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STRATEGIES AGAINST FLU EMERGENCE

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MONTHLY REPORT

February 1-28, 2013



March 5, 2013

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Cover photo: Volunteers engage consumers with messages on healthy products and consumer rights in a pleasant and friendly atmosphere.

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

DISCUSSIONS WITH STAKEHOLDERS AND FIELD VISITS

- GOPAN has agreed to use the SMS system developed by SAFE in cooperation with Satu Dunia. They will use the system to send biosecurity messages to farmers, dates and time for technical discussion group meetings in the area and as to alert farmers of unusual patterns in disease outbreaks. GOPAN staff will be trained in March to take over the SMS program.

- Mr. Muslikhin, owner of Muslikhin Teaching Farm (TF), has agreed to allow non-TMF associated farmers to visit the TF. SAFE now has permission from all primary parties for any farmers to visit the TFs. This is an important step in improving communications and sharing of information among partners that historically have been reluctant to open up access to their contract farms to competitors.

List of SAFE Teaching Farms		
Teaching Farm	Firm/Organization	Location (District)
Darwin	Rinjani PS	Tasikmalaya
Nurul Huda	SMK Vocational School	Ciamis
Cikaleker	Sukahati PS	Tasikmalaya
Encep Rusli	CJ/Super Unggas Jaya	Garut
H. Ujang	CJ/Super Unggas Jaya	Bandung
UNPAD	UNPAD University	Sumedang
Tursinameta	Sierad.PT	Tasikmalaya
Muslikhin	Tunas Mekar Farm PS	Tasikmalaya
Closed	IPB University	Tasikmalaya
Open	IPB University	Tasikmalaya
Wahyu	Pokphand.PT/Dharmaga Unggas PS	Tasikmalaya
Solihin	Japfa.PT/Ciomas Adisatwa	Tangerang

- Replication of the Teaching Farm program has begun. Dharmaga Unggas Farm (a poultry shop) has established H. Darto Teaching Farm following its experience with Wahyu Teaching Farm, which was created by SAFE in collaboration with CP. In addition, Cibunut Farm has made improvements on its way to becoming a Teaching Farm for TriGroup.
- Representatives of UNPAD and SMK vocational school have agreed to continue the Technical Discussion Group meetings in Bandung and Sumedang districts. They will continue to bring together the TS staff and farmers to address disease and production issues at the different farms. Discussions on this matter have already begun with Bogor Agricultural Institute (IPB). SAFE expects that IPB will also agree to lead an additional Technical Discussion Group.
- During field visits in February, SAFE staff conducted the following activities:
 - monitored TFs to ensure quality control, continuation of visits by farmers and identify and resolve any challenges at the farms;
 - provided technical assistance to various other farms to apply biosecurity measures and practices observed at the TFs;
 - distributed educational and biosecurity materials;

- collected guestbook sheets to analyze the number of farmers and students visiting each TF and to learn how the rainy season and the outbreaks in ducks might be affecting the number and pattern of visits to the TFs; and
- evaluated Indra Pangkalan Farm which is a TMF (poultry shop) internal farm that TMF owners are considering turning into a TF.

PROGRAM IMPLEMENTATION

- Records show that 28 farmers and 39 students visited the TFs this month. The school holidays, the rainy season, and the turnover of Technical Service (TS) staff and farm workers continue to present challenges in attracting visitors to the TFs.
- SAFE discussed with Mr. Tri Hardiyanto of TriGroup – owner of Cibuntu Farm and chairman of GOPAN – the modifications required to turn Cibuntu into a Teaching Farm. Some improvements have already been made, and more are planned in March. This new Teaching Farm has come about as a result of discussions with CP, GOPAN and SAFE.
- Modifications were made to Indra Pangkalan Farm (a TMF internal farm) after SAFE made recommendations to the owner, Mr. Muslikhin. SAFE anticipates that further improvements will allow this farm to become a TF.
- Awards for the regional winners of the 3rd Champion Farmer competition were presented in Tangerang and Bogor. The TS and farmers continue to respond very positively to this competition. The firms, TF, judges and winning farms were: Japfa, Solihin, Mr. Aris and Mr. Arief, Sumiarso; Sierad Produce, Tursinameta, Mr. Giran and Mr. Arief, Abdul Jawad; Dharmaga Unggas Farm, Wahyu, Mr. Asep and Mr. Arief, Nano; Tunas marker Farm (TMF), Muslikhin, Mr. Jaswadi and Mr. Arief, Hendra; and IPB Mr. Angga Kumiawan and Mr. Arief, Wibhowo respectively. The five judges were from the respective firms.
- The announcement of a 4th competition, to be held in March, was made during the award presentation for the 3rd competition. SAFE has established the criteria for the 4th Champion Farmer competition based on input from stakeholders.
- The Technical Discussion Group meeting in Bogor in early February discussed “Modern Broiler Production and Modern Measures to Prevent the Spread of Poultry Diseases”. The farmers presented topics on several issues, namely: What is the best temperature for the broilers? What are the options for litter? What is the procedure for reusing the litter? What can be done about parasites? How much ventilation should be given? At what age should the curtains be completely open? Will the wind from the fans harm the chickens?
- Discussions at the Technical Discussion Group meetings in Bogor and Tasikmalaya in late



