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STRATEGIES AGAINST FLU EMERGENCE

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MONTHLY REPORT

January 1-31, 2013

February 5, 2013

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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

- During field visits in January, SAFE staff conducted the following activities:
 - monitored the TFs, and engaged owners and TS staff to ensure quality control, problem solve and review planned visits to the farms by farmers and students;
 - provided technical assistance on biosecurity and good farming practices to various other farms to support biosecurity changes and practices;
 - distributed educational and biosecurity materials;
 - worked closely with TS to ensure they have the support and materials needed to provide technical assistance to farmers; and
 - collected data from guest books and data showing the location of the farms allowing the team to identify the number of visitors from farms located at various distances from the TF (i.e., less than an hour, 1.5 hours, and more than 2 hours away).
- Dr. Prihatini (Ling Ling) of Japfa and SAFE held discussions on Training Center needs at Bina Farm so that it can become a more effective Teaching Farm. A list of required changes was developed by SAFE and was shared with Japfa.
- SAFE visited SMK Nurul Huda vocational school to observe the TF, meet with management and speak with students. SMK has 230 students enrolled in two majors – poultry farming, and computer science as it relates to the poultry industry. Eighty percent of the students major in poultry farming. Half of the student body is women and 90% of the graduates are hired by the poultry industry as TS staff and management information systems support. Graduating students more knowledgeable in biosecurity and good farming practices will improve the quality of technical assistance provided to reduce the transmission of AI and also decrease costs related to the training of in-service personnel that did not receive the proper education while in school.

Many of the students come from poultry farming families. They share the knowledge acquired through visits to the TF, SAFE lectures and educational materials with their parents who in turn are beginning to adopt some of the basic biosecurity measures in their farms.



Students at the SMK Nurul Huda vocational school

- Field visits to farms that have made changes after visiting a TF revealed that some of these farmers are speaking to other farmers about the changes they have made and influencing fellow farmers' decisions.
- In the process of data collection, SAFE has learned several lessons: 1) From the start of visits to the TFs, we have known that not all visitors sign the visitors' book. We also need to rely on the TS to report the number of visitors to the TFs and where they come from especially if they come from outside of West Java and Banten; 2) SAFE has simplified the visitor's sign-up sheet as a result; 3) there are a number of company farms that have begun to allow farmers from non-company farms (or other company farms) to visit their TFs but do not wish to document these visits. We are capturing these visits based on conversations with company executives.

PROGRAM IMPLEMENTATION

- Records show that 17 farmers and 136 students visited the TFs this month. The two challenges of the rainy season and the high turnover of Technical Service (TS) staff and farm workers contributed to the reduction in the number of visitors to the TFs. SAFE will discuss ways to meet these challenges when it meets with partners in February.
- SAFE conducted a presentation in Bogor on January 25 to 10 representatives from CP and Cibuntu Farm. Discussions centered on the creation of the Cibuntu TF. Topics covered included the SAFE TF program, the support that SAFE can provide, and the modifications that need to be made to the farm. This information will be provided to Mr. Trihardiyanto, President of GOPAN and the farm's owner and decision maker. Follow-up meetings will be held in February.
- Judging was completed for the 3rd Champion Farm Award competition. An evaluator from each TF accompanied the SAFE staff member to one or two farms. As part of SAFE's transition strategy, some farms were rated only by non-SAFE judges. The awards for the winners of the 3rd Champion Farm competition were made in Tasikmalaya and Bandung. The TS and farmers continue to respond positively to the competition and awards.
- Sector I farms, poultry shops and educational institutions have committed to judging the fourth Champion Farm competition without the presence of SAFE staff. The fourth and final competition will take place in March, as announced at the presentation of the awards for the third competition.
- In January around 110 copies of the booklet "Effective Measures to Prevent the Spread of Disease" were distributed to farmers, TS, students, educators, and middle and upper managers. A cumulative total of more than 3,600 copies of this booklet have now been distributed. The booklet continues to be well received.



