other Activities

Other activities conducted this quarter by the M&E Specialist included working with:

- SAFE program staff and IPB to finalize the epidemiology questionnaires, methodology and budget related to the LBM Evaluation Study;
- SAFE communication staff to develop monitoring tools for use by grantee Combine; and
- SAFE consultant to capture a field story on Aisyiyah's activities and impact to date.

GENERAL

STTA

Anahit Gevorgyan visited Indonesia from March 25 to April 14, 2012 to draft and finalize the SAFE Year 2 workplan. She reviewed the Year 1 workplan, met with SAFE staff to discuss Year 2 activities, reviewed and compiled Objective 1-4 contributions; drafted the SAFE Year 2 workplan, and ensured that contractual activities and deliverables were addressed in the Year 2 workplan.

WORKPLAN CONSULTATION

SAFE held a consultative meeting on April 13 to develop SAFE's Year 2 workplan. Participants included local government and private sector stakeholders, and international partners. The objectives were to present the overall approach and activities, enhance links with partner activities, and ensure there was no duplication of effort. The draft Year 2 workplan was finalized and submitted to USAID on April 30, 2012.

USAID FIELD VISIT

USAID program staff and selected SAFE staff conducted field visits on June 26-27. Teams visited Cipanas market, where they toured the premises and met with the market manager, field facilitators, grantees and government officials. They also saw the market's land radio PA system, which is being used to broadcast SAFE program messages throughout the market. A lunch meeting was held with representatives from the district Livestock Services and Cianjur district Cooperative Industry and Trade Office. The team also visited Tursinameta Farm in Ciawi, Bogor, where they toured the premises, discussed changes under SAFE, and discussed the program with the farm manager, workers and TS personnel.

ANNEX I. LIST OF FACILITATORS AND MOTIVATORS FROM AISYAYAH AND COMBINE

Facilitators and Motivators from West Java

NO.	NAME	REPRESENTATIVE	ADDRESS	PHONE
1	Muthiah Umar	Ketua PWA Jabar	Jl. A. Yani No. 614 Bandung	081809141745
2	Ia Kurniati	WK PWA Jabar	Komp. Fajar Raya A.3 No. 8 Cimahi Utara	022-6644149, 0811215641
3	Heni Nur'aeni, SH	WK PWA Jabar	Jl. Sukaleveur No. 36 Bandung	081321711052
4	Mulyati	Skretaris PWA Jabar	Jl. Salakadomas No. 6 / G.14 Cibaduyut Permai Bandung	081220295588
5	Tia Setiawati	Wakil Skretaris PWA Jabar	Sanggar Indah Banjaran Blok LM No. 11 Kab. Bandung	081321163722
6	Nikmah Zaita Kurniawati, ST	Wakil Skretaris PWA Jabar	Jl. Raya Cianitaly Bandung	08156049214, 70378070
7	Yati Mulyati	Bendahara PWA Jabar	Jl. A. Yani No. 66 Slamet II 36/137 D Bandung	022-7275612, 081321601949
8	Teti Rahmawati	Ketua ME PWA Jabar	Jl. Pasil Honje Lamping 2 No. 9 RT 05/01B Kel. Padasuka Bandung	082119119239, 022-88883753
9	Ririn Dewi Wulandari	Ketua LPP PWA Jabar	Permata Kopo F.113 Sayati Bandung	022-85449679, 085220991673
10	Siti Djaodjah Anisa	Mjl Kes. PWA Jawa Barat	Komplek Sukamenak Indah Blok RE No. 3 Bandung	081321832821
11	Haginah Rahayu	Sekretaris Mjl. Tabligh PWA Jabar	Jl. Karapitan I No. 122/36 A	022-76223567, 082116300344
12	Dra. Hj. Yulia Sadikin	Ketua PDA Kab. Bandung	Komplek Balanoeng Siaj Indah G2 No. 23 Cijaug	022-5953249, 085659958883
13	Yati Nurhayati	Sekretaris PDA Kab. Bandung	Jl. Kopo Sayati GG Sayati II No. 5A Bandung	082130247080, 085362570472