Farmers and TS receive awards in Bogor

February centered on the farmer-to-farmer video “Effective Measures to Prevent the Spread of Disease.” Discussion topics raised by the farmers included: the cooling impact of ventilation (fans) on core body temperature; workers staying out of the chicken house during the hottest part of the day; moving feeders and waterers into the area where the chicken live; the impact of air movement – not to cool; the use of pad and fan to cool the air; wild birds, dust, and bags of feed as carriers of disease organisms; and the causes of CRD.

- In February, the total number of copies of the booklet “Effective Measures to Prevent the Spread of Disease” surpassed the 4,000 mark with 232 booklets distributed this month. This continuing demand demonstrates that the booklet is an effective tool. At the Technical Training Series held on February 26-27, 2013, Mr. Tony Unandar, the main speaker and a private poultry farm consultant, asked SAFE for 100 copies of the booklet to distribute to his clients in several locations in Indonesia.
- In February, more than 3,500 SMS messages were sent to farmers, TS and upper management. Subjects included: replies and questions from the farmers and TS; the outbreak of AI in ducks and the need for caution; asking the farmers who they have spoken to about the sandal exchange system; announcing the winners of the 3rd Champion Farmer competition; announcing the 4th Champion Farmer competition; the use of the equipment wash area; and announcing the schedule for the Technical Discussion Group meetings in February and March.
- SAFE is reviewing the final report submitted by Satu Dunia. The findings will be coupled with the lessons learned from SAFE’s experience with SMS distribution and final recommendations will be shared with GOPAN who is taking over the SMS system.
- The farmer-to-farmer video underwent some final revisions, and began to be distributed to stakeholders at the end of the month. The bulk of the distribution will take place in March.
- Input was received from Bimo Wicaksana of FAO about the SMS messages on transferring items into a chicken house.
- Biosecurity presentations were made at UNPAD to five farmers, seven educators, five students and five UNPAD staff members. At the presentation, participants asked questions and discussed the kinds of barriers available; the need for ventilation in rainy conditions; the causes of CRD; transporters of micro-organisms; disinfectant spraying for chickens, people and vehicles ; the procedure for cleaning chicken houses and equipment; and alternatives to putting chicken carcasses in a hole in the ground.
- SAFE visited TFs and gave appropriate and welcomed advice. For instance, SAFE advised UNPAD TF to keep the area cleaner by cutting the weeds and to provide hand soap.
- SAFE made a presentation on “The SAFE Teaching Farm Program” to about 80 farmers, TS staff and upper management at the Technical Training Series, on February 26-27, 2013. This was a joint activity of TriGroup (with Mr. Tri Hardiyanto, president of GOPAN, as the main sponsor), CJ, and TMF Poultry Shop. Both CJ and TMF already have Teaching Farms, while Mr. Tri Hardiyanto is currently transforming his Cibuntu Farm into a Teaching Farm. One participant suggested that TFs be created in other areas of Indonesia, considering that the farms outside of Java are not as good as those found in Java. The participants were invited to visit any of the four TFs in the Bogor area or other areas. Dr. Miller stated, “One of the objectives of SAFE is to

encourage the industry to create other TFs, as is being done by TMF and Tri Hardiyanto”.

- SAFE duplicated and began distribution of the USDA biosecurity video that was created before their program ended.

