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QUARTERLY REPORT

October - December 2012



January 14, 2013

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EXECUTIVE SUMMARY

This quarter the 12 SAFE Teaching Farms (TFs) continued to be active, receiving over 300 farmer and student visitors. Biosecurity and good farming practices financed by the farmers have now been implemented at 188 farms. SAFE and Technical Service (TS) staff continued providing technical assistance to the TS personnel and farmers. Five TFs received the materials they needed to complete improvements to their building ventilation systems.

The booklet “Effective Measures to Prevent the Spread of Disease” continues to be widely used to train farmers and TS personnel. Biosecurity and good farming practice messages continue to be sent by SMS to farm managers, farm owners, TS personnel and senior management, and GOPAN has expressed interest in continuing the SMS service after the SAFE project ends.

SAFE continued to implement program interventions in the demonstration markets and surrounding communities to promote lower-risk behaviors. Advocacy efforts included both operational and technical sustainability meetings to help the districts collaborate and secure local funding, and to encourage government and private sector involvement. Activities included peer-to-peer education among consumers, video screenings, consumer group market visits, and Quran recitals in the markets and local communities. SAFE also continued electronic and social media activities, involving SMS blasts, partner websites, Facebook and Twitter.

SAFE developed a communication strategy for a limited Behavior Change Communication campaign to provide guidance on care-seeking behaviors. The key messages were approved by the Ministry of Health. Five thousand copies of a communication poster were printed and distributed to Aisyiyah facilitators for Quran recitals in December, and to local and national government. The poster design was finalized following feedback from pre-testing, and input from USAID and the MOH.

A success story was published on the healthy market initiative, and 57 AI-related documents were uploaded to the Knowledge for Health (K4Health) website, which received more than 2,000 page views.

The activities reported in this quarterly report are based on the revised Year 2 workplan submitted to USAID on November 14, 2012.

ABBREVIATIONS AND ACRONYMS

AI	Avian Influenza
API	Avian and Pandemic Influenza
ARI	Acute Respiratory Infections
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
DPPK	Dinas Peternakan Perikanan dan Kelautan (District Livestock, Fisheries and Marine Office)
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
PCR	Polymerase Chain Reaction
PHBS	Praktek Hidup Bersih dan Sehat (healthy and hygienic practices)

PMI	Palang Merah Indonesia (Indonesian Red Cross)
PMP	Performance Monitoring Plan
PPE	Personal Protective Equipment
PPK UI	Center for Health Research at the University of Indonesia
PSA	Public Service Announcement
RI	Republic of Indonesia
S3BF	Sector 3 Broiler Farm
SAFE	Strategies Against Flu Emergence
SMK	SMK Nurul Huda Vocational School
SOW	Scope of Work
TA	Technical Assistance
TD	Technical Discussion
TF	Teaching Farm
TMF	Tunas Mekar Farm
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 operating and active, receiving over 508 farmer and student visitors this quarter.

As a result of visits to TFs thus far, new biosecurity and good farming changes have been implemented at 188 farms, financed fully by the farmers themselves. To support these changes, SAFE and Technical Service (TS) staff provided technical assistance (TA) in the form of one-on-one discussions and small informal problem-solving group discussions. In addition, TS continued weekly visits to farms and supported SAFE staff in motivating farmers to change. The Champion Farm Program has also motivated farmers and TS to implement these changes, which have been captured through monitoring visits, data collection, and before-and-after photographs.

This quarter five primary TFs – UNPAD, IPB open houses, SMK Agro Nurul Huda vocational school, Cikaleker TF, and Muslikhin TF – received the remaining materials needed (e.g. winches and cables) to create improved building ventilation systems. Solihin TF installed bird-proof wire.

The key stakeholders, TS and farm managers of the TFs understand that they will assume responsibility for the TFs and the Champion Farmer Program.

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

ACTIVITY PROGRESS

Activity I.1. Continue to hold strategic consultative meetings with industry and academic stakeholders

This quarter SAFE worked closely with the following stakeholders:

- Food and Agricultural Organization of the United Nations (FAO) staff;
- Educational institutions – Bogor Agricultural University (IPB), Padjadjaran University (UNPAD), and SMK Agro Nurul Huda vocational school (SMK);
- 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; Amanah Mitra Sejahtera Poultry Shop; and
- GOPAN, the poultry industry association.

During the quarter multiple meetings were held with all stakeholders responsible for the TFs. These discussions covered the status of the farms (i.e. arrival and harvest of broilers), the frequency of visits by the farmers, TF improvements and upgrades, TF material needs (i.e. booklets, blue bags, sandals), and the end of the SAFE project’s field activities at the end of March, 2013. A checklist was used periodically to monitor the availability of biosecurity items (including masks, soap, and outer wear) and other items such as guest books. The key stakeholders, TS and farm managers understand that they will assume responsibility for their TFs.

Discussions were held with GOPAN regarding the transfer of the SMS pilot project from Satu Dunia to GOPAN. These discussions will continue next quarter.

The SAFE TFs have motivated several poultry businesses to develop their own TFs. Farm visits and discussions have been held with TMF Poultry Shop, Charoen Phokphand (CP) and Japfa, with SAFE offering suggestions on how they should proceed.

Deliverables

- Summary results in Quarterly Reports – Completed in Year 2, Quarters 1, 2 and 3 (Ongoing)

Activity 1.2. Conduct farmer and student visits to the teaching farms

1.2.1 Summary of visits to teaching farms

The number of visitors to each of the Teaching Farms is summarized in Table 1. The arrival of the rainy season has made travel and time away from their farm a challenge for would-be farmer visitors. Also, newly reported outbreaks in ducks have preoccupied and worried the industry. Despite the challenges, this quarter the TFs received visitors from 40 new farms. A total of 91 farmers and 417 students visited the TFs.

Table 1: Number of farms and visitors at Teaching Farms in October-December 2012

Firm/Organization	Teaching Farm	Location (District)	Distinct Farms	Primary visitors		
				Farmers	Students	Total
Rinjani PS	Darwin	Tasikmalaya	0	10	0	10
SMK Vocational School	Nurul Huda	Ciamis	6	7	58	65
Sukahati PS	Cikaleker	Tasikmalaya	1	13	0	13
CJ/Super Unggas Jaya	Encep Rusli	Garut	8	8	0	8
CJ/Super Unggas Jaya	H. Ujang	Bandung	7	8	0	8
UNPAD University	UNPAD	Sumedang	5	15	285	300
Sierad.PT	Tursinameta	Tasikmalaya	9	3	0	3
Tunas Mekar Farm PS	Muslikhin	Tasikmalaya	0	4	0	4
IPB University	Closed	Tasikmalaya	0	3	18	45
IPB University	Open	Tasikmalaya	0	0	56	56
Pokphand.PT/Dharmaga Unggas PS	Wahyu	Tasikmalaya	4	10	0	10
Japfa.PT/Ciomas Adisatwa	Solihin	Tangerang	0	10	0	10
Total			40	91	417	508

1.2.2 Results of Champion Farmer competition

The TS and farmers have been very positive about the champion farm competition and awards. The criteria for this competition are all based on biosecurity and good farming practice (GFP) conditions and behaviors. This quarter 16 farms were judged for the second competition. Several farms did not qualify because they failed to control the entry of people and vehicles. All farmers and TS were notified of this issue to help them appreciate that the competition is quality oriented. Several firms (including Sierad, Japfa, and TMF Poultry Shop) provided prizes for second place. The prizes for first place, second place, and ‘most improved farm’ were awarded in November and December.

Several firms have agreed to judge the third competition in January 2013. Since most firms already have some type of reward system in place, based on either a performance index or the feed conversion rate, the incentive program is a familiar concept. The third competition was announced in November.

Mr. Deny, a new farmer, when informed about the Champion Farmer Award competition, said, “I need more information. I will try to follow the suggestions made by SAFE and I will apply for the competition. Even though I may not be a winner, I think the SAFE suggestions will be good for improving farms”.

Deliverables

- Summary of number of visits in Quarterly Reports – Completed in Year 2, Quarters 1, 2 and 3 (Ongoing)
- Report on Champion Farmer competition results – Completed in Year 2, Quarters 2 and 3 (Ongoing)

Activity 1.3. Provide technical support to farmers to adopt and implement new biosecurity and good farming practices

SAFE staff and the TS visited numerous farms this quarter and encouraged the farmers to visit the TFs. Technical assistance (TA) was provided to farms to implement changes they had seen at the TF.

Table 2: Farms receiving direct technical assistance from SAFE staff and TS in October-December 2012

No.	Farm	Farmer	Sub-district	District
1	Aan	Aan	Tigaraksa	Tangerang
2	Agon Farm	Agon	Cibinong	Bogor
3	Agus Mujizar	H. Idir/Agus	Kutawaringin	Bandung
4	Ajat Darajet / Sudrajat	Ajat Sudrajat	Karangpawitan	Garut
5	Ali Yaya	Ali	Cisarua	Bogor
6	Asep	Asep Mulyana	Kutawaringin	Bandung
7	Asep Permana	Asep	Cihampelas	Bandung
8	Asin	Mudirin	Jayakarta	Karawang
9	Awang	Awang	Darmaga	Bogor

No.	Farm	Farmer	Sub-district	District
10	Beben	Acang	Ranca Ekek	Bandung
11	Cibuntu	Saeful	Ciampea	Bogor
12	Darto / Iyan	Iyan	Darmaga	Bogor
13	Dede	Dede	Purbaratu	Tasikmalaya
14	Dedy	Dedy	Cirunten	Lebak
15	Djodi	Djodi	Satu	Bekasi
16	Edi	Entis	Ciampea	Bogor
17	Engkus	Engkus	Cihampelas	Bandung
18	Euis	Aang	Ciampea	Bogor
19	Firman	Firman	Panumbangan	Tasikmalaya
20	Fuad	Fuad	Cibinong	Bogor
21	Komar	Komar	Pamijahan	Bogor
22	Laksono	Laksono	Tapos Tenjo	Bogor
23	Nana	Nanang	Lumbung	Tasikmalaya
24	Nanang	Nanang	Pasah	Bandung
25	Nanung	Nanung	Paperagung	Tasikmalaya
26	Nunu	Nunu	Purbaratu	Tasikmalaya
27	Otoman	Otoman	Nanggung	Bogor
28	Pinky	Pinky	Ciseeng	Tangerang
29	Sansusi	Sansusi	Bojang Manik	Lebak
30	Sudin / Syamsudin	Syansudin/Sudin	Sindang Jaya	Tangerang
31	Suhendi/Hendri/Hendrik	Hendri	Tigaraksa	Tangerang
32	Titi Dafa (Dava, Dapa)	Adang	Dramaga	Bogor
33	Yanuar	Yanuar	Ranca bungur	Bogor
34	Yaya	Yaya	Banjarsari	Ciamis

Farmers report on impact of SAFE activities

After adding a fence to his property, Mr. Iyan said, "My neighbors, who usually graze their livestock on this farm, no longer come into the farm. I feel safer now."

Mr. Solihin said, "After we used fans... the chicken mortality rate decreased even though the large chicken are more prone to sudden death due to lack of oxygen."

Mr. Ujang's chickens have had excessive mortality due to E coli. After SAFE gave him advice, Mr. Ujang reported, "I followed the advice from SAFE by removing slats of bamboo so that fresh air could enter the chicken houses. As a result, the smell of ammonia was less strong. My last flock performed better, and I made a profit of Rp 4,000 per bird."

To support on-site visits to farms, SAFE has been sending about two SMS messages to farmers and TS each week. This quarter more than 8,000 messages were sent to over 350 farmers, TS, educators and upper management. SAFE has developed a number of topics, each with a series of messages that build on each other. SAFE received input from Dr. Bimo Wicaksana of the FAO on the contents of the SMS messages. Specific product recommendations and sensitive issues (e.g. the price of chicks) have been avoided. In some cases, the farmer is referred to their TS. These messages commonly result in an expression of

appreciation. Mr. Suwardi from Charoen Pokphand (CP) has requested a complete set of these messages to review. SMS recipients have only given positive feedback to these messages, whether in conversation or through other media.

The impact of the SMS messages is evident (see boxes). For example, in response to the SMS series on hot weather, on September 12, 2012 one of the farmers wrote, "We have opened the curtains."

As a result of the TA, 49 farms (42 new to the list and 7 which had made earlier changes) made improvements this quarter. These improvements, which are based on conversations with TS, are summarized in Table 3. Since the most important biosecurity measure that can be implemented is footwear exchange at chicken house doors, SAFE and the TS have placed strong emphasis on this measure. Now, 184 of 188 farms have introduced footwear exchange at the chicken houses doors. Several farms continue with the boot dipping system, which can be adequate if done properly.

Farmers respond to SMS campaign

Mr. Ajat said, "They are very helpful. They remind me to always pay attention to the condition of chickens, litter, temperature, and ventilation. Very good and useful."