14	Yeni Aryasri, dr	Sekretaris II PDA Kab. Bandung	Jl. Majalaya Rancaekek No. 298 B Babkan Jeruk Bandung	022-70809673, 085885223378
15	Mamah Juariah	Bendahara PDA Kab. Bandung	Jl. Kopo Sayati 8 No. 190 Rt05/07 Sayati Bandung	022-5922763, 91536884
16	Yeni Andriani	PDA Kab. Bandung	Bumi Abdi Negara Blok M 23 Rancaekek Kab. Bandung	022-7793135, 081322665155
17	Turiah	Sekretaris PCA Bandung Selatan	Jl. Kopo Gg Umroh RT 04 RW 07 Ds. Sayati Margahayu Bandung	082116730420
18	Nining Yuningsih	KW KT I PDA Bandung Barat	Kp. Ronggo Rt 03/06 No. 65 Ds. Cihampelas Kab. Bandung Barat	085221178022
19	Hj. Mesaroh	Ketua mjl. Tabligh PDA Bandung Barat	Kp. Ronggo Rt 03/06 Ds. Cihampelas Kab. Bandung Barat	085721575801
20	Dra. Nining Suniartiningih	Dikdasmen PDA Bandung Barat	Kp. Rancamanjah RT 06/06 Ds. Citapen Cihampelas Kab. Bandung Barat	081809868933, 085320687393
21	Hj. Nina Rochamina	PCA Cihampelas PDA Bandung Barat	Ronggo Cihampelas No. 36 Rt 01/06 Kab. Bandung Barat	085353566922
22	Odas Setiawati	WK PCA Lembang PDA Bandung Barat	Jl. Barulaksana Jayagiri Lembang Kab. Bandung Barat	085722271699
23	Euis Yeti Herawati	Bendahara PCA Lembang PDA Bandung Barat	Jl. Bakti Sejati 71 Lembang Bandung Barat	087822520333
24	Neneng Sulaesih	Ketua I PDA Bogor	Perum Griya Kenari Mas 49/14 Cileungsi Bogor	081383225386
25	Erma Hermawati	WK PDA Bogor	Setu Tengah Leuwimekar Leuwiliang Bogor	085218859106
26	Suhartini	Sekretaris II PDA Bogor	Perum Griya Kenari Mas D4-10 Cileungsi Bogor	021-8231457, 081210429210
27	Tuti Mulyana	MKLH PDA Bogor	Desa Cibitung Kulon RT 02/06 Kec. Pamijahan Bogor	0251-7160353, 081399796861
28	Ir. Amriah Malili, S.Pd.I	Ketua PCA	Perum Graperi I Bojong Depok	021-36129689,

		Bojonggede PDA Bogor	Baru Bojonggede Bogor	081316538698
29	Lina Marlina	Mjl. Kader PDA Kab. Bogor	Citeureup I 05/04 Barengkok lw Liagig Bogor	087770396148
30	Hj. Ening Suningsih	Ketua PDA Ciamis	Jl. Jend. Sudirman No. 63 RT 03/05 Keli Kes. Ciamis	0265-774839, 081323232025
31	Dra. Muslihat, M.Pd	Sekretaris PDA Ciamis	Dsn. Linggamanik RT 03/07 Panginkiran Ciamis	081323647575
32	Hj. Onah, S.Ag	Mjls. Tabligh PDA Ciamis	Dusun Gunung Asih II Ds Margalayu Cikoneng	081323008817
33	Dra. Hj. Enung Yuwarlina, MM	PDA Ciamis	Jl. Bojong Humi No. 105 Ciamis	0265-773891, 081323145741
34	Hj. Iin Suminar	PDA Ciamis	Jl. Rancapetir No. 20 Ciamis	081320468624
35	Endus Dusniah	Mjls. Ekonomi PDA Ciamis	Jl. HOS Cokroaminoto No. 682 Ciamis	0265-771710, 085323073351
36	Leni Herlina	PCA Pangandaran Ciamis	Dsn Gembor RT 01/05 Desa Cikembulan Sidamulih Ciamis	085223836601
37	Siti Mu'minah	PCA Pangandaran Ciamis	Jl. Siliwangi No. 275 RT/RW 05/03 Pangandaran Kab. Ciamis	0265-639748, 085221658700
38	Hj. Titin Suastini	Ketua PDA Cianjur	Perum Kota Baru Blok D4 No. 12 Cianjur	085624096501
39	Anna Rustianti	Ketua Mjl. Kesehatan PDA Cianjur	Griya Maleber Indah Blok B 3No. 12 Cianjur	081573183126
40	Yuliana Handraeni Putri, S.Pd.I	Ketua Mjl. Tabligh PDA Cianjur	Jl. R. Cugenang No. 88 Cianjur	085659536335
41	Eta Julaeha	Ketua Mjls. Kader PDA Cianjur	Jl. Siti Jenang 05/07 No. 150 Cianjur	085721261444
42	Raifalah	PCA Sukanagara PDA Cianjur	Kp. Sukalaksana Rt 01/03 Ds Sukalaksana Kec. Sukanagara Cianjur	

