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**MONITORING AND
EVALUATION REPORT**

YEAR ONE

April 16, 2012

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STRATEGIES AGAINST FLU EMERGENCE

MONITORING AND EVALUATION REPORT

YEAR ONE

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INTRODUCTION

The objectives of this Monitoring and Evaluation (M&E) document are to (a) summarize SAFE program monitoring activities during Year I, (b) review the status of evaluation studies, (c) highlight key findings, (d) report on the Performance Monitoring Plan (PMP) indicators, (e) review the programmatic and operational assumptions, and (f) present lessons learned thus far. This report also contains a summary of the Year I work plan deliverables and captures planned versus actual dates of delivery.

MONITORING ACTIVITIES

Monitoring is used as a management tool and provides technical oversight, as well as the opportunity to gauge progress throughout the year. The SAFE M&E Specialist and SAFE program staff conducted a series of monitoring visits during Year I and used the results to fine-tune program implementation.

Teaching Farms. During the last two quarters, the Commercial Farm team engaged in extensive monitoring of the structural changes at the Teaching Farms (TFs). During the last quarter, the staff paid visits to the TFs for four days each week to ensure that the new biosecurity techniques such as the “pass over” and “pass through” systems were installed correctly and that the workers were using them safely. SAFE also has a fiduciary responsibility to ensure that monies are being spent appropriately and effectively and that receipts are filed for all expenditures. The industry Technical Service (TS) personnel also conducted monitoring visits to assist with the changes being implemented at the TFs.

SAFE and industry monitoring visits found that TF owners and their affiliated companies took very seriously the charge to upgrade the farms and convert them into educational sites. Knowledge and awareness of biosecurity and good farming practices increased considerably. Farm owners’ commitment and pride were also reflected in their willingness to share the cost of improving their farms. TF openings were attended by other farmers in the area who were interested in seeing the changes implemented at the TF. Focus Group Discussions held after the farmers had toured the TFs indicated the farmers’ interest in using some of the techniques they had seen at the farm.

Live Bird Markets. The M&E specialist and program staff conducted monitoring field visits to demonstration markets and observed community activities. A template was used to collect key information, guide the visits, and ensure that collection of quantitative and qualitative data during these visits was systematic and comparable. The monitoring visits looked at technical, administrative and organizational aspects. Particular attention was given to proposal development by the markets to ensure that changes requested were connected to a positive and clear outcome, that grant regulations and requirements were followed, and that there would be no negative impact on the environment. Feedback and testimonials were also collected from consumers, vendors and market managers.

In addition, SAFE field facilitators conducted monitoring visits a minimum of three times a week and reported back using custom templates. The information collected included a summary of specific activities conducted to advocate for change, consumer demand activities at each market, whether the process needs to be adjusted, and a summary of results.

Monitoring results indicate that market vendors and market managers enthusiastically support and have actively participated in each activity initiated by the field facilitators. These activities are attracting the attention of both consumers at the market and the local government. At least one local government has budgeted improvements to an LBM that will complement the work being done under the SAFE program.

Research and Evaluation Studies. SAFE staff monitored preparations for data collection as well as the field data collection itself, which was conducted by local subcontractors and is described further below. The communication research specialist monitored University of Indonesia (UI) training of interviewers and data collection for the Household Utilization Survey (HUS). The M&E specialist accompanied staff from the Center for Health Research at the University of Indonesia (PPK

UI), monitored the collection of baseline data, and addressed several challenges arising during the process. The results of the monitoring are captured below.

HUS. Monitoring for the HUS required a survey team to be selected and trained in line with the proposal, including surveyor minimum qualifications and clear roles and scope of work. Training in data collection methodology for field coordinators and interviewers led to the effective use of data collection techniques. SAFE staff also supervised data inputting, data processing, and data cleaning. During the analysis stage, SAFE staff ensured that the table would be presented using appropriate variables, including through the use of numerous cross tabulations. The local ethical clearance process used by UI for the HUS and Clinician KAP was also monitored.

Baseline Data Collection. The monitoring of baseline data collection for the Commercial Farm Evaluation Study identified numerous challenges that the M&E specialist resolved (as described in the evaluation section below). He ensured that the survey followed the methodology and process agreed under the subcontract, including the number of respondents, criteria for selection of respondents, distribution of respondents, and interview ethics.