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

DISCUSSIONS WITH STAKEHOLDERS

West Java province stakeholder meeting

The agenda of this stakeholder meeting was to activate PMI (the Indonesian Red Cross) as an institution to respond to the new AI clade outbreak in the province of West Java. The meeting was held in conjunction with the Provincial Livestock Service and Health Office. Participants included:

- Provincial Health Office: Dr. Yuzar
- Provinces Livestock Services: Drh. Suprianto
- Board members of PMI for SAFE working districts and for the Province of West Java
- Head of PMI's Health Division in SAFE working districts
- Representative from PMI National Headquarters
- SAFE provincial coordinator

The meeting had the following outputs:

- PMI for West Java Province will re-activate the AI task force in West Java
- PMI will mobilize KSR (PMI volunteers) at the village level for AI case response
- There will be collaboration and coordination with West Java Provincial Livestock and Health Services in responding to AI cases

Implementation of healthy market initiative in 20 markets

In February 42 activities in the healthy market initiative took place in all 20 working markets. These activities can be categorized into the following groups:

- Regular Cleaning and Disinfection (C&D) activities. The vendors were supported by market managers and District Livestock Services in conducting C&D activities.
- Minor repairs and improvements to vendor stalls. Funds were provided by the vendors, with some of the materials being taken from the budget for meetings. The vendors agreed to use the meeting budget for other uses such as improving facilities. Vendors used the meeting budget to purchase ceramic and cement, and their out-of-pocket expenses (OPE) were used to obtain sand, paint and other materials. The vendors also contributed their labor.
- Tools to support biosecurity in the market were provided by the vendors, with SAFE only facilitating the meeting to decide which tools would be needed. A list of the selected tools follows:
 - 15 *werpak* (working suits) for cleaning staff and workers at slaughtering facilities in Bandung District
 - 56 pairs of boots for carcass vendors and cleaning staff in Garut District
 - 15 glass-based carcass display units for carcass vendors in Sukabumi District

- Fiber-based cutting boards for 40 carcass vendors in Tasikmalaya District
 - 26 stainless steel cutting knives for carcass vendors in Garut District
 - One steamer unit for Batujajar Market in West Bandung District
- Study visit from Jonggol and Citayam Markets in Bogor District to Cipanas Market. Participants included market managers under PD Tohaga, Diskoperindag (the cooperatives, industry and trade office), Livestock Services and Health Office. They learned about zoning and market management at Cipanas Market. This visit had the following results and conclusions:
 - Visitors learned the importance of the vendor representatives' union in acting as mediator in communicating vendor aspirations.
 - Regulation is needed to ensure that the zoning system can be implemented.
 - Traditional markets have the potential to compete with modern markets provided they have clean facilities and healthy products.

District stakeholder meeting

In February there were eight stakeholder meetings at the market level in five districts. These meetings were attended by vendors, market managers, sub-district officers, Livestock Services, Health Office, and Diskoperindag. The accompanying table contains a summary of these meetings.

Market Stakeholder Meetings February 2013

No	District	Date	Topics Discussed	Venue(s)
1	Cianjur	20 February	Evaluation of market activities including market events	Cipanas Market Sukanegara Market
2	Sukabumi	11 February	Discussion on topics and resource persons for radio talkshow	Parungkuda Market
		12 February	Explanation of new AI clade by Livestock Services	Sukaraja Market
3	Bandung	7 February	Evaluation of market activities, including market events	PMI Kab. Bandung Desa Panyirapan Kec. Soreang
4	West Bandung	19 February	Continuation of community and healthy market initiatives	PMI KBB
5	Tasikmalaya	11 February	Continuation of community and healthy market initiatives	Ciawi Market
		16 February	Socialization of fiber/mica-based cutting board among vendors	Rajapolah Market

Market Events

During February, three markets conducted market events (at Rangkasbitung Market in Lebak District, and at Anyer and Banjarsari Markets in Serang District). These events involved collaboration among SAFE program partners and market stakeholders. The other 17 markets had finished their events in January.

The arrangements and agenda for the market events differed from market to market, depending on what was considered the most effective way to communicate the community and healthy market initiatives to the target audience. Various kinds of activities took place at the market events, including:

- SAFE Ludo games
- Al-Qur'an recitals and a sermon on healthy poultry products
- Presentation on healthy market-related issues
- Entertainment
- Door prize for a quiz, with questions related to the key messages
- Cleaning and Disinfection



An Aisiyah facilitator gives a sermon on good business practices, including providing healthy products to consumers.

Participants included market vendors and consumers, who played an active role in the event. More than 600 people joined each event.