Mr. Laksono said, "I often receive text messages from SAFE. They are useful for managing the chickens. Thank you."

Mr. Dedi said, "Thank you for reminding me of the importance of farm management. The information is good and useful for me and my employees."

Table 3: Changes implemented by "new" farms (October - December 2012)

Number of Farms	Physical Changes at the Farm			
	Footwear exchange at the chicken house doors	Upgraded Hand Washing Area	Fence	Dead Chicken Pit
3	√	√	√	√
5	√	√	√	
4	√	√		
28	√			
1	√		√	
1			√	
42	40	12	9	3



Left: Mr. Sanusi explained that he invested 2 million Rp. to improve his farm with a new gate for vehicles and people. He also built fences and began the use of the sandal exchange system at the chicken house doors. He feels that there is more improvement needed at his farm.

Right: The winch system at Solihin TF is used to control the curtains, which will improve ventilation and decrease the possibility of the most common disease in the Sector 3 broiler farms.



Deliverable

- Summary of farm changes in Quarterly Reports – Completed in Year 2, Quarters 2 and 3 (Ongoing)

Activity I.4. Produce and distribute educational and communication materials

A range of educational and communications materials have been produced by SAFE for Sector 3 broiler farms including a booklet on “Effective Measures to Prevent the Spread of Disease”, a poster on “Commercial Poultry Farmers”, a Teaching Farm display, a SAFE fact sheet, a poster calendar and a Teaching Farm fact sheet. The booklet has been the item most requested. The details of its distribution can be found in Table 4.

Table 4: Distribution of booklet on “Effective Measures to Prevent the Spread of Disease” during October-December 2012

Month	Farmers	Academic Training	Industry Persons and Training by Industry	Other	Total
October	21	74	350	50	495
November	6	0	0	0	6
December	33	5	382	0	420
TOTAL	60	79	732	50	921

Mr. Fill Yunus, CP Vice President, told Dr. Miller in November 2012, “The booklet is excellent and I want to distribute it to other parts of the country, such as Makassar, Medan and Padang”. He then asked for 1,000 copies.

The farmer-to-farmer video was created with input from farmers, TS, and industry upper management. These individuals assisted by giving interviews, setting up displays, and offering on-site input (for instance, Dr. Prihatini from Japfa). They also demonstrated how to use the pass-over and pass-through systems; post mortems; washing chicken houses; washing equipment; harvesting

broilers; and adjusting curtains to improve ventilation. The video has sections on the entrance, the farmyard, cleanliness, the doorway to the chicken house, ventilation, and how to treat dead chickens. It showcases examples of good farming practices and techniques that are easy to follow, simple, and usually inexpensive. Pre-testing was completed this quarter with a group of farmers and industry representatives. SAFE is now awaiting USAID approval of the video. Approximately 1,000 copies of the video will be produced and distributed to the poultry industry, educational institutions, and farmers. They will be used to educate farmers and students on how to reduce the likelihood of disease outbreaks, improve the performance of chickens, and increase farmers' revenues.



Interview with Mr. Yaya at Yaya Farm for the farmer-to-farmer video.

Deliverables

- Report on SMS pilots – None scheduled this quarter
- Farmer-to-farmer video production – Completed in Year 2, Quarter 3
- Farmer-to-farmer video dissemination – None scheduled this quarter

Activity 1.5. Develop and establish technical discussion groups meetings

Technical discussion group meetings were held in Bogor and Tasikmalaya with about 20 TS, farmers and managers. This quarter's topic was "Ventilation in the Chicken House", which was reinforced by SMS messages on the same topic. Awareness that the Champion Farmer Awards would be presented encouraged attendance. The farmers' knowledge of the need for ventilation was found to be rudimentary before the presentation, but their knowledge improved following discussion and the examples that were presented.

Deliverables

- Summary of findings in Quarterly Reports – Completed in Year 2, Quarters 1, 2 and 3 (Ongoing)

CONSTRAINTS/CHANGES

The shortened performance period has forced the project to begin transferring over activities before planned and in many cases before our partners were ready. Under the circumstances, SAFE believes that transferring responsibilities now while SAFE is still in-country to act as a security net to support problem-solving and still advocate for commitment is a better strategy than transferring activities when SAFE ends in June. The activities impacted include the SMS system and the Champion Farmer Awards and judging process and responsibilities.

The shortened performance period is also impacting plans to open teaching farms in late 2013 by two industry partners. SAFE has been in discussions with these partners (CP and Darmaga Unggas Poultry Shop) to attempt opening them earlier in the year but we are not sure this will happen. These companies' internal budget allocations may not allow for the availability of funds earlier than expected.

The departure of SAFE's senior local commercial farm expert at the end of the quarter, Erwan Julianto, required an internal shifting of some responsibilities. We are using one of our support staff to take over the non-technical responsibilities of this person and have reallocated technical responsibilities among the two remaining staff under the commercial farm objective. The departure of Mr. Julianto impacts the planning and execution of bringing in those farmers that are over one hour travel time from the TFs.

OBJECTIVE ACTIVITIES	DELIVERABLE	QUARTERS				
		Q1 Apr - Jun 2012	Q2 July - Sept 2012	Q3 Oct - Dec 2012	Q4 Jan - Mar 2013	Q5 Apr - Jun 2013
ACTIVITY 1. Continue to hold strategic consultative meetings with industry and academic stakeholders	Summary results in Quarterly Reports	√	√	√	X	
ACTIVITY 2. Conduct farmer and student visits to the teaching farms	Summary number of visits in Quarterly Reports	√	√	√	X	
	Report on Champion Farmer competition results		√	√	X	
ACTIVITY 3. Provide technical support to farmers to adopt and implement new biosecurity and good farming practices	Summary farm changes in Quarterly Reports		√	√	X	
ACTIVITY 4 Produce and distribute educational and communication materials	Report on SMS pilots				X	
	Farmer-farmer video production			√		
	Farmer-to-farmer video dissemination				X	
ACTIVITY 5. Develop and establish technical discussion groups meetings	Summary findings in Quarterly Reports	√	√	√	X	

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

In this quarter, SAFE continued to implement program interventions in the demonstration markets and surrounding communities. SAFE advocacy efforts included district operational meetings and district technical sustainability meetings to (a) plan collaborative activities, (b) secure local financial contributions, and (c) encourage government and private sector involvement.

Activities in the demonstration markets this quarter included peer-to-peer education (consumer-to-consumer), video screening, consumer group market visits, campaign and community awareness events in the market, and routine activities such as cleaning and disinfection, and provision of utensils and shopping windows, as well as the vendor of the month award. Some of the activities in the community were combined with the Quran recital to bring the messages of healthy poultry products to the communities living around the market. SAFE also continued to implement electronic/social media activities (SMS blasts, Aisyiyah and COMBINE websites, Facebook and Twitter accounts) in support of the program.

SAFE advocacy efforts showed solid results, with government and private sector involvement in healthy market and community initiatives.

ACTIVITY PROGRESS

Activity 2.1. Organize and conduct consultative meetings to develop and establish local ownership

2.1.1 Regular district operational meetings

This quarter, 30 district operational meetings among stakeholders were held in the 10 districts. These meetings covered topics tailored to the local situation and also included progress reports on each working market. Participants came from parties involved in SAFE program implementation, including the District Industry and Trade Office and the District Livestock Service Office, and also included market managers, vendors, and representatives from slaughterhouses and consumer groups. Discussions covered the following issues, among others:

- Need for capacity building for live bird vendors in order to standardize the slaughtering procedures at District Livestock Service Office (Cipanas and Sukanegara Markets, Cianjur);
- Sustainability of facilities, including drainage and clean water supply for markets in Bogor (Jonggo and Citayam Markets);
- Preparations for radio talk shows (identifying topics and resource persons) and an SMS gateway workshop;

- Promotion of the radio drama;
- Market hygiene and cleanliness;
- Maintenance of improved facilities;
- Selection of the vendor of the month at each market;
- Preparations for market events;
- Waste management in the market; and
- Private sector involvement in market activities.

2.1.2 Provincial advocacy/update meetings

Due to budget cuts, SAFE has reduced the number of advocacy meetings at the provincial level and placed more focus on district-level advocacy efforts. One provincial-level advocacy meeting has been scheduled for the Year 2 final quarter. This meeting will act as a closing meeting, and will focus on the final transition of initiatives from SAFE to the government.

2.1.3 District technical sustainability meetings

These district consultative meetings are intended to engage broader parties in reporting, consulting and participating in SAFE community and healthy market initiatives, to support their continuation after the project ends. Participants included those involved in the operational meetings, with additional relevant stakeholders including the Health Office, vendor associations, District Development Planning Agency (Bappeda) and the private sector. The results of the meetings in each district are summarized below.

Kabupaten Tasikmalaya

Dinas Peternakan Perikanan dan Kelautan (DPPK – the District Livestock, Fisheries and Marine Office):

- Inspired by the Rajapolah Market zoning case, Mr. Kendy Effendy of DPPK Tasikmalaya noted that DPPK has been developing a budget proposal for the Ministry of Agriculture to implement a zoning system for poultry vendors in five markets – Ciawi, Manun Jaya, Singaparna and Taraju – and to undertake additional zoning intervention in the SAFE working market of Rajapolah.
- DPPK has also been developing another budget proposal on the transportation of poultry from slaughterhouse to market.
- Mr. Sudana from Tasikmalaya Health Office noted that his office had revised its PHBS (*Praktek Hidup Bersih dan Sehat* – healthy and hygienic practices) campaign, which had previously only covered common public areas. The campaign now covers the market as a whole. They will begin the new campaign at all markets in the district in 2013.
- Agreement to collaborate on waste management between Paguyuban Pasar Ciamis (HIPPAS – Ciamis Market Association) and a local NGO.

Table 5: Number of vendors in Tasikmalaya

Kabupaten Tasikmalaya			
No	Markets	Poultry Vendors	Vendors (all types)
1	Ciawi	55	682
2	Manun Jaya	30	436
3	Singaparna	36	432
4	Taraju	24	350
5	Rajapolah	29	456

Kabupaten Ciamis

- Manis and Pananjung Markets have become models for developing healthy markets with community involvement. Representatives from Parigi and Kalipucang Markets have visited both markets to study the process and impact.
- Volunteers from the local chapter of PMI have agreed to undertake cleaning activities at Wisata Pangandaran, a market with 150 vendors including 10 poultry vendors.

Table 6: Number of vendors in Ciamis

Kabupaten Ciamis			
No	Markets	Poultry Vendors	Vendors (all types)
1	Parigi	15	250
2	Kalipucang	22	300

Kabupaten Garut

- The District Office for Cooperatives, Industry and Trade (Dinas Koperasi, Perindustrian dan Perdagangan, or *Diskoperindag*) will allocate a budget for market manager training for 40 traditional market managers in Garut District to accelerate the adoption of healthy market initiatives. There are an estimated 9,200 vendors in these markets, including 600 poultry vendors.
- Diskoperindag and the District Hygiene and Environmental Office (Dinas Kebersihan dan Lingkungan Hidup) are to designate a dumping area for waste collected from markets.
- The District Hygiene and Environmental Office will plant trees in the market in support of healthy market initiatives.

Kabupaten Cianjur

- Mr. Yana Mulyana noted that the District Cooperatives, Industry and Trade Office has adopted healthy market components for implementation in Cibeber and Warung Kondang markets (which are not SAFE markets). The components adopted cover zoning, drainage, hygiene, and sanitation intervention.

- The District Cooperatives, Industry and Trade Office has allocated funds of around Rp. 250 million to develop radioland or radio cable (in-market public announcement/PA) at 17 traditional markets during 2013, inspired by the success of the radioland community initiative at Sukanegara Market and the existing system at Cipanas Market.
- The District Livestock Service and Health Offices now conduct joint monitoring of traditional markets
- Cipanas Market has been visited by representatives from other markets and by government officials from other districts and another province (Central Kalimantan) for a comparative study on healthy markets.
- Bank Rakyat Indonesia (BRI, a government bank) is providing 16 CCTV units to support in-market surveillance at Cipanas Market, with a total value of around Rp. 40 million.

Table 7: Number of vendors in Cianjur

Kabupaten Cianjur			
No	Markets	Poultry Vendors	Vendors (all types)
1	Cibeber	27	320
2	Warung Kondang	25	270
3	Ciranjang	20	350
4	Sukaesmi	15	250
5	Muka	45	1500
6	Induk	80	1700
7	Cianjur	38	458
8	Gekbrong	40	342
9	Cidaun	24	210
10	Cempaka	23	223
11	Pacet	40	204
12	Mande	32	430
13	Sukanegara	24	250
14	Pagelaran	22	214
15	Tanggeng	27	320
16	Bojong Meron	30	310
17	Cipanas	91	1967

Kabupaten Sukabumi

- The meeting participants agreed that SAFE's market manager training is effective. The participants were informed that Denny (a graduate of this training, and a former market manager at Sukaraja) had moved to a new post at Warung Kiara Market, where he is now applying his knowledge and skills about healthy market management. He has already formed a vendor association and facilitated the building of drainage and clean water supply facilities in the market. Warung Kiara has 250 vendors including 24 poultry vendors.

