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QUARTERLY REPORT

July-September 2012



October 15, 2012

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Cover photo: Live community radio – Aisyiyah facilitators highlight the importance of market sanitation, cleanliness, consumer rights and halal food.

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July – September 2012

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EXECUTIVE SUMMARY

SAFE experienced serious challenges to program implementation this quarter. These changes, which have had an effect on all project objectives, include:

- ✓ significant budget cuts;
- ✓ new scope of work not yet final due to the de-scoping process that need to be undertaken as a result of the budget cut;
- ✓ resulting in delay of Year 2 workplan approval and implementation; new activities on hold as the new SOW is being negotiated;;
- ✓ reduction in staffing and reorganization of staff responsibilities; and
- ✓ elimination of key inputs to the project.

During this quarter, SAFE worked closely with USAID to ensure approval of the work being performed. A final scope of work and workplan are expected to be approved early next quarter. This quarterly report is based on the draft Year 2 workplan submitted to USAID on April 30, 2012.

During this quarter, SAFE adjusted its strategy to (a) respond to the scale of the changes, (b) increase capacity to achieve and sustain results within the new performance period, and (c) attain the optimum impact for USAID and local partners. SAFE's shift in strategy aims to:

- ✓ concentrate programmatic efforts;
- ✓ reinforce local ownership; and
- ✓ leave behind tools and models to support continued efforts by partners.

The implementation of this strategy coupled with the work performed in previous months, and the deep commitment of SAFE partners, has resulted in significant work in the field and outputs that contribute to the ultimate outcomes and objectives of the project. The accomplishments this quarter are highlighted below and detailed in this document:

- ✓ Over 300 farmers and students visited the Teaching Farms
- ✓ More than 3,000 SMS messages related to biosecurity and good farming delivered to 200 small-scale farmers, Technical Service (TS) staff and upper management
- ✓ Technical assistance delivered to over 150 farms by SAFE and/or industry TS staff
- ✓ Over 140 farms self-financed and implemented biosecurity-related changes observed at the TFs
- ✓ Ten “champion farmers” and 20 “vendors of the month” were selected and recognized for making biosecurity-related changes at their farms and market stalls
- ✓ Livestock offices in all 33 provinces received a package of SAFE IEC materials distributed by the Ministry of Agriculture (MOA)/CMU at the National AI Coordination meeting in September.
- ✓ The MOA distributed SAFE IEC materials to all 26 districts in West Java province at the West Java AI Coordination meeting.
- ✓ Over 5,000 students and teachers learned about healthy markets and how to

transfer their newly acquired knowledge to other students and surrounding communities

- ✓ Almost 100,000 IEC materials were used in field-level implementation work with farmers, industry, government, markets, community and civil society organizations
- ✓ Program success stories and media coverage that included:
 - An article in *Kompas* newspaper highlighting the poultry program at SMK Agro Nurul Huda Vocational School
 - A Ministry of Health article submitted to *Tempo* magazine aiming to raise awareness about healthy markets (drafted by SAFE)
 - Three articles published in *Cianjur Ekspres* and *Radar Lebak* on Healthy Market and Community Initiatives activities
 - Forty talk shows broadcast on 20 community radio stations in 10 districts
 - Two articles produced and disseminated; one on the teaching farm program and the other on healthy market initiatives work with Aisyiyah.
- ✓ SAFE addressed approximately 300 students on topics such as biosecurity in Sector 3 broiler farms as a visiting lecturer at UNPAD
- ✓ SAFE and Aisyiyah conducted advocacy training to help sustain consumer group advocacy at the district level
- ✓ Citizen journalism reached over 7,200 visitors to *Suara Komunitas* (a citizen journalism website)
- ✓ Eleven articles on market biosecurity published online
- ✓ Findings of Healthcare Utilization Survey and Clinician's Knowledge, Attitudes and Practices survey presented to the Ministry of Health and condensed reports completed
- ✓ Almost 13,000 individuals interacting on biosecurity and healthy poultry product topics through social media outreach, including Facebook friends, Twitter followers, and SMS recipients
- ✓ Nine avian influenza documents uploaded on the international K4Health website

ABBREVIATIONS AND ACRONYMS

AI	Avian Influenza
API	Avian and Pandemic Influenza
ARI	Acute Respiratory Infections
BIIF	Biosecurity Improvement Innovation Fund
C&D	Cleaning and Disinfection
CDC	Centers for Disease Control
CJ	PT. Cheil Jedang Indonesia
CMU	AI Campaign Management Unit (Ministry of Agriculture)
COP	Chief of Party
COR	Contracting Officer Representative
CP	PT. Charoen Pokphand Indonesia
CRD	Chronic Respiratory Disease
DAI	Development Alternatives, Inc.
DOC	Day Old Chicks
FAO	Food and Agricultural Organization of the United Nations
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
IEC	Information, Education, and Communication
ILI	Influenza-like Illness
IPB	Institut Pertanian Bogor (Bogor Agricultural Institute)
IPC	Interpersonal Communication
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
LBM	Live Bird Market
M&E	Monitoring and Evaluation
MOA	Ministry of Agriculture
MOH	Ministry of Health
MOU	Memorandum of Understanding
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
PSA	Public Service Announcement
PVUK	<i>Petugas Veteriner Unggas Komersial</i> (Local Government Commercial Poultry Health Officer)
RI	Republic of Indonesia
S3BF	Sector 3 Broiler Farm
SAFE	Strategies Against Flu Emergence
SMK	SMK Nurul Huda Vocational School
SOW	Scope of Work
STATA	Data analysis and statistical software
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
WHO	World Health Organization

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

OVERVIEW

The 12 Teaching Farms (TFs) are fully operating and active with over 300 farmer and student visitors this quarter. Most importantly, almost 150 farmers that have visited the TFs are now returning to their farms and implementing changes in biosecurity and good farming practices; changes financed by the farmers themselves. To support these changes, SAFE and Technical Service (TS) staff provided one-on-one transfer of technical information, small informal problem-solving group discussions, and technical discussions held with TS personnel and farmers. In addition, TS continued weekly visits of farms and supported SAFE staff in motivating farmers. The Champion Farmer Program has also motivated farmers and TS to implement change. Monitoring visits, data collection, and before-and-after photographs captured these changes.

Plans for TF upgrades were seriously affected by the funding cuts; affordable changes this quarter included water filters, rat bait stations and improved ventilation. SAFE continues to work closely with TF staff to ensure TFs maintain appropriate conditions and practices and provide regular access to visitors.

At an industry meeting on September 19, Objective I key stakeholders including Japfa, Sierad, TMF Poultry Shop, IPB, and UNPAD were informed of SAFE's budget cut, the changes in activities and revised activity schedule, whereby field operations will now end in March 2013. Twenty representatives of the industry and educational institutions attended this meeting. Transfer of responsibilities was a key discussion point. Stakeholders also provided feedback on communication tools, continuance of the TFs after SAFE, support for the Champion Farmer Program, and the multiple uses of SMS to support changes at the farms.

The booklet "Effective Measures to Prevent the Spread of Disease" continues to be widely used to train farmers and TS personnel, with educational institutions using it to instruct both students and farmers. Regular biosecurity and good farming practice (GFP) messages have been sent to farm managers, farm owners, TS personnel and upper management via the SMS system.

An article published in *Kompas* newspaper on August 6, 2012 highlighted the SMK Agro Nurul Huda Vocational School and its poultry program. In the article the school headmaster, Mr. Kuswara Suwarman, expressed his appreciation for the information from USAID.

The Ministry of Agriculture/CMU requested and received communication materials that were then distributed to all of Indonesia's 33 province-level livestock offices to serve as resources and models to support biosecurity and good farming practices. All districts in West Java also received the same package of materials.

ACTIVITY PROGRESS

The activities below are based on the Year 2 workplan submitted to USAID on April 30, 2012.

Activity 1.1. Continue work with industry and new partners to expand commitment for improved biosecurity and GFPs in S3BFs

This quarter SAFE worked closely with the following stakeholders:

- FAO staff;
- Educational institutions – Bogor Agricultural University (IPB), Padjadjaran University (UNPAD), and SMK Agro Nurul Huda vocational school (SMK);
- 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, Tanjung Mulya Poultry Shop, and Caringin Poultry Shop; and
- Industry associations – GAPPI, GOPAN, and the Federation of Indonesian Poultry Society (FMPI).

The value of the TFs and partner commitment is demonstrated by the fact that Mr. Herry Dermawan (owner of Rinjani Poultry Shop), Mr. J C Park, (CJ Director), Mr. Fill Yunus (CP Vice President), Drh. Prihatini (Comfeed Indonesia-Japfa), and Mr. Asep Tahyana (TS, Darmaga Unggas Poultry Shop) have all expressed interest in opening additional TFs at their own expense. The reduction in SAFE's performance period will have an impact on the creation of some of these TFs in view of the timelines being considered by some companies, particularly CP. The TMF Poultry Shop continues to build its own TF. The shop has already completed construction of two chicken houses. SAFE continues to provide technical assistance on construction as it relates to biosecurity and techniques found in the TFs.