Vendor of the month

There were 12 vendor-of-the-month activities in six districts in February. The selection process involved:

- Consumers voting for their chosen vendors
- A committee in each district assessing the vendors in the markets with reference to the healthy market manual published by the Ministry of Health (under Kepmenkes RI No. 519/MENKES/SK/VI/2008)
- The combined score of these two evaluation methods was used to select the last vendor of the month



Vendor-of-the-month Ibu H. Ene from Manis Market, Ciamis receives a token of appreciation in the form of utensils.

Consumer outreach

- Seven consumer outreach activities took place in February across six districts (Cianjur, Sukabumi, Tasikmalaya, Lebak, West Bandung, and Ciamis). The other districts finished their activities in January.
- There were 105 volunteers actively involved in communication, providing peer-to-peer messages to 960 consumers (comprising 697 women and 263 men). The messages related to

how best to choose healthy poultry products, and consumer rights and the power to influence the market.

Impact of Healthy Market Initiatives on Increased Sale

There are indications that the consumer empowerment approach has had an impact in increasing some vendors' sales.

Syaeful (aged 50, Sukaraja Market), has significantly increased his daily turnover. Before he participated in SAFE program activities, he could only sell 20 kg per day. Now after improving his stall, using clean utensils and practicing biosecurity procedures, his daily sales have quadrupled to 80 kg. He now closes his stall at 8 a.m., while his two fellow vendors (who sell carcasses at the market gate but chose not to participate in SAFE activities) do not close their stalls until around 2 p.m.

"I have new customers, some of whom are middle-class, such as teachers and health center staff. If they come late and I have already closed my stall, they will put a note on my stall door or send me a text message to order a carcass for the next day. I'm happy that teachers and health center staff buy carcasses from me; this confirms that my stall is clean and my products are healthy," says Syaeful.

Dani (45, Pananjung Market) has had a similar experience. His sales have increased dramatically since he put into practice what he has learned from the healthy market initiatives under the SAFE program. Before, he could only sell 40 kg a day, but now his daily sales range from 100 to 300 kg.

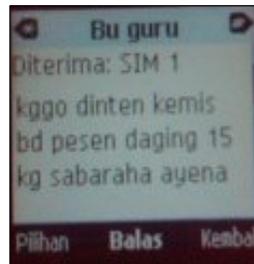
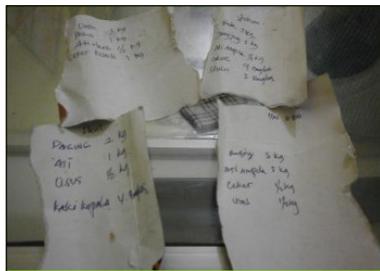
"Now I have a lot of orders. Even tourists buy their carcasses from me. They give me a thumb's up and say it is good to sell carcasses using a glass display," says Dani passionately.

Didin (32, Malangbong Market) has also had increased sales. He acknowledges that this is partly a result of Aisiyah's consumer education program, which highlighted how consumers should select poultry products.

"Now consumers are smart in selecting carcasses. If the poultry is not fresh and it does not look clean, they will not buy it," explains Didin.



Before and after at Syaeful's stall. He financed many of the improvements with his own money.



Notes and text messages from Syaeful's customers.

District consultative meeting

As the SAFE program nears its end, the last district consultative meeting held in each working district was dedicated to discuss the continuation of the community and healthy market initiative once the SAFE program has ended. Meetings were held in seven of the districts in February. The other three districts (Bogor, Lebak and Serang) will hold their final consultative meetings in early March.

All meetings were attended by program stakeholders as well as SAFE program staff. Participants included sub-district staff, vendor representatives, community representatives, market managers, officials from Diskoperindag, Livestock Services, and the Health Office as well as other local government staff, including officials from the District Development Planning Agency (Bappeda).

Highlights from these meetings are provided below.

(Note: The following lists were included in the previous monthly report, but are included again here with additional information and updated topics.)

Ciamis District

- SAFE program partners (PMI, Aisyiyah, and Combine), market managers and vendors accompanied by livestock services and Diskoperindag officials will set up a meeting with the Bupati to discuss continuation of the healthy market initiatives.
- Manis Market and Pananjung Market will continue as model markets for developing healthy markets by involving the community.
- PMI volunteers cleaned Wisata Pangandaran Market in Pangandaran subdistrict back in 2011. This market has around 10 poultry vendors among 150 vendors in total. Similar cleaning activities will be conducted by PMI in the future.