Kabupaten Bandung

- The District Industry and Trade Office held its own healthy market competition using the SAFE healthy market criteria in the demonstration market. It has also allocated a budget to continue constructing drainage in the market, and is also developing a plan to improve other markets in 2013.
- The District Industry and Trade Office is also promoting healthy market initiatives by holding interviews with the mass media.
- Markets in Bandung have established an independent (i.e. non-government) market association with Mr. Asep Tresna (market manager of Soreang Market) who has been elected as chairperson and resource person for other markets.
- The concept document for the District Industry and Trade Office’s plan covers the following:
 - Results of healthy market competition
 - Plan to improve other markets
- The Bandung District meeting also conveyed the district’s vision for healthy markets. SAFE program implementation and media and advocacy efforts have helped shape this plan in the following ways:
 - triggering conversations and discourse on healthy markets in the district
 - attracting media attention to help amplify this conversation
 - helping to familiarize the term “healthy market” among decision-makers
 - providing a working demonstration of how to implement a healthy market (message: "It's realistic, it's doable, it's not hard, you're not alone.")
 - creating demand for healthy products and markets
 - providing allies and supporters through civil society partners PMI, Aisyiyah and Combine.

Table 8: Number of vendors in Bandung

Kabupaten Bandung			
No	Markets	Poultry Vendors	Vendors (all types)
1	Sayati Indah	41	430
2	Cileunyi	35	440
3	Cicalengka	25	370
4	St. Majalaya	40	486
5	Pasar Baru Majalaya	30	410
6	Baleendah	27	350
7	Banjaran	43	458
8	Ciwidey	32	320
9	Soreang	30	390
10	Margahayu	21	250

Table 9: Number of vendors in Bandung Barat

Kabupaten Bandung Barat

- Griya Supermarket (a private company) has allocated Rp. 25 million to support Lembang Market.
- The District Development Planning Agency (Badan Perencanaan Pembangunan Daerah, or *Bappeda*) is to propose a regulation prohibiting slaughtering at markets. The proposal will be presented at the District Annual Planning Meeting in March 2013. This regulation will affect 10 traditional markets and 20 village markets operating under the District Industry and Trade Office.
- The District Livestock Service has allocated Personal Protective Equipment (PPE) and utensils to three markets (Sindang Kerta, Cililin and Rajamandala) surrounding SAFE demonstration markets, including aprons, buckets, and knives. Each market has received one hundred sets.
- Funds have been allocated for further improvements to the drainage system and the access road from the toll road to the market.
- The District Industry and Trade Office is to allocate additional funding for roof improvements at Lembang Market.
- The District Hygiene Office now routinely collects waste from all markets.

Kabupaten Bandung Barat			
No	Markets	Poultry Vendors	Vendors (all types)
Markets under District Management			
1	Lembang	42	1030
2	Batujajar	31	270
3	Sindang	28	410
4	Cililin*	25	260
5	Rajamandala*	36	670
6	Padalarang	46	700
7	Cisarua	38	458
8	Tagog	30	360
9	Stasiun	48	310
10	Buah	42	423
Markets under Village Management			
1	Rancapanggu	26	310
2	Cihampelas	28	250
3	Warungawi	22	250
4	Cikalong	27	320
5	Ahad	30	310
6	Tani Mulya	21	256
7	Jum'at	30	320
8	Rabu	24	250
9	Gunung Halu	28	370
10	Cipatat	42	540
11	Rongga	23	240
12	Parongpong	32	280
13	Bojong	24	230
14	Cilangsari	30	350
15	Citalelem	32	400
16	Cicangkang	35	450
17	Bunder	32	400

Kabupaten Bogor

- A SAFE approach used to empower citizen journalism has attracted the interest of the Office of Information and Communication. SAFE partners PMI and Combine have agreed to assist the government to set up a training course on citizen journalism. On November 28-30, 2012, PMI and Combine collaborated with Radio Teman Bogor (a government radio station) to hold three days of training on writing and broadcasting for 10 volunteers. This training was not part of the SAFE workplan, rather, it was an initiative of SAFE field facilitators in Bogor District, who saw the opportunity and benefits of the three organizations combining their resources and working together. Combine has expertise and networks in the areas of broadcasting, journalism, and writing; PMI has the human resources in terms of volunteers; and Radio Teman has the

infrastructure needed to showcase news and features from the field. The training was opened by the head of broadcasting at Bogor District Office of Information and Communication.

Over the three days, participants had in-class training simulations and exercises using working radio equipment. Some volunteers came from PMI while the others came from local high schools. Their enthusiasm was obvious. For SAFE, these volunteers are additional cadres who will be invaluable in disseminating messages about healthy poultry products, healthy markets, and Avian Influenza.



High school participants take notes and exchange ideas during citizen journalism training in Bogor

Kabupaten Lebak

- In 2013, the District Hygiene Office and Bappeda plan to introduce a district regulation on waste management at markets. Currently, Lebak District has no such regulation, which helps to explain the acute waste management problems now faced by all markets in the district. The regulation will affect around 30 markets.
- Bank Danamon has agreed to provide support in the form of a tent, entertainment, meals and snacks, medical doctors and medicine, cleaning equipment (brooms, hoes, and shovels) and waste bins for a SAFE market event. The total value of this support is around Rp. 25 million.

Kabupaten Serang

- Cikande Market has received district budget allocations to improve drainage (covering 300 meters) and road access (a one kilometer stretch of road, 2.5-meter wide). The budget for drainage is Rp. 80 million while Rp. 240 million has been set aside for the access road.



Drainage construction in Cikande Market, funded by the Serang District budget

Deliverables

- Regular district operational meetings – Completed in Year 2, Quarters 1, 2 and 3 (Ongoing)
- Provincial advocacy/update meetings – Completed in Year 2, Quarters 2 and 3 (Ongoing)
- District technical sustainability meetings – Completed in Year 2, Quarters 2 and 3 (Ongoing)

Activity 2.2. Establish local NGO involvement to create consumer demand activities

2.2.1 Summary of community outreach activities (peer-to-peer, enter-educate, video screening, consumer group visits to market, religious events)

Peer-to-Peer activities in market

In this quarter, SAFE facilitated 20 peer-to-peer activities in the market using the consumer demand generation approach. Around 500 volunteers were involved in reaching out to about 5,000 consumers visiting the SAFE demonstration markets. The messages communicated during these activities were the key behaviors needed to reduce the risk of AI transmission among both consumers and vendors. The facilitators and volunteers used various SAFE communication materials including posters, leaflets, a cookbook and the Ludo game.



A volunteer uses SAFE communication material (a flipchart) during peer-to-peer activity at Sukamukti Market, Garut District.



Fun and interactive – educating vendors using a Ludo game at Cipanas Market

Video screening

On the related topic of community outreach, a video screening was held in Pasar Maja, Lebak on December 5, 2012. The video being screened was “Ayam Saya Takut Membawa Virus AI” (“I’m afraid my chicken has the AI virus”). The story begins with a backyard poultry owner listening to a radio talk show about AI. In the talk show, a resource person from the Livestock Office explains the signs and symptoms of AI and how dangerous AI can be if transmitted to humans. The poultry owner is anxious because he is afraid one of his chickens has the symptoms being described. He becomes even more anxious when he finds the chicken has gone. He thinks his wife has taken the chicken to the local market and sold it. As he is a good man who does not want to cause any trouble, he goes to the market to try to get the chicken back. He plans to kill the chicken and dispose of it properly, as explained on the radio talk show. The rest of the video is about his journey to get the chicken back, and some arguments he has while in the market. In the end, he finds out that the chicken was not taken to the market after all.

The moral of the story is that now he knows his chicken could carry the virus if he does not clean and disinfect properly and give it a vaccination.

The video screening was attended by 60 participants and resulted in a discussion on the risks of keeping poultry at home.

Consumer group visits to market

In December SAFE completed all consumer group visits to market. Each demonstration market was visited twice by a group of 10 consumers. During each visit, consumers met with poultry vendors and managers, and discussed basic hygiene and sanitation at the market, particularly in relation to poultry. The consumers asked about the quality of chicken carcasses, the slaughtering process, and vendors' cleaning and sanitation practices.

Initially, the consumers were reluctant to ask questions for fear of offending the vendors. But since the vendors were already familiar with the healthy market initiative, they warmly welcomed the consumers. This sentiment and the feeling of being part of a group made the consumers more confident.

During these visits, consumers learned that:

- Zoning is not practiced in most traditional markets. Slaughtering areas and vending tables are found next to each other. Vendors sell chicken carcasses next to vegetable and fruit sellers. The design of the traditional markets has not been properly thought out.
- Vendors are generally reluctant to wear gloves or aprons.
- Vendors still use wooden chopping boards and almost never wash their tables or utensils with detergent.
- Sometimes the vendors mix chicken carcasses with bird or duck carcasses.

Sukamukti Market in Garut was an exception. Consumers found that 70% of the chicken stalls there were clean and hygienic at this market. The consumers complimented the vendors and asked the remaining vendors to follow the example of their peers.



Consumer groups visit the market and hold discussions with poultry vendors in Lebak and Bandung

A positive result of these visits was the improved sanitation and hygiene practices of the vendors. During the second visit, the facilitator noted that the vendors' stalls were cleaner. Waste was no

longer scattered around but put in plastic bins. Drains were no longer clogged with waste. Clean water was available for washing and cleaning.

At the end of each visit, the consumers presented the vendors with SAFE merchandise as a token of their appreciation. This gesture generated a positive feeling among the vendors. Table 10 provides more detail on the consumer group market visits, including dates, locations, and numbers of participants. The target of 400 consumers participating was met.

Table 10: Consumer group market visits, including dates, locations, and numbers of participants

No.	District	Dates of Implementation	Name of Market	Number of consumers participated
1	Lebak	10/3/2012	Pasar Rangkasbitung	11
		10/31/2012	Pasar Rangkasbitung	10
		10/22/2012	Pasar Maja	12
		12/22/2012	Pasar Maja	10
2	Serang	10/28/2012	Pasar Anyer	6
		10/29/2012	Pasar Anyer	5
		12/22/2012	Pasar Cikande	10
		12/29/2012	Pasar Cikande	10
3	Sukabumi	11/6/2012	Pasar Sukaraja	10
		11/8/2012	Pasar Sukaraja	10
		11/3/2012	Pasar Parungkuda	10
		12/17/2012	Pasar Parungkuda	13
4	Ciamis	11/9/2012	Pasar Manis Ciamis	10
		12/17/2012	Pasar Manis Ciamis	10
		12/22/2012	Pasar Pangandaran	20
5	Bandung	11/20/2012	Pasar Sayati	3
		11/8/2012	Pasar Sayati	3
		11/8/2012	Pasar Soreang	2
		11/7/2012	Pasar Soreang	3
6	Bandung Barat	10/10/2012	Pasar Lembang	13
		12/12/2012	Pasar Lembang	10
		12/2/2012	Pasar Cihampelas	13
		12/19/2012	Pasar Cihampelas	10
7	Cianjur	11/25/2012	Pasar Cipanas	20
		10/9/2012	Pasar Sukanagara	10
		12/12/2012	Pasar Sukanagara	12
8	Garut	11/12/2012	Pasar Desa Malangbong	10
		11/13/2012	Pasar Desa Malangbong	10
		10/28/2012	Pasar Desa Sukamukti	20
		10/20/2012	Pasar Desa Sukamukti	10
		11/11/2012	Pasar Desa Sukamukti	10
9	Tasikmalaya	10/21/2012	Pasar Ciawi	14
		12/29/2012	Pasar Ciawi	10
		10/21/2012	Pasar Rajapolah	20
10	Bogor	12/18/2012	Pasar Citayam	10
		12/19/2012	Pasar Citayam	10
		12/26/2012	Pasar Jonggol	10
		12/27/2012	Pasar Jonggol	10
TOTAL				400

Religious events

Aisiyah conducted Quran recitals with two priority target groups:

- Quran recitals with the community surrounding the market, and
- Quran recitals with vendors in the market.

All demonstration markets held at least one Quran recital event with approximately 20 vendors. This activity initially targeted only poultry vendors, but other vendors also joined the events and found them useful.

There were two key messages for vendors at these Quran recitals: (i) practice basic hygiene and sanitation, and (ii) only offer consumers healthy chicken carcasses. In disseminating these messages, however, the facilitators from Aisiyah approached the topic from the perspective of business ethics and conducting a *halal* transaction, which was considered most relevant to the vendors. Participants were enthusiastic, asking the facilitators plenty of questions. Questions concerned using the right scale for trading, providing superior service and products to consumers, cleanliness and sanitation, safe poultry carcasses, and food safety issues.