1.1.a. Teaching Farm Visitors

The number of visitors to each of the Teaching Farms is summarized in Table I. Teaching Farms were open for visitors for an average of six weeks during this quarter. Generally, the TFs welcome visitors when the farm is in operation with chickens. Given the reduced funding and performance period, SAFE decreased the number of data points being collected. Starting this quarter, SAFE will report on only three data points: distinct farms visiting the TF, farmers and students. When a reader sees an asterisk under "District Farm" but a number under visitors, this means that while visitors are being counted, the farm is not, because it is a repeat farm. There were 80 new farms visiting the TFs this quarter. All TFs received visitors except for IPB's closed chicken house, which did not receive chicks until late September. One hundred twenty farmers and 220 students visited TFs.

Table 1: Number of farms and visitors at Teaching Farms in July-September 2012

Firm/Organization	Teaching Farm	Location (District)	District Farms	Primary visitors		
				Farmers	Students	Total
Rinjani PS	Darwin	Tasikmalaya	*	5	0	5
SMK Vocational School	Nurul Huda	Ciamis	10	10	63	73
Sukahati PS	Cikaleker	Tasikmalaya	6	6	0	6
CJ/Super Unggas Jaya	Encep Rusli	Garut	3	26	0	26
CJ/Super Unggas Jaya	H. Ujang	Bandung	7	10	0	10
UNPAD University	UNPAD	Sumedang	1	1	152	153
Sierad.PT	Tursinameta	Tasikmalaya	5	5	0	5
Tunas Mekar Farm PS	Muslikhin	Tasikmalaya	2	6	0	6
IPB University	Closed	Tasikmalaya	*	0	0	0
IPB University	Open	Tasikmalaya	31	31	5	36
Pokphand.PT/Dharmaga Unggas PS	Wahyu	Tasikmalaya	7	7	0	7
Japfa.PT/Ciomas Adisatwa	Solihin	Tangerang	8	13	0	13
Total			80	120	220	340

1.1.b. Technical Service Industry Staff

The TS staff continues to be the key individuals working to expand improved biosecurity and GFPs in S3BFs although they are not SAFE employees and have limited time to dedicate to the TFs. Several TS have mentioned that they often discuss biosecurity techniques such as the sandal exchange system at the chicken house doors with their farmers. TS staff continue to focus on the following priority actions:

- a. Bring farmers to TF
- b. Provide technical assistance to farmers
- c. Monitor farms
- d. Collect data and information from the farm
- e. Help disseminate information to farmers
- f. Communicate with farmers on a one-on-one basis and via SMS messages
- g. Bring farmers to field technical discussion groups

1.1.c. Distribution of Teaching Aids/Materials

More than 2,500 copies of the booklet titled “Effective Measures to Prevent the Spread of Disease” have been distributed to farmers, TS, students, and middle and upper management since April 2012. Almost 1,300 booklets were distributed during July-September 2012, and their recipients are summarized in Table 2. (This number has been adjusted from 984 to 1,279 based on additional records recently received from partners.)

Table 2: Distribution of booklet "Effective Measures to Prevent the Spread of Disease", July-September 2012

Month	Farmers	Academic Training	Industry Persons and Training by Industry	Other	Total
July	8	55	624	0	687
August	38	17	15	0	70
September	73	438	37	0	548
TOTAL	119	510	676	0	1305

The response to the booklet’s contents and presentation has been exceptional. At the stakeholder meeting in Bogor on September 19, 2012, at which the booklet’s content and intended readership were discussed, Mr. Ruri Sarasono, Secretary General of the GOPAN independent farmers’ association, stood up waving the booklet and told the audience, "This is a very good publication. We will use it in East Periangan."

After the meeting, Mr. Moch Fill Yunus, Vice President of Charoen Pokphand (CP), told Dr. Miller, "The booklet is very good."

The booklet was also part of the curriculum for 70 farmers attending a "Workshop for Farmers" at SMK Agro Nurul Huda vocational school (owned by Tanjung Mulya Poultry Shop). To date, 93 copies of the Teaching Farm display and 59 copies of the SAFE poster for commercial poultry producers have been distributed to farmers, TS, area managers and educational institutions.

More than 400 people received SAFE materials when they visited the SAFE booth at the Indo Livestock Expo & Forum held in Jakarta on July 4-6, 2012. Visitors to the booth included upper management, TS, farmers, government officials, educators and students.

Deliverables

None scheduled this quarter

Activity I.2. Co-design, organize and convene poultry industry National Biosecurity Convention

Deliverables

Convention held – Eliminated due to funding cuts.

Activity I.3. Implement second stage physical upgrades to improve biosecurity and GFPs at TFs

Most of the second stage upgrades were eliminated due to funding cuts. Some upgrades have been provided to all TFs, including water filters, filter cartridges, fly traps, and rat bait stations. The purchase of other materials (e.g., pulleys, winches) for additional upgrades, has now been eliminated. Only the three educational institutions and two internal farms (Cikaleker and Muslikin) will receive additional upgrades. Maintenance efforts have continued, with the provision of sandals, masks, plastic bags and soap. Assessments identified the need for replacement signs at most TFs, along with curtain

modifications and the creation of a winch system.



Water Treatment at Solihin Farm



Rat bait stations at IPB Closed House

Deliverable

Photographs showing upgrades – Completed in Year 2, Quarters 1 and 2

Activity 1.4. Design and implement “Champion Farmer Program”

A key motivating factor for the farmers is the Champion Farmer Program, which began last quarter. The first competition had more than 21 applicants. SAFE staff rated the farms of the best-qualified candidates. Each farm was judged using the scoring system from the baseline survey. Farmers who had implemented the most important biosecurity and GFP measures garnered the most points.

These awards are a key motivator of the TS staff, ten of whom were recognized at the presentation ceremony. Each team member of the winning farm received a cash prize of \$150.

Further competitions are scheduled for October, January and March. Each competition will feature basic eligibility requirements for a farm to compete. For instance, for the second competition, each farm must have a sandal exchange system at the chicken house doors and barriers at the entrance to the farm for both vehicles and people.

Sierad Produce and Japfa are both prepared to provide prizes for farms placing second and third.



Mr. Iwan Setiawan, teacher and manager of SMK TF, presents the Champion Farmer award to Mr. Asep Ma’sum

Deliverables

None scheduled for this quarter

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

Deliverable

List of farms trained in C&D – eliminated 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 the reduced budget and shortened life-of-project, farms will no longer receive financial assistance. Instead, SAFE is building on the lessons learned summarized in the last quarterly report, relying on motivating factors such as the Champion Farmer Program , and following up with and providing technical assistance to visiting farmers, to prompt change. SAFE and the TS intensified visits to individual farms this quarter. These farms included both those whose farmers have visited a TF and those whose farmers have not yet visited the TF but have heard about the new biosecurity techniques and want to implement change. SAFE has encouraged the latter group of farmers to visit the TFs and consult with the TF managers.

I.6.a. Role of Technical Assistance

The technical assistance (TA) provided by SAFE and/or TS can come before, during and/or after changes take place at a farm. Interestingly, TA does not always guarantee changes will take place nor is it a prerequisite to a change. Some farms make changes after visiting the farm or else are motivated by the Champion Farmer Program. Other farms may decide not to make changes even after receiving TA. Others time their changes to coincide with their production timeline, or when they have additional resources or labor. Table 3 lists 35 farms that received SAFE and TS technical assistance this quarter. Dozens of other farms received TA only from TS staff. These farms are in close proximity to the TFs and are managed by farmers who have indicated that they want to improve their farms in a way that coincides with the SAFE program. Table 4 on page 15 summarizes the changes already implemented by farms.

Table 3: Farms receiving technical assistance from SAFE and TS

No.	Farm	Farmer	Sub-district	District
1	Kholik	Iyan	Darmaga	Bogor
2	Mumuh	Mumuh	Cibungbulang	Bogor
3	Euis	Aang	Ciampea	Bogor
4	Edi	Entis	Ciampea	Bogor
5	Fuad	Fuad	Cibinong	Bogor
6	Eneng	Riki	Tigaraksa	Tangerang

No.	Farm	Farmer	Sub-district	District
7	Aan	Aan	Tigaraksa	Tangerang
8	Nano	Nano	Darmaga	Bogor
9	Titi Dafa	Adang	Darmaga	Bogor
10	Asih I	Asih	Cibubel	Garut
11	Asep	Asep Mulyana	Kutawaringin	Bandung
12	H. Idir	Agus	Kutawaringin	Bandung
13	Oyon	Oyon	Cijeunjing	Ciamis
14	Aak	Aak	Salawu	Tasikmalaya
15	Usup	Usup	Cijeunjing	Ciamis
16	Yuyun	Yuyun	Cijeunjing	Ciamis
17	Dadang	Dadang	Cijeunjing	Ciamis
18	Uci	Uci	Kawalu	Tasikmalaya
19	Nunu	Nunu	Purbaratu	Tasikmalaya
20	Dede	Dede	Purbaratu	Tasikmalaya
21	Aa Sutusaha/Sutsna	Aak	Salawu	Tasikmalaya
22	Agon Farm	Agon	Cibinong	Bogor
23	Agus Mujizar	Agus	Kulawaringin	Bandung
24	Asep 2	Asep	Gunung Tanjung	Gunung Tanjung
25	Dadan Farm	Dadan Dahlan	Paseh	Bandung
26	Entang	Nano	Karangpawitan	Garut
27	H. Hasan	H. Hasan	Cibinong	Bogor
28	Inghe Susanto	Asmadi	Gunung Sindur	Bogor
29	Kerta Rahadja Sentoso	Syahrul Mustaqim	Cijeunjing	Ciamis
30	Kusnadin	Kusnadin	Selaawi	Garut
31	Laksano	Laksano	Tapos Tenjo	Bogor
32	Muksin	Muksin	Salawu	Tasikmalaya
33	Naja Broiler and Fish	Nano	Darmaga	Bogor
34	Pinky	Pinky	Ciseeng	Tangerang
35	Yaya	Yaya	Banjarsari	Ciamis

