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STRATEGIES AGAINST FLU EMERGENCE

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MONTHLY REPORT

April 1-30, 2012

May 4, 2012

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

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Title:	Monthly Report April 1-30, 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:	May 4, 2012

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OBJECTIVE 1. STRENGTHEN AND EXPAND PUBLIC PRIVATE PARTNERSHIPS IN HIGH RISK DISTRICTS TO IMPROVE BIOSECURITY AND GOOD FARMING PRACTICES IN ORDER TO LIMIT AI TRANSMISSION AMONG POULTRY

DISCUSSIONS WITH STAKEHOLDERS AND FIELD VISITS

- SAFE personnel met with USAID, FAO, PVUK and CMU personnel. Dr. Paul Miller held extensive discussions with Dr. Daniel Chitauru and Dr. Bimo Wicaksono on Objective 1 activities for Year 2. On April 4, SAFE, USAID and FAO personnel met to discuss the concept of a joint PVUK/SAFE public-private sector partnership (PPP) project in the Tasikmalaya area.
- SAFE personnel spent 20 working days in the field conducting planning and supervisory visits to all Teaching Farms (TF).
- Dr. Miller led a Technical Discussion Group meeting in Tasikmalaya attended by industry Technical Service (TS) staff, farmers, and personnel from CMU, USAID and FAO.
- SAFE will send Dr. Paul Miller and Mr. Erwan Julianto to the 2012 Asian Poultry Health Conference organized by *Asian Poultry Magazine* in Bangkok, Thailand on May 13-15, 2012.
- SAFE intends to participate in the three-day Indonesian Livestock Expo and Forum in Jakarta on July 3-5, 2012. The Objective 1 team will promote the biosecurity and good farming practices (GFPs) at Sector 3 broiler farms (S3BFs) while the Biosecurity Improvement Innovation Fund (BIIF) will make a 'roadshow' presentation to elicit interest from key industry stakeholders.

PROGRAM IMPLEMENTATION

- Solihin TF, associated with Japfa, opened on April 5 thus became the twelfth TF to open under SAFE. More than 20 people attended the opening ceremony including farmers within the Japfa network.
- Materials and equipment such as bird-proof wire and power sprayers have been purchased and delivered to upgrade TFs as part of the second stage physical upgrades to improve biosecurity and GFPs.
- All 12 modified S3BFs are now fully operational TFs.
- Industry Technical Services personnel began bringing S3BFs to the TF associated with their company or poultry shop, and began planning a timeline to ensure visits from all

the farmers in their network. The TFs are also being used in ways not previously anticipated. For example, a 15-person group from Sumatra associated with CP visited Wahyu TF to observe the biosecurity and good farming practices required to reduce mortality and improve production.

- SAFE distributed approximately 250 copies of the booklet titled "Effective Measures to Prevent the Spread of Disease" to stakeholders, including TF farmers, visiting farmers and their TS personnel, international organizations, SAFE staff and key industry stakeholders such as TMF, IPB (Bogor Agricultural University), and Japfa. Japfa has requested 150 copies of the booklet for a technical discussion meeting in Central Java with participants coming from provinces across Indonesia. Ringani Poultry Shop has requested 100 booklets for its fortnightly meetings with farmers. Mr. Lukman, TS personnel from CJ, which is associated with Ujang TF, has requested 50 additional booklets.
- An article published for the April edition of *Poultry Indonesia* (see Annex 1) provided details about the TF program. DAI website also showcased this program which can be accessed at: <http://dai.com/stories/indonesia%E2%80%99s-first-poultry-teaching-farms-open-disease-control-effort>.
- Preparations began for technical training sessions in Tasikmalaya and Bogor in West Java. Following an evaluation of the first training session, changes will be made to these sessions to incorporate the recommendations. While the topics (such as communication and knowledge transfer skills) will stay the same, the content of each topic will be more advanced. Participants will also now receive training at a TF, where they can observe the appropriate physical changes needed at each farm as well as the behaviors necessary to reduce AI transmission.

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

PROGRAM IMPLEMENTATION

Field Activities for Healthy LBM Initiatives

- The demonstration Live Bird Markets (LBMs) engaged in biweekly activities to implement the initiatives to improve market conditions, and to practice good biosecurity behaviors. In April, these activities focused on cleaning the facilities. There were a total of 40 activities this month (two activities in each of 20 demonstration

markets). Vendors, slaughterers, market managers and other members of the market community are facilitated by SAFE with support from local *Dinas* staff.

- During the first two weeks of April, SAFE partners held district-level coordination meetings with SAFE implementing partners (COMBINE, Aisyiyah, and PMI at district level) in all working areas. These meetings served to harmonize the action plans and implementation schedules for activities in markets and communities.