In Bandung, Quran recital events on healthy poultry and healthy markets were also attended by men/heads of households



A Quran recital event in Lebak

Some of the carcass vendors asked Aisiyah to hold a similar event for the suppliers of their chicken. These vendors claimed that they simply received the products from the supplier, and all they knew was how to sell the carcasses and gain a profit. If they received bad products, then this was the suppliers' responsibility. In response to these concerns, Aisiyah facilitators pointed out that this was everyone's responsibility. Vendors should not turn a blind eye. Instead, they should politely reject the inferior products and request better-quality carcasses, while being respectful towards the suppliers, since no one likes to be judged or blamed. The campaign is intended to find solutions, not create new problems.

At the end of these events, Aisiyah facilitators gave out SAFE merchandise to participants with the best questions or answers.

Table II presents more details of this activity, including dates, locations, and numbers of participants. The targeted number of vendors participating was 400, and Aisiyah was able to exceed this target, with a total of 416 participants.

Table II: Aisiyah’s religious events - dates, locations, and numbers of participants

No.	District	Dates of implementation	Name of market	Number of participants
1	Ciamis	10/31/2012	Pasar Manis, Ciamis	21
		12/20/2012	Pasar Pangandaran	20
2	Lebak	10/18/2012	Pasar Rangkasbitung	25
		10/22/2012	Pasar Maja	27
3	Serang	11/4/2012	Pasar Anyer	23
		12/17/2012	Pasar Serang	20
4	Tasikmalaya	10/9/2012	Pasar Ciawi	17
		10/14/2012	GOR Rajapolah	20
		10/13/2012	Pasar Ciawi (koperasi pasar)	39
		10/13/2012	Pasar Rajapolah (koperasi pasar)	20
5	Bandung	11/20/2012	Pasar Sayati	2 (face-to-face)
		12/19/2012	Pasar Soreang	10
6	Cianjur	11/21/2012	Pasar Cipanas	20
		10/9/2012	Pasar Sukanagara	8
7	Garut	11/21/2012	Pasar Malangbong	20
		10/28/2012	Pasar Sukamukti, Kec. Sukawening	20
8	Bogor	12/19/2012	Pasar Citayam	10
		12/20/2012	Pasar Jonggol	10
9	Bandung Barat	10/24/2012	Pasar Lembang	20
		12/2/2012	Pasar Cihampelas	24
10	Sukabumi	12/19/2012	Pasar Sukaraja	20
		12/27/2012	Pasar Parungkuda	20
TOTAL				416

A similar level of enthusiasm was apparent at the community religious gatherings. Quran recitals in the communities surrounding the demonstration markets were attended by a total of 5,566 people. The final round of Quran recital events was conducted at the end of December 2012 and focused on AI in humans.

Highlights of the discussion and questions raised during this event were:

- Participants realized that it is dangerous to consume sick chicken.
- Participants also realized that allowing chicken to roam freely in the neighborhood is a risky behavior.
- Participants were concerned about how to slaughter animals in accordance with their faith.

- Participants wanted to know more about the signs and symptoms of AI in poultry and humans.
- Participants became aware that children should not play with chickens or participate in slaughtering them.

In some locations, the events were also attended by officials from the Livestock Office and Industry Office, who acted as resource persons.

In Garut, the heads of sub-districts participated in the events and encouraged other important leaders (i.e. village heads) to hold similar events in their villages. In Cianjur, the Aisyiyah facilitator conducted socialization for 60 women's organizations, with over 100 participants attending. These organizations were then expected to disseminate these messages to their members.

Table 12 presents more details of the activity, including dates, locations, and numbers of participants. While the target number of participants was 4,000 people, Aisyiyah was able to substantially exceed this target, reaching a total of 5,566 people.

Table 12: Quran recitals - dates, locations, and numbers of participants

No.	District	Date of implementation	Location	No. of participants
			(Village, Sub-District)	
1	Ciamis	10/16/2012	Panyingkiran, Ciamis	60
		10/20/2012	Banjarsari	60
		11/7/2012	Kota Kulon, Ciamis	75
		11/11/2012	SMK Pasundan Cijulang Ciamis	17
		10/2/2012	Buniasih, Kec. Cikoneng	60
		10/9/2012	Desa Panyingkiran, Ciamis	60
		10/7/2012	Masjid Dusun Parapat, Desa Pangandaran, Kec. Pangandaran	35
		10/8/2012	wali murid TK ABA Pangandaran	45
		10/10/2012	Aula Desa Pananjung, Pangandaran (PKK dan GOW, termasuk istri kepala desa se Pangandaran)	70
2	Lebak	10/5/2012	MT Al Hidayah, Desa Cipancur, Rangkasbitung Barat, Kec. Rangkasbitung	120
		10/21/2012	MT Al-Muawanah, Desa Muara Ciujung Barat, Rangkasbitung Timur, Kec. Rangkasbitung	52
		11/13/2012	MT As-Safiyah, Kampung Sentral, Desa Rangkasbitung Barat, Kec. Rangkasbitung	99
		11/20/2012	MT Tafrijul Ahkam, Desa Pasir Tanjung, Kec. Rangkasbitung	92
		10/4/2012	Majlis Taklim Desa Sukarame, Kec. Maja	87
3	Bogor	11/24/2012	SMP Muh. Pabuaran, Bojong Gede	58
		11/25/2012	MT Al-Ghazali, Rawa Panjang, Bojong Gede	59
		12/20/2012	Jonggol	60
		12/21/2012	Jonggol	50
		12/22/2012	Jonggol	50
		12/27/2012	Citayam	50
		12/28/2012	Citayam	50
4	Sukabumi	11/1/2012	Masjid At-Turmudzi, Kampung Cipari, Kec. Sukaraja	54
		11/8/2012	Madrasah Al-Hikmah, Sukaraja	52
		11/3/2012	Masjid Al-Bajiri, Desa Batu Kecapi, Lebak Wangi, Kec. Parungkuda	62
5	Serang	10/19/2012	Desa Cinangka, Kec. Anyer	149
		10/21/2012	Desa Anyer, Kec. Anyer	79
		10/20/2012	Desa Cinangka	145
		10/20/2012	Desa Anyer	79
6	Tasikmalaya	11/4/2012	Pengajian warga 'Aisyiyah se Kab. Tasikmalaya	350
		10/9/2012	Masjid Agung Ciawi	700
		10/5/2012	Pengajian 'Aisyiyah di Cikedokan, Singaparna	83
		10/14/2012	GOR Rajapolah	100
		10/15/2012	Pengajian BKMM dan PKK Desa Singasari	50
		10/13/2012	Di Masjid Agung Ciawi	200
		12/9/2012	Sariwangi	104

7	Bandung Barat	11/2/2012	Desa Cihampelas, Kec. Cihampelas	215
		10/14/2012	Msj Al-Muhajirin, Desa Gudang Kahuripan, Kec. Lembang	50
		10/21/2012	Lembang	25
		10/25/2012	Lembang	47
		10/28/2012	Lembang	45
8	Bandung	11/3/2012	Masjid Syi'arul Muslimin, Desa Sayati, Kec. Margahayu	25
		11/25/2012	Desa Cibeurem, Kec. Kertasari	69
		10/3/2012	Desa Sayati, Kec. Margahayu	35
		12/5/2012	Margahayu	56
		12/6/2012	Margahayu	26
9	Cianjur	10/25/2012	Peng. Al-Hidayah, Kec. Sukanagara	38
		11/12/2012	Peng. Nurul Iman, Desa Sukalaksana, Kec. Sukanagara	45
		10/9/2012	Posyandu Mawar, Cijatem Hilir	51
		10/9/2012	Masjid An-Nur, Cimapag	30
		10/13/2012	Masjid Darul Mukminin	57
		12/10/2012	Gedung GOW	150
10	Garut	10/29/2012	Madrasah Nurul Huda, Kp. Cikacung, Desa Mekarhurip, Kec. Sukawening	84
		11/12/2012	Masjid Jami' Nurul Huda, Desa Cilampuyang	203
		11/13/2012	Aula Kec. Malangbong	53
		10/9/2012	Kp. Panawuan, Desa Sukajaya, Kec. Tarogong Kaler	118
			Ds. Sukajaya	
			Kec. Tarogong Kaler	
		10/10/2012	Masjid Agung Garut (pengurus MT se Kab. Garut)	180
		10/10/2012	Desa Pamekarsari, Kec. Banyu Resmi	95
		10/11/2012	Pertemuan PKK di Aula Kec. Sukawening	50
		10/11/2012	Desa Dawuan, Kec. Banyuresmi	96
		10/15/2012	Desa Sukamanah, Kec. Malangbong	65
		12/9/2012	Sukamukti	47
		12/2/2012	Tarogong Kaler	35
12/5/2012	Malangbong	60		
TOTAL				5566

2.2.2 Summary of healthy poultry and market electronic/social media activities (SMS blasts broadcast, Aisiyah and COMBINE websites, Facebook and Twitter)

SMS broadcasts continued this quarter. One thousand two hundred mobile numbers are now registered in the system. They come from three groups: market managers, vendors, and consumers. A total of 85 messages were sent out this month on topics ranging from healthy markets to waste management, zoning, and clean environment (for market managers); clean stalls, clean utensils, and personal hygiene (for vendors); and food safety, healthy poultry products, and healthy living with poultry (for consumers).

Some of the responses conveyed thanks and gratitude for the information, noted additional information about signs of bad carcasses, or reported traditional markets that were dirty and needed improvement.

Information about healthy poultry and healthy markets continues to be uploaded to the Combine and Aisiyah websites. A total of 65 articles on healthy poultry and healthy markets were uploaded to *suarakomunitas.net* and Aisiyah's Facebook page and websites. These articles, which received over 6,000 page views, are listed in table 13.

Table 13: Articles published on *suarakomunitas.net*

No.	Date of Publication	Website	Title
1	1-Oct-12	www.suarakomunitas.net	Tak Hanya On-line, On-Cog pun Perlu
2	1-Oct-12	www.suarakomunitas.net	Gerakan Pewarta Warga Muncul di Banten
3	3-Oct-12	www.suarakomunitas.net	Kompetisi Film Dokumenter "Pasar Sehat untuk Konsumen Sehat"
4	4-Oct-12	www.suarakomunitas.net	Aisiyah Kampanyekan Pasar Sehat
5	5-Oct-12	www.suarakomunitas.net	In House Training SMS Gateway Aisiyah Lebak
6	5-Oct-12	www.suarakomunitas.net	Pasar Anyer Butuh Penataan Ulang
7	5-Oct-12	www.suarakomunitas.net	Selain H5N1, 4 Penyakit Kurangan juga Perlu di Basmi
8	5-Oct-12	www.suarakomunitas.net	Karkas Diminati Pedagang Bakso
9	9-Oct-12	www.suarakomunitas.net	Aisiyah Ciamis; Belajar Mengelola Informasi Melalui SMS
10	10-Oct-12	www.suarakomunitas.net	Kurang Lengkapnya Perbelanjaan di Pasar Baru Anyer
11	10-Oct-12	www.suarakomunitas.net	Renovasi Pasar Maja dan Pengelolaan Sampah
12	10-Oct-12	www.suarakomunitas.net	Kebersihan Tempat Pedagang Unggas dan Lingkungan Pasar
13	10-Oct-12	www.suarakomunitas.net	Tempat Mengadu Nasib, Hari Pasar Bertambah
14	10-Oct-12	www.suarakomunitas.net	Cerita dari Malangbong; Didin Sang Pencerah
15	11-Oct-12	www.suarakomunitas.net	Tak Seindah Pepatah
16	19-Oct-12	www.suarakomunitas.net	Unggas hidup lebih laku dari Karkas
17	19-Oct-12	www.suarakomunitas.net	Mesin Perontok Bulu Unggas
18	26-Oct-12	www.suarakomunitas.net	Bawa Ayam Tidak Takut tertular Penyakit
19	27-Oct-12	www.suarakomunitas.net	Lapak Ayam Potong di Pasar Lembang Cukup Bersih
20	27-Oct-12	www.suarakomunitas.net	SMS Pasar Sehat Jangkau 1.714 Orang Sekali Kirim
21	29-Oct-12	www.suarakomunitas.net	Antisipasi Flu Burung Lewat Talkshow di Buana Jaya FM
22	30-Oct-12	www.suarakomunitas.net	Pasar Sukanegara Di Prediksikan Semakin Kumuh Pada Musim Hujan
23	31-Oct-12	www.suarakomunitas.net	Sampah Dibiarkan menumpuk di Pasar Parungkuda
24	10-Nov-12	www.suarakomunitas.net	Pasar Parungkuda Dilalap Api
25	10-Nov-12	www.suarakomunitas.net	Drainase Pasar Tersumbat Sampah
26	10-Nov-12	www.suarakomunitas.net	Bersahabat Dengan Sampah Selama 12 Tahun
27	10-Nov-12	www.suarakomunitas.net	Kemacetan di Pasar Sukaraja Sukabumi
28	18-Nov-12	www.suarakomunitas.net	Tingkat Penjualan Unggas Pasar Maja,
29	18-Nov-12	www.suarakomunitas.net	Pedagang Pasar Anyer bertambah