1.6.b. One-on-One Technical Assistance

Direct technical assistance provided by SAFE and TS to farms and their workers this quarter included:

- ✓ identification of basic needs;
- ✓ establishment of priorities (e.g., sandal exchanges at chicken house doors and locked gates at entrances);
- ✓ selection of simple and least expensive options;
- ✓ training on how to use existing resources (such as bamboo) at the farm; and

- ✓ IEC materials as visual reminders (e.g., posters, pamphlets) that reinforce biosecurity practices observed at TF and emphasized by TS and SAFE staff

SAFE also provided assistance via SMS, as described later in this section.

Table 4: Changes implemented by farms (March-September 2012)

Number of Farms	Physical Changes at the Farm				
	Footwear exchange	Upgraded Hand Washing Area	Fence	Dead Chicken Pit	Pass-through
18	✓	✓	✓	✓	
1	✓	✓	✓		✓
42	✓	✓	✓		
8	✓		✓	✓	
11	✓	✓		✓	
45	✓	✓			
8	✓		✓		
2		✓	✓		
1	✓			✓	
9	✓				
1			✓		
146	143	119	80	38	1



This 'before and after' photograph for H. Ujang Farm shows that the owner has modified the side walls to increase ventilation, which decreases mortality from chronic respiratory disease (CRD).

Mr. Yaya from Yaya Farm added a slide for the bags of feed, explaining: "The pass-through system is very useful, making it easy to put feed in the storage room." The benefit, from a biosecurity point of view, is removing the threat of people potentially carrying disease into the farm.



I.6.c. Technical Assistance via SMS Communication

SAFE sends about two SMS messages to farmers and TS each week. SAFE has developed a number of topics, each with a series of messages that build on each other. Dr. Daniel Chitauru of FAO reviewed the content of these messages, and his suggestions for improvements were incorporated where appropriate. Sensitive issues such as the price of chicks are avoided. In some cases, the farmer is referred to his TS. A common reply to these text messages is an expression of appreciation.

TS staff are also asking SAFE technical questions. Sample questions have included: "How should omphalitis be treated in the DOCs to reduce mortality?" and "What air circulation is needed for the young chickens during brooding?"

The impact of the SMS messages is evident. For example, in response to the SMS series on hot weather, on September 12, one of the farmers wrote, "We have opened the curtains."

Deliverables

None scheduled for this quarter

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

This activity has ceased due to SAFE and FAO funding cuts. Nevertheless, the PVUK were invited to the Technical Discussion Group meeting in Tasikmalaya via information provided to FAO.

Deliverable

Concept Paper completed in Year 2, Quarter I – Activity eliminated due to funding cuts

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

Due to funding cuts, the Biosecurity Improvement Innovation Fund (BIIF) was stopped. Discussions with FAO to fund grants for industry truck cleaning and disinfection stations, and a social media grant to fund the University of Indonesia and Madnine Digital, were both cancelled.

Deliverables

- Multi-stakeholder meeting convened and BIFF road shows conducted to identify priorities that would have greatest potential for improved biosecurity across poultry value chain – Eliminated due to funding cuts
- Trainings on proposal development techniques delivered – Eliminated due to funding cuts
- New BIFF awards – Eliminated due to funding cuts

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

As a result of funding cuts, this activity has been reduced substantially. The planned multi-video

project was reduced to a single video. A Scope of Work (SOW) has been prepared and approved internally for production of one video. Preliminary discussions have been held with the poultry industry on its support.

SAFE sent a PowerPoint (PPT) presentation on "Chronic Respiratory Disease" to IPB, UNPAD, and SMK this quarter. On September 25, SAFE made a presentation on "Biosecurity in Sector 3 Broiler Farms" to more than 300 students at UNPAD. The PPT will be sent to UNPAD and the other two educational institutions.

The Ministry of Agriculture/CMU requested and received communication materials that were distributed to livestock offices in all 33 provinces. The communication materials included:

- Posters:
 - Central Poster (Value Chain)
 - Commercial Poultry Farmer
 - Transporter
 - Slaughterer
 - Poultry vendor
 - Market manager
 - Consumer
 - Consumer demand generation
 - Backyard poultry farmer
 - Collector yard
- Healthy Poultry Cookbook

Deliverables

- Biosecurity booklet for TS staff and job aids – Eliminated due to funding cuts
- Video – On hold pending discussion on SAFE's revised SOW

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

Based on the unanimous decision of the Technical Discussion Group last quarter, the CRD topic was presented and discussed at the Technical Discussion Group meeting held in Bogor in July. This topic was also presented and discussed at the Technical Discussion Group meeting in Tasikmalaya in September. Various topics were discussed at both these meetings. Indeed, having the TS and farmers discuss issues amongst themselves and develop their problem-solving skills was one of the primary goals of this SAFE activity.

Deliverables

- Reported in subsection of Quarterly Reports

CONSTRAINTS/CHANGES

This objective was impacted significantly by the funding cuts. Over 57% of the original Year 2 workplan, submitted on April 30, 2012, and all Year 3 activities/inputs necessary to achieve the original outcome of this objective had to be eliminated. It was not possible to hire local part-time animal health experts to provide focused technical assistance to support biosecurity changes at the farms. Both the breadth and depth of implementation of biosecurity and GFPs at farms has been greatly impacted. New activities such as the filming and production of the farmer-to-farmer video have been on hold since May while awaiting finalization of SAFE's new scope of work. Lastly, SAFE has now been operating for six months without an approved work plan as result of the de-scoping process. SAFE continues to implement activities particularly those that were started in Year 1.

Examples of the activities/inputs that will no longer be implemented include:

- a. Establishment of a C&D program on farms that would have had an impact on mortality;
- b. Second stage upgrades to the TFs that would have accelerated a decrease in mortality and served as a model for visiting farmers;
- c. Select financial assistance as a motivator for farmers who have visited the TFs and want to make changes to decrease poultry disease and mortality;
- d. New biosecurity tools, models and products to improve biosecurity at farms financed under the BIF grant program;
- e. Educational and communication job aids and materials for use by industry at farms;
- f. Increase in the number of technical discussion groups with TS staff and farmers to identify local solutions to local problems, including poultry mortality;
- g. Activities to motivate TS and enhance their skill sets;
- h. Working with the industry as a whole through two industry biosecurity meetings where changes in policy were expected to be announced; and
- i. Opening TFs in areas not served by the original 12 TFs, thereby reaching more farmers and creating norms for biosecurity and good farming practices aimed at reducing mortality.

The reduced performance period will also have a significant impact on this objective. SAFE expects that some of the TFs will continue after the project ends in June 2013, particularly farms linked to academia and poultry shops. More difficult to sustain will be TFs that are linked to GAPPI Association members. Some of these companies are in the process of moving those teaching farms into their internal farms but their timeline to do so now extends beyond SAFE's life-of-project. To address this problem, SAFE is working with GAPPI members to try to accelerate development of the additional TFs being financed wholly by them.

Despite the severe funding cuts and reduced performance period, SAFE is committed to working with partners to leave behind strong models and sustainable changes. SAFE is already implementing strategies to address these unexpected constraints (as explained earlier) and will continue to work closely with USAID.

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 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				E
	Convention report				E
ACTIVITY 3 Implement second stage physical upgrades to improve biosecurity and GFPs at TFs	Photos showing upgrades	√	√		
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			E	
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				M
	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		E		
	Interim report on impact on farms				E

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 BIFF	Multi-stakeholder meeting convened and BIFF road shows conducted to identify priorities that would have greatest potential for improved biosecurity across poultry value chain	√	E	E	E
	Trainings on proposal development techniques delivered	√	E	E	
	New BIFF awards	√	E	E	
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	E	E		
	Video(s)		H		
	Job aids	E	E		
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

Notes:

M – Modified or reduced due to funding cuts

E – Eliminated due to reduced funding

H – On hold pending approval of revised SOW

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

SAFE continued to implement program interventions in the demonstration markets and surrounding communities. SAFE advocacy efforts included convening provincial stakeholder meetings, district stakeholder meetings and district consultative meetings to (a) develop market maintenance plans, (b) secure local financial contributions and (c) begin transferring responsibilities to local partners. This quarter SAFE and Aisyiyah planned and convened an advocacy workshop to help sustain advocacy at the district level through consumer groups.