43	Yuniati	PCA Sukanagara PDA Cianjur	Kp. Leuwi Gunder Rt 05/01 Sukanagara Cianjur	085759457349
44	Hj. Siti Rokayah	Ketua Mjls Tabligh PDA Garut	Panawuan No. 855 RT 03 RW XI Sukajaya Kec. Tarogong Kidul Garut	081573129959
45	Hj. Nanny Sumarni	Anggota MKLH PDA Garut	Jl. Madalagiri Gg Hardjo No. 204 Kab. Garut	0262-233683, 08122284249
46	Yana Yuliana, S.Pd	Ketua PCA Banyuresmi PDA Garut	Kp. Pungkur Rt 03 RW 01 Ds. Pamekarsari Banyuresmi Garut	0262-238901
47	N. Cucu Asmayawati	Anggota PDA Garut	Kp. Bebedahan Rt 01 RW 07 Garut	081312897115
48	N. Endah Surtiasih, S.Pd.I	WK PCA Malanbong Garut	Kp. Muncang Agung Malanbong Garut	085222031899
49	Juju Komariah	Ketua Mjls Tabligh PCA Banyuremi PDA Garut	Kop. Ngompod Ds Pamekarsari Garut	0262-236681
50	Kokom Komariah, S.Sos, M.Si	Mjls. Kesehatan PDA Sukabumi	Jl. R. Syamsudin SH No. 50 Sukabumi	081573208404
51	Nunun Fitria Zainun, S.Kp	Mjls. Kesehatan PDA Sukabumi	Jl. R. Syamsudin SH No. 50 Sukabumi	081314426528
52	Ilah Islahiah, S.Kom	Mjls. Kesehatan PDA Sukabumi	Cikole Sukabumi	085316766545
53	Siti Hindun, BSC.Psy	Mjls. Kesehatan PDA Sukabumi	Jl. Cimanuk 163-Garut	082118883038
54	Nor Norisanti, S.Sos, M.Si	PDA Sukabumi	Perum Sindang Palay Jl. Cempaka No. 66A Sukabumi	085720298642
55	Idah Siti Faridah, S.Pd	Ketua II PDA Tasikmalaya	Kp. Kalieung RT 09/03 Linggawati Tasikmalaya	0265-547360. 082119505649
56	Hj. Sukaesah	Bendahara PDA Tasikmalaya	Kp. Linggasari RT 01 RW 16 Singaparna Tasikmalaya	0265-545461, 081323988118

57	Dra. Ega Lichaeni Devi	Mjls Kesehatan PDA Tasikmalaya	Perum Borolong Indah No. 14-15 Cintaraja Singaparna Kab. Tasikmalaya	0265-2550289, 0812129807400
58	Rosmini, S.Pd.I	Ketua PCA Cigalontang PDA Tasimalaya	Kp. Baleendah RT 05/01 Sukanianah Cigalontang Tasikmalaya	0265-541047, 085223942534
59	Tismayaningsih	Ketua I PCA Sariwangi PDA Tasimalaya	Kp. Nagrog Jayaratu Sariwangi Tasikmalaya	085294473212
60	Wiwi Nirmala Dewi	Sekretaris PCA Padakembang PDA Tasikmalaya	Kubang Eceng Mekarjaya Padakembang	085321504740