Bullet points follow on the results of these coordination meetings:

- COMBINE will conduct 8 talk shows in the communities surrounding each demonstration market (a total of 16 talk shows per district) during the period April 28-June 23, 2012.
- PMI and Aisyiyah conducted 20 Focus Group Discussions (FGDs) – one in each demonstration market – to identify the types of information most needed by market stakeholders (vendors, market managers, slaughterers, consumers). These types of information include the following:
 - Basic Information about AI in animals and humans (causes, transmission, symptoms, virus characteristics, and preventative measures).
 - AI prevention in humans and the treatment needed if a case occurs.
 - Positive behaviors in the markets and the poultry supply chain.
 - Information for consumers on identifying and selecting healthy poultry products, food handling, and food safety.
 - Information for vendors on poultry product handling and biosecurity measures for poultry products.
 - Religious approach to promoting the adoption of positive behaviors on biosecurity and food safety and handling.
- The role of the respective stakeholders and members of the initiative as information resources is as follows:
 - Aisyiyah will be responsible for two talk shows in each market, based on a religious perspective
 - District Livestock Service and Health Office staffs will be responsible for two talk shows in each market, focusing on the technical aspects of AI in animals and humans
 - PMI will be responsible for two talk shows focusing on community participation and how to manage healthy LBMs

- Representatives including vendors, slaughterers and consumers will be invited on these talk shows to share their concerns, stories, tips and tricks on how to select healthy products, how to prepare healthy poultry-based food, and so on.

Communication Materials Development

- Designs for all SAFE merchandise were approved by USAID. The production of the merchandise is now being tendered. The merchandise includes vests, aprons, mugs, pins, banners, stickers, bags, hats, and t-shirts. SAFE will produce 500 t-shirts, vests, and caps, and 1,000 pieces of all other merchandise. The merchandise will be distributed through PMI, Combine, and Aisiyah facilitators to intended recipients at the market pilots in the 20 locations in West Java and Banten provinces.
- IEC flyers and posters have not yet been printed pending approval from MOH and WHO to use their respective logos on the materials. MOA and FAO approval for use of their logos has already been secured.
- The rest of the materials, including flipcharts, pictorial cards, receipt books, Ludo board games and calendars, are now undergoing final revisions at the creative agency.
- The final storyline for the radio drama serial has been discussed with the creative agency, which is now working on the detailed script. SAFE is aiming for the radio drama to be produced and ready to air by the end of Quarter I.
- Radio jingles were completed and are now ready for broadcast.

Health Communication Workshop: Applying Strategic Communication to ILI, AI and ARI Programs

- The Strategic Health Communication workshop was held on April 16-20, 2012 in Bandung at Aston Pasteur Primera. Dr. Benjamin Lozare was the workshop facilitator. It was attended by 31 participants from nine institutions – the Ministry of Health (MOH), Ministry of Agriculture (MOA) and Ministry of Information and Telecommunications, Ministry of Home Affairs, KOMNAS Zoonosis (National Commission on Zoonosis), the Provincial Livestock Offices for West Java and Banten, and the Provincial Health Offices for West Java and Banten.
- The Workshop was five days and covered topics of leadership, strategic behavior change communication (BCC), setting appropriate objectives for communication, developing message concepts, defining key messages and barriers to change, planning for implementation, monitoring and evaluation, materials development, pretesting and production, and 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 further collaboration and follow-up on behalf of all participants in the development of a strategic behavior change communication program for ILI, AI and ARI in Indonesia.
- Workshop participants agreed to, among other things:
 - Strive to maintain their own network through mailing lists, the K4Health site, and social networking.
 - Meet again as another way to maintain the network and promote coordination among inter-sectoral ministries and agencies. The agenda for the next meeting will include, among other things, finalizing the draft action plan and harmonizing messages on API in preparation for the journalists' workshop being organized by the National Commission on Zoonosis in June 2012. Workshop participants asked SAFE to organize the meeting by May 2012.
 - Draft a strategic plan on AI that synchronizes inter-sectoral activities. This draft will be part of strategic planning by the National Commission on Zoonosis. The workshop participants asked SAFE to facilitate the drafting of the plan under the coordination of this National Commission.

Community Events

- Aisyiyah is a prominent Islamic women's organization in Indonesia. In February, Aisyiyah was awarded a grant by SAFE to organize religious activities targeting housewives in areas surrounding the pilot market. The grant contract will expire on June 30, 2012. During this timeframe, Aisyiyah will conduct several activities, including:
 - Hold thematic Quran readings and sermons on hygiene sanitation, food safety, food handling, and AI prevention;
 - Arrange meetings with informal local leaders to mainstream healthy market issues into the development planning agenda at the local level;
 - Provide SMS updates for consumers on the issues of hygiene sanitation, food safety, food handling, and AI prevention; and
 - Use online and print media for socialization and knowledge sharing.
- Aisyiyah has already appointed 40 facilitators and 20 motivators to facilitate activities at the local level. Training-of-Trainers (TOT) was held for facilitators and motivators in West Java on March 31-April 1, 2012, and in Banten on April 22-23, 2012. The TOT included an explanation of the SAFE program, objectives and activities, and the content for key behaviors and healthy markets.
- The first batch of thematic Quran readings has begun, and in some places it has been completed, with facilitators already moving on to the next theme.