Ms. Herlijaty receiving award for the Champion Farm competition

- Fifty-eight copies of the SAFE poster for commercial poultry producers were distributed to SMK vocational school and IPB for teaching purposes, and to TFs for distribution to farmers.
- More than 3,000 SMS messages were sent to farmers, TS and upper management in January. Subjects included the outbreak of AI in ducks and the need for caution, litter management, and the need for TS to change footwear at the farm entrance.
- Satu Dunia conducted the training on the SMS platform for SAFE staff and transferred the SMS system to the SAFE office. It is now working on its final report. The objective of Satu Dunia's grant was to pilot a SMS communications platform which would reinforce biosecurity messages and promote positive behavior change of the target audience.
- The farmer-to-farmer video underwent final revisions. Two changes were requested by USAID: 1) to change the use of a septic tank to dispose dead chicken; and 2) to reinforce that necropsies should only be conducted by trained TS. SAFE is now in the process of duplicating the DVD. Approximately 1300 copies will be replicated and distributed to commercial poultry industry, educational institutions, and government.
- A new Technical Discussion Group was created in Bandung. Meetings were held in Bandung and Tasikmalaya on January 30 and 31 with about 33 TS, farmers and managers on the topic of "Modern Broiler Production and Modern Measures to Prevent the Spread of Poultry Diseases". Discussions covered the recent AI outbreak in ducks and extra measures that could be adopted by the farmers.

OTHER

- In early January, Commercial Poultry Advisor Erwan Julianto resigned from SAFE. In response, SAFE has hired Arief Subandono, 2nd Commercial Poultry Advisor, on a six-day working week to ensure that SAFE continues to meet all deliverables under Objective 1.
- SAFE produced copies of the USDA video which will be distributed to key partners in February.

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

District Stakeholder Meeting

The markets held 16 district stakeholder meetings in January. These meetings covered the topics listed below, which relate to efforts to support healthy market initiatives:

- Information on the recent AI outbreak in West Java was shared by District Livestock Services and the District Health Office at the meetings in Ciamis, West Bandung, Bandung, Garut and Lebak.
- Meeting participants agreed to implement several preventive activities in the markets by continuing the regular Cleaning and Disinfection (C&D) activities and intensifying Livestock Service staff monitoring of vendors, slaughterers and transporters.
- A detailed plan was developed to conduct collaborative market events in Sukabumi, Bogor and Tasikmalaya. The local government office has collaborated with villages, subdistrict offices, markets, and SAFE partners (PMI, Aisyiah, and Combine).
- Livestock Services held training in Cianjur on proper slaughtering techniques.

PROGRAM IMPLEMENTATION

Field Activities for Healthy LBM Initiatives

Twenty-nine activities relating to the healthy market initiatives took place in all 20 demonstration markets in January. These activities included:

- a. Provision of Personal Protective Equipment (PPE) (i.e., aprons, boots and cleaning kits) for vendors in Cianjur, West Bandung, Bandung, Bogor, Ciamis, Tasikmalaya and Lebak;
- b. Minor improvements to stalls, cages, drainage and pathways in Sukanehara Market (Cianjur), Batujajar and Lembang Markets (West Java), Maja Market (Lebak), and Jonggol Market (Bogor);
- c. Minor improvements to slaughtering facilities at Parungkuda and Sukaraja Markets (Sukabumi) and Sayati Market (Bandung), with the owners of these facilities providing funds for labor, sand and tools, and SAFE funding the ceramic and cement; and
- d. C&D activities and the provision of cleaning kits and tools (2- and 4-wheel carts, and brooms) in markets in West Bandung, Bandung, Sukabumi, Bogor, Ciamis, Tasikmalaya, and Lebak.



Cleaning and disinfection is one of the core routine activities in the market.

All these activities involved participation by vendors, market management, the District Industry and Trade Office, District Livestock Services and District Health Office. Livestock Services staff provided expertise in the technical area, giving participants hands-on experience in C&D, providing disinfectant, and lending them additional sprayers. These activities also involved PMI volunteers.

Vendor of the Month

Eight vendor-of-the-month (VOM) activities took place in January, while the rest will be carried out in February. Two methods were implemented by the markets in selecting the vendors.

Under the first method, the evaluation was only conducted by representatives from the District Industry and Trade Office, District Livestock Services and District Health Office, and PMI. The districts using this method were Bandung, West Bandung, Bogor and Lebak. The evaluation team visited every stall and made its assessment based on the following criteria:

- a. Cleanliness of the stalls;
- b. Cleanliness of the utensils used;
- c. Proper use of PPE; and
- d. Availability and proper use of waste bins and hand washing facilities.



Mr. Rumsai, evaluates the condition of stalls in a vendor-of-the-month activity at Rangkasbitung Market.

The second method combined the first method with full participation by consumers.

Each VOM winner receives a token of appreciation in the form of a certificate, utensils and other biosecurity-related items (mica boards, aprons, soaps, brooms, and glass shopping windows). Most tokens of appreciation were handed over by the relevant *Dinas* staff, but in West Bandung the Bupati himself gave the award to the selected vendors.