Activities in the demonstration market this quarter started with a “plan of action” workshop that outlined the coordinated work of all stakeholders. Activities included peer-to-peer education (consumer to consumer), cleaning and disinfection, and discussions with the market community on topics such as poultry product hygiene, bio-secured cages, and clean and healthy slaughtering facilities. The market community is engaged in maintenance and improvement activities, and began the ‘vendor of the month’ program whereby consumers select the winners.

The second batch of Information, Education, and Communication (IEC) materials was produced this quarter, reprints of the first edition of the Khutbah Book were completed, and a new edition of the Khutbah Book is now being developed.

SAFE also supported nationwide dissemination of the healthy market initiative by contributing to MOH articles published in the print media, including drafting an article for national current affairs magazine *Tempo* on the concept of healthy traditional markets. The primary objectives of this article are to raise awareness about healthy markets and to provide practical suggestions for decision makers and program managers. The article has been reviewed by relevant MOH directorates and is now ready for publication.

Collaboration with Aisyiyah and Combine began again this quarter, with new scopes of work covering the period from September 2012 to March 2013. Both SOWs were approved by USAID. Social media continues to play an important role in outreach activities and as a catalyst for discussion.

The radio serial drama began airing this quarter and will continue through March 2013.

Efforts to engage local stakeholders for sustainability have been a continuing theme. This quarter those efforts were supported by a presentation to and commitment from the participants at the West Java Provincial Coordination Meeting and the development of eight documents to help guide future implementation of the SAFE initiative.

ACTIVITY PROGRESS

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

2.1.a. Provincial Stakeholder Meetings

Province of West Java

A West Java province stakeholder meeting was convened on August 14, 2012. These quarterly meetings focus on an issue relevant to the program. This quarter, given the funding cuts, the province and SAFE decided to focus on program sustainability. SAFE and PMI met with PT UMRI, a mining company that is interested in adopting SAFE's Healthy Live Bird Market (LBM) Initiative under its Corporate Social Responsibility (CSR) program at markets in South Garut, West Java. SAFE explained the design of the program and the logic behind the interventions, as well as the interconnection between the LBM interventions and the community.

As a result of the meeting, PMI and PT UMRI agreed to collaborate in implementing the Healthy LBM Initiative in South Garut District, which was selected because of its proximity to PT UMRI's mining project. SAFE agreed to provide technical assistance on program development. A follow-up meeting will be held between West Java PMI, South Garut PMI and PT UMRI to settle administrative and legal matters.

The participants in this provincial stakeholder meeting were:

- Erlin, Head of the Health Division of West Java PMI;
- Uus S, Board Member of South Garut PMI;
- Azis, West Java PMI Coordinator;
- Andi, Assistant Manager of the PT UMRI project in Garut;
- Fahmi, Legal Affairs Officer for the PT UMRI project in Garut;
- Putu Widhiantara from SAFE; and
- Heri Haerudin from SAFE.

Province of Banten

A Banten provincial stakeholder meeting was held on September 6, 2012. The theme for this meeting also centered around sustainability – specifically, how to involve the provincial government offices in provincial-level sustainability efforts once SAFE's community and healthy market initiative ends. Scaling up the initiative was also discussed in terms of sustainability.

Through PMI, SAFE invited government officers and media already active in this initiative in Banten, namely:

- Provincial Health Office of Banten;
- Provincial Agriculture and Livestock Office of Banten;
- Provincial Industrial, Trade, and Cooperative of Banten;
- Central Indonesian Red Cross/National Indonesian Red Cross;
- Serang District Indonesian Red Cross;
- District Indonesian Red Cross;
- District Health Office of Serang;

- District Agriculture and Livestock of Serang;
- District Public Works of Serang;
- District Industry, Trade, and Cooperatives of Serang;
- District Health Office of Lebak;
- District Agriculture and Livestock of Lebak;
- District Public Works of Lebak;
- District Industry, Trade, and Cooperatives of Lebak;
- *Kabar Banten* daily newspaper;
- Baraya TV; and
- Banten TV.

The results of this meeting were as follows:

- All stakeholders were exposed to information about Year I program implementation and the achievements in Serang and Lebak Districts;
- The government offices were convinced that the community and healthy market initiative is worth supporting and propose to integrate it into their related programs; and
- The local television stations (Banten TV and Baraya TV) want to include SAFE program issues in their news coverage and talk shows.

2.1.b. District Stakeholder Meetings

Stakeholder meetings were also conducted at the district level this quarter. The main theme for these meetings was developing a participatory maintenance plan that included a commitment for hours of labor and financing needed to continue the program. Participants also discussed scaling up the improvements. The market community, livestock service office, industry and trade office, and PMI all agreed to continue and enhance improvements.

The maintenance plan was developed using a two-step process:

- Review of SAFE grant implementation covering improvements to existing facilities and the procurement of new facilities. This review encouraged a sense of ownership among the participants; and
- Discussion of the most practical options to implement the maintenance plan. This will ensure that the plan is followed and the facilities and structural changes are long lasting.

The district stakeholder meetings had the following outcomes:

- The industry and trade offices all agreed to play a role in supervising, maintaining and scaling up the improved facilities;
- The market communities agreed to make a financial contribution to support maintenance efforts, including supplies of water, gasoline for power sprayers (C&D), and electricity for communal freezers (to store carcasses). The agreed contributions range from Rp. 5,000 to Rp. 10,000 per vendor every two weeks; and
- The market communities agreed to routinely check and clean the local environment and drainage channels.

2.1.c. District Consultative Meetings

All working districts held consultative meetings this quarter. There were three main topics for these meetings:

- Report on Year 1 implementation and achievements of SAFE community and healthy market initiative;
- Presentation of Year 2 work plan; and
- Sustainability efforts after SAFE program implementation in the field ends in March 2013.

The participants in the district consultative meetings included:

- PMI facilitators and district coordinator;
- Aisyiyah;
- District Livestock Services;
- District Health Office;
- District Development Planning Board;
- District Industry and Trade Office;
- Market Association;
- Representatives of market communities;
- District Public Works Offices; and
- District Fisheries Offices.



District Consultative Meeting at Sukabumi, discussing sustainability efforts after SAFE program ended



Market and community stakeholders, including the government, meet at Tasikmalaya District Stakeholder Meeting

Deliverables

- District stakeholder meetings in 10 districts – Completed in Year 2, Quarter 2
- Provincial stakeholder meetings in two provinces – Completed in Year 2, Quarter 2
- National consultative meeting conducted – Eliminated due to funding cuts

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

2.2.a. Plan of Action Workshop

A Plan of Action Workshop for Field Facilitators from PMI, Combine, and Aisyiyah was held on September 11-14, 2012 in Bandung. The participants are summarized in Table 5.

Table 5: Summary of workshop participants

No.	Organization	Number of People
1	PMI Headquarters (coordinator and administration)	2
2	PMI coordinators (10 districts and two provinces)	13
3	Field facilitators from 20 markets	20
4	Combine management	2
5	Combine facilitators	5
6	Aisyiyah Headquarters	2
7	Aisyiyah Chapters in provinces	2
8	Aisyiyah facilitators/motivators from 10 districts	10
	Total	56

The workshop had four objectives:

1. Identify lessons learned and best practices from Year 1 implementation.
2. Incorporate these best practices in the Year 2 implementation plan.
3. Provide a technical briefing on forms and reporting documents.
4. Develop a joint plan of action for PMI, Aisyiyah and Combine at the district level.

At the workshop, the SAFE team presented the Year 2 Work Plan, Communication Strategy and Methods, and Monitoring and Evaluation Plan. Participants were introduced to program forms and guidelines for field implementation and reviewed how to complete monitoring and evaluation forms for their monthly reporting.

On the third day, participants from all organizations were first grouped by working district and then developed a joint action plan. These working group activities resulted in:

- A local timeline based on coordination among the three

Development of manuals and guidelines

SAFE developed the following manuals and guidelines to support SAFE partners in implementing SAFE activities.

1. *General Guideline for Messages and Methods of Communication in the Field*
2. *Guideline for Consumer Empowerment Activity*
3. *Guideline for Using SMS as a Behavioral Change Activity*
4. *Guideline for Radio Activities in the Field*
5. *Social Media Tools to Generate Content*
6. *Guideline on Using Pictorial Tools for Socialization and Campaigns*
7. *Guideline on Outreach Activity*
8. *Indicators for Healthy Market*

partners;

- Identification of local resources, including (i) potential resource persons; (ii) networks and links to the media, additional funding or merchandise; and (iii) potential involvement by other parties in support of implementation and adoption of the SAFE community and healthy market initiative;
- Development of detailed working arrangements, including assignment of specific tasks; and
- Identification of potential success stories that can be documented and finalized during the life of the project.

On the last day, participants practiced using various SAFE communication materials, especially for games.



Facilitators from Aisiyah, PMI and Combine discuss the joint work plan for Year 2 at the Plan of Action workshop for Field Facilitators



Participants use a Ludo game to share their experiences and skills in field implementation

Combine and Aisiyah programs this quarter are described below.

2.2.b. Conduct Advocacy Training for Aisiyah Facilitators

In line with the effort to include healthy markets in the district agenda, Aisiyah conducted advocacy training for its facilitators and motivators on September 29-30, 2012. The training was conducted by the SAFE and Aisiyah management team for 60 facilitators and motivators in SAFE's working areas.