- COMBINE is a long-standing NGO in Indonesia that works in community facilitation and community media. Considering this experience and its innovative ideas, SAFE awarded COMBINE a grant for the period March 1-June 30, 2012. Grant activities include:
 - *Video screening at demonstration markets.* Market communities and surrounding communities will be empowered with skills to visually communicate their perceptions of the environment. Representatives of market communities will shoot the footage using their mobile phones and cameras and then edit the footage to make a complete video for viewing. Once the video is ready, a community event will be held at the markets to view this creative output. This will serve as a community-to-community message on market conditions, which should have a bigger impact on both the filmmakers and the viewers. As a first step toward realizing this idea, TOT training will be conducted for local facilitators and market representatives. Training graduates will then arrange similar training in the market to reach a broader section of the community. This month, a TOT was held in Sukabumi on April 23-26, 2012. At the TOT, participants received study materials on journalism, video making, and creative writing.
 - *Information board/bulletin market.* The COMBINE facilitator will coordinate each market to have a bulletin or information board to collect writings and insights from the community for the community.
 - *SMS gateway.* COMBINE will broadcast a short message for consumers on hygiene and sanitation, food safety, and food handling.
 - *Mainstreaming healthy market issues.* Meetings are being held with local community leaders to mainstream healthy market issues into the development planning agenda at the local level.
 - *Radio community on-air programs.* Ten radio stations have so far been selected to participate in the program, and initial contact has been made to discuss the scope of work.
- Ten market facilitators were selected and recruited this month. These facilitators attended the TOT in Sukabumi together with market and community radio representatives. At this TOT, in addition to receiving technical content, participants also received guidelines on SAFE, the key behavior messages to be promoted, the objectives, and the intended audience for communication activities.

Other

- “Communication Guidelines for Local Facilitators” have been developed and distributed to all SAFE facilitators. The guidelines serve as a primer for local facilitators about the SAFE program and activities. It has chapters covering SAFE program design,

strategy, objectives, approaches, key messages, myths or misconceptions about key messages, and other supporting materials.

- Coordination with the MOH and WHO is now underway with respect to the Lombok case. SAFE aims to work together with the MOH and WHO in Lombok following a recent fatality there. SAFE will seek USAID approval before proceeding.

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

RESEARCH STUDIES

Clinician's KAP Survey

The PPK UI team began data collection for the Clinician's KAP Survey in March and continued throughout this month. The data collection process fell behind schedule and was hampered by several factors, including physicians' lack of time, refusal by some doctors to be interviewed, extended time required to obtain permission to interview hospital doctors, and an outdated list of doctors provided by the district Health Office resulting in interviewers needing more time to acquire accurate and current data. In addition, most of the respondents canceled or rearranged interview schedules, preventing interviewers from meeting their respondent targets.

In response, SAFE and PPK UI added 20 more interviewers who were trained on April 12, 2012. Fieldwork is scheduled to be completed early May. By the end of April, data collection had reached 70%.

Healthcare Utilization Survey (HUS)

Following analysis of the HUS data, detailed findings at the district level and comparisons between urban and rural areas, frequency distribution tables are being developed and will be submitted in the first week of May. The data set has been cleaned by recoding the open-ended answers into specific categories.

OBJECTIVE 4. FACILITATE COORDINATION AMONG PARTNERS BY SHARING INFORMATION AND HOSTING MEETINGS

KNOWLEDGE FOR HEALTH (WWW.K4HEALTH.ORG)

- In Year 1, the decision was made to create an online platform for AI and Pandemic Influenza (AI/PI) programs in Indonesia to share knowledge and communicate experiences, lessons learned, and best practices. The structure for this web platform was finalized. It has been titled "Avian and Pandemic Influenza Resources for Indonesia".
- This month, the site map was shared with all COP meeting participants requesting input and asking for materials they would like us to help them upload during this first phase. All SAFE team leaders can already access the tool, but it has not yet been published pending USAID approval.

MEETINGS

- The API COP meeting was held on April 4, 2012.
- The CMU meeting for April 2012 was cancelled by CMU.
- SAFE visited Dinas in 10 districts of West Java and Banten during April 17-20 to review SAFE market program activities and the TF program, and to discuss environmental sampling with IPB in an effort to coordinate and share program information and activities.

