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# **MONTHLY REPORT**

***October 1-31, 2012***

**November 5, 2012**

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# STRATEGIES AGAINST FLU EMERGENCE

## MONTHLY REPORT

***October 1-31, 2012***

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*The views expressed in this publication do not necessarily reflect the views of the United States Agency for International Development or the United States Government.*

## **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**

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### **DISCUSSIONS WITH STAKEHOLDERS AND FIELD VISITS**

- Discussions were held with several key stakeholders on the creation of additional demonstration/teaching farms (TFs) by the respective firms. In addition, SAFE stressed the importance of continued visits to the existing TFs. Key managers committed to continue to encourage their technical service (TS) personnel to take farmers to the TFs.
- Several more companies have agreed to provide prizes for the champion farm competition.
- During field visits in October, SAFE staff conducted the following activities:
  - assessed farms for the champion farm awards;
  - monitored the TFs and provided technical guidance and oversight;
  - provided technical assistance to various other farms;
  - distributed materials (e.g. booklets, posters, scissors, sandals, fans, and masks);
  - collected mortality data;
  - collected data from guest books; and
  - identified farms to receive dedicated technical assistance in the future.
- SAFE sought input from Dr. Bimo Wicaksana of FAO on the content of the SMS messages for farmers and TS personnel.

### **PROGRAM IMPLEMENTATION**

- Records show that 128 farmers and students visited the TFs this month. The TFs had not previously operated during the rainy season, which began this month. SAFE will work with TS staff to continue farmer and student visits during this period while recognizing that rain will dissuade many farmers from travelling too far from their farms.
- The SAFE TFs have motivated several poultry businesses to develop their own TFs.
  - TMF continues constructing a farm incorporating biosecurity techniques
  - Charoen Phokphand (CP) has assessed two farms together with SAFE staff, and plans to assess a third farm before it selects the teaching/model farm. (Note: CP's timeline may not allow SAFE to provide assistance. CP planned to open a teaching farm at the beginning of SAFE's Year 3. With the change in life-of-project, CP upper management has indicated

that, instead, CP will now try to influence the owner of a contract farm to become a teaching farm and make all monetary contributions for those changes. The time for this process may still extend beyond the program life of SAFE.

- Darmaga Unggas Poultry Shop is planning to talk to farmers as the first step in selecting an appropriate farm.
- At the end of October, Japfa created a training center which includes SAFE materials on biosecurity and GFPs. The center is used to train their technical service staff Rinjani Poultry Shop continues its decision-making process.
- The TS and farmers have been very positive about the champion farm competition and awards. This month 16 farms were judged for the second competition. Several farms did not qualify because they failed to control entry of people and vehicles. An SMS message was sent to all farmers and TS explaining the reason for the disqualification, demonstrating that the competition takes quality seriously. Several firms (including Sierad, Japfa, and TMF Poultry Shop) have agreed to provide prizes for the runner-up. The prizes will be awarded to the winners in early November. Several firms have shown interest in continuing the competition after the SAFE project ends. Since most firms already have some type of reward system in place, whether based on a performance index or feed conversion rate, the incentive program is a familiar concept. There are plans for a representative of the interested firms to participate in the judging for the third competition, which will be held in January. This competition will be announced in November.



*Improvements at Firman Farm; Mr. Firman has visited SMK Agro Nurul Huda vocational school's teaching farm.*

- In October, approximately 480 copies of the booklet “Effective Measures to Prevent the Spread of Disease” were distributed to farmers, TS, students, educators, middle and upper managers, and livestock offices in Central Java. A cumulative total of more than 3,000 copies of this booklet have now been distributed. The booklet continues to be well received. Charoen Pokphand Animal Feedmill Indonesia requested and received 300 copies this month. Mr. Fill Yunus

explained that the booklets would be distributed to poultry farmers in Indonesia, and especially to broiler farmers in West Java. In October SAFE also received a request from Warning Irawati of Japfa for 30 copies of the booklet, meaning that a total of 205 booklets have now been delivered to Japfa. CMU asked for 50 copies to distribute to the Central Java Livestock Coordination Meeting on 30 October 2012.