The primary objectives of the advocacy training were to:

1. Increase the capacity of women facilitators and motivators for advocacy in each area; and
2. Include healthy markets in the development planning for each district.

Aisiyah facilitators and motivators were encouraged to actively participate in influencing the development planning process in their respective areas. The regulations require that 30% of participants at the development planning meeting be women. However, these regulations have not been effectively practiced in many areas, and women are being encouraged to do something about it. One of the key messages in the agenda was that women can and should actively take responsibility for improving the traditional markets to make them healthy markets. Women are most affected by the state of the markets since they are also the biggest consumers and contributors of market revenue. Women's voices can therefore be very powerful, especially if they are equipped with advocacy, communication, and negotiation skills.

The training was mainly a refresher for the group as most participants had previously engaged in advocacy in their respective areas. Some women have been involved in development planning in the village or subdistrict level. One facilitator from Tasikmalaya, Hj Sukaesah, recently won an award of a Rp 10 million local budget allocation from the Mayor of Tasikmalaya to continue working with the community. Another woman from Cianjur, Hj Titin, took the initiative to gather 63 women organizations in Cianjur district to voice their concerns about healthy markets.

At the end of the training, the women were grouped by working area to develop their advocacy plans for each region.



Dra. Siti Noordjanah Djohantini, M.M., M.Si, Chairwoman of Aisyiyah (center) together with the West Java provincial chapter. Ibu Noordjanah presented Aisyiyah's advocacy strategy in commemoration of 100 years of Aisyiyah.



Workshop training included advocacy, theory and methods followed by discussion and practical exercises.

2.2.c. Use of social media by Aisyiyah and Combine

Online and Social Media outreach by SAFE partners reached almost 13,000 individuals

- Suara Komunitas (<http://suarakomunitas.net>) – 7,248 unique visitors
- Facebook: Pimpinan Pusat Aisyiyah (<http://www.facebook.com/profile.php?id=1378100443>) – 5,193 friends
- Twitter: Aisyiyah Konsumen Unggas Sehat (@aisyiyah_pp) – 451 followers

Table 6 summarizes the information on healthy poultry and markets uploaded to the various websites.

Table 6: Information on healthy poultry and markets on websites

No.	Topic	Date
1	Aisyiyah socializes healthy poultry to 5,940 women	25/09/2012
2	Increasing consumers' awareness of their right to obtain healthy poultry	25/09/2012
3	Publication and distribution of Khutbah Book for Muballighat in Aisyiyah	25/09/2012
4	Zoning by poultry vendor in Soreang	5/7/2012
5	PMI Role in Healthy Market Implementation	3/7/2012

No.	Topic	Date
6	Sukaraja market community conducted video screening event	2/7/2012
7	Parungkuda market community conducted Gebyar event	1/7/2012
8	Volunteers in Bogor from PMI reached visitors in Jonggol and Citayam market	29/9 2012
9	Visitors to traditional market declining, market need to restructure themselves	29/9 2012
10	Healthy market campaign through Radio Maya Nada 98 FM Bandung	29/9 2012
11	Vendor in Ciamis encourage civil servant to shop in traditional market	29/9 2012

Broadcast Messages through SMS Gateway

More than a hundred additional telephone numbers were registered in the SMS gateway system this quarter. Last quarter, the SMS system had 1,062 telephone numbers, and this quarter the number rose to 1,197. The messages were categorized by target group (consumers, vendors and market managers) and developed with reference to the *2011 Consensus Report: Priority Audiences and Behaviors for Reducing the Risk of AI Transmission in Indonesia*.

SMS Workshop for Aisyiyah and PMI

To ensure a smooth transition from implementers to the local community, and to ensure sustainability of SMS activities after the project ends, this quarter Combine began holding SMS workshops for each partner organization chapter at the district level.

An SMS workshop was conducted in Tasikmalaya on September 20, 2012 for PMI representatives.

2.2.d. Peer-to-Peer Market Activities

This quarter SAFE implemented peer-to-peer education (consumer-to-consumer activity) in all working markets using volunteers from PMI networks. Around 25 volunteers attended each demonstration market, and they were able to reach around 200 consumers visiting the market.

The messages communicated in this activity were chosen based on an assessment by SAFE field facilitators of the type of information that consumers need. Prior to the peer-to-peer education, the field facilitators held brief interviews with consumers, vendors and market managers. Volunteers were then trained by District Livestock Services and PMI chapters in message delivery techniques.

The following messages were delivered this quarter:

- The importance of biosecurity practices in markets, including wearing personal protection equipment (PPE), proper caging, and not mixing poultry with carcasses;
- How to identify healthy and unhealthy poultry products (Ayam ASUH);
- The risks of bringing live chicken into the home;
- Consumer rights, and the important role that consumers can play by requesting only healthy poultry products; and
- Hygiene and sanitation (e.g., hand washing with soap after touching live birds, and before and after preparing food).

The reference materials for these activities included SAFE’s healthy poultry cookbook, posters and leaflets, and various SAFE merchandise (including shopping bags, pins, mugs, and caps).



Peer-to-peer or consumer outreach activities engage consumers on a personal level. Consumers can use the opportunity to ask questions and obtain accurate information. The activity also addresses consumer rights issues.

Deliverables

- Peer-to-peer consumer outreach activities conducted – Completed Year 2 Quarter 2
- Consumer demand generation events using an entertainment education approach – Eliminated due to funding cuts
- Community radio stations linked to local partners airing AI/ILI/ARI-related messages – Completed Year 2 Quarter 1
- Religious events conducted in communities surrounding demonstration markets – Completed Year 2 Quarter 1
- AI/ILI/ARI-related content published online through the Aisyiyah and Combine networks – Completed Year 2 Quarter 1

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

Deliverables

Report on social media pilot – Eliminated due to funding cuts

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

The radio serial drama was finalized and is airing from September through March 2013. In addition, SAFE continues to broadcast on community radio, with audio recordings of Islamic words of wisdom on healthy AI practices.

Deliverables

Season I of the radio drama began airing – Started in Year 2, Quarter 2 and will continue to Year 2,

Quarter 4

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

2.5.a. Distribution of IEC materials

SAFE has distributed a total of 96,860 communication materials and merchandise through this quarter. Table 7 provides a breakdown of the numbers and types of IEC materials distributed. These guidelines inform the field facilitators where to place the materials, and which materials to use for certain activities. As mentioned under Objective 1, the Ministry of Agriculture/CMU handled distribution of communication materials to Livestock Offices in all 33 provinces and to all districts in West Java. SAFE working areas were restocked through PMI and Aisyiyah.

Table 7: Number of IEC materials distributed

IEC Materials		Number
Poster		
1	Central Poster	4,720
2	Commercial Poultry Farmer	1,560
3	Transporter	2,560
4	Slaughterer	2,560
5	Poultry vendor	3,660
6	Market manager	2,130
7	Consumer	8,260
8	Consumer demand generation	1,060
9	Backyard poultry farmer	3,320
10	Collector	2,260
Flyer		
1	Commercial Poultry Farmer	2,600
2	Transporter	3,100
3	Slaughterer	3,600
4	Poultry vendor	4,530
5	Market manager	4,990
6	Consumer	9,940
7	Backyard poultry farmer	4,990
8	Collector	4,990
Calendar		
1	Year 2012	990
2	Year 2013	2,990
Merchandise		
1	Recipe brochure	7,010
2	Flipchart	240
3	Ludo	25
4	Sticker	6,100

IEC Materials		Number
5	Pin	6,100
6	Banner	195
7	Hat	780
8	T-shirt	1,390
9	Vest	210
Total		96,860



IEC materials being distributed to communities and markets

2.5.b. Khutbah Book

Reprint First Edition of Khutbah Book

To support the program expansion to more communities, Aisiyah decided to reprint 1,000 copies of the Khutbah book. The reprint is expected to be completed in early October 2012.

Produce New Edition of Khutbah Book

Aisiyah’s management team is currently compiling a new edition of the Khutbah book. The second edition will include topics such as hygiene in Islam, business ethics in Islam, healthy markets, rights and obligations of consumers, and living a simple and humble life according to Islam. A thousand copies of the second edition will be printed and distributed.

Deliverables

- IEC materials developed – Completed Year 2, Quarter 1
- Khutbah book containing religious perspectives on biosecurity, food safety, good business practices – Completed Year 2, Quarters 1 and 2
- Health promotion and instructional video produced – Eliminated due to funding cuts
- Videos produced by communities and screened in markets and communities – Completed Year 2, Quarter 2

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

All grant-based facility improvements have been completed. This initiative focused on sustainability. Activities to support these efforts involved not only the market community but also the relevant stakeholders, with management being handled by market community meetings and stakeholder meetings, as mentioned under Activity 2.1.

West Java Provincial Coordination Meeting Considers Expanding Implementation of SAFE Healthy Markets and Community Initiative

On September 28, SAFE was invited to present its Healthy Markets and Community Initiative to the Livestock Office for West Java Province. The forum recognized SAFE’s comprehensive approach to addressing AI, which covers farms, markets, and consumer empowerment. The forum asked SAFE to prepare a model/recommendation for replication once the project has reached completion. The local government will then approach the local parliament to negotiate additional funding.