Tasikmalaya District

- Beginning in April 2013, Diskoperindag will adopt healthy market initiatives in four other markets:
 - Cineam
 - Desa Simpang, Kec. Bantarkalong
 - Desa Kalapagenep, Kec. Cicalong
 - Desa Cibodas, Kec. Cicalong
- Additional drainage will be constructed by Diskoperindag in the third quarter of 2013.
- The District Health Office will revise its hygiene and sanitation program and manual to incorporate healthy market issues at the district level.
- Collaboration in waste management between Paguyuban Market, Ciamis (HIPAS, Ciamis Market Association) and a local NGO.
- Dinas Peternakan Perikanan dan Kelautan (DPPK, District Livestock, Fisheries and Marine Office):
 - Inspired by the Rajapolah Market zoning case, DPPK Tasikmalaya has been working on a budget proposal for the Ministry of Agriculture to implement a zoning system for poultry vendors in other markets in the 2014 fiscal year.

- DPPK is also working on another budget proposal, this time for transportation to take the poultry from the slaughter house to the market. If approved, this will take place in 2013.

Bandung District

- The District Industry and Trade Office conducted its own healthy market competition using SAFE healthy market criteria in the demonstration market.
- The District Industry and Trade Office allocated a budget to continue constructing drainage at the market during the next fiscal year (2013).
- The District Industry and Trade Office been developing a plan to improve other markets in 2013.

Garut District

- Bappeda noted opportunities to include healthy market initiatives in a revision of the local budget, which should take place August 2013.
- District Livestock Services will continue community activities by collaborating with Aisyiyah. Livestock Services will support Aisyiyah with resource persons and funding for activities in 34 sub-chapters.
- Two radio cables will be installed in Sukamukti and Malangbong Markets, with funding from Radio Antares (a commercial radio station) to broadcast key messages in both markets. The process will be facilitated by Combine.
- Diskoperindag will implement waste management activities at Cikajang Market.
- Livestock services will implement training on “Good Practices and Halal Slaughtering Methods” for slaughterers.
- Diskoperindag has provided 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 and 600 poultry vendors in the markets.
- Diskoperindag and the District Hygiene and Environmental Office will designate a final waste dumping area to collect waste from markets.
- The District Hygiene and Environmental Office will plant trees in the market to support healthy market initiatives.

Sukabumi District

- Livestock Services developed a budget proposal for the Ministry of Agriculture to continue supporting Rajapolah and Ciawi Markets and other markets.
- Rajapolah Market managers will continue improving the new zoning area. One of the most promising funding sources is sponsorship from commercial producers.

West Bandung District

- The Bupati approved a decree developed by Badan Perencanaan Pembangunan Daerah (Bappeda – District Development Planning Agency) that will prohibit in-market slaughtering activity. This regulation affects 10 traditional markets and 20 village markets operating under the District Industry and Trade Office.

- District Livestock Services allocated Rp. 60 million to support the consumer outreach program in 16 sub-districts. The Livestock Services will collaborate with PMI in program implementation.
- District Livestock Service delivered PPE and utensils to three markets (Sindang Kerta, Cililin and Rajamandala) around the AFE demonstration markets, distributing aprons, buckets, knives, etc. A hundred sets were delivered to each market (300 in total).
- Diskoperindag adopted SAFE market manager training and is now receiving funds to conduct this training together with training for slaughter house workers.
- Diskoperindag has plans to implement the SAFE healthy market approach in Cipongkor and Rongga Markets during the third quarter of 2013.
- PKK (Women's welfare group) District of West Bandung have adopted community and healthy market message into their training curricula for their network of cadre
- Griya Supermarket (private sector) allocated Rp. 25 million to support Lembang Market. The funds were used to finance further improvements to both the market drainage and the access road/motorway. In light of the success in involving the private sector in healthy market initiatives, other corporations are also likely to be reached.
- Additional funds will be allocated to Lembang Market by the District Industry and Trade Office for roof improvement.
- The Dinas Kebersihan (District Hygiene Office) now regularly collects waste from all markets.