- SAFE's relationship with and support of the poultry industry has had a positive impact, as reflected in comments made by Mr. Fill Yunus of Charoen Pokphand Animal Feedmill Indonesia, who wrote: "step by step, Indonesian farmers can change the layout of their broiler farms in line with biosecurity procedures."
- Twenty copies of the SAFE poster for commercial poultry producers were distributed to SMK vocational school, UNPAD, Japfa management, and farmers. At the farms, these posters are commonly placed on the chicken house wall.
- SAFE sent IPB the PPT presentation on Biosecurity for Sector 3 Broiler Farms that was given to IPB's Masters and PhD students majoring in Animal Husbandry. Another presentation is scheduled for February 2013 for technical program undergraduate students majoring in Animal Husbandry.
- SAFE continues to communicate by SMS with over 200 farmers, TS and senior management, including both technical messages (e.g., sandal exchanges at the chicken house door) and advisory messages (e.g., criteria for the champion farm competition). Tailored SMS messages were sent to individual farmers in response to specific questions. Mr. Suwardi, a TS director working with Mr. Fill, reviewed the seven messages concerning sandal exchanges. No one had asked to opt out of this service, and no TS or managers had objected to the content.
- The SMS grants program remains on schedule. Satu Dunia submitted an SMS communication strategy incorporating the assessment results and analysis, and including SMS content and quizzes. Satu Dunia began broadcasting the text messages in October.
- SAFE entered into a contract with Indonesian firm Iford for the production of a farmer-to-farmer video intended to motivate farmers to implement biosecurity and good farming practices. A coordination meeting was held at the end of the month and a timeline was created covering initial farm orientation visits, filming and production. Field work will begin early November.
- SAFE staff attended the "National Poultry Seminar." The theme for this meeting was "Indonesia's Role in the World Poultry Business", and there were three topics: (i) an update on the poultry industry in Indonesia; (ii) current challenges facing the poultry industry; and (iii) the future of Indonesia's poultry industry. One of the keynote speakers noted that Brazil and Thailand will become the primary sources of Indonesian poultry imports. This means that Indonesia's poultry industry will need to become more competitive and approach international standards.

## **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**

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### **DISCUSSIONS WITH STAKEHOLDERS AND FIELD VISITS**

#### ***District Stakeholder Meetings***

In October, district stakeholder meetings were held in various working areas to discuss the following issues:

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

#### ***Bandung District Industry and Trade Office Plan for Healthy Markets***

A joint PMI and Bandung District Industry and Trade Office presentation at the SAFE consultative meeting conveyed the district's vision for healthy markets. SAFE program implementation, media and advocacy efforts helped shape this plan in several ways. They:

- acted as the trigger for conversations/discourse on healthy markets in the district;
- attracted media attention to help amplify this conversation;
- helped familiarize the term "healthy market" among decision-makers;
- provided a working demonstration of how to implement a healthy market ("It's realistic, it's doable, it's not hard, you're not alone");
- created demand for healthy products and markets; and
- provided allies and supporters, through civil society partners PMI, Aisyiyah, and Combine.

### **PROGRAM IMPLEMENTATION**

#### **Field Activities for Healthy LBM Initiatives**

- ***Implementation of the healthy LBM grant in 20 markets***

The following market activities took place in October:

- 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)



*Market cleaning is one of the regular activities of healthy LBM initiatives*

The Market community contributed labor, tools, and materials, and identified which activities and improvements were needed. This process was facilitated by SAFE field facilitators.

- **Formalization of Healthy Market Maintenance Plan**

In October, markets formalized the healthy market maintenance plans. The process took longer than expected since all related stakeholders were involved, including the village and sub-district heads, local government offices, PMI, vendors, and market managers. Using this approach ensured that all stakeholders shared ownership of the maintenance plans.

- **Vendor of the month**

SAFE continues to hold vendor of the month awards at the markets. Around 10 volunteers from the PMI network were involved in each market, and they invited consumers to vote for the winner. Approximately 150 consumers participated in each market in October. The vendor of the month award was conducted with the involvement of the related technical offices (District Livestock Services and District Industry and Trade Office).



*Consumers vote for their preferred vendor of the month.*



*The winning vendor celebrates at his clean stall.*

## BCC Campaign for Consumer Demand Generation

- Consumers groups collectively visit markets to demand healthy poultry products**

Five consumer group visits were conducted in October, involving 66 consumers in Tasikmalaya, Garut, Lebak and Cianjur Districts. The first visit was on October 9th to Pasar Sukanagara, Cianjur; the second visit was on October 20th to Pasar Sukamukti in Garut, the third and the fourth visits were to Pasar Ciawi and Rajapolah in Tasikmalaya; and the last one was on October 22nd to Pasar Maja, Lebak in Banten. Up to 20 consumers participated in each visit, meeting with market vendors and managers and discussing basic hygiene and sanitation at the market.
- Religious events with market and surrounding communities**

Three religious events were conducted with markets, and 21 religious events were conducted in the surrounding communities. More than 2,400 people participated at these events in October. All SAFE working areas were covered except Sukabumi and Bogor, which will hold these events in November. Participants were enthusiastic in all locations, asking follow-up questions about cleanliness and sanitation, safe poultry carcasses, and food safety. Several participants were eager to share their newly acquired knowledge with friends and relatives.