Joint Monitoring. At least twice per year, SAFE plans to conduct joint monitoring with the appropriate partners, including company and poultry shop executives, professors, district government staff, market managers, communities, consumer groups, and field facilitators. Joint monitoring builds awareness, increases ownership of the program, and improves coordination in handling problems and developing solutions together. During Year I, joint monitoring was conducted by several configurations of the groups mentioned here.

PRE- AND POST-TRAINING EVALUATIONS

In select cases, pre- and post-training evaluations are conducted to measure the changes in knowledge and comprehension and to learn what SAFE can do to improve the training for subsequent groups.

Training for Industry TS Personnel and Selected Independent Farm Managers. The purpose of this training was to improve the skills of the TS personnel to better supervise, manage and transfer their knowledge to the Sector 3 broiler farms. They also learned how to conduct an assessment and create budgets for the changes needed at each farm.

The evaluation of the training indicated that the skills acquired will help bridge the communication gap that sometimes exists between the TS personnel and the farmer. The TS staff learned techniques to transfer their knowledge in simple terms, and acquired “talking points” to persuade farmers to make the changes. Two-way communication was generally a new concept that they appreciated learning.

The evaluation also indicated that the TS staffs tend to fall into one of categories – experienced senior staff, and staff newly installed in their roles. Two recommendations stemmed from the evaluation: (1) SAFE should approach the senior TS with more complex challenges and problem solving tasks, and (2) SAFE should collect best practices from partners that have implemented the biosecurity techniques on their own farms, and then present them at the next training course. Farm owners practicing these new techniques could also be brought in. An additional day could be allocated for a comparative study or field visit to these successful farms.

Training For Field Facilitators and District Government (Dinas). The purpose of this training is to improve the knowledge of field facilitators and district government officials about AI-related biosecurity, and also improve their social mobilization skills. In addition, SAFE reviewed with the facilitators their scope of work and provided guidance and training on the interventions that they will support, including LBM proposal development, market manager training, vendor training, reporting and use of communication materials. Since much of this work will be done with the Dinas, their officials participated in the same training exercises.

The evaluation of the training emphasized two subject areas: (a) knowledge on AI, bio-security and healthy markets, and (b) facilitation and social mobilization skills. The results show that by the end of the workshop, participants were able to develop a strong district implementation plan with Dinas representatives. The evaluation also indicated that these facilitators had previously been involved in similar programs, including CBAIC, and retained much of the knowledge they had learned during that period. Dinas staff demonstrated new competencies following the Cleaning and Disinfection (C&D) training provided by FAO during the workshop.

EVALUATION

SAFE will conduct evaluations throughout the life of the project. Two of these evaluations are the Commercial Farm Evaluation Study and the Live Bird Market Evaluation Study. These studies are designed to provide evidence-based information on the outcomes and effectiveness of implementing changes in biosecurity conditions and practices at Sector 3 farms and live bird markets in West Java and Banten provinces.

Commercial Farm Evaluation Study

SAFE will conduct an evaluation study in Year 2 and Year 3 to measure changes at the farm level attributable to the TF program. The changes that will be evaluated include:

- i) Changes in conditions (structural) that reduce the risk of AI and other poultry disease transmission. Examples include restricting access to farms through locks on gates, fenced areas, and putting in place a pass-over system.
- ii) Changes in good farming and biosecurity practices that reduce the risk of poultry disease transmission. Examples include the use of a footwear exchange system and appropriate disposal of dead chickens.
- iii) Changes in the incidence of poultry mortality throughout production cycles.

These studies will be linked to the measurement of the following indicators: Outcome 1.0 – “decrease in total poultry mortality at program Sector 3 commercial farms in high risk areas,” and Output 1.2 – “adoption of biosecurity and good farming practices and conditions at Sector 3 farms.”

Baseline data for this study were collected at the end of Year 1 through a subcontract with the Center for Health Research at the University of Indonesia (PPK UI). The purpose of the study was to measure pre-SAFE intervention conditions, practices and mortality rates at sample Sector 3 commercial farms and a control group of 20.