List of Facilitators and Motivators for Banten

NO.	NAME	REPRESENTATIVE	ADDRESS	PHONE
1	Tati Masliati, S.Pd.I	PWA Serang	Jl. 45 Kuranji Taktakan Serang	081932405443
2	Suirat	M.Kesehatan PWA Banten	Jl. Empat Lima Kaujon Singandaru Serang	085695156563
3	Mastu'ah Hasyim	PWA Banten	Pasir Indah Blok F 145 Serang	081911194234
4	Jahriah	M.Kader PWA Banten	GPA Blok E6/No. 18 Dalung Kota Serang	0828528537
5	Pipin Supinah	M.Tabligh PWA Banten	Jl. Empat Lima RT 03/13 Kaujon Baru Serang	087774292243
6	Mega Amelia, S.Sos	M.Kesehatan PWA Banten	Perum Safira E2 No. 10 Taktakan Serang	081319490321
7	Dra. Hulaiyah	M.Kader PWA Banten	Jl. Empat Lima No. 23 Kaujon Baru Serang	085959188182
8	R. Adawiyah	PDA Serang	Pasar Sirih Kamasan	087871525315

			Cinangka Serang	
9	JuneriKusumawati	PDA Serang	Kp/Ds. Beberan Rt 03/01 Kec. Ciruas Kab. Serang	081388562411
10	Aslah	PDA Serang	Tirtayasa RT 06 RW 02 No. 177 Serang	0571-5866393
11	Hj. Ucu Ismaeti	PDA Serang	Kp. Lapong Rt 05 RW 05 Ds.Kec. Kragilan Serang	081210736465
12	Nursiah	PDA Serang	Kp. Pasar Sirih Cinangka Rt 04 RW I Serang	087808123100
13	Uum Umyanah	PDA Lebak	Jl. BTN Mandala Ds. Kaduagung Tengah Cibadak Lebak Banten	081287641521
14	Lina Hendriyani, S.Pd	PDA Lebak	BTN Sumurbuang, Rangkasbitung Lebak Banten	087773552022
15	Tatu, S.Pd	PDA Lebak	Kp. Cikondang Rt 06/ RW X Pandeglang Banten	085211906196
16	Teti Umiyati	PDA Lebak	Kp. Cibahbul Rt 01 RW 01 Rangkasbitung Timur Banten	087773691117
17	Maemanah	PDA Lebak	Kp. Muharakebon Kelapa Lebak Banten	08567783286
18	Titin Supartini	PDA Lebak	Jl. RA Kartini No. 10 L RT 02 RW 10 Rangkasbitung Lebak Banten	081910807726

ANNEX 2. DISTRIBUTION OF AL QURAN RECITAL TRAINING PARTICIPANTS

West Java

No	Kabupaten	Sub Distric	Jumlah
1.	Bandung	Sayati and Soreang	401 orang
2.	Bandung Barat	Lembang and Cihampelas	445 orang
3.	Cianjur	Sukanagara and Cipanas	431 orang
4.	Garut	Sukawening, Banyuresmi, Malangbong	523 orang
5.	Tasikmalaya	Ciawi, Rajapolah, Singaparna	1671 orang
6.	Ciamis	Cikoneng and Pangandaran	498 orang
7.	Sukabumi	Parungkuda and Sukaraja	401 orang
8.	Bogor	Jonggol and Bojonggede	579 orang

Banten

No	Kabupaten	Sub Distric	Jumlah
1.	Serang	Cikande and Anyer	400 orang
2.	Bandung Barat	Maja and Rangkasbitung	442 orang

ANNEX 3. A COMPILATION OF ONLINE UPDATES BY AISYAYAH

List of Publication

No	Topic	Dates	Ref	Media
1.	Page Program PKPUS	31 Maret 2012		Facebook
2.	Pelatihan Program PKPUS	31 Maret 2012	Laporan	Facebook
3.	Konsumen Cerdas	2 April 2012	Modul	Facebook
4.	Unggas Sehat	2 April 2012	Modul	Facebook
5.	Tips Konsumen Unggas	5 April 2012	Modul	Facebook
6.	Ibu, Pilar Konsumen Cerdas	4 Mei 2012	Modul	Facebook
7.	Konsumen Bogor	9 Mei 2012	Laporan	Facebook
8.	Sosialisasi Di Bandung Barat	19 Mei 2012	Laporan	Facebook
9.	Cianjur Sukses Sosialisasi	22 Mei 2012	Laporan	Facebook
10.	Unggas HAUS Banten	25 Mei 2012	Laporan	Facebook
11.	Sosialisasi di Radio Komunitas	1 Juni 2012	Laporan	Blog
12.	Sosialisasi di Bandung	11 Juni 2012	Laporan	Blog
13.	Tips Daging Unggas Sehat	13 Juni 2012	Modul	Blog
14.	Sosialisasi PKUPUS di Bogor	14 Juni 2012	Laporan	Blog
15.	Tips Membeli Daging Unggas Sehat	19 Juni 2012	Modul	Blog
16.	Sosialisasi PKUPUS di Cianjur	19 Juni 2012	Laporan	Blog
17.	Bawa Pulang Daging Unggas Potong	14 April 2012	Modul	Web Aisyiyah
18.	Sosialisasi PKUPUS di Bandung	19 Mei 2012	Laporan	Web Aisyiyah