No.	Date of Publication	Website	Title
30	18-Nov-12	www.suarakomunitas.net	Pedagang Pasar Maja Subsidi kebersihan
31	18-Nov-12	www.suarakomunitas.net	Pasar Sehat Tidak Nampak Indah
32	18-Nov-12	www.suarakomunitas.net	Selain Pengetahuan, Perlengkapan juga Perlu
33	19-Nov-12	www.suarakomunitas.net	Komunitas Pasar Malangbong dan Sukamukti ikut Kompetisi Film Pasar Sehat
34	19-Nov-12	www.suarakomunitas.net	Masalah Sampah di Pasar Sukaraja Sukabumi
35	19-Nov-12	www.suarakomunitas.net	Kunjungan Wakil Bupati Cianjur Ke Pasar Cipanas
36	21-Nov-12	www.suarakomunitas.net	Aisyiyah Ciamis; Belajar Mengelola Informasi Melalui SMS
37	21-Nov-12	www.suarakomunitas.net	PMI Kab. Bandung Kembali Gencarkan Pasar Sehat di Wilayah Pasar Soreang dan Sayati
38	22-Nov-12	www.suarakomunitas.net	Rumah Potong Ayam Buang Limbah Kesungai
39	22-Nov-12	www.suarakomunitas.net	Warga Keluhkan Limbah Pasar
40	24-Sep-12	www.aisyiyah.or.id	Menyadarkan Konsumen akan Hak Tersedianya Produk Unggas Sehat
41	25-Nov-12	www.suarakomunitas.net	Pedagang Ayam Pasar Sukaraja Sambut Program Pasar Sehat
42	25-Nov-12	www.suarakomunitas.net	Warga Pasar Sukanegara Keluhkan Kandang Ternak Ayam Potong
43	25-Nov-12	www.suarakomunitas.net	Pasar Cipanas Semakin Padat, Sulitkan Para Pengguna Jalan
44	25-Nov-12	www.suarakomunitas.net	Perbaiki Pasar Tradisional, Penuhi Tuntutan Zaman
45	25-Sep-12	www.aisyiyah.or.id	'Aisyiyah Sosialisasikan Produk Unggas yang Sehat pada 5940 Warga
46	26-Nov-12	www.suarakomunitas.net	Pengelola Pasar Anyer Belum Efektif Atasi Sampah
47	26-Nov-12	www.suarakomunitas.net	PMI Kabupaten Serang Rencanakan Pengerasan Jalan di Pasar Anyer
48	26-Nov-12	www.suarakomunitas.net	Program SAFE Harap Intens, Ayam Rendaman Masuk Pasar
49	29-Nov-12	www.suarakomunitas.net	Gebyar Pasar Rajapolah Usung Kasundaan, Ciawi Akan Gelar
50	3-Dec-12	www.suarakomunitas.net	Pasar Sukaraja dan Pasar Parungkuda Bebas Ayam Tiren
51	9-Dec-12	www.suarakomunitas.net	Ingin Pasar Bersih; Pedagang Sukamukti Swadaya Tempat Sampah
52	1-Dec-12	Facebook/komsumenunggassehat	Sosialisasi Unggas Ciamis
53	3-Dec-12	Facebook/komsumenunggassehat	Sosialisasi Unggas Bandung
54	3-Dec-12	Facebook/komsumenunggassehat	Sosialisasi Unggas Garut
55	5-Dec-12	Facebook/komsumenunggassehat	Tips Unggas Sehat
56	5-Dec-12	Facebook/komsumenunggassehat	Sosialisasi Malangbong
57	6-Dec-12	Facebook/komsumenunggassehat	Share fan page PKPUS
58	7-Dec-12	Facebook/komsumenunggassehat	Share fan page PKPUS
59	7-Dec-12	Facebook/komsumenunggassehat	Tips peternakan sehat aman I
60	8-Dec-12	Facebook/komsumenunggassehat	Tips Peternakan sehat aman II
61	9-Dec-12	Facebook/komsumenunggassehat	Sosialisasi Sukawening
62	9-Dec-12	Facebook/komsumenunggassehat	Tips Peternakan sehat aman III
63	10-Dec-12	Facebook/komsumenunggassehat	Tips Peternakan sehat aman IV

No.	Date of Publication	Website	Title
64	10-Dec-12	Facebook/komsumenunggassehat	Upload berita media unggas halal (Republika Online)
65	11-Dec-12	Facebook/komsumenunggassehat	Share fan page

Tweets also continued this quarter. The Twitter account @unggassehat now has 452 followers. By the end of this quarter, 63 tweets had been sent to followers, on topics including the signs of a healthy market, the legal right of consumers to obtain good quality products, good business conduct, and how to slaughter poultry in a halal way for Moslem consumers. From time to time, the @unggassehat Twitter account has also broadcast Aisiyah activities in the field. The account has been used both as a medium to reach out to consumers so they can demand healthy poultry products, and to publicize positive enforcement to protect the health of consumers.

2.2.3 Capacity building workshop on SMS

The SMS workshop was originally planned as a single workshop with representatives from PMI and Aisiyah arriving from all working areas. The idea of holding the SMS workshop received considerable interest from SAFE facilitators. To accommodate this interest and produce more people skilled in SMS gateway management, the decision was made to hold a workshop in each working district. Holding the workshop at the district level also supports the transfer of skills in writing for online and social media.

A total of 131 participants from PMI and Aisiyah were trained by Combine. All districts have now completed the SMS Gateway training, which has two parts: (i) basic knowledge and operating skills in the SMS Gateway platform (i.e. creating accounts, inputting numbers, sending SMS, checking SMS sent), and (ii) writing skills for online media, including social media such as Facebook and Twitter.



An SMS workshop on the SMS Gateway and writing for online and social media

2.2.4 Summary tools/job aids (short films on healthy market initiative, bulletin on healthy poultry and markets, audio recording for community radio, and khutbah books)

This quarter Combine and Aisiyah produced several socialization aids. These socialization aids included:

- Short films on healthy market initiative (Combine)
- Bulletin on healthy poultry and markets (Combine)
- Audio recording for community radio (collaboration between Combine and Aisiyah)
- Khutbah book (Aisiyah)

Short film competition

This quarter Combine took a bold move in campaigning on the healthy market initiative and Avian Influenza by launching a national competition for short films about healthy markets. This competition was publicized through *suarakomunitas.net*, student networks, and indie movie networks.

With an initial target of five short films, Combine received 21 entries. Eight of these films have already been developed. The remaining 12 are still being editing by the contestants. Evaluation and judging will take place in January 2013. The eight films already submitted to Combine are listed in table 14.

Table 14: Films submitted to Combine

No.	Title of Film	Participant Background	Synopsis	Producer	Director
1	<i>Jangan Lupain Pasar Tradisional Donk!!!</i> (“Don’t forget our traditional market”)	Students from High School Perintis in Bandar Lampung	A documentary about the state of a traditional market in Lampung. These students from High School Perintis I Bandar Lampung share their concern that the traditional market in their neighborhood is so bad that it can no longer be regarded as a proper food market.	Desma Lina Kuwi	Fitri Nestia
2	<i>Pasar Pelelangan Ikan</i> (“Traditional fish market”)	Individual	A documentary film about a traditional fish market in Lampung. The film recorded the daily activities in the market, from unloading, fish auctions and transactions, to cleaning and sanitation activities in the market.	Bowo	Aldino Aputra
3	<i>Pasar Bersahaja</i> (“Modest market”)	Students	A film about the day-to-day life of a market.	Obbi Meilani	Ghanny Rasyidi Utama
4	<i>Pancawarabadi</i>	Students	A film about a group of students who introduce changes in the market. Together they improve conditions in the market to turn it into a healthy market.	Christian Mahendrata	Nia Widyastuti
5	<i>Perubahan</i> (“Change”)	Individual	A documentary about a healthy market. Its main setting is Cileunyi market in Bandung.	Aldito Virandi Tagor	Aldito Virandi Tagor
6	<i>Prembaen Bersih</i> (“Clean Prembaen Market”)	Individual	A documentary set in two locations: Semarang and Depok – Pasar Gang Baru and Pasar Prembaen. These two traditional markets have survived in competition with modern markets. Pasar Gang Baru has close ties to the Chinese community in Semarang, who meet their ceremonial needs from this market. Pasar Prembaen is a clean market in a Jakarta suburb and is a favorite	Budi Handoyono	Budi Handoyono

No.	Title of Film	Participant Background	Synopsis	Producer	Director
			destination for housewives in Depok. Every weekend, they visit this market with their smart cars and their husbands.		
7	Bukan Sekedar Mimpi ("Not just a dream")	University students	A documentary about market conditions in Bogor. The film mixes testimonials from housewives and vendors. At the end, the film emphasizes that everyone wants a healthy market.	M. Miftah Rahman	Prakoso Ari Wibowo
8	Wajah Pasar, Wajah Kita ("Market is a reflection of us")	Individual	The film's central theme is the struggle between government policy to create healthy markets and the stubbornness of the market community in trying to preserve the status quo, i.e. a dirty and unhealthy market.	Dwi Agus	Dwi Agus

Bulletin

This quarter Combine published 16 issues of its bulletin. A hundred copies of each issue were produced and distributed to vendors, consumers, PMI, Aisiyah, and government stakeholders.



The Combine bulletin highlights various topics relating to healthy market initiative and healthy poultry products. Improvements, experiences, and best practices in one location are featured in other locations' bulletins, and become a reference and inspiration for others.

Audio-recording

In collaboration with Aisiyah, Combine recorded 12 audio messages containing Islamic words of wisdom on health practices, in particular related to AI, poultry products, and clean and hygienic behavior. These were then copied onto CDs for distribution to the 300 community radio stations in Combine's network. The message topics and resource persons are listed in table 15.

Table 15: Audio messages containing Islamic words of wisdom on health practices

Date of Recording	Resource Person	Topics
4-Oct-12	Hj. Laras Wiendyaeti SE	Pentingnya Hidup Bersih Dalam Keluarga
		<i>The importance of hygienic and clean family life</i>
		Berbagi Ilmu
		<i>Sharing knowledge</i>
		Beramar Ma'ruf dan bernahi munkar dengan menjadi konsumen yang cerdas
		<i>Doing the right thing by being a smart consumer</i>
24-Oct-12	Tri Hastuti Nur	Menggunakan waktu dengan beramal shaleh
		<i>Using your time wisely to do the right thing</i>
		Daging ayam yang halal dan thoyib
		<i>Halal and clean chicken carcasses</i>
	Saraswati Nur Diwangkara	Ibu yang Cerdas
		<i>Smart mother</i>
	Khusnul Hidayah	Akhlak berbisnis
		<i>Business ethics</i>
		Hak-hak konsumen
		<i>Consumer rights</i>
		Pola Hidup sederhana
		<i>Living modestly and humbly</i>
13-Nov-12	Islamiyatur Rohmah, MSI	Mewujudkan Pasar Yang Sehat
		<i>Achieving a healthy market</i>
		Beternak ayam secara sehat untuk pemberdayaan ekonomi keluarga
		<i>Good farming practices for the family economy</i>
		Kebersihan sebagian dari iman
		<i>Being clean is part of faith to God</i>

Khutbah Book

A total of 1,000 *khutbah* books were reprinted for distribution at the Aisyiyah National Meeting on October 19, 2012. A second series of the *khutbah* book has been developed, with another 1,000 copies produced and distributed to Aisyiyah's 33 provincial chapters.

Deliverables

- Partner's planning workshop – Completed Year 2, Quarter 2
- Summary of community outreach activities (peer-to-peer, enter-educate, video screening, consumer group visits to market, religious events) in Quarterly Reports – Completed Year 2, Quarters 1, 2 and 3 (Ongoing)
- Summary of healthy poultry and market electronic/social media activities (SMS blast broadcast, Aisyiyah and COMBINE websites, Facebook and Twitter) in Quarterly Reports – Completed Year 2, Quarters 2 and 3 (Ongoing)
- Advocacy training for facilitators – Completed Year 2, Quarter 2

- Capacity building workshop on SMS – Completed Year 2, Quarter 3
- Summary tools/job aids (short films on healthy market initiative, bulletin on healthy poultry and markets, audio recording for community radio, and *khutbah* books) – Completed Year 2, Quarters 1, 2 and 3 (Ongoing)

Activity 2.3. Support improvement of vendor stalls

Deliverables

- Summary of modifications in Quarterly Reports – Completed Year 2, Quarter 1

Activity 2.4. Maintain market stakeholder improvements

Healthy market community activities

This quarter there were 120 market activities in 20 demonstration markets. All these activities continue to be conducted using a participatory approach. SAFE facilitators assisted the market community in identifying problems and their solutions. Implementation of the agreed upon solutions was managed by market beneficiaries and the related government offices (District Industry and Trade Office and District Livestock Service). The budget was allocated from their own funds and other contributions. The market community contributed labor, tools and materials, and identified which activities and improvements were needed. This process was facilitated by SAFE field facilitators.