There were several challenges faced in collecting baseline data, including the following:

1. TS personnel sometimes canceled pre-arranged meetings due to unexpected issues arising at another farm or at headquarters. Since PPK UI staffs were visiting the farms with the TS, this had a direct impact on the farm visit schedule.
2. Sector 3 farm turnover slowed down data collection. Some sample respondents were not willing to be surveyed because they had recently decided not to continue to contract with the current company.
3. Survey team members sometimes had to wait a long time to interview farm managers, especially if the meeting had been scheduled during a harvest.

Despite these challenges, PPK UI was able to compile data from 114 program farms and 20 control farms. The data for the TFs will then be added, producing a total of 125 program farms and 20 control farms.

Live Bird Market Evaluation Study

The purpose of the LBM Study is to measure changes in the program-assisted LBMs as a result of the Healthy Market and Community Initiative Program. The changes that will be evaluated include:

- i) Changes in conditions that reduce the risk of AI and other poultry disease transmission. Examples include the creation of a zoning area, and access to waste bins and waste management.
- ii) Changes in biosecurity practices that reduce the risk of poultry disease transmission. Examples include appropriate disposal of poultry waste, cleaning of vendor stall areas, and appropriate apron usage.
- iii) Changes in the presence of H5N1 AI at vendor stall areas.

Findings will support measurement of the following outcome indicator: Outcome 2.0 – “improved risk reduction practices.”

Baseline data were collected for points (i) and (ii) above. Baseline for point iii will be collected through a subcontract with the Bogor Agricultural Institute (IPB).

For points (i) and (ii) on LBM conditions and practices, information was collected on market drainage systems, water taps, garbage bins and waste management. The survey also captured whether healthy market policies existed and whether LBM managers and vendors practiced them; for example, whether there was a zoning area for poultry products, and whether vendors were in permanent or temporary accommodations.

The baseline data for point (iii) will be collected shortly. A subcontract is ready to be signed with IPB. The initial Terms of Reference (TOR) and surveillance design, and the IPB proposal, were reviewed by USAID, the Gol/CMU and FAO. It took time to adequately address Gol concerns and communicate the changes to IPB. As of the end of Year I, IPB had not yet submitted a revised proposal.

PERFORMANCE MONITORING PLAN

As part of the Monitoring and Evaluation Report, SAFE presents here a Performance Monitoring Plan (PMP) that summarizes the quantifiable data on project advances obtained from various sources. The tables presented are sometimes accompanied by a short narrative to explain any discrepancy or to provide trends or details of the accomplishment.

PERFORMANCE MONITORING PLAN REPORT 2011 - 2014

As of April 3, 2012

Ref. #	INDICATOR	INDICATOR DEFINITION	BASELINE	Project Year 1		Project Year 2		Project Year 3		TOTAL (3/15/11 - 3/15/14)		
				Planned	Actual	Planned	Actual	Planned	Actual	Planned	Actual	%
OBJECTIVE 1: 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.												
1-1	Poultry mortality rate at Sector 3 program commercial farms in high risk areas	Total decrease in broiler mortality throughout production cycle	*	-	-	10%	-	50%	-	50%	-	0%
1-2	# of poultry industry Technical Services (TS) staff working with and contributing to SAFE Program.	Number of Sector 1 TS staff transferring their knowledge and supervising targeted farm, biosecurity and GFP changes	0	-	-	10	-	15	-	25	-	0%
1-3	# of Sector 1 TS staff in 11 high risk districts trained in management and supervision skills.	Number of Sector 1 TS staff in 11 high risk districts trained by SAFE	0	30	40	10	-	10	-	50	40	80%
1-4	# of technical visits by TS staff to Sector 3 farms to provide technical assistance on biosecurity & GFP.	Number of technical visits by TS staff to Sector 3 farms to provide direction and support on biosecurity & GFP changes	0	10	20	150	-	100	-	260	20	8%
1-5	# of program farms that score 8 out of 10 on an audit of compliance with biosecurity and GFPs	Number of Sector 3 farms adopting biosecurity and GFP and scoring 8 out of 10 on audits of compliance	0	-	-	40	-	60	-	100	-	0%
1-6	# of technical information exchange opportunities created	Number of TS technical assistance (TA) meetings, SAFE TA and SMS two-way exchanges that provide biosecurity and GFP information.	0	-	-	5	-	5	-	10	-	0%
1-7	# of agreements such as geographic work area, training activities & topics, and biosecurity & GFPs that will be adopted	Number of agreement between SAFE and farms covering training activities, human and financial resources and contributions	0	5	6*	4	-	3	-	12	6	50%
1-8	# of monitoring and supervision tools and procedures jointly developed	Number of monitoring and supervision tools and procedures developed.	0	2	2	1	-	-	-	3	2	67%
1-9	# of Biosecurity TFs established and functioning in high risk areas	Number of TFs practicing biosecurity procedures and visited by Sector 3 farms to learn about biosecurity procedures	0	11	11	-	-	-	-	11	11	100%
1-10	# and type of educational and communication material developed and disseminated for TF and educational institutions	Number and types (by category) of educational materials developed	0	2	3	2	-	-	-	4	3	75%