In Ciamis in Pangandaran village, Pangandaran Subdistrict, socialization took place in response to local community demand. The local people were annoyed by the behavior of certain community members, who let their poultry roam and defecate freely. Following socialization, the community helped these poultry owners build fences and caged the *kampong/backyard* chickens.
- Text broadcasts through SMS Gateway**

SMS broadcasts continued in October. The number of registered numbers has increased to 1,200. Around 24 messages were sent to these numbers this month. The content of these text messages ranged from greetings, information on activities, and promotion of the radio serial drama and talk shows, to SAFE key messages.
- Upload information about healthy poultry and healthy markets on websites under Combine and Aisiyah**

Thirty additional articles were uploaded to the *suarakomunitas.net* website this month. Total hits for these articles reached 5,024 page views. The following table contains a list of the articles published in October.

No	Date	Article Title (Indonesian language)
1	October 1, 2012	<i>Tak Hanya On-line, On-Cog pun Perlu</i>
2	October 1, 2012	<i>Gerakan Pewarta Warga Muncul di Banten</i>
3	October 2, 2012	<i>Limbah Ayam Potong Timbulkan Bau Busuk</i>
4	October 3, 2012	<i>Kompetisi Film Dokumenter "Pasar Sehat untuk Konsumen Sehat"</i>
5	October 4, 2012	<i>Aisiyah Kampanyekan Pasar Sehat</i>
6	October 5, 2012	<i>In-house Training SMS Gateway Aisiyah Lebak</i>
7	October 5, 2012	<i>Pasar Anyer Butuh Penataan Ulang</i>

8	October 5, 2012	<i>Selain H5N1, 4 Penyakit Kurangan juga Perlu di Basmi</i>
9	October 5, 2012	<i>Karkas Diminati Pedagang Bakso</i>
10	October 9, 2012	<i>Aisyiyah Ciamis; Belajar Mengelola Informasi Melalui SMS</i>
11	October 10, 2012	<i>Kurang Lengkapnya Perbelanjaan di Pasar Baru Anyer</i>
12	October 10, 2012	<i>Renovasi Pasar Maja dan Pengelolaan Sampah</i>
13	October 10, 2012	<i>Kebersihan Tempat Pedagang Unggas dan Lingkungan Pasar</i>
14	October 10, 2012	<i>Tempat Mengadu Nasib, Hari Pasar Bertambah</i>
15	October 10, 2012	<i>Cerita dari Malangbong; Didin Sang Pencerah</i>
16	October 11, 2012	<i>Tak Seindah Pepatah</i>
17	October 11, 2012	<i>Belajar Mengelola SMS di Garut</i>
18	October 11, 2012	<i>Pasar Tradisional Identik Kotor</i>
19	October 11, 2012	<i>Isu Flu Burung Tak Resahkan Warga</i>
20	October 11, 2012	<i>Pentingnya Menjaga Lingkungan Pasar</i>
21	October 12, 2012	<i>Kondisi Terkini Pasar Tradisional</i>
22	October 12, 2012	<i>Aisyiyah Tasik Malaya Ajak Ibu-Ibu Pengajian Kritis beli Daging Ayam</i>
23	October 12, 2012	<i>Aisyiyah Ajak Pedagang Unggas Ciawi jual Daging HAUS</i>
24	October 16, 2012	<i>Semprot Kandang Unggas Milik Warga Sebagai Upaya Antisipasi Virus AI</i>
25	October 17, 2012	<i>Potret Pasar Sehat di Pasar Rangkasbitung</i>
26	October 17, 2012	<i>Pemotongan Unggas di Pasar</i>
27	October 19, 2012	<i>Prosedur Rumah Potong Ayam Aman</i>
28	October 19, 2012	<i>Maksindo Mesin Perontok Bulu Unggas</i>
29	October 19, 2012	<i>Unggas Hidup Lebih Laku Dari Karkas</i>
30	October 21, 2012	<i>Banyak Warga Tidak Peduli Ayam HAUS</i>

- **Conduct SMS workshop for Aisyiyah and PMI**

The SMS workshop was originally planned as one workshop with representatives from PMI and Aisyiyah arriving from all working areas. The idea of holding the SMS workshop received a lot of interest from SAFE facilitators. To accommodate this interest and produce more people skilled in SMS gateway management, it was decided that the workshop should be held in each working district. Holding the workshop at the district level also supported transfer of skills in writing for online and social media.