Activities included:

- Market cleaning;
- Improvements to the support system infrastructure, including:
 - Waste management infrastructure improvements (e.g. at Parungkuda Market, Sukabumi)
 - Additional vendor stall improvements (e.g. at Sukanegara Market, Cianjur)
- Minor repairs to existing facilities, including replacing vendor stall ceramics, and adding garbage cans;
- Procurement of additional PPE for vendors, cleaning service staff and transporters;
- Improvements to the market loading/unloading area;
- Floor improvements in the zoning area;
- Improvements to nine slaughtering facilities (Districts of Bandung and Sukabumi); and
- Additional capacity building for vendors in product handling.



Cleaning and disinfection at Cikande Market. Cleaning day at Anyer Market



Carcass shopping window construction at Ciawi Market

Mica cutting boards come to Malangbong Market

Deliverables

- LBM maintenance plans – Completed Year 2, Quarter 2
- Healthy market community activities conducted – Completed Year 2, Quarters 1, 2 and 3 (Ongoing)

Activity 2.5. Establish Vendor of the Month award

SAFE continues to hold vendor-of-the-month awards at the markets. This award is made with the participation of the related technical offices (District Livestock Services and District Industry and Trade Office), consumers and volunteers.

Around 10 volunteers from the PMI network are involved in each market, and they invite consumers to vote for the winner. Approximately 400 consumers participated in all the markets. Their votes are combined with reviews by officers from the District Industry and Trade Office and District



A Garut District Livestock Service officer visits each vendor in Malang bong Market to evaluate conditions and their performance

Livestock Services in order to arrive at the winning vendor. Each winner of the vendor of the month competition receives a token of appreciation in the form of utensils and other biosecurity-related items.

This quarter SAFE implemented 20 vendor-of-the-month activities.

Deliverables

- Summary of vendor award program in Quarterly Reports – Completed Year 2, Quarters 2 and 3 (Ongoing)

Activity 2.6. Air radio serial drama

The AI radio drama, which has 12 episodes, was broadcast twice this quarter on 10 commercial radio stations in West Java and Banten. These radio stations are PISS FM 102.4 (Ciamis), Radio Antares 98.6 FM (Garut), Mayanada 98 FM (Bandung), Radio Lita 90.9 FM (Bandung Barat), BJ Radio 94.10 FM (Tasikmalaya), Teman FM (Bogor), Pasundan 93.1FM (Cianjur), RSPD 99.9 FM Sukabumi-Jeckrem (Sukabumi), Ramaloka 96.5 FM (Serang), and GeNJ Radio 95.7 FM (Lebak). Each district held six talk shows to accompany the broadcasts, with a total of 60 talk shows being aired this quarter.



Talk show at Lita FM in Bandung Barat District



Ir Anmurza, Head of the Animal Health Section at Lebak Livestock Services, answers a listener's question

On average, between five and seven questions were posed by listeners during each talk show. Questions fell under three broad categories: good farming practices, healthy market and waste management, and AI in humans. The questions are reported below.

- *Good Farming Practices*
 - What is biosecurity?
 - What kind of biosecurity measures should be in place on the farm?
 - How far away from the home should chicken cages be placed?
 - At what age can chicken be slaughtered?
 - What needs to be done when there is a sudden death of chicken on the farm?
 - How can we prevent poultry from getting infected by AI?
 - How can I tell my neighbor to cage his duck? He has ducks roaming freely in the neighborhood, and their feces are everywhere.
 - How do you stop disease transmission from one pigeon to another in a flock?

- *Healthy markets and waste management*
 - Why do traditional markets smell?
 - Why do modern markets not smell?
 - Why is zoning difficult to implement in traditional markets?
 - Who is responsible for cleaning the market? Ideally, how often should waste be collected from the market?
 - Which one has better quality products: a traditional market or a modern market?
 - How do you choose good eggs? How should you best prepare dishes using eggs?
 - What is the difference between organic and inorganic waste?
 - Is there a penalty for littering in the river?
 - Why is there always a delay in collecting waste from markets?
 - What are the signs of a good chicken carcass?
 - What are the indicators of a healthy market?

- *AI disease in humans*
 - What are the signs of AI in humans?
 - Is there a vaccine to prevent AI?
 - What should you do if you become infected with AI?
 - How do humans become infected with AI? How do you handle it?
 - Is there medication for a person infected with AI?
 - Can AI be transmitted through food?
 - Are there any AI cases recorded in Bandung? How does the graph look – is it falling or rising?

Deliverables

- Radio serial drama episodes aired – Completed Year 2, Quarters 2 and 3 (Ongoing)

Activity 2.7. Develop targeted communication tools to support changes in LBMs

This quarter the IEC materials distributed included:

- 100 packages of posters, flyers, and brochures distributed at the Aisiyah National Meeting on October 19, 2012 for the 33 Aisiyah provincial chapters and select district chapters.
- 50 packages of posters, flyers, and brochures were distributed at the Central Java Livestock Coordination Meeting on October 30, 2012. This was in response to a CMU MOA request for SAFE to assist in disseminating messages on AI prevention and tools to provincial and district offices.
- 300 packages of posters, flyers, and brochures were distributed to SAFE working areas for distribution to neighboring markets.
- A second batch of 5,000 posters and 5,000 flyers in the consumer demand generation series was distributed to SAFE working areas.
- 3,000 additional recipe brochures were distributed to SAFE working areas to replenish stocks.

- 190 flipcharts were distributed to Aisyiyah provincial and district chapters to support their work.

A set of SAFE IEC materials was displayed at the 140th American Public Health Association (APHA) Annual Meeting and Exposition in San Francisco, California on October 27-31, 2012, which was attended by the Asia Director of JHU CCP Baltimore. The APHA Annual Meeting and Exposition is the oldest and largest gathering of public health professionals in the world. It is typically attended by more than 13,000 national and international physicians, administrators, nurses, educators, researchers, epidemiologists, and related health specialists. APHA's meeting program addresses current and emerging health science, policy, and practice issues in an effort to prevent disease and promote health.

Deliverables

- IEC materials developed – Completed Year 2, Quarter 1

Activity 2.8. Provide health communication strategy workshop to ministry program/communication staff (Same as Objective 3, activity 8)

Deliverables

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

CONSTRAINTS/CHANGES

During this quarter, both the markets and the SAFE team faced challenges in the field with the onset of the rainy season. Some activities had to be rescheduled because of the heavy rain, including peer-to-peer events and construction work.

Another challenge was that some of the market managers in the SAFE demonstration markets were relocated to other markets. The demonstration markets affected included Anyer Market in Serang, Sukanegara Market in Cianjur, Sukaraja Market in Sukabumi, Jonggol Market in Bogor, and Pangandaran Market in Ciamis. However, since the market communities already have solid relations with the SAFE field team, these changes did not affect implementation significantly. In addition, all of these market managers now have the potential to apply in their new markets what they learned while serving at the SAFE demonstration markets.

OBJECTIVE 2 ACTIVITIES	DELIVERABLE	QUARTERS				
		Q1 Apr - Jun 2012	Q2 Jul - Sept 2012	Q3 Oct - Dec 2012	Q4 Jan - Mar 2013	Q5 Apr- Jun 2013
ACTIVITY 1 Organize and conduct consultative meetings to develop and establish local ownership	Regular district operational meetings	√	√	√	X	
	Provincial advocacy/update meetings		√	√	X	
	District technical sustainability meetings		√	√	X	
ACTIVITY 2 Establish local NGO involvement to create consumer demand activities	Partner's planning workshop		√			
	Summary of community outreach activities (peer-to-peer, enter-educate, video screening, consumer group visits to market, religious events) in Quarterly Reports	√	√	√	X	
	Summary of healthy poultry and market electronic/social media activities (SMS blasts broadcast, Aisyiyah and COMBINE websites, Facebook and Twitter) in Quarterly Reports		√	√	X	
	Advocacy training for facilitators		√			
	Capacity building workshop on SMS			√		
	Summary tools/job aids (short films on healthy market initiative, bulletin on healthy poultry and markets, audio recording for community radio, and <i>khutbah</i> books	√	√	√	X	
	Summary of modifications in Quarterly Reports	√				
ACTIVITY 3 Support improvement of vendor stalls						
ACTIVITY 4 Maintain market stakeholder improvements	LBM maintenance plans		√			
	Healthy market community activities conducted	√	√	√	X	
ACTIVITY 5 Establish Vendor of the Month award	Summary of vendors award program in Quarterly Reports		√	√	X	
ACTIVITY 6 Air radio serial drama	Radio serial drama episodes aired		√	√	X	
ACTIVITY 7 Develop targeted communication tools to support changes in LBMs	IEC materials developed	√				
ACTIVITY 8 Provide health communication strategy workshop to ministry program/communication staff (Same as Objective 3, activity 8)	Report on Health Strategic Communication Workshop	√				

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

Based on the findings of two studies (the Healthcare Utilization Survey (HUS) and the Clinician's Knowledge, Attitudes and Practices (C-KAP) survey), SAFE developed recommended key messages to improve healthcare seeking by the general public and to improve early detection by healthcare providers. SAFE also developed a limited communication strategy to guide implementing partners in incorporating these key messages into existing activities. Based on the key messages developed last quarter, SAFE developed two versions of a poster, conducted pre-testing in November and printed final posters for distribution. Key talking points for improved care seeking were developed towards the end of the quarter, in consultation with MOH and USAID, and disseminated in the field through community activities and radio talk shows.

ACTIVITY PROGRESS

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

Deliverables

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

Activity 3.2. Create new report versions of the HUS and C-KAP

Deliverables

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

Activity 3.3. Present findings from HUS and C-KAP to MOH, partners and stakeholders

Deliverables

- Presentation of HUS and C-KAP to international stakeholders – Completed Year 2, Quarter 1

Activity 3.4. Build consensus and develop priority messages for care-seeking behaviors

Deliverables

- Priority messages on care-seeking behaviors drafted – Completed in Year 2, Quarter 2
- Priority messages on care-seeking behaviors finalized – Completed in Year 2, Quarter 2

Activity 3.5. Develop a communication strategy

SAFE developed a communication strategy for a limited Behavior Change Communication (BCC) campaign to provide guidance on care-seeking behaviors. SAFE sent the key messages to the Ministry of Health (MOH) for approval, and then received additional input, including a request to add “contact with manure, feathers and raw poultry products” as a risk factor.

The following MOH Directorates provided SAFE with approval to use the messages:

- Director of Vector Borne Disease Control, Dr. Rita Kusriastuti, MSc
- Director of Communicable Disease Control, Dr. H.M. Subuh, MPPM
- Director of Surveillance, Immunization, Quarantine and Matra Health, Dr. H. Andi Muhadir, MPH

Deliverables

- Final communication strategy document – Completed in Year 2, Quarter 3

Activity 3.6. Develop a communication poster with key messages

Based on the key messages, SAFE developed two versions of the poster and conducted pre-testing on November 21, 2012 in Leuwi Liang Sub district in Bogor. Participants came from Aisyiyah district chapter managers and Aisyiyah members. Discussions involved two groups of nine participants, who were divided up based on whether they were managers or members. The aspects tested included comprehensibility, acceptance, perceived efficacy, and suggestions for improvement. The two posters that were pre-tested are illustrated below.