A vendor prepares tools for cleaning and disinfectant activities in the market.



The market community cleans the market with support from various stakeholders.

Table 8 summarizes the types of improvements in the demonstration markets.

Table 8: Improvements in demonstration markets

No.	Type of Improvement	Unit	Amount
1	Drainage revitalization	meter	1,230
2	Revitalization of footpaths inside market	meter	920
3	Revitalization of temporary waste dumpers	unit	20
4	Revitalization of vendor stalls	unit	474
5	Hand washing stands	unit	300
6	Piping clean water channels	meter	870
7	Live bird cages	unit	60
8	Revitalization of slaughter houses	unit	14
9	Freezers	unit	5
10	Mica cutting boards	pieces	490
11	Aprons	pieces	900
12	Power sprayers	unit	18
13	Boots	pairs	120
14	Gloves	pieces	900
15	Trash bins	unit	450
16	Others (brooms, shovels, buckets, cleaning equipment)	unit	2,000

During this quarter, the demonstration markets continued to hold regular market activities, as follows:

- Cleaning and disinfecting the stalls and market
- Training on hygiene, sanitation and Ayam ASUH
- Training and practices in bio-secured live bird cages
- Training and practices in bio-secured slaughtering facilities
- Training on zoning
- Additional waste management improvements
- Additional drainage improvements



Technical training for market communities being delivered by resource persons from livestock services



Inauguration of the new zoning area for poultry vendors at Rajapolah Market, financed with market

funds and a SAFE grant

- Procurement of additional cleaning toolkits with market funding
- Waste management activities (Sorting of waste)
- In-market radio (radio cable) talk show
- Construction of additional bio-secured stalls with market funding

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
- Healthy LBM Initiative “how to” process documented – To be completed in Year 2, Quarter 3
- Refresher training for field facilitators and coordinators conducted – Completed Year 2, Quarter 2
- TOT training for Dinas personnel conducted – Eliminated due to funding cuts
- Market managers and vendors at district level trained by Dinas – Completed Year 2, Quarter 2
- Grants distributed for follow-up LBM changes/activities – Eliminated due to funding cuts

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

Deliverables

Launch competition and 30 winning proposals awarded – Eliminated due to funding cuts

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

Given the reduced performance period, SAFE accelerated the start of this activity. The vendor selection process involved consumers. This arrangement gave consumers a voice and primed them for a higher level of consumer advocacy in markets. Consumers cast their votes through a ballot box.



The process involved five steps:

1. Meeting with vendors to explain the 'vendor of the month' activity, including its purpose, the selection system, and the benefits of the activity.
2. Identifying and responding to vendor concerns.
3. Voting using a ballot box placed in front of each stall.
4. After two weeks of voting, the ballots were counted.
5. The 'vendor of the month' received an award in the form of biosecurity tools, consisting of an apron, knife, utensils and a certificate.

Deliverables

Vendor award given out in each demonstration market – Completed Year 2 Quarter 2

Activity 2.9. Conduct national/provincial strategic health communication workshop

Deliverables

Report on Health Strategic Communication Workshop – Completed Year 2 Quarter 1

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

Deliverables

Health Strategic Communication Workshop conducted – Eliminated due to funding cuts

CONSTRAINTS/CHANGES

This objective was affected by the funding cuts, particularly the original strategy of scaling up and reaching a higher number of live bird markets. Over 35% of the original Year 2 activities, and all of Year 3 activities/inputs

A volunteer placing a number on a stall so that consumers can easily identify and vote for vendors in the 'Vendor of the Month' program

were eliminated. Negotiations took place with all subcontractors and grant holders to calibrate the activities.

Examples of the activities/inputs no longer being implemented include:

- The addition of 30 LBMs into the project
- Community activities under PMI
- Two grants to support social media as a catalyst for change
- Consultation meetings
- New communication tools, such as an instructional video on key behaviors for the poultry supply chain
- District-level health strategic communication training for the MOH, MOA, and other ministries

In addition, the annual Muslim fasting month fell during this quarter. During the fasting month, some activities had to be re-scheduled because the markets were too busy, while after Eid Mubarrak many vendors returned to their hometowns for an extended holiday. Another challenge was presented by SAFE operating without an approved work plan.

Despite the severe funding cuts and reduced performance period, SAFE is committed to working with partners to leave behind strong models and sustainable changes. SAFE is already implementing strategies to address the unexpected constraints (as explained earlier) and will continue to work closely with USAID.

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
	Provincial stakeholder meetings conducted in 2 provinces		√	X	X
	National consultative meeting conducted				E
ACTIVITY 2 Create and implement consumer demand campaign for healthy poultry products	Peer-to-peer consumer outreach activities conducted		√	X	X
	Consumer demand generation events using an entertainment education approach conducted		E	E	E
	Community radio stations linked to local partners airing AI/ILI/ARI-related messages.	√	√	X	X
	Religious events conducted in communities surrounding demonstration markets	√	√	X	X
	AI/ILI/ARI-related content published online through Aisiyah and Combine networks	√	√	X	X
ACTIVITY 3 Implement social media pilot under BIIF in coordination with PMI, Combine and Aisiyah	Report on social media pilot				E
ACTIVITY 4 Finalize and air Season I of the radio serial drama	Season I of radio serial drama aired	H	√	X	X
ACTIVITY 5 Develop targeted communication tools to support changes in LBMs	IEC materials developed	√			
	Health promotion and instructional video produced		E		
	<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	
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		√		
	TOT Training for Dinas personnel conducted		E		
	Market managers and vendors at district level trained by Dinas		√		
	Grants distributed for follow-up LBM changes/activities			E	
ACTIVITY 7 Design and implement “Healthy Live Bird Market Competition” among neighboring markets	Launch competition		E		
	30 winning proposals awarded			E	
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		E		

* = Began early

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

SAFE produced two new deliverables this quarter to supplement the PowerPoint presentations; one a condensed report for the Healthcare Utilization Survey (HUS) and the other a condensed report on the Clinician's Knowledge, Attitudes and Practices (KAP) survey. The HUS survey was intended to develop estimates of the seasonal influenza disease burden and to determine the proportion of people with ILIs who seek care, their understanding of the signs and symptoms indicating the need for care, and decision-making about when and where to seek care for respiratory illnesses. The aim of the Clinician's KAP survey was to determine clinicians' knowledge, attitudes and practices (C-KAP) with regard to the clinical signs and symptoms of H5NI and other forms of flu, and their identification, treatment and referral of patients suspected to be infected with the H5NI A1 virus.

In line with the findings of these two studies, SAFE developed recommended key messages to improve healthcare seeking by the general public and to improve early detection by healthcare providers. These recommended messages were presented and discussed with WHO and USAID in August 2012.

SAFE also presented findings from both studies along with key messages to the Ministry of Health at two meetings in September 2012.

ACTIVITY PROGRESS

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

SAFE completed the HUS final report and the C-KAP survey topline findings report last quarter. For this quarter USAID requested and SAFE completed two additional documents, a 19-page condensed report on the HUS and a 24-page condensed report on the C-KAP. An additional analysis was conducted on the C-KAP this quarter. The recommendations arising from these two reports are summarized below.

The condensed version of the C-KAP report presented findings related to (i) knowledge, risk perception and clinician practices on seasonal influenza, pandemic influenza (H1N1) and H5NI; (ii) the impact on a clinician's knowledge, attitude and practices of receiving case management guidance information and being exposed to mass media and professional resources about H5NI. Three recommendations came out of the C-KAP study:

- Improve dissemination of case management information across the public and private sectors;
- Improve clinicians' confidence and ensure availability of supplies and equipment for H5NI diagnoses and treatment; and

- Improve clinicians' recognition of poultry risk factors in H5N1 early detection.

Deliverables

- HUS Final Report – Completed in Year 2, Quarter 1
- Clinician's KAP Survey Topline Findings Report – Completed in Year 2, Quarter 1

Two additional documents were requested by USAID and delivered this quarter:

- HUS condensed report – Completed in Year 2, Quarter 2
- C-KAP condensed report – Completed in Year 2, Quarter 2

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

The results of the HUS and Clinician's KAP Survey and the key messages were presented to MOH on September 21 and 24, 2012. The first presentation was made on September 21 at an evaluation meeting on influenza surveillance in East Jakarta. This meeting aimed to evaluate the influenza surveillance program in terms of case management and identification of seasonal influenza and H5N1 cases. It was attended by around 35 people, including the people responsible for program implementation at ten sites (six *Puskesmas* and four hospitals) in East Jakarta.

The second presentation was held on September 24 during an information dissemination meeting on the results of Surveillance Harmonization on Epidemiology and Virology of Influenza (H5N1 and other forms of flu). Around 70 people participated in this second meeting, including staff from several divisions of the MOH.

Issues raised and discussed at these two meetings included:

- People's preference for self-treatment when they suffer ILI, and their tendency to visit private clinics rather than public facilities;
- Patients' tendency not to admit to the healthcare provider that they keep poultry in the house;
- Clinicians became more knowledgeable about H5N1 after attending training or workshops;
- Most clinicians who knew about H5N1 work in the public sector; and
- Some government staff indicated a desire to reach clinicians in the private sector.