List of Media

No	Media	URL	Member
1.	Facebook	http://www.facebook.com/profile.php?id=1378100443	5023
2.	Blog	http://ppayogyakarta.blogspot.com	-
3.	Twitter	https://twitter.com/#!/aisyiah_pp	368
4.	Website	http://www.aisyiah.or.id/	-
5.	4Share	Aisyiah_pp@yahoo.co.id	-

ANNEX 4. LIST OF RADIO STATIONS

No.	District	Radio	Freq
1	CIAMIS	Suara Pangandaran	107,7 fm
		ARTA FM	107,7 fm
2	CIANJUR	TRINADA-AGRI FM	107,7 fm
		Radio Land Pasar Sukanegara	gak pakai
3	SUKABUMI	Caraka Buana Suara	107 fm
4	BANDUNG	K-PASS FM	107,8 fm
		CF FM	107,7 fm
5	BANDUNG BARAT	WAR FM	98,2 fm
		M-TREE	107,7 fm
6	GARUT	MERHIT	107,7 fm
		ARLI	107,7 fm
7	TASIKMALAYA	RASPEN FM	107,9 fm
		RUYUK FM	107,7 fm
8	BOGOR	RSPD Bogor	
9	LEBAK	Selaras	107,7 fm
		SMA I Maja	107,7 fm
10	SERANG	Kulni FM	107,9 fm
		GSS Anyer	107,7 fm

ANNEX 5. THEMES OF VIDEO

No.	District	Themes
1	Cianjur	Radioland as a tool for information and communication at the market
2	Garut	<ul style="list-style-type: none"> • Poultry chain distribution- how poultry is made available at the market from farmer • Socialisation from Livestock officials about signs of healthy poultry and methods of their socialization
3	Tasikmalaya	Zoning from Rajapolah market
4	Bogor	SMS Gateway in Bogor

ANNEX 6. SCHEDULE OF VIDEO SCREENING

No.	Market's Name	Location			Time	Program
		District	Sub District	Village		
1	Pangandaran	Ciamis	Pangandaran	Pananjung		
2	Manis	Ciamis	Ciamis	Ciamis		
3	Cipanas	Cianjur	Cipanas	Jl Raya Cipanas	1 juli 2012	putar film, diskusi tentang pasar sehat
4	Sukanagara	Cianjur	Sukanagara	Sukanegara	30 juni 2012	putar film, diskusi tentang pasar sehat
5	Sukaraja	Sukabumi	Sukaraja	Pasir Halang	29 juni 2012	putar film, diskusi tentang pasar sehat
6	Parung Kuda	Sukabumi	Parung Kuda	Sundawenang	30 juni 2012	putar film, diskusi tentang pasar sehat
7	Soreang	Bandung	Soreang	Soreang	30 juni 2012	putar film, diskusi tentang pasar sehat
8	Sayati	Bandung	margahayu	Sayati	28 Juni 2012	putar film, diskusi tentang pasar sehat
9	Lembang	Bandung Barat	Lembang	Lembang	30 Juni 2012	putar film, diskusi tentang pasar sehat
10	Batujajar	Bandung Barat	Batujajar	Galanggang	29 Juni 2012	putar film, diskusi tentang pasar sehat
11	Malangbong	Garut	Malangbong	Jl. Malangbong	30 Juni 2012	putar film, diskusi tentang pasar sehat
12	Sukamukti	Garut	Sukawening	Jl.Sukamukti		
13	Ciawi	Tasikmalaya	Ciawi	Pakemitan		
14	Rajapolah	Tasikmalaya	Rajapolah	Rajapolah	24 Juni 2012	senam pagi, demo masak daging,