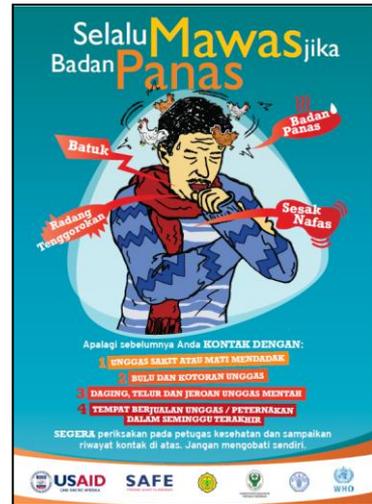
Pre-test session with mothers/consumers



Results of Pre-Testing

- In terms of comprehensibility, both groups could easily identify the message of the posters. They immediately associated the posters with AI prevention and how the virus is transmitted. The visualization of chicken in both posters helped participants to relate them to *Flu Burung* (AI).
- Participants felt that the second poster had clearer visuals.
- The text was seen as easy to understand, simple, and direct. There was, however, some confusion on two issues:
 - The reference to 7 days – Some participants thought that “7 days” meant that you need to go to a doctor *after* 7 days of fever or symptoms. The term “7 days” could be misinterpreted if not read carefully.
 - Raw poultry products – Whereas the raw poultry products include uncooked poultry carcasses, eggs, and inner organs, participants took raw products to mean nuggets, sausages, and other uncooked but processed meat.
- Both groups preferred the colors in Poster #1. They felt that it was calmer, clearer and had appropriate contrast. The yellow and red colors used in Poster #2 were seen as too bright. However, they preferred the design of the text at the bottom of Poster #2.
- Acceptance – Both groups accepted the posters without any strong rejection of the messages. They felt that the message on the posters would remind them about AI prevention. They did not think that the visual of the chicken in the poster would offend chicken owners since the message was conveyed in a positive way.
- Visually, Poster #1 was seen as more suitable for children while Poster #2 was more suitable for adults/women.
- Perceived efficacy – The call for action was not immediately noted by participants. Their attention was focused on the signs of AI rather than on what to do. Probing and guided discussions were needed before participants mentioned the need to go to a health care provider immediately.

- Suggestion: Highlight the call-for-action messages by using a bigger font, text in a box, or capital letters. Participants suggested combining Posters #1 and #2 by using the color and title from Poster #1 and the visuals from Poster #2, including the text box from Poster #2 (see accompanying illustration).



Additional input was given by USAID and the MOH Directorate of Communicable Disease Control. They proposed that “visiting an LBM or farm in the last 7 days” and “contact with feathers” be added as risks.

In response to this feedback, the final version of the poster was completed and 5,000 copies were printed for distribution during the third week of December 2012 through Aisiyah’s Quran recital events.

Revised poster based on results of the pre-test and inputs from the Ministry.

Deliverables

- IEC material developed, pre-tested, finalized, and produced – Completed in Year 2, Quarter 3

Activity 3.7. Disseminate care-seeking key messages

Care-seeking key messages were disseminated to Aisiyah’s facilitators during the Coordination Meeting with Field Facilitators on December 4-10, 2012. Twenty facilitators and four regional coordinators from 10 districts and two provinces attended the socialization.

The following messages were highlighted:

- Do not self-medicate;
- Immediately contact a health provider if you experience the following clinical symptoms: high fever (38°C or more), sore throat, cough, and difficulty breathing; and
- Especially after contact with 1) dead or sick poultry, 2) raw carcasses and the insides of poultry organs, 3) poultry feathers or feces, 4) farms or LBMs in the last 7 days.



Socialization of care-seeking key messages with Aisiyah facilitators in Cianjur on December 5, 2012

These key messages were disseminated in the field during the last round of Quran recital events in the community, and through radio talk shows. A total of 3,500 copies of the poster were distributed to the 10 districts as a socialization tool for Aisyiyah facilitators. Another 1,500 posters will be distributed to local governments and the central government.

Deliverables

- IEC material and messages disseminated – Completed in Year 2, Quarter 3

Activity 3.8. Provide health communication strategy workshop to ministry program/communication staff (Same as Objective 2, activity 8)

Deliverables

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

CONSTRAINTS/CHANGES

The budget cut and resulting shortened performance period meant SAFE could only develop one type of communication material, in the form of a poster for the general public, and disseminate and advocate for appropriate practices for only 2-3 months. As a result, the impact will be very limited even though we will learn much about the acceptance of these messages by the targeted audience through our assessment. To ensure that the key messages reached the general public in such a short period of time, SAFE integrated them into existing communication channels and activities under Objective 2.

OBJECTIVE 3 ACTIVITIES	DELIVERABLE	QUARTERS				
		Q1 Apr - Jun 2012	Q2 Jul - Sept 2012	Q3 Oct - Dec 2012	Q4 Jan - Mar 2013	Q5 Apr- Jun 2013
ACTIVITY 1 Analyze data from HUS and Clinician's KAP Survey	HUS and C-KAP final report	√				
ACTIVITY 2 Create new report versions of the HUS and C-KAP	Condensed HUS Word report Condensed C-KAP Word report		√			
ACTIVITY 3 Present findings from HUS and C-KAP to MOH, partners and stakeholders	Presentation of HUS and C-KAP to international stakeholders	√				
ACTIVITY 4 Build consensus and develop priority messages for care-seeking behaviors	Priority messages on care-seeking behaviors drafted		√			
	Priority messages on care-seeking behaviors finalized		√			
ACTIVITY 5 Develop a communication strategy	Final communication strategy document			√		
ACTIVITY 6 Develop a communication poster with key messages	IEC material developed, pre-tested, finalized, and produced			√		
ACTIVITY 7 Disseminate care-seeking key messages	IEC material and messages disseminated			√	×	
ACTIVITY 8 Provide health communication strategy workshop to ministry program/communication staff (Same as Objective 2, activity 8)	Report on Health Strategic Communication Workshop	√				

OBJECTIVE 4. COORDINATE WITH AND FACILITATE COMMUNICATION AMONG PARTNERS

OVERVIEW

SAFE continued to coordinate with, support and facilitate communication among partners. SAFE developed a success story on the healthy market initiative and continued to upload documents to the Knowledge for Health (K4Health) website.

ACTIVITY PROGRESS

Activity 4.1. Document/highlight SAFE activities

4.1.1 Success Story

SAFE developed a success story on its healthy market initiative in both English and Indonesian, titled “Live Bird Markets and Communities Collaborate to Reduce AI Transmission Risk”. The story explains how SAFE partners have collaborated at the LBMs, and describes the results of the different interventions.

Deliverables

- Articles/press clippings/success stories – Completed Year 2, Quarters 1, 2 and 3 (Ongoing)

Activity 4.2. Develop, produce and disseminate an information series

Deliverables

- Five documents developed – None scheduled this quarter
- Five documents produced and disseminated – None scheduled this quarter

Activity 4.3. Upload A/PI stakeholder information onto K4H website

SAFE continued to upload documents to the K4Health website, with a total of 59 documents uploaded this quarter. The URL link is www.k4health.org/toolkits/safe-indonesia. The documents uploaded this quarter came from two national non-governmental partners – PMI (the Indonesian Red Cross) and the Indonesian-Dutch Partnership Program on HPAI Control.

The web-based toolkit is a work in progress. Improvements, updates, and additional resources are continuously being added to the site. Navigation improvements for the Indonesia pages have included restructuring the Government of Indonesia section and organizing the documentation in the AI and Pandemic Projects section. This quarter, the webpage had 293 visits, 190 unique visitors, and 2,070 page views.

Deliverables

A/PI stakeholder information available on portal – Completed Year 2, Quarters 1, 2 and 3 (Ongoing)

Activity 4.4. Organize and host monthly Chief of Party meetings

SAFE hosted COP meetings on October 16 and December 12, 2012. The COP meeting in November was cancelled at the request of USAID. The CMU meetings in October, November and December were all cancelled at the request of CMU. However, SAFE sent highlights of project activities to CMU.

Deliverables

- Monthly Meetings – Completed Year 2, Quarters 1, 2 and 3 (Ongoing)

Activity 4.5. Hold informal end-of-project forum(s)

Deliverables

- One or two end-of-project forums held – None scheduled this quarter

Activity 4.6. Support project-related domestic and international travel for Indonesian government counterparts or other parties

Deliverables

- Travel to regional/international conferences and/or workshops – Completed Year 2, Quarter 1

OTHER

In addition to the activities listed above, in December, SAFE submitted to USAID outlines for two planned peer-reviewed publications related to the HUS and C-KAP research studies. The writing of these articles will be led by PhD candidate Jennifer Kreslake under the supervision of Doug Storey at JHUCCP. In addition, Doug Storey and Yunita Wahyuningrum will make themselves available to review HUS and C-KAP related articles written by CDC

CONSTRAINTS/CHANGES

None.

OBJECTIVE 4 ACTIVITIES	DELIVERABLE	QUARTERS				
		Q1 Apr - Jun 2012	Q2 Jul - Sept 2012	Q3 Oct - Dec 2012	Q4 Jan - Mar 2013	Q5 Apr - Jun 2013
ACTIVITY 1 Document/highlight SAFE activities	Articles/press clippings/success stories	√	√	√	X	X
ACTIVITY 2 Develop, produce and disseminate an information series	Five documents developed				X	
	Five documents produced and disseminated				X	X
ACTIVITY 3 Upload A/PI stakeholder information onto K4H website	A/PI stakeholder information available on portal	√	√	√	X	
ACTIVITY 4 Organize and host monthly Chief of Party meetings	Monthly meetings	√	√	√	X	X
ACTIVITY 5 Hold informal end-of-project forum (s)	One or two end-of-project forums held					X
ACTIVITY 6 Support project-related domestic and international travel for Indonesian government counterparts or other parties	Travel to regional/international conferences and/or workshops	√				

MONITORING AND EVALUATION

COMMERCIAL BROILER FARM PROGRAM

During this quarter, SAFE continued to prepare for the commercial farm evaluation study that will be conducted in February 2013 by the PPK UI team. The evaluation will collect data to measure: a) improvements in farm biosecurity infrastructure, b) improvements in good farming and biosecurity practices, and c) reductions in poultry mortality.

SAFE will use a mixed-method approach to gather both qualitative and quantitative data. The evaluation study will include 12 TFs, 20 Sector 3 program farms and 10 Sector 3 control farms from West Java and Banten provinces. The twenty program farms were selected from the farms that visited the TFs.

As part of monitoring activities, the SAFE team and industry partners' TS staff continued to collect data on:

- Visits to TFs
- Technical assistance to farmers through one-on-one communication and group discussions
- Changes in biosecurity and good farming practices at farms
- Mortality data at TFs, additional farms receiving technical assistance, and control farms
- Communication and educational material distributed to target audiences.

As a part of the farmer-to-farmer video production, SAFE pretested an earlier version of the video with local farmers to gather insight and identify the acceptance and comprehensibility of the video content. Pre testing was carried out using Focus Group Discussions with the farmers in Bandung.

Following are the key findings:

- All of the farmers mentioned that the video was interesting particularly because it showed a typical farm; one that the farmers could relate to because it looked just like their own farm. The farmers viewing the video also identified with the farmers shown in the video;
- Messages presented in the video were clear. There was no difficult term mentioned. They understood that the message delivered through video was about how to manage a farm and prevent diseases by implementing important practices (e.g. building a fence, changing clothes and sandal exchange); and
- The resource persons in the video were perceived interesting and credible since they presented the information in a natural way, sometimes talking in local term and not using instructional language.

Several suggestions were offered by the farmers:

- After watching the video, it would be best to follow-up with a discussion period so that the information in the video could be reviewed in more detail;
- They could see that the video informed them on how to prevent disease in the farms, however, they perceived some practices as still difficult to apply because of the challenging

conditions in their farms (e.g. no parking area at the farm due to limited space). They hope that during the discussion period, other alternatives can be discussed; and

- According to them, the music background in the video was good since it used traditional music of West Java, however if there plans to show the video to farmers in other areas of Indonesia, it would be better to use more generic music.

Regarding the SMS pilot project implemented by Satu Dunia, SAFE supervised the process and attended focus group discussions with farmers and TS staff to evaluate the project. The FGDs were carried out in Tasimalaya, Bandung and Banten. The majority of the farmers mentioned that SMS gateway was useful for them as a reminder (e.g. open the curtain) and to increase knowledge about some good practices (e.g. sandal exchange in chicken house and wrench curtain). They didn't mind receiving the SMS as long as it was sent periodically (2 or 3 times per week) and provided a variety of information. The number of messages sent to them so far was perceived as sufficient. They also mentioned they would like to receive information on the following topics:

- Other options for tackling disease (is it possible to use traditional herbal medicine?);
- Outbreaks that are occurring in other geographic areas so they can prepare and prevent disease in their farms; and
- Broader information on diseases in chickens and what they should do if the chicken gets sick.

Messages delivered via SMS were not difficult to understand, however some messages are difficult to adopt due to space restrictions. Using quizzes via SMS was considered interesting since it provide a gift if the correct answer was chosen. They suggested the best gifts were those related to equipment that could be used on the farm.

LIVE BIRD MARKET PROGRAM

Live Bird Market Study

The IPB team conducted a second round of swab tests in the 20 demonstration markets and 10 control markets this quarter. The fieldwork took place during the period of November 5-10, 2012 and involved Livestock Service staff in each district. The sample collectors included 10 people from IPB and one Dinas Peternakan staff from each of the 10 districts. The IPB team randomly selected five samples from poultry vendors per market. The sampling frame was provided by a PMI facilitator.

The second swab test was conducted in the same five areas as the first:

- Tables where carcasses are displayed
- Baskets holding cut chicken
- Waste bins (containing wet poultry waste)
- Processing tables (cutting boards)
- Wet cloths.