Deliverables

PowerPoint Presentations – Completed Year 2, Quarter 2

Activity 3.3. Finalize communication strategy

Deliverables

Final communication strategy document – On hold pending approval for SOW

Activity 3.4. Develop and air PSA to create awareness of ILI-related risks and improve care-seeking behaviors

Deliverables

TV PSA developed and aired – Eliminated due to funding cuts

Activity 3.5. Support existing community health networks to mobilize healthcare seeking

Deliverables

- Community mobilization training manual – Eliminated due to funding cuts
- Training organized for cadres and PKK in community mobilization – Eliminated due to funding cuts
- Community mobilization activities conducted – Eliminated due to funding cuts

Activity 3.6. Develop IEC materials and tools for clients to increase knowledge of signs/symptoms and factors for AI/ILI-related illness

As a result of funding cuts, this activity is on hold pending approval of the revised SOW.

Following the study findings mentioned above, SAFE developed key messages that were presented at a meeting with USAID and WHO in August. These key messages were clustered around two groups: the general public and health providers.

The main messages were:

- For the general public:
 - “When you seek medical care, inform your physician about your history of contact with poultry.”
 - “Immediately seek medical care when experiencing >38°C with one or more of the following symptoms: cough, sore throat, difficulty breathing (ILI), and exposure to poultry for the past seven days. (This final message was modified slightly to conform with an MOH directive.)
- For healthcare providers:
 - “Ask patients with ILI symptoms whether they have been exposed to poultry in the past seven days.”

SAFE has contacted MOH about the key messages and, based on a recommendation from Ibu Misriyah of the P2B2 Unit at MOH, SAFE has prepared a draft letter to the MOH for discussion with USAID. The aim is to send the letter to the following people, and seek approval to include these messages in SAFE materials and activities:

- Director of Vector Borne Disease, Dr. Rita Kusriastuti, MSc;

- Director of Direct Transmitted Diseases, Dr. H.M. Subuh, MPPM; and
- Director of Immunization, Quarantine, Surveillance, and Matra Health, Dr. H. Andi Muhadir, MPH

This letter and the next steps will be discussed with USAID early next quarter.

Deliverables

- Set of printed communication materials developed and distributed – Reduced due to funding cuts
- Instructional video on quality case management – Eliminated due to funding cuts
- Radio serial drama Season II produced and aired – Eliminated due to funding cuts

Activity 3.7. Conduct training for healthcare providers on IPC and referral procedures in collaboration with MOH and WHO

Deliverables

Training conducted for healthcare providers on IPC and referral procedures in collaboration with MOH and WHO – Eliminated due to funding cuts

Activity 3.8. Develop pilot program to incorporate AI/ILI-related illnesses into curriculum of midwifery/nursing schools (contingent on funding)

Deliverables

- Curricula document on AI/ILI-related illnesses for midwifery/nursing schools – Eliminated due to funding cuts
- Grant awarded for IBI and Aisiyiah to develop and implement pilot testing classes in AI, ILI and ARI – Eliminated due to funding cuts

Activity 3.9. Conduct National and Provincial Strategic Health Communication Workshop

Deliverables

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

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

Deliverables

Workshop report – Eliminated due to funding cuts

STTA - INTERN

Jennifer Kreslake, a doctoral student at Johns Hopkins University, was at SAFE from July 1 – August 12, 2012, sponsored by Johns Hopkins Bloomberg School of Public Health, Center for Communication Program, to provide support to the SAFE research team. She worked in areas such as:

1. Assisted with analysis of HUS and Clinician’s KAP Survey data;
2. Presented findings from HUS and KAP; and
3. Worked on SAFE informational series.

CONSTRAINTS/CHANGES

Objective 3 planned activities will be impacted for the remainder of the project. Budget cuts have eliminated about 60% of the original Year 2 workplan activities, and all of Year 3 inputs/activities.

Examples of the activities/inputs that will no longer be implemented include:

- a. The ability to go beyond the existing SAFE districts and target audiences;
- b. Working with Desa Siaga;
- c. The second radio series;
- d. Measuring changes in care-seeking behaviors; and
- e. Providing technical assistance to national and district governments.

SAFE will consult with USAID to clarify what activities will remain under this Objective.

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		√		
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			E	E
ACTIVITY 5 Support existing community health networks to mobilize healthcare seeking	Community mobilization training manual		E		
	Training organized for cadres and PKK in community mobilization		E		
	Community mobilization activities conducted		E	E	E
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		E	E	
	Radio serial drama Season II produced and aired			E	E
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			E	
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			E	
	Grant awarded for IBI and Aisiyah to develop and implement pilot testing classes in AI, ILI and ARI			E	

	Pilot program report				E
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		E		

OBJECTIVE 4. COORDINATE WITH AND FACILITATE COMMUNICATION AMONG PARTNERS

OVERVIEW

SAFE continued to coordinate with, support and facilitate communication among partners. SAFE produced two success stories on the TF program and the healthy market initiatives, and uploaded nine materials to the Knowledge for Health (K4Health) website. The website now showcases 9 documents from multiple Indonesian stakeholders.

ACTIVITY PROGRESS

Activity 4.1. Disseminate best practices and lessons learned

In the K4Health website, the Avian and Pandemic Influenza Resources for Indonesia web page continues to be updated with articles from ministries and international agencies, including a compilation of regulations on AI, success stories from FAO projects (PVUK, Market Restructuring, and PDSR), and a research article from WHO. SAFE materials on TF and Aisiyah activities were also uploaded to the page. The following nine documents were uploaded.

1. Market Restructuring DKI Jakarta;
2. PDSR Success Story;
3. PVUK Success Story;
4. *Penanganan Daging Unggas yang Higienis* (Hygienic poultry carcass handling);
5. *Upaya Pencegahan Penularan Flu Burung di Tempat Pemotongan Ayam* (Prevention measures for AI transmission in slaughtering house);
6. *Pandemi Influenza, Panduan Praktis Bagi Masyarakat* (Influenza Pandemic, Practical Guideline for Community);
7. Aisiyah and SAFE Empower Women to Create a Healthy Poultry Market;
8. Healthcare Utilization Survey in East Jakarta and Bogor District; and
9. Indonesia's First Poultry Teaching Farms Open in Disease-control Effort.

SAFE is planning to conduct in-house training for industry and government officials on uploading documents to this website. This will ensure that the page is maintained after the project ends.

Migration to the new web platform is currently underway. Once it is completed, the Avian and Pandemic Influenza Resources for Indonesia page will be improved, with a better layout.

Deliverables

Documents uploaded to K4Health platform – Ongoing

Activity 4.2. Organize and host monthly Chief of Party meetings

SAFE hosted COP meetings on July 6, August 8 and September 11. In addition to the monthly COP meetings, SAFE also participated in CMU meetings on July 2, August 13 and September 18 at which SAFE staff provided updates on the TF program and healthy market initiatives.

Deliverables

Monthly Meetings – Ongoing

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

This activity was modified during Year 1 and will become part of the SAFE information series. The working title is “Commercial Farmer Perspectives: Biosecurity, Good Farming Practices, Incentives and Benefits”. The activity is scheduled for Year 2, Quarter 4.

Deliverables

None scheduled this quarter.

Activity 4.4. Develop Teaching Farm success stories

SAFE developed a success story on TFs in English and Indonesian, titled “Indonesia’s First Poultry Teaching Farms Open in Disease-control Effort.” The story explains how a partnership with Indonesia’s poultry industry and the USAID-funded Strategies Against Flu Emergence (SAFE) program resulted in the opening of 12 poultry teaching farms in Western Java and the start of an international-standard disease prevention initiative on commercial broiler-poultry farms.

Deliverables

Teaching Farm Success Story – Completed Year 2, Quarter 2

Activity 4.5. Develop Healthy LBM success stories

SAFE developed a success story on its work with Aisiyah in English and Indonesian, titled “Aisiyah and SAFE Empower Women to Create a Healthy Poultry Market”. The story explains how Indonesia’s Muslim women’s organization Aisiyah has partnered with SAFE to empower women consumers to demand healthy markets and poultry products to reduce the risk of avian influenza and other disease transmission in the country.

Deliverables

Market and Community Success Story – Completed Year 2, Quarter 2

Activities 4.6. Strengthen media capacity and coverage on AI-related issues (contingent on funding)

Deliverables

Journalist training conducted on covering AI-related issues – Eliminated due to funding cuts

Activity 4.7. Support project-related domestic and international travel for Indonesian government counterparts or other parties

Deliverables

Four people travel to regional conferences and/or workshops – Eliminated due to funding cuts

CONSTRAINTS/CHANGES

Objective 4 planned activities will also be impacted for the remainder of the project. Budget cuts have eliminated 28% of the original Year 2 activities, and all of Year 3 inputs/activities.

Examples of the activities/inputs that will no longer be implemented include:

- a. Support for project-related domestic and international travel for Indonesian counterparts; and
- b. Strengthening media capacity and coverage on AI-related issues.