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Ref. #	INDICATOR	INDICATOR DEFINITION	BASELINE	Project Year 1		Project Year 2		Project Year 3		TOTAL (3/15/11 - 3/15/14)		
				Planned	Actual	Planned	Actual	Planned	Actual	Planned	Actual	%
				1-11	# of TS and farm managers trained to transfer biosecurity and GFP knowledge	Number of TS and farm managers trained to transfer knowledge about biosecurity and GFPs	0	30	51	10		10
1-12	# of Sector 3 farms that visit TFs	Number of Sector 3 farms that visited TFs to learn about biosecurity procedures	0	10	60	200	-	90	-	300	60	20%
1-13	# of materials developed/ roadshows conducted to market BIIF	Materials will be developed such as brochures, guidelines and PowerPoint presentations to be used during road-shows and discussions on how to submit a proposal to SAFE	0	5	5	10	-	2	-	17	5	29%
1-14	# of proposals and facilities funded that research/test incentives	Proposals and activities funded will investigate and sometimes test which incentives will motivate target audiences in the value chain to improve their biosecurity practices	0	1	0*	-	-	-	-	2	-	0%

DETAILS:

- 1.1 Baseline is different for each of the 120 farms in the evaluation study. This information was collected and filed.
- 1.7 Agreements with private industry include: agreement to work with farms in West Java and Banten provinces, selection of 12 TF sites, training topics for TS staff, expansion of TS scope of work, evaluation criteria, access to and submission of farm mortality data.
- 1.14 SAFE will take a different approach to test incentives using both the Teaching Farm and the BIIF grant program to test incentives for private industry to embrace changes in the system. Two BIIF RFPs were issued but low proposal response prompted SAFE to hold a bidder's conference which was held mid March. The deadline for proposal submissions has been extended to April - the beginning of Year 2

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Ref. #	INDICATOR	INDICATOR DEFINITION	BASELINE	Project Year 1		Project Year 2		Project Year 3		TOTAL (3/15/11 - 3/15/14)		
				Planned	Actual	Planned	Actual	Planned	Actual	Planned	Actual	%
				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								
2-1	# of poultry vendors in demonstration markets adopting healthy market practices	Number of poultry vendors with improved installation of hand washer stations, plastic shielding for vendor stalls, etc., and adopting healthy market practices in line with 2011 Consensus Report	0	10	0*	40	-	50	-	50	-	0%
2-2	# of Dinas technical visits to LBMs	Dinas visits to provide oversight and technical guidance	0	-	60*	12	-	-	-	12	60	500%
2-3	Percentage of consumers satisfied with all facilities improved, including cleanliness of poultry products and vendor stalls	Percentage of survey respondents from target audience who respond positively on the conditions of poultry products and vendor stalls.	0	-	-	-	-	60%	-	60%	-	0%
2-4	# of markets with revitalized facilities to support improved biosecurity practices	Number of markets with poultry vendors delivering healthy product as a result of improved facilities and the adoption of healthy market practices	0	20	0*	30	-	-	-	50	-	0%
2-5	# of MOA program staff receiving training in health communication and promotion	Number of MOA program staff participating in the training	0	5	0*	-	-	-	-	5	-	0%
2-6	# of provincial and district government consultation meetings conducted	Number of consultation meetings conducted by SAFE to consult and update with provincial and district government officials	0	22	22	14	-	-	-	36	22	61%
2-7	# and type of research and strategic documents	Number of research and strategic documents developed	0	2	2*	1	-	1	-	4	2	50%
2-8	# and type of consumer demand activities	The count of activities at LBMs and communities related to increasing consumer demand for healthy poultry products at the LBMs	0	40	40*	20	-	20	-	80	40	50%
2-9	# of live bird markets involved in healthy market initiatives	Number of markets involved in healthy market initiatives	0	20	20	30	-	-	-	50	20	40%