						pemutaran film
15	Jonggol	Bogor	Jonggol	Jonggol	2 juni 2012	putar film, diskusi tentang pasar sehat
16	Citayam	Bogor	Bojonggede	Pabuaran	3 juni 2012	putar film, diskusi tentang pasar sehat
17	Rangkas Bitung	Lebak	Rangkas Bitung	Rangkasbitung	3 Juni 2012 (siang)	putar film, diskusi tentang pasar sehat
18	Maja	Lebak	Maja	Maja	1 Juni 2012 (siang)	putar film, diskusi tentang pasar sehat
19	Cikande	Serang	Cikande	Cikande	29 Juni 2012 (malam)	putar film, diskusi tentang pasar sehat
20	Anyer	Serang	Anyer	Kosambi Ronyok	30 juni 2012 (malam)	putar film, diskusi tentang pasar sehat

Posters



Merchandise

• Banner (Size: 0,9m x 5m)



• Banner (Size: 0,9m x 5m)





• Vest / Rompi



• apron / celemek



• Cap / Topi



Pictorials



ANNEX 8. HUS POSTERBOARD PRESENTATION

In collaboration with Center for Disease Control-Atlanta/Jakarta, WHO-Indonesia, Johns Hopkins Bloomberg School of Public Health Center for Communication Program under the USAID-DAI-SAFE Project

Presented by: Yunita Wahyuningrum, SAFE Behavioral Research Analyst

Background

- Indonesia has the highest number of confirmed human cases of AI and the highest case fatality rates in the world.
- Status as of 02 May 2012 is 189 cases with 157 fatalities, CFR=83% (<http://www.who.or.id/avian/index.php>)
- This high case fatality rate is widely attributed to delays in care seeking, diagnosis and initiation of treatment
- Data from the Ministry of Health and WHO reveal patients in Indonesia do not start anti-viral treatment for 5-6 days after the appearance of symptoms, which is often too late to prevent death

Objective

- To determine the proportion of persons with Influenza Like Illness (ILI) that seek care
- To assess knowledge of risk factors for human infection with AI virus
- To identify barriers of getting service from health care facility
- To inform preventive education strategies



Methodology

- Sample selection design: multistage sample cluster
- 2520 respondents interviewed (@1260 respondents in each district/city)
- Face to face interview method with the most knowledgeable household member of health condition of household members
- Data collection was conducted by Center of Health Research University of Indonesia on Feb – March 2012

Study Area

- Area selected: East Jakarta City (DKI Jakarta Province) & Bogor District (West Java Province)
- Consideration of area selection:
 - High number of poultry and human population in both area
 - East Jakarta Municipality: urban and industrial area, multiple ethnic, program area for enhanced surveillance for human infections with seasonal influenza virus and highly pathogenic avian influenza A (H5N1) virus
 - Bogor District: mostly rural and agriculture area, majority of Sundanese ethnic



Results

Figure 1. General Knowledge of AI

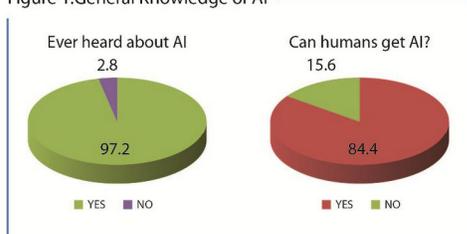
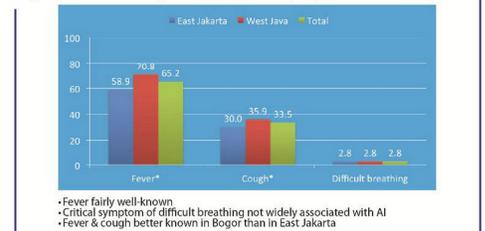


Figure 2. Knowledge of Human AI Symptoms

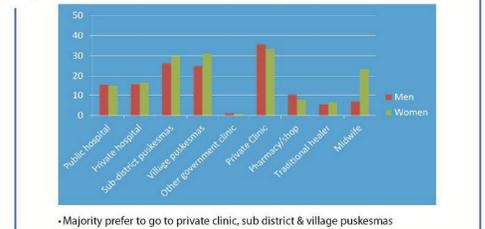


- Fever fairly well-known
- Critical symptom of difficult breathing not widely associated with AI
- Fever & cough better known in Bogor than in East Jakarta