Cianjur District

- Zoning for live bird vendors in Cipanas Market was completed in February. This activity was endorsed by the SAFE program and financed by the local government (the process cost about Rp. 100 million).
- Considered a major contributing factor to the success of healthy market initiatives, Diskoperindag will adopt SAFE's facilitation methods when implementing healthy market initiatives in other markets.
- A local budget has been allocated for facility improvements at Sukanegara Market.
- Diskoperindag adopted a healthy market component that will be implemented in Cibeber Market and Warung Kondang Market (Non-SAFE markets).
- District Livestock Services and Health Offices have been undertaking joint monitoring of traditional markets.
- Bank Rakyat Indonesia (BRI, a government bank) has provided CCTV facilities to support in-market surveillance at Cipanas Market. The total value of this equipment is around Rp. 40 million.
- Diskoperindag allocated funds to develop *radioland* (an in-market public announcement, or PA) for 17 traditional markets in 2013, inspired by the success of *radioland* in Sukanegara Market (as a result of a community initiative) and Cipanas Market (existing).



Cipanas Market completed the zoning activity for live bird vendors on February 15.

Conduct religious events with market and surrounding communities

- Aisiyah facilitators and motivators completed the final report and documentation summarizing religious events.
- Thus far, the total number of female participants from surrounding communities attending Aisiyah religious events was 6,500 women. This number is likely to increase once Aisiyah has finished collating all data. A total of 395 vendors participated in these religious events, while the total number of consumers participating in the consumer visit to the market was 278.
- These numbers have all exceeded the target of 4,000 community participants, 200 vendors, and 200 consumers.
- On February 22, 2013, Aisiyah's Central Management Team held an evaluation meeting in Bandung for all Aisiyah facilitators and motivators. This meeting was intended to evaluate the implementation of the Consumer Empowerment Program for Healthy Poultry. The meeting was also attended by the Head of Aisiyah and a USAID representative.
- Sixty Aisiyah facilitators and motivators attended the meeting. Each district gave a five-minute presentation highlighting their achievements, challenges, and lessons learned. Highlights included:
 - Facilitators and motivators in Cianjur District expanded the Consumer Empowerment Program to the three other subdistricts. They also obtained local government commitment to expand implementation of healthy market initiatives to the other two markets.
 - The radio campaign was very successful. Aisiyah's facilitators were asked to continue the talkshow program after SAFE ends, but with different content, and to provide counseling for families and households.
 - Most challenges related to geographic barriers, such as the distance and terrain of the location. While the challenges for vendors holding religious events mainly related to selecting a good time, some vendors expect to receive money in return for participation. In response, Aisiyah usually collaborates with PMI to hold religious events for the vendors.
 - At these religious events for the vendors, many vendors asked Aisiyah to hold a similar event targeted at farmers and collectors. According to the vendors, they only receive what the farmers, slaughterers, and collectors give them. So it is not up to them to maintain the quality of chicken carcasses.
 - As a result of collaboration with SAFE, Aisiyah facilitators learned about proper documentation and knowledge management, and have committed to applying this practice in their other programs.
- At the end of the activity, Aisiyah's Central Management announced the plan of West Java Aisiyah to organize training-of-trainers (TOT) sessions for the remaining 18 districts on March 9-10, 2013. All facilitators will be invited to share their experiences with the new facilitators.
- All facilitators and motivators were also asked to develop a personal action plan for following up and continuing the program.



Mr. Bambang (USAID) at the opening of an evaluation meeting in Bandung.



Aisiyah's facilitators and motivators report on and evaluate program implementation.

Broadcast message through SMS Gateway

- Twenty-five different test messages were sent to 1,200 numbers registered in the SMS Gateway. Participants were divided into three groups – market managers, vendors, and consumers.
- The messages mainly covered topics regarding cleanliness, healthy chicken carcasses, healthy markets, promotion of radio talk shows, and promotion of market events.

Upload information about healthy poultry and healthy markets on Combine and Aisiyah websites

- Eleven articles were uploaded online on *suarakomunitas.net* in February.
- Thus far, hits for these articles surpassed over 221 page views.

Post update on healthy poultry and markets social media (facebook and twitter)

- 4 messages were posted into the twitter account of Unggas Sehat. The twitter account now has 453 followers. The messages cover topics of good farming practices, how to choose healthy poultry carcass, and signs of avian influenza in humans.
- 9 articles were uploaded to Aisiyah Facebook for the month of February 2013.

Airing of radio serial drama and Talkshow

The second rerun of the radio drama was completed this month.

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

PROGRAM IMPLEMENTATION

All SAFE activities have now been completed under Objective 3.

However, Aisiyah will continue to disseminate the program's key messages and materials to other provinces in the country as part of their decision to adopt the SAFE program at the national level.