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Ref. #	INDICATOR	INDICATOR DEFINITION	BASELINE	Project Year 1		Project Year 2		Project Year 3		TOTAL (3/15/11 - 3/15/14)		
				Planned	Actual	Planned	Actual	Planned	Actual	Planned	Actual	%
2-10	# and type of trainings/ workshops conducted	Number and type of trainings/workshops conducted for PMI/Dinas facilitators, market managers, and vendors	0	2	3*	21	-	-	-	23	3	13%
2-11	# and type of IEC materials	The count and types (by category) of IEC material and media interventions developed	0	15	17*	-	-	-	-	15	17	113%
2-12	# and type of community level interventions	The count of NGO-based community in interventions to support Healty Market Initiatives	0	-	-	103	-	-	-	103	-	0%
2-13	# of MOA program staff that participate in the health communication training program	The count of MOA program staff that participate in the health communication training program conducted or sponsored by SAFE	0	5	0*	-	-	-	-	5	-	0%
2-14	# of proposals funded to improve risk reduction practices within Live Bird Markets	Proposals and activities funded will support target audiences in the value chain to improve risk reduction practices within Live Bird Markets	0	20	10*	30	-	-	-	50	10	20%

DETAILS:

- 2.1 All upgrades to LBMs was moved to Year-2
- 2.2 Dinas increased their visits as a result of SAFE Program
- 2.4 Once USAID approves 20 grants, facilities will be upgraded.
- 2.5 The decision was made early in Year 1 to postpone the training to Year 2 when SAFE began its program with the MOH. It will take place in Year 2 1st quarter.
- 2.7 Communication Strategy and KAP 2009 Secondary Data Analysis
- 2.8 20 large scale entertainment education events (Gebyar Pasar Sehat) were conducted in 20 LBMs in 10 districts as part of the healthy market initiatives. 20 small scale peer to peer education activities geared towards consumers were conducted in the same 20 LBMs.
- 2.10 1) Facilitator and district officer facilitation skill training & workshop; 2) Cleanliness and disinfection training for district government (Dinas); 3) Market manager training in 20 demonstration markets by SAFE facilitators.
- 2.11 Consists of posters, flyers, banner, calendar, cookbook, large board game, merchandizes, and a sermon
- 2.13 Based on early discussions, the training will be implemented April 2012.
- 2.14 10 proposals were approved by USAID; 10 additional proposals will be funded as soon as SAFE received USAID approval.

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Ref. #	INDICATOR	INDICATOR DEFINITION	BASELINE	Project Year 1		Project Year 2		Project Year 3		TOTAL (3/15/11 - 3/15/14)		
				Planned	Actual	Planned	Actual	Planned	Actual	Planned	Actual	%
				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.								
3-1	# of community members with ILI/SARI symptoms who seek medical care at healthcare facilities	The cumulative number of patients with ILI/SARI recorded by village midwives and puskesmas in high-risk areas.		-	-	TBD	-	TBD	-	TBD		
3-2	# of healthcare providers in program area who identify ILI/SARI signs and symptoms	The cumulative number of healthcare providers in program area who identify AI/ILI signs and symptoms		-	-	TBD	-	TBD	-	TBD		
3-3	% of community members who know when and where they should seek appropriate medical help	% arrived at by dividing the number of sampled respondents who know when and where they should seek appropriate medical help		-	-	TBD	-	TBD	-	TBD		
3-4	% of healthcare providers (HP) who know how to detect AI symptoms in patients and refer for treatment	Number of HP able to detect AI symptoms in patients and refer for treatment		-	-	TBD	-	TBD	-	TBD		
3-5	# of MOH program staff that successfully complete a health communication and promotion plan	The count of MOH program staff that successfully complete a health communication and promotion plan	0	12	0*	-	-	-	-	12	-	0%
DETAILS:												
3.5 The decision was made early in Year 1 to postpone the training to Year 2 when SAFE began its program with the MOH. It will take place in Year 2 1st quarter.												