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
ACTIVITY 2 Organize and host monthly Chief of Party meetings	Monthly meetings	√	√	X	X
ACTIVITY 3 Use existing SAFE data to compile a character profile (booklet) on the traditional sector 3 broiler farmer	Character profile booklet		M		
ACTIVITY 4 Develop Teaching Farm success stories	Teaching Farm success stories that showcase improvements and achievements		√	X	X
ACTIVITY 5 Develop Healthy LBM success stories	Market and community success stories that showcase improvements and achievements		√	X	X
ACTIVITY 6 Strengthen media capacity and coverage on AI-related issues (contingent on funding)	Journalist training conducted on covering AI-related issues		E	E	
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		E	E	

MONITORING AND EVALUATION

Commercial Farm Program

Monitoring activities for the commercial farm program were conducted by SAFE and the TS staff. Monitoring focused on biosecurity practices in TFs, easy access to TFs for visitors, and technical assistance to and biosecurity changes in surrounding farms. During the monitoring field visits, SAFE and TS also provided technical assistance and communication materials to support biosecurity and good farming practices in the farms.

SAFE and partners are collecting five main information sources from the field. These are:

- a. *Distribution of Communication and Educational Materials*
This information indicates the distribution of the booklet on "Effective Measures to Prevent the Spread of Disease", Sector 3 poster and leaflet, teaching farm display, and merchandise to target audiences including farmers, academia and the poultry industry.
- b. *Teaching Farm Visitors*
This information indicates the number of farms, farmers and students that visit the teaching farms. The data are monitored monthly and collected routinely by the SAFE Objective I team through the guest books available at each Teaching Farm. The data on the location of the farms help to identify the number of visitors from farms located at different distances from the TF (i.e., less than an hour, 1.5 hours, and more than 2 hours). This data will be used by SAFE to encourage the poultry industry to bring farmers to the TFs.
- c. *Biosecurity and Good Farming Practices Technical Assistance to Farms*
This information indicates the technical assistance provided by SAFE and the TS staff to farms.
- d. *Changes in Biosecurity and Good Farming Conditions*
This information is collected quarterly by TS staff, and Objective I team members also do spot checks to validate the data. Examples of changes include parking areas outside the farm, locks at the entrance gates, footwear exchange, hand washing facilities, sandal exchange, and dead chicken disposal.
- e. *Mortality data*
This information is collected on a continuous basis during regular field visits. It indicates poultry mortality by farm cycle. This information will be coupled with additional information collected by PPK-UI and presented at the end of Year 2.

Highlights of monitoring activities this quarter are listed below:

- ✓ When analyzing the 146 farms that have begun to implement biosecurity measures, we found the most frequently adopted biosecurity measures to be:
 - Sandal exchanges in chicken houses
 - Hand washing facilities
 - Dead chicken pits
 - Simple bamboo fences

Farmers have generally stated that the sandal exchange is easy to implement, simple and cheap. Hand washing facilities have been adopted in a simple way, using tap water and placing soap near the tap. Farmers noted that it would be expensive to build hand washing facilities using washstands. Some farmers constructed bamboo fences for security reasons, since they prevent people and animals from wandering into their farms.

The findings indicated that most farmers made changes that were easy to implement, inexpensive and practical. Through technical assistance provided by TS staff and SAFE, some farmers began allocating limited funds to build bamboo fences and gates. Additional follow-up and technical assistance is needed to motivate TF visitors to make additional changes.

- ✓ Of the 12 TFs, the IPB open system rarely operates due to its primary role as a training and research facility for students, making collection of mortality data difficult. However, the IPB closed system now has chickens. The Day-old Chicks (DOC), feed and technical assistance are provided by Multi Sarana Pakanindo Poultry Shop.
- ✓ Some farmers are visiting a TF multiple times, principally to better understand the biosecurity changes and to discuss linkages between the changes and harvest productivity with the farm management. They consider the increased productivity to be a result of the changes made at the TF.
- ✓ Proximity to the TF is a factor affecting the number of farmers that visit TFs. The TS staff finds it difficult to bring farmers from further afield due to time constraints and limited transportation.
- ✓ Students from Padjadjaran University in Bandung are interested in the TF because it allows them to learn simple methods of implementing biosecurity practices. This is because the TFs are designed in an Indonesian context and apply a traditional approach to poultry rearing. As part of their curricula, students have visited the TF two or three times in one semester. Lecturers at the university also use the TF for research and training purposes.

Commercial Farm Study

In Year I, PPK UI conducted a baseline survey for 114 farms to identify knowledge, biosecurity and good farming conditions and practices, and mortality rates. Following funding cuts, the farm evaluation study will now evaluate 42 farms (12 Teaching Farms, 20 additional farms, and 10 control farms) in February 2013. The study will utilize the same instruments to collect the quantitative data. To enrich the quantitative data, SAFE will use in-depth interviews to assess changes, motivating factors, and barriers to and incentives for implementing changes at the farms.

Live Bird Market (LBM) Program

Monitoring for the Live Bird Market (LBM) program this quarter was conducted by SAFE and PMI facilitators. Some lessons learned from the grants under this program include:

- Infrastructure renovation in the market (e.g., drainage, carcass vendor stall, waste disposal) provided a model for improved conditions and stimulated the market community to also contribute resources for the improvements.

- Improved market facilities encouraged the local government to allocate a budget to continue the market improvements.

This quarter, SAFE held a planning workshop with three local partners (PMI, Aisyiyah and Combine) to identify lessons learned from program implementation and develop an action plan to coordinate activities at the district level. The M&E officer attended this workshop to present the field monitoring procedures, and reminded facilitators to report activities conducted using the SAFE forms. These monitoring forms were developed based on the activities to be conducted by each organization.

The monitoring forms for PMI facilitators cover:

- Market conditions before and after the intervention;
- Advocacy/consultative meetings;
- Peer-to-peer consumer outreach;
- Stakeholder participation in the market; and
- Distribution of communication materials.

The monitoring forms for Aisyiyah facilitators cover:

- Consumer group visits to markets;
- Quran recitals in markets and communities;
- Advocacy training for Aisyiyah facilitators;
- Communication materials developed and distributed (Kultum, Kutbah book); and
- Posting of updates in social media.

The monitoring forms for Combine facilitators cover:

- SMS gateway;
- Communication materials developed and distributed (short movie, bulletin);
- Radio drama, talk show and Kultum broadcast; and
- Posting of updates in social media.

At the workshop, facilitators practiced developing narrative reports that complement the core data collection forms.

LBM Evaluation Study

The LBM baseline study was presented by IPB to SAFE and other partners on September 21, 2012 at the SAFE office. The meeting was attended by representatives from FAO, WHO, CMU, UN Pandemic, and USAID. The results showed that only one of the control markets was positive for the H5NI A1 virus. The IPB team also presented the results of similar studies conducted in previous years. The findings indicate a low presence of avian influenza virus in traditional markets.

The FAO representative also presented the results of market surveillance in the Greater Jakarta area (*Jabodetabek*) from 2009 to 2012. The surveillance indicated that the percentage of markets found to be positive for the Influenza A virus and H5 subtype had fallen year-on-year since 2009. These markets have different characteristics compared to the markets where SAFE is working on.

Based on the findings of these two studies, participants discussed factors that may have contributed to the reduced prevalence of the avian influenza virus in traditional markets. It was assumed that the

fall in the number of cases was caused by:

- Low prevalence in poultry farms; i.e., the avian influenza control program has improved in the commercial sector.
- District-level traditional markets receive poultry from areas around the market which limits exposure to H5NI. Jakarta markets receive poultry from other provinces such as East and Central Java which increases the possibility of H5NI infection.
- IPB will conduct the second round of data collection using swabbing in November 2012, and the last round will be carried out in February 2013, including data collection for an epidemiology survey.

OTHER ACTIVITIES

The M&E officer engaged in several other activities this quarter:

- Attended a stakeholder meeting with industry and educational institution representatives. During this meeting the officer facilitated a group discussion on the sustainability of the TFs and contributions by the industry to the Champion Farmer program;
- Reviewed the LBM study report from IPB; and
- Conducted field visits to farms and markets to observe program implementation.

USAID FIELD VISIT

The USAID COR and M&E officer conducted field visits on September 25, 2012. They visited the semi-closed TF at the University of Padjadjaran in Bandung, and attended a public lecture by Dr. Paul Miller on biosecurity implementation by Sector 3 poultry producers in Indonesia. They met with lecturers from the Animal Husbandry Faculty and TF managers. The university lecturers expressed appreciation for Dr. Miller's focus on simple biosecurity conditions and techniques that are applicable to the Indonesian context.

The team also visited Pasar Sayati in Bandung District to see the market manager, poultry vendors and PMI facilitator. At Pasar Sayati, discussions concerned the implementation process, construction of drainage in the market, and the challenges faced in the field, including waste management, which is the responsibility of the Sanitation Office (Dinas Kebersihan), and the slaughtering of live poultry in the market. The market manager reported strong support from the local government.

The Industry and Trade Office has conducted its own healthy market competition using the SAFE healthy market criteria in the demonstration market, and has also allocated a budget to continue constructing drainage in the market over the next year.