Table 1. Knowledge of AI Transmission

How can humans catch AI/Flu Burung?	Percentage
Contact with sick chickens	46.6
Through Air	18.8
Contact with dead chickens	13.8
Eating undercooked sick chicken/eggs	8.6
Close contact with a person who has AI	7.6
Unhygienic practice	6.7
Contact with live chicken or feces at wet market	6.5
Poultry feces	6.4
Handling sick chicken meat at home	5.2
Contact with sick wild birds	4.5

Figure 3. Preferred Service Delivery Sites



Majority prefer to go to private clinic, sub district & village puskesmas

Table 2. Reasons of Healthcare Facility Preferences

	Men	Women
Waiting time	0.9	0.8
Availability of medicines	0.4	0.5
Hours/Days of Service	1.5	0.9
Quality of medicines	35.4	36
Accessibility of facility	13.9	17.7
Quality of providers	3.1	3.8
Cost of services	13.0	14.9
Cost of medication	5.0	6.4
Treatment of patients	0.3	0.4
Quality or services	5.7	5.8
Insurance	4.1	3.9

Valued characteristics: medicine quality, accessibility, cost of services

Table 3. Barriers to go to healthcare facility

Around 72% reported no barriers to getting service from the preferred source. Only a few who identify barriers mention accessibility and cost of medication and services.

	Men	Women
Waiting time	1.5	2.0
Hours/Days of Service	0.3	0.5
Availability of medicines	2.8	3.2
Accessibility of facility	3.6	4.0
Presence of providers	0.8	0.6
Cost of services	3.1	3.8
Cost of medication	5.0	6.4
No barriers	0.3	0.4
Never go to healthcare facility	5.7	5.8

Table 4. Response to illness in past 2 weeks

	Fever & cough	Fever, cough & Difficultly breathing
Has anyone in the household suddenly fallen ill with...	18.1	3.3
What did you do?		
Waited	2.5	2.2
Gave medicine/fluids at home	34.6	18.7
Went to a pharmacy/shop	18.6	22.2
Went to private clinic	8.1	16.3
Went to healer/dokum	2.3	0.6
Went to private hospital	2.6	3.9
Went to puskesmas	9.8	6.9
Went to sub-district puskesmas	11.9	12.9

Some evidence of preference for early self treatment
 More than half self-treat (at home or via pharmacy) for fever & cough
 Over 40% self-treat even if symptoms include difficulty breathing

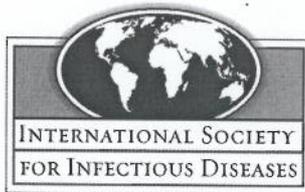
- 65% of those who go to healthcare facility when became febrish and coughing seek care within 2 days
- For those who seek care more than 2 days thought it was a common and not serious disease
- For those who seek care within 2 days considered it as threat and thought that rapid seeking care is important norm
- The data shows that most of the respondents reported that there are no barriers to visit healthcare facility, however lack of detailed knowledge in term of human AI symptoms and AI transmission, and perceive ILI as common and not dangerous disease prevent them to seek care at healthcare facility in the early stage

Recommendation

- Encourage rapid care seeking at healthcare facility as the "right thing to do" (social norm) and discourage self-treatment.
- Increase knowledge that exposure to poultry continues to be a

Next Steps

- CDC will align these results with influenza laboratory surveillance data
- Analyze data from Clinician's KAP



15th International Congress on Infectious Diseases

June 13 - 16, 2012 • Bangkok, Thailand

POSTER PRESENTATION CERTIFICATE

This is to confirm that

Yunita WAHYUNINGRUM

has presented the following poster presentation at the 15th International Congress on Infectious Diseases in Bangkok, Thailand.

Date of poster presentation: **June 15, 2012; 12.45 - 14.15hrs**

Poster number: **46.062**

Poster title: **'Healthcare utilization survey in East Jakarta and West Java province, Indonesia'**

Bangkok, June 16, 2012

**INTERNATIONAL SOCIETY
FOR INFECTIOUS DISEASES**
9 Babcock Street, Unit 3
Brookline, MA 02446, USA

Eric Summers
Program Director, ISID