Collaborative Market Events

SAFE frames AI issues in the market as things that both the market and community can solve together. SAFE implements market events both to highlight this positive viewpoint and to attract attention from the community, media and decision-makers. This event takes an “entertainment education” approach. AI issues are delivered using different approaches, including a technical speech by the Dinas, a religious approach, and an entertainment education approach.

SAFE and program stakeholders conducted 12 market events in January. The market events in Bandung, West Bandung, Garut, Tasikmalaya, Cianjur, Sukabumi and Lebak included activities such as:

- Market cleaning by vendors, volunteers, and market managers, assisted by the local Dinas office, with the local government supporting the transportation of waste collected during the activity
- Explanations to the market and community about:

- Healthy behaviors in market and hand washing (by the District Health Office)
- How to provide and select healthy poultry products, AI transmission, and risk reduction (by District Livestock Services)
- Religious speeches on the following topics:
 - General health issues
 - Islamic law on selling good and healthy poultry products
 - Good business practices
- Video screening on good healthy markets
- Entertainment education with music, and quizzes on food safety and healthy markets for consumers and vendors. The quiz winners received biosecurity-related packages (soaps, brooms, and cleaning kits) as prizes.



The market events also involve entertainment to attract more visitors (market event at Malangbong Market, Garut)

The market event at Ciawi Market was attended by West Java Governor Ahmad Heryawan. According to Mr. Arif, Head of the Vendor Association, the market event was held to coincide with the governor's visit, since he believed this would have a greater impact.

Market events in West Bandung were attended by the Bupati, his Deputy, and the Chairman of DPRD II. In his speech, the Bupati noted that traditional markets play a big role in the district economy. He supports the healthy market initiative because it supports both the market and the local economy. He asked the market managers and vendors to continue their efforts.

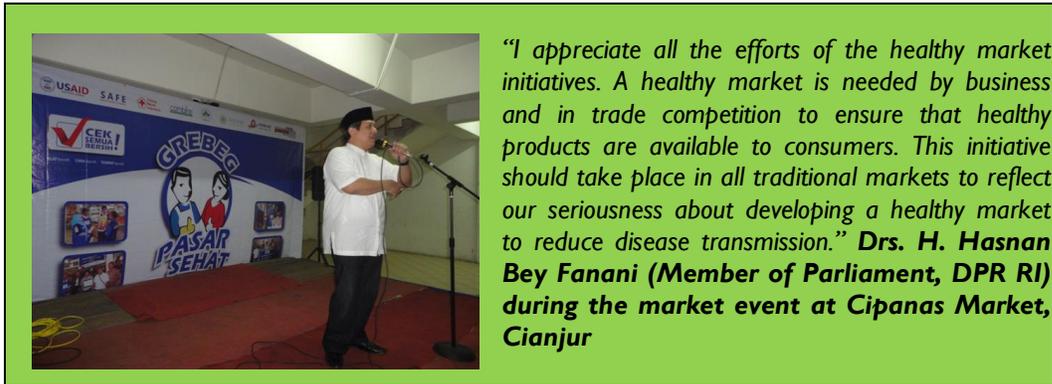


“Traditional markets support the economy, especially the lower-income sector. Markets should be healthy and humane because they are the livelihood of many people. The West Java government supports the initiative and will make improvements to and rehabilitate traditional markets in West Java so that they become healthy markets.”

West Java Governor Ahmad Heryawan at the Ciawi Market event

“I think the event is an effective way to inform both consumers and markets about health issues, including AI and healthy poultry products. We have allocated a budget for socialization, and it is natural that the impact will be greater if we participate in these activities.”

Ibu drh. Wiwin AP, Head of Veterinary Public Health, West Bandung Livestock Services



“I appreciate all the efforts of the healthy market initiatives. A healthy market is needed by business and in trade competition to ensure that healthy products are available to consumers. This initiative should take place in all traditional markets to reflect our seriousness about developing a healthy market to reduce disease transmission.” **Drs. H. Hasnan Bey Fanani (Member of Parliament, DPR RI)** during the market event at Cipanas Market, Cianjur

Peer-to-Peer

This month, SAFE continued to conduct peer-to-peer activities in the markets using volunteers from PMI's network. The target audience included both consumers and vendors. Around 25 volunteers in each market approached consumers and vendors to discuss healthy poultry products and healthy market issues.

In Garut, Sukabumi and Cianjur, peer-to-peer activities included use of the SAFE Ludo game to disseminate key messages. Both consumers and vendors loved the game because the messages were communicated in a fun way.



Ludo game and flipchart being used to train PMI volunteers in Cianjur

Support for and Participation in Healthy Market Initiatives

Stakeholders continue to support and participate in the healthy market initiatives, as illustrated below.