Where one of these areas was not available, the team chose another area with a similar likelihood of contact with poultry, such as weighing scales or the containers holding chicken carcasses or inner organs. PCR testing was used to monitor the changes using the same five-swab protocol as the FAO program. A total of 150 swab samples were collected from environments around the stall areas.

The PCR results (Table 16) identified six markets in six districts as being positive for H5N1 AIV – Muka Market (Cianjur), Sukamukti Market (Garut), Rangkasbitung Market (Lebak), Ciwidey Market (Bandung), Lembang Market (West Bandung), and Manis Market (Ciamis). Positive cases were found in both control (two markets) and intervention (four markets) markets. Table 16 also shows the laboratory result of the swab samples collected in this study.

Table 16: Presence of H5N1 Virus in swab samples collected from traditional markets in West Java and Banten Provinces

District	Market	Intervention / control	No. of samples	No. of agglutination after two passages	PCR Result
Sukabumi	Sukaraja	Intervention	5	1	Negative
	Parung Kuda	Intervention	5	2	Negative
	Cibadak	Control	5	0	Negative
Cianjur	Cipanas	Intervention	5	0	Negative
	Sukanagara	Intervention	5	0	Negative
	Muka	Control	5	2	Positive
Bogor	Jonggol	Intervention	5	0	Negative
	Citayam	Intervention	5	0	Negative
	Citeureup	Control	5	3	Negative
Serang	Anyer	Intervention	5	0	Negative
	Cikande	Intervention	5	3	Negative
	Sirih	Control	4	0	Negative
Garut	Malangbong	Intervention	5	0	Negative
	Sukamukti	Intervention	5	3	Positive
	Wanaraja	Control	5	3	Negative
Lebak	Rangkasbitung	Intervention	5	1	Positive
	Maja	Intervention	5	3	Negative
	Malimping	Control	5	0	Negative
Bandung	Soreang	Intervention	5	3	Negative
	Sayati	Intervention	5	3	Negative
	Ciwidey	Control	5	3	Positive
Bandung Barat	Lembang	Intervention	5	1	Positive
	Batujajar	Intervention	5	0	Negative
	Cililin	Control	5	0	Negative
Tasikmalaya	Ciawi	Intervention	5	0	Negative
	Rajapolah	Intervention	5	0	Negative
	Manonjaya	Control	5	1	Negative
Ciamis	Manis	Intervention	5	3	Positive
	Pananjung	Intervention	5	3	Negative
	Banjarsari	Control	5	2	Negative
		Total	150	40	6 positive

Note: Highlighted cells indicate markets testing positive in the RT-PCR test

These findings are likely to be related to the onset of the rainy season, with the samples in the previous study having been taken during the dry season. This would be in line with the risk factors of AI prevalence, one of which is the rainy season.

During this period, SAFE and its partners PMI, Combine and Aisiyah also continued to collect data on:

- Changes in biosecurity at demonstration live bird markets (LBMs);
- Changes/impact on other LBMs;
- Stakeholder meetings at the markets, and level of support from the local government and market management;
- LBM maintenance plans being developed;
- Consumer demand generation activities through religious events, consumer visits to markets, and peer-to-peer events;
- Communication materials produced by Aisiyah and Combine and distributed to target audiences; and
- Social media activities.

HEALTHCARE-SEEKING PILOT PROGRAM

Care Seeking Assessment

In December, SAFE coordinated with local partners to begin dissemination of messages endorsing positive and rapid healthcare-seeking behaviors. To measure the results of these efforts, SAFE will conduct an assessment in February and March 2013 through its partner Aisiyah to better understand the target audience's response to program efforts to improve healthcare-seeking practices.

The areas evaluated will include:

- Recall of care-seeking messages
- Response to and acceptance of care-seeking messages disseminated through communication materials and community activities
- Intention to act on the messages received
- Appropriateness of communication channels

Based on the findings of this assessment, SAFE will make recommendations for future programming. The assessment will support the measurement of the following outcome and output indicators: Outcome 3: "Increased knowledge of healthcare-seeking practices for AI/ILI-related illness" and Output 3.1: "Community members reached with key AI-ILI healthcare-seeking messages."

Methodology

Both quantitative and qualitative methods will be used for this study.

Quantitative

- A questionnaire will be administered using face-to-face interviews
- The survey population is defined as consumers receiving care-seeking messages through religious meetings
- The list will be constructed based on data from Aisyiyah
- The sample size will be 200 respondents (20 respondents per district)
- A purposive sample of 200 consumers throughout the program area will be proportionally allocated to consumers who have attended a religious meeting on the topic “*Flu Burung* in humans”
- Simple random sampling will be used to draw samples from each district
- Data collection will be conducted by Aisyiyah facilitators

Qualitative

- Focus Group Discussions (FGDs) will be conducted by the SAFE M&E officer
- Three districts will be selected based on the results of the quantitative survey for each district.
- Each FGD will have 8-10 participants

SAFE has developed the instruments for this survey (see Annex I). The M&E officer trained the facilitators on the data collection management process on December 4-10, 2012. Training materials covered the purpose of the study, the data collection method, sample frame development and sample selection, and using the questionnaire. The Aisyiyah facilitators did a role play to test the degree of clarity and complexity of the questionnaires. As a result, SAFE received some suggestions for modifying questions to make them easier to understand, which included (i) shortening some questions, (ii) adding instructions for the interviewer, (iii) providing guidance on how to probe for responses, and (iv) simplifying some of the language.

MODIFICATIONS TO SAFE PROGRAM

SAFE received the fully executed contract modification from USAID on November 5, 2012. SAFE's SOW has been revised and the new end date of the project is June 15, 2013 instead of March 14, 2014. Following the modification, on November 14, 2012 SAFE submitted a revised Year 2 workplan for the 15-month period from March 15, 2012 to June 15, 2013. SAFE also submitted a revised three-year Performance Monitoring Plan (PMP) on the same date. Both documents were approved by USAID in November 2012.

CLOSEDOWN

SAFE submitted a closedown plan to USAID on December 4, 2012 providing an overview of SAFE's approach to the administrative closedown of program operations during January-June 2013. Based on the remaining budget and the need to have all expenses incurred within the contract period, SAFE will continue undertaking all technical activities until March 31, 2013, and will begin intensive closedown activities in April, continuing through June 2013.

ANNEX I: CARE SEEKING INSTRUMENT

SAFE is working with local partners to disseminate messages that endorse positive and rapid healthcare-seeking behaviors. To measure the results of this effort, SAFE will conduct an assessment in February and March 2013 through its partner, Aisyiyah, in order to better understand targeted audience responses to program efforts aimed at improving healthcare-seeking practices.

The areas to be evaluated will include:

- i. Recall to care-seeking message
- ii. Response to/acceptance of care-seeking messages disseminated through materials and community activities
- iii. Intention to do after receiving the message
- iv. Appropriateness of channels of communication

Based on the assessment findings, SAFE will offer recommendations for future programming. This assessment will support measurement of the following outcome and output indicators: Outcome 3. “increased knowledge of health care-seeking practices for AI/ILI-related illness” and Output 3.1 “Community members reached with key AI-ILI health care seeking messages.”

Methodology

Quantitative

- SAFE will use a quantitative method using a questionnaire that will be administered using face-to-face interviews
- The survey population is defined as the household who received SAFE intervention
- The list will be constructed based on data from Aisyiyah
- Total sample : 200 respondents (20 respondents per district)
- A purposive sample of 200 consumers in program area will be proportionally allocated to consumers who ever attended a religious meeting with the topic “Flu Burung in humans”
- Simple random sampling will be applied to draw a sample in each district
- Data collection will be conducted by facilitators from Aisyiyah and PMI

Qualitative

- SAFE will also use a qualitative method using Focus Group Discussion that will be conducted by the M&E officer
- Three areas will be selected based on the results from the quantitative survey In each area (district), one group discussion will be carried out with 8-10 participants per group

Questionnaire

Q'nnaire #	
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Good Morning/afternoon/evening. Thank you for taking the time to talk with me. My name is _____ I represent _____. We are working with SAFE project to talk with women about health issues. Your answers will be kept private and only study workers will have access to them.

I. IDENTIFICATION	KODE
1. DISTRICT: _____ 2. SUB DISTRICT: _____ 3. VILLAGE: _____ 4. RESPONDENT'S NAME: _____ 5. AGE: _____ 6. OCCUPANCY: _____ 7. DATE OF INTERVIEW: _____ 8. INTERVIEWER'S NAME: _____	

N O	Question	Responses	Skip→
1	Over the last three months, have you ever seen or heard message about flu burung symptoms in human? (SA)	YES..... 1 NO..... 2	→4
2	What did the messages tell you? (MA)	INFLUENZA SYMPTOMSA FLU BURUNG SYMPTOMS IN HUMANB MAWAS JIKA BADAN PANAS.....C POULTRY CONTACTD GO TO HEALTHCARE PROVIDERE DO NOT TREAT YOURSELF.....F CONTACT WITH SICK POULTRY.....G CONTACT WITH RAW MEAT,EGG & INSIDE ORGAN..H CONTACT WITH SUDDEN DEATH CHICKEN..... I CONTACT WITH PLACE OF POULTRY SELLER IN THE LAST 7 DAYS.....J CONTACT WITH FARM IN THE LAST 7 DAYS.....K TELL POULTRY CONTACT HISTORY TO HEALTHCARE PROVIDER.....L OTHER (SPECIFY) _____ X DO NOT REMEMBER.....Y	

N O	Question	Responses	Skip→
3	Where did you see or hear the message?(MA)	RADIOA POSTERB NEWS PAPER.....C WEBSITE.....D HEALTHCARE PROVIDER.....E RELIGIOUS EVENTF AISIYIAHG HEALTH CADREH FRIENDS/RELATIVES.....I VILLAGE MEETING.....J OTHER (SPECIFY) _____X DO NOT REMEMBER Y	
4	Have you ever seen this poster ? (SHOW part of care seeking poster) (SA)	YES..... 1 NO.....2 DO NOT REMEMBER3	→7 →7
5	What did the message tell you? (MA)	INFLUENZA SYMPTOMSA FLU BURUNG SYMPTOMS IN HUMANB MAWAS JIKA BADAN PANAS.....C POULTRY CONTACTD GO TO HEALTHCARE PROVIDERE DO NOT TREAT YOURSELF.....F CONTACT WITH SICK POULTRY.....G CONTACT WITH RAW MEAT,EGG & INSIDE ORGAN..H CONTACT WITH SUDDEN DEATH CHICKEN.....I CONTACT WITH PLACE OF POULTRY SELLER IN THE LAST 7 DAYS.....J CONTACT WITH FARM IN THE LAST 7 DAYS.....K TELL POULTRY CONTACT HISTORY TO HEALTHCARE PROVIDER.....L OTHER (SPECIFY)..... _____X DO NOT REMEMBERY	
6	Where did you see or hear the message? (MA)	RADIOA POSTERB NEWS PAPER.....C WEBSITE.....D HEALTHCARE PROVIDER.....E RELIGIOUS EVENTF AISIYIAHG HEALTH CADREH FRIENDS/RELATIVES.....I VILLAGE MEETING.....J OTHER (SPECIFY)	

N O	Question	Responses	Skip→
		<p style="text-align: right;">X</p> DO NOT REMEMBERY	
7	According to you, is the message easy to understand? (SA)	Very easy to understand.....1 Easy enough to understand.....2 Difficult enough to understand3 Very difficult to understand4 Do not remember.....5	
8	Have you ever talked to a friend or relative or anyone else about this message? (SA)	Yes.....1 No, have not talked to anyone.....2 Do not remember.....3	
9	If in the future you have symptoms like fever, sore throat, coughing, and have contact with poultry, how likely will you be to go to healthcare provider immediately? Will it be (READ OPTIONS 1-4)? [SA]	Very likely to go.....1 Somewhat likely to go.....2 Somewhat unlikely to go.....3 Very unlikely to go.....4 Unsure/don't know.....5	→10 →10 →END →END →END
10	What is the healthcare facility or healthcare provider that you will go to? (SA)	Public hospital.....1 Private hospital.....2 Puskesmas.....3 Private clinic.....4 Doctor.....5 Midwife.....6 Male nurse.....7 Nurse.....8 Other (specify).....9	
11	How long will you wait before going to the healthcare provider?[SA]	Less than 1 day.....1 1-2 days.....2 3-4 days.....3 More than 4 days.....4	
12	Why will you take more than two days to decide to go to healthcare facility or healthcare provider? (MA)	Do not consider the illness to be dangerous.....A Considered it to be a common illness.....B Do not feel it will be important to go to healthcare provider.....C Too expensive (could not afford it).....D Do not have the time.....E Will have self -treatment at home.....F Too far to go to health care facility.....G Other(specify).....H	
13	Are you confident that the healthcare provider will treat you appropriately? (SA)	Very confident1 Somewhat confident.....2 Not very confident.....3 Not confident at all.....4 Don't know.....5	