Commencing in March, Aisiyah will continue the community empowerment activities using its own budget in all 26 districts in West Java.

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

MEETINGS

- The API COP meeting was held on February 6, 2013.
- The CMU meeting scheduled for January was cancelled at the request of CMU.

DISSEMINATION OF INFORMATION

Upload AIPI stakeholder information onto K4Health

This month, 29 new documents were uploaded to the *K4Health* website.

OTHER

Inter-Ministerial Health Communication Group Workshop, held on February 25, 2013 at the SAFE Office, Plaza UOB, 27th Floor

The Health Communication Group Workshop held on April 16-20, 2012 in Bandung brought together 33 participants from different ministries and agencies that tackle avian influenza in Indonesia. Over time, the alumni of this workshop have stayed in contact and worked closely, resulting in better coordination in the area of zoonotic diseases, in particular AI. As a result, these people have become a cross-sectoral government group striving for policy and behavioral change.

With the SAFE program coming to an end, SAFE reconvened this group to share lessons learned and best practices from the field, as well as the experience of our Indonesian civil society partner, Aisiyah. Through this meeting, SAFE hopes to encourage a partnership between the Government of Indonesia and strategic partners such as NGOs and other local stakeholders as a model for disease prevention and management here.

In addition, this workshop served as a platform for updates on the status of the KOMNAS Zoonosis workplan and the government's response to the newest AI virus strain.

The Inter-Ministerial Health Communication Group Workshop was held on February 25, 2013 at the SAFE office in Jakarta. A total of 15 participants came from the National Commission on Zoonotic Control/Coordinating Ministry of Community Welfare (Komnas Zoonosis), Public Affairs



Ms. Ririn Dewi Wulandari of Aisiyah West Java asks Komnas Zoonosis a question regarding the community empowerment program, following a presentation on 2013 Workplan.

Office (Ministry of Agriculture), Animal Health Office (Ministry of Agriculture), Veterinary Public Health and Post Production (Ministry of Agriculture), Environmental Health (Ministry of Health), Ministry of Information and Communication, Livestock Office and Health Office of Banten Province, Livestock Office and Health Office of West Java Province, and Aisiyah Provincial Chapter for West Java.

Four presentations were made during the meeting, coming from Komnas Zoonosis, SAFE, Aisiyah West Java Province, and the Ministry of Agriculture.

As a result of this meeting, the Ministry of Agriculture, Ministry of Information and Communication, and the Livestock Office for West Java Province expressed interest in collaborating with Aisiyah, either in AI or in other areas that need developing. Aisiyah welcomed this positive gesture and would be delighted to follow it up with a bilateral meeting.

At the meeting, SAFE shared its lessons learned and experiences to the participants, demonstrated the use of *K4Health*, and received positive feedback to this online platform. SAFE also distributed the guidelines for replication in a CD and Teaching Farm booklet.

MONITORING AND EVALUATION

Objective 1

Commercial Farm Evaluation

In February, SAFE and PPK UI collected data for the farm evaluation study.

Preparation for data collection

Before the data collection activities could begin, the study instruments were finalized and PPK UI field personnel were trained as interviewers. The three-day training course was held on February 7-9, 2012 for four interviewers, two researchers and two SAFE staff.

On the first day of the training, SAFE staff provided an overview of the SAFE program relating to Objective 1 and the Teaching Farms, gave an overview of the study objectives, provided a technical explanation of the study instruments, and discussed interview techniques. On the second day, all interviewers and researchers had practice sessions at a farm in Tangerang. They practiced how to ask the farmers the questions, and how to observe the conditions at the farm. The results of this trial were discussed at the end of the second day and into the third day of training. On the last day, participants also prepared the logistical distribution and field strategy for data collection.

Data collection process

Data collection was conducted on February 11-21 at 42 farms. A total of 52 respondents were interviewed and their farms observed (12 Teaching Farms, 20 Sector 3 program farms, and 10 Sector 3 control farms). Quantitative data collection focused on conditions and practices implemented in the farm, and on poultry mortality data. To enrich the findings from the quantitative data collection, in-depth interviews were conducted with 13 informants, including TF farmers, farmers receiving special interventions, control site farmers, Technical Service (TS) staff and representatives of Sector 1 and poultry shop management, and academics. The in-depth interviews were intended to identify the incentives and barriers to change, collate the reasons for behavior change, and collect lessons learned from SAFE program implementation.