Market Events in West Bandung

- West Bandung District Livestock Services provided 10 million rupiah in funding to support implementation of market events. The funds were used to rent tents and produce additional banners and posters.
- West Bandung District Health Office provided an additional media campaign, consisting of posters and leaflets.
- West Bandung Cooperatives, Industry and Trade District Office provided exhibition booths for vendors through the small-and-medium business (*Usaha Kecil Menengah* or UKM) network.

Market Event in Ciawi Market

- West Java Province provided 30 million rupiah in funding to support the market event in Ciawi Market.

Regulation

- Bandung District government supported the healthy market initiative by issuing two district regulations – one on market retributions and waste management, and the other on zoning and healthy markets.

According to program stakeholders, these regulations were stimulated by SAFE program activities. Mr. Usep, an alumnus of the SAFE market manager training and the head of the market manager association, helped draft the regulations.

Broadcast Messages through SMS Gateway

The number of mobile phone numbers registered on the SMS system now stands at 1,200, consisting of three groups – market managers, vendors, and consumers. Fifteen different messages were delivered in January, on topics including AI in humans, and information on market events.

Information on healthy poultry and healthy markets uploaded to Combine and Aisyiyah websites

Twenty-two articles were uploaded to suarakomunitas.net in January, receiving more than 350 page views.

Update on healthy poultry and markets posted on social media (Facebook and Twitter)

Eight messages were posted into the Unggas Sehat Twitter account, which now has 452 followers. Message topics included good farming practices, how to choose healthy poultry carcasses, and AI signs in humans. Nine articles were uploaded to the Aisyiyah Facebook page in January 2013.

Short films on Healthy Market Initiative through competition

A total of 21 videos were produced under the national competition in the last quarter. For selection and evaluation, the videos were divided into two categories – the general public, and students. The winning videos in each category were duplicated for airing in 20 market locations. The broadcasts of these videos were accompanied by local community videos made in neighboring demonstration markets.

Talk Show to Accompany Radio Drama

Six talk shows were held in Tasikmalaya.



Talkshow with farmer in Lebak regarding good farming practice



Talkshow with farmer in Lebak regarding good farming practice

Monthly Bulletin

All areas have produced and distributed their own monthly bulletin. A total of 1,200 copies were distributed to PMI, Aisyiyah, vendors, and market managers.

Audio Records of Islamic Words of Wisdom on Healthy Poultry Products and AI Practices

Audio messages on 12 topics were distributed to 300 radio communities through Combine's network across 14 provinces – Jakarta, Yogyakarta, West Java, Central Java, East Java, West Nusa Tenggara, Bali, North Sumatra, West Sumatra, Lampung, Aceh, Sulawesi, Kalimantan, and Papua.

Radio Serial Drama Aired

The second rerun of the radio drama began on 10 commercial radio stations in West Java and Banten. This broadcast will be completed in February.

Reproduction of SAFE IEC materials by partners

This month, three SAFE partners (the National Commission of Zoonosis, Ministry of Health, and Aisyiyah West Java Chapter) have either already reproduced or are in the process of reproducing SAFE IEC materials using their own funding and resources.

- The National Commission of Zoonosis is now producing 1,000 copies of each type of media for further distribution to local government officials.
- The Ministry of Health is planning to reproduce the 12 episodes of the SAFE radio drama for further distribution to provincial health offices.
- Aisyiyah West Java has reproduced 500 copies of the SAFE poster on Avian Influenza in Humans for distribution in the remaining 18 cities and districts that are not part of the SAFE program.
- SAFE has provided these three partners with guidelines for replicating the materials along with softcopies of all IEC materials.

Aisyiyah West Java Chapter has taken on the mantle of being a pioneer in replicating SAFE's consumer empowerment program to the remaining 16 districts in West Java. Aisyiyah will hold training-of-trainers (TOT) for 36 facilitators in March, and will continue SAFE's consumer empowerment program in these remaining districts.



Ms. Muthiah Umar, Chairperson of Aisyiyah West Java Chapter, announced the start of SAFE consumer empowerment replication in all 26 districts in West Java in their Provincial Work Plan Meeting

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

Communication Material with Key Messages

A total of 5,000 copies of the Objective 3 poster have now been printed, of which 3,500 have been distributed at Aisyiyah religious events in 10 districts. Another 1,300 copies of the poster have been provided to the Aisyiyah West Java Chapter to support their program replication initiative.