CROSS CUTTING

BIOSECURITY IMPROVEMENT INNOVATION FUND (BIIF)

- A BIIF election panel has been established with the USAID COTR, the SAFE team and private sector representatives. The panel is currently evaluating six social media proposals and nine SMS pilot proposals. Once the evaluation forms have been collected on May 7, 2012, SAFE will shortlist three bidders for each activity, who will be invited to present their proposals for a second round of evaluations.
- DAI Technical Development Specialist and STTA Anahit Gevorgyan assisted in the preparation of an RFA for a truck and crates cleaning and disinfection (C&D) station. Together with the BIIF manager, Ms. Gevorgyan and an FAO engineering team visited an FAO-supported cleaning station at Pulo Gadung. The SAFE team used the visit to

better understand the cleaning station and its waste management system, which involves processing black and grey water through a series of septic tanks before its release into public sewers. The team also performed a cost analysis and discussed operational challenges. Information obtained from the field trip will be incorporated in the RFA.

- There are plans to engage poultry stakeholders on a 'one-on-one' basis to identify, address and resolve existing poultry value chain problems by utilizing the BIIF. To that end, the BIIF manager visited a number of institutions this month:
 - On April 10, the BIIF manager and Anahit Gevorgyan visited IPB to hear a presentation on chicken feather waste management. This included using bacteria to turn chicken feather and remnants into catfish feed – an idea that the IPB would like to develop. SAFE will pursue this idea.
 - On April 24, at the invitation of Professor Imam Rahayu from IPB, the BIIF manager explained the BIIF procedures and mechanism to several professors and elicited ideas on biosecurity innovations in the academic sector. Participants at the meeting included Prof. Imam Rahayu (head of production department), Prof. Rita Mutia (head of animal nutrition department), Prof. Sahlundi (waste management department), and Prof. Rudi (environment department). Prof. Imam was keen to develop a biosecurity-compliant Integrated Poultry System (IPS), cold storage processing, waste management (chicken manure), and product certifications for IPB-affiliated stores, as well as to promote the use of herbal feed ingredients to minimize hazardous microorganisms and ammoniac in chicken manure. SAFE will pursue this idea.
 - Following a request from the IPB professors, on April 26 the BIIF manager and grant specialist made a presentation to postgraduate students and sophomores at the IPB animal science department. IPB plans to submit several BIIF proposals during May.
 - On April 30, the BIIF manager gave a presentation to a Bogor NGO active in LBMs in order to further disseminate information about BIIF.

MONITORING AND EVALUATION

COMMERCIAL FARM EVALUATION STUDY

- University of Indonesia's Health Research Center (*Pusat Penelitian Kesehatan/PPK UI*) was contracted in Year I to conduct the baseline survey for the Commercial Farm Evaluation Study. PPK UI's draft report was sent to SAFE in the second week of April and a formal presentation of the results was delivered on April 27, 2012, at which SAFE had the opportunity to provide feedback and seek clarification on the findings.

- The survey findings indicated that while 85% of farmers knew about the biosecurity measures (for instance, they are aware that visitors should change footwear at the farm entrance), a far smaller percentage had taken action based on this knowledge. The use of biosecurity techniques is very low (at about 40%) and only about 30% of farms have in place the physical conditions needed to implement biosecurity behaviors.

LIVE BIRD MARKET EVALUATION STUDY

- Field team training for data and swab test sample collection was conducted in Bogor on April 24-27, 2012 for 10 district Dinas staffs and 10 IPB field staff, facilitated by IPB and FAO. Field testing of the swab tests (using a five-swab protocol) took place at two live bird markets near the training venue – Pasar Anyar and Pasar Bogor. An epidemiology questionnaire was also pre-tested during the training. Based on the findings of the pre-test, the questionnaire should be shortened.

GENERAL

YEAR 2 WORKPLAN

- SAFE staff participated in a workplan retreat on April 12-13, 2012, at which inputs on the Year 2 workplan was received from representatives of Japfa, CP, WHO, CMU, FAO and PMI. Each team leader presented the draft workplan for each objective and ensuing small group discussions provide helpful suggestions and linkages to ongoing programs.

STTA

- DAI Technical Development Specialist Anahit Gevorgyan was in Indonesia from March 25 to April 14, 2012 to assist with the final drafting and finalization of the SAFE Year 2 workplan. Anahit reviewed the Year 1 workplan, discussed Year 2 activities with SAFE staff, reviewed and compiled Objective 1-4 contributions from SAFE staff, and wrote up the SAFE final draft Year 2 workplan, ensuring that it addressed contractual activities and deliverables. At the retreat, Ms. Gevorgyan and other SAFE staff incorporated the suggestions from each of the small group discussions.

ANNEX I