A total of 131 participants from PMI and Aisyiyah were trained by Combine. All locations except Bogor completed the SMS Gateway training. In Bogor, training was only conducted for PMI, while Aisyiyah will receive the training next month. The training has two parts: (i) basic knowledge and operating skills in the SMS Gateway platform (i.e. creating



An SMS workshop on the SMS Gateway and writing for online and social media 7

accounts, inputting numbers, sending SMS, checking SMS sent), and (ii) writing skills for online media, including social media such as Facebook and Twitter.

- ***Produce monthly bulletin with healthy poultry and market stories***

Five hundred copies of the October bulletin were produced and distributed to vendors, consumers, PMI, Aisiyah, and government stakeholders.

- ***Development of khutbah book and Islamic words of wisdom***

A total of 1,000 khutbah books were reprinted and then distributed at the Aisiyah National Meeting on October 19th. A second series of the khutbah book has also been developed, with another 1,000 copies produced and distributed to Aisiyah's 33 provincial chapters. Aisiyah has also been collaborating with Combine to begin production of records of Islamic words of wisdom on healthy AI practices. Nine of the 12 audio records have already been produced.

- ***Radio serial drama and talk shows***

The radio drama aired this month on 10 commercial radio stations in West Java and Banten. The 10 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). Sixteen talk shows were held to accompany the broadcast.

- ***Distribution of IEC Materials***

- 100 packages of posters, flyers, and brochures were distributed at the Aisiyah National Meeting on October 19th for the 33 provincial chapters and hundreds of district chapters of Aisiyah.
- 50 packages of posters, flyers, and brochures were distributed at the Central Java Livestock Coordination Meeting on October 30th. 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 their existing stocks.
- 190 flipcharts were distributed to Aisiyah provincial and district chapters to support their work.

A set of SAFE IEC materials was displayed at the 140<sup>th</sup> American Public Health Association 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 & Exposition is the oldest and largest gathering of public health professionals in the world. It is usually 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.

## **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**

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### **RESEARCH STUDIES**

#### *Healthcare Utilization Survey (HUS) and Clinician's KAP Survey*

- SAFE presented the Clinician's KAP Survey findings to the committee of the Second National Scientific Conference on Epidemiology held in Bandung on October 17, 2012. The conference was attended by approximately 90 participants, including university lecturers, researchers and students, health offices from several districts, and international organizations. Participants asked about the findings relating to the diagnostic questions clinicians ask their patients concerning exposure to poultry during the last seven days, and queried why the diagnosis findings differed between clinicians in East Jakarta and Bogor District.

### **PROGRAM IMPLEMENTATION**

- SAFE developed a communication strategy for a limited BCC campaign to provide guidance on care-seeking behaviors. The draft will be finalized and submitted to USAID once MOH has approved the key messages.
- Following the meeting with USAID and WHO on key messages, SAFE sent the key messages to MOH for approval. SAFE has been following up on this approval request, which was sent to:
  - 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

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

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### MEETINGS

- The API COP meeting was held on October 16, 2012.
- A CMU meeting scheduled for October was cancelled at the request of CMU.

### DISSEMINATION OF INFORMATION

- **Document/highlight SAFE activities**
  - One advertorial article titled “Mencegah Penyakit Flu Burung di Rumah (Preventing AI at Home)” developed for *Nova* tabloid was provided to MOH for publication.
  - Three articles on healthy markets were published in online news media, namely infopublik.kominfo.go.id, pikiranrakyat.com, and bisnis-jabar.com.
- **Upload A/PI stakeholder information onto K4Health**
  - The URL link for this information is [www.k4health.org/toolkits/safe-indonesia](http://www.k4health.org/toolkits/safe-indonesia). This month, 29 new documents were uploaded to K4Health. The documents came from national non-governmental partners, namely PMI (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.
  - As of October, the webpage had been viewed 1,645 times.

## MONITORING AND EVALUATION

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- Under Objective 1, the SAFE team, industry partners and TS staff continue to collect data on:
  - Visits to TFs
  - Technical assistance to farmers
  - Changes in biosecurity and good farming conditions at farms
  - Mortality data
  - Communication and educational material distributed to target audiences
  
- Under Objective 2, the SAFE team and SAFE partners PMI, Combine and Aisiyah continue to collect data on:
  - Changes in biosecurity at demonstration live bird markets
  - Changes/impact on other live bird markets
  - Support from local government and market management
  - Community participation
  - Communication material produced and distributed to target audiences
  
- SAFE met with the IPB team to discuss plans for the second round of data collection, involving swab tests in the 20 demonstration markets and 10 control markets. The fieldwork will take place during November 5-10, 2012 and will involve the Animal Husbandry Office in each district.
  
- Accompanying this monthly report is SAFE's "Year Two Seven-Month Highlights" document. It covers the period March 15 – October 15, 2012 and highlights the inputs and outputs of the project as well as the progress in meeting project outcomes and objectives.