Religious Events in Market and Surrounding Communities

In January only Lebak did not hold a religious event, having completed all of its events in December. The other nine locations held the last round of religious events, focusing on disseminating messages on AI in humans and how to respond.

There were a total of 600 participants. Socialization activities in Cianjur, Serang and Garut, reached between 100 and 130 people, with participants including local parliamentarians and representatives from local offices. In the remaining six locations (Tasikmalaya, Bandung, West Bandung, Ciamis, Sukabumi, and Bogor), the number of participants at each event was in the range of 40-50 people. Feedback on the events and messages included the following:

- All participants realized that AI in humans has similar symptoms to common flu, with the main difference being that AI can be extremely dangerous and fatal.
- All participants committed to seeking medical help immediately if infected with flu. They said they would not self-medicate and would not wait two days before visiting a doctor or clinic.
- All participants committed to informing their medical practitioners of their history of contact with poultry.
- All participants (mostly consisting of housewives and mothers) committed to watching over their children closely and not letting them play with poultry.
- In general, the feedback on the messages about AI in humans was very positive.



Aisyiyah religious event uses pictorial cards for small group discussions

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

MEETINGS

- The API COP meeting was held on January 9, 2013.
- The CMU meeting scheduled for January was cancelled at the request of CMU.

DISSEMINATION OF INFORMATION

Document/highlight SAFE activities

SAFE developed a series of one-page success stories on the following topics:

- Citizen Journalism Takes on a Consumer's Right to Healthy Poultry Products at Live Bird Markets;
- From Inspired to Inspirational;
- Market Poultry Vendors Increase Biosecurity Practices;
- Radio Drama Series Highlights Poultry Value Chain Risks and Romance;
- Koran Readings Highlight Importance of Healthy Poultry Markets and Products;
- Community Videos Sparks Interest in Healthy Poultry Markets;
- Poultry Farmers Self-Finance Biosecurity Changes; and
- Vocational School Improves Student Knowledge of Good Biosecurity and Farming Practices; and

These success stories are now being reviewed by USAID.

Upload API stakeholder information onto K4Health

This month, no new documents were uploaded to the K4Health portal. In the second week of January, the website was still being upgraded in Baltimore, while in the third week of January, flood waters reached the UOB building where SAFE's Jakarta office is located, interrupting the building's access and internet connectivity.

MONITORING AND EVALUATION

Objective 1

SAFE and PPK UI started preparing for data collection for the farm evaluation study by:

- Developing an instrument for in-depth interviews with farmers, TS staff and company management staff. The in-depth interviews will be used to (i) evaluate the effectiveness of the learning process for the TF model, (ii) identify barriers and incentives to change, (iii) clarify the farmer's perspective behind the "why" and "why not" of behavior change, and (iv) draw out the lessons learned from program application.
- Planning a training session for enumerators that will include insight on the SAFE program in commercial farms and the technical aspects of biosecurity and good farming practices, fieldwork management, and testing the instrument. Training will be conducted over three days, on February 7-9.
- Contacting TS staff to inform them of the timeline for data collection.
- Scheduling data collection for February 11-17.

SAFE team, industry partners and TS staff continued to collect data on:

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

Objective 2

SAFE and IPB began preparations for the third round of swab tests and epidemiology surveys by:

- Finalizing the survey instrument, including a questionnaire observation checklist for market managers and poultry vendors;
- Conducting refresher training for data collectors;
- Contacting Livestock Animal Services staff to assist with data collection in the market; and
- Scheduling data collection over a two-week period – February 4-8 in Tasikmalaya, Garut, Ciamis, Bandung and West Bandung, and February 11-15 in Bogor, Cianjur, Sukabumi, Serang and Lebak.

SAFE and its partners (PMI, Combine, and Aisyiyah) continued to collect data on:

- Changes in biosecurity at demonstration live bird markets (LBMs);

- Consumer demand generation activities through religious events and markets events;
- Communication material produced by partners (Aisyiyah and Combine) and distributed to target audiences; and
- Social media activities.

Objective 3

The M&E officer discussed with Aisyiyah management the timeline and preparations needed for the care-seeking assessment of target audiences using survey and focus group discussions, which will be conducted in February and March.

GENERAL

SAFE has commenced closedown procedures in Jakarta and Bethesda. SAFE issued termination notices to both 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. It is also identifying the recipients of its inventory.

The infrastructure at the SAFE office was affected by flooding in Jakarta, which inundated the UOB building on January 17. At the end of January, the SAFE office still did not have an IT server, phones, Internet access, or running water. Nevertheless, work at the office continues, with adaptations being made to ensure that the program continues to run smoothly.