Supervision by SAFE M&E officer

During the first week of data collection, the SAFE M&E officer supervised some interviews to ensure that interviewers followed the study protocol. Data collection generally went well, with positive responses from all respondents and support from the TS staff.

As for routine monitoring activities, the SAFE team, industry partners and TS staff continued to collect data on:

- Visits to TFs, including farmers and students;
- Technical assistance to farmers through one-on-one communication and group discussions in Tasikmalaya and Bogor;
- Changes in biosecurity practices and good farming conditions at farms;
- Mortality data at both the TFs and additional farms receiving technical assistance; and

- Communication and educational material distributed to target audiences.

Objective 2

Live Bird Market Surveillance

- SAFE and IPB conducted the third round of swab tests and epidemiology surveys over a two-week period – on February 4-8 in Tasikmalaya, Garut, Ciamis, Bandung and West Bandung, and on February 11-15 in Bogor, Cianjur, Sukabumi, Serang and Lebak.
- Data collection was carried out by an IPB team (20 data collectors) assisted by Livestock Animal Services staff and PMI facilitators.
- The survey was conducted at 30 markets in the ten districts (i.e., two intervention markets and one control market in each district).
- Swab tests were done for five poultry vendors selected randomly in each market. Areas sampled at the markets were:
 1. Tables where chickens are displayed (or meat containers);
 2. Baskets holding cut chicken (moist innards);
 3. Waste bins (containing 'wet' poultry waste);
 4. Processing tables (after de-feathering); and
 5. Wet cloths (rags).
- For the epidemiology survey, ten poultry vendors and one market manager in each market were interviewed, with questions concerning practices and conditions in the stall and market environment.
- On February 11, SAFE presented the results of the second round of swab tests to USAID, partners (FAO, WHO, and CDC Jakarta) and a representative from the Ministry of Agriculture. The main points arising from the discussion on the findings were as follows:
 - Market surveillance results from both FAO and SAFE show that the prevalence of the AI virus in the market increases during the rainy season.
 - Since SAFE only conducted swab tests three times before program interventions and during program implementation, it was appreciated that no clear trends would be revealed. Nevertheless, the results of the swab test were useful in identifying follow-up needed in the market.
 - The sources for poultry suppliers in the market and for market slaughtering facilities were considered as factors that may determine whether the AI virus is present in the market. However, the SAFE market in Garut turned out positive for AI, even though it has no slaughtering facility. This shows that AI can also come from carcasses.
 - The possibility of conducting swab tests not only in the market but also in other parts of the poultry chain, such as transporters and collectors, was discussed.
 - Since SAFE has focused on empowerment and community engagement, SAFE followed up the positive cases by holding a meeting with its partner PMI, the livestock officer, market manager and sampled vendors to discuss and agree on what preventive action to take.

The next steps following the meeting are as follows:

- A meeting will be convened to discuss the results of the next market surveillance conducted by FAO and SAFE;
 - SAFE will develop a market profile on the types of poultry sold in the market and identify the sources of poultry suppliers in the market; and
 - The Ministry of Agriculture will announce to local livestock offices the results of the market surveillance by SAFE following completion of the third round of swab testing.
- As for monitoring activities, SAFE and its partners (PMI, Combine, and Aisyiyah) continued to collect data on:
 - Improvements in market facilities at demonstration live bird markets;
 - Communication materials produced by partners (Aisyiyah and Combine) and distributed to target audiences; and
 - Social media activities.

Objective 3

Care-Seeking Assessment

SAFE and Aisyiyah started a care-seeking evaluation, which is scheduled to run from the end of February until mid-March, to better understand targeted audience responses to the care-seeking messages developed by SAFE and program efforts aimed at improving care-seeking practices. A total of 200 respondents are being targeted in this survey in all 10 program districts in West Java and Banten.

GENERAL

Representatives from USAID, the MOA's Rapid Response Unit (formerly CMU), and SAFE conducted a field visit to Western Java. The visit began February 28 and continued through March 2. Visits were conducted to Malangbong Market in Garut, Rajapolah Market in Tasikmalaya, the SMK Hurul Nuda vocational school, H. Ujang TF and Herlijati farm in Sumedang.

SAFE has commenced closedown procedures in Jakarta and Bethesda. SAFE issued termination notices to its employees and the landlords of the SAFE office and expatriate housing. In Jakarta and Bethesda, SAFE is now auditing the administrative, finance, subcontract and grant files. SAFE is also identifying potential recipients of its inventory.