Ref. #	INDICATOR	INDICATOR DEFINITION	BASELINE	Project Year 1		Project Year 2		Project Year 3		TOTAL (3/15/11 - 3/15/14)		
				Planned	Actual	Planned	Actual	Planned	Actual	Planned	Actual	%
				OBJECTIVE 4: Facilitate coordination among partners by sharing information and hosting meetings								
4-1	# of hits on the A/PI Indonesia Knowledge for Health site	Number of hits on A/PI Indonesia site by local and international stakeholders (Site is hosted by JHU Knowledge for Health Project.		-	-	TBD	-	TBD	-	TBD		
4-2	# of documents uploaded to the site by Indonesian partners and SAFE staff	Number of documents uploaded to the site by Indonesian partners and SAFE staff to share knowledge on health issues	0	-	-	15	-	15	-	30	-	0%
4-3	# and type of subject matter accessed by partners attending conferences, workshops and meetings	The count of each type of subject matter covered by a technical conference, workshop and meeting attended by SAFE-funded professionals	0	2	2*	2	-	1	-	5	2	40%
4-4	# of site created	Number of dedicated Indonesian site created on Knowledge for Health	0	1	1	-	-	-	-	1	1	100%
4-5	# of monthly meetings conducted	The count of monthly meetings	0	9	12*	12	-	12	-	33	12	36%
4-6	# of persons who participate in SAFE funded domestic or international conferences, workshops and meetings	Number of persons funded by SAFE to attend domestic or international conferences, workshops and meetings	0	1	4*	2	-	2	-	5	4	80%
<p>DETAILS:</p> <p>Development of FB page was replaced with Global Dissemination of Indonesian API Products and Materials</p> <p>4.3 Emerging Pandemic Threats and Emerging Infectious Diseases</p> <p>4.5 COP meetings planned were all met. The newly established meetings between CMU, FAO, SAFE and USAID have also been added.</p> <p>4.6 3 person for EPT Conference in July 2011 and 1 person to US ICEID Conference March 2012</p>												

WORK PLAN DELIVERABLES – PLANNED VS. ACTUAL

The following table summarizes Year 1 work plan deliverables by quarter, as well as whether the deliverable was met as scheduled, delivered in a different quarter, moved to Year 2 or dropped or replaced with a different deliverable.

YEAR ONE WORK PLAN, MARCH 2011 - MARCH 2012

No.	Activities	Deliverable	Schedule	Q1	Q2	Q3	Q4	Q5	Remarks
OBJECTIVE 1: Strengthen and expand public private partnerships in high-risk districts to improve biosecurity and good farming practices in order to limit AI transmission									
Act. 1.1.	Build on existing relationships with the public and private poultry sectors and engage new partners to build commitment for expanded biosecurity in the industry and a plan for specific sustainable changes	Listing of meetings with stakeholders and field visits	Planned						
			Actual						
Act. 1.2.	Design, organize and convene an industry convention on poultry biosecurity	Convention Summary Report	Planned						
			Actual						
Act. 1.3.	Establish a Biosecurity Innovation Fund	Biosecurity Innovation Fund Concept	Planned						
		Biosecurity Innovation Fund Literature	Planned						
		Biosecurity Innovation Fund Roadshow presentation	Planned						
Act. 1.4.	Develop new or strengthen existing Teaching Farms that will model good farming and biosecurity practices	Teaching Farm concept write-up	Planned						
		Eleven (11) Teaching Farms	Planned						

LEGEND

- Planned and met as scheduled
- Delivered during a different Q in Year 1
- Moved to Year 2, Q1
- D/R Dropped or Replaced

No.	Activities	Deliverable	Schedule	Q1	Q2	Q3	Q4	Q5	Remarks
Act. 1.5.	Develop educational and informational materials for use at Sector 3 teaching farms, and educational institutions	Training and education material	Planned						
			Actual						
		Package of communication tools, best practices and methodologies to support biosecurity implementation	Planned						
			Actual						
Act. 1.6.	Train Sector 1 and poultry shop technical service staff and select Sector 3 farm managers and farmers to transfer their knowledge of GFP/biosecurity practices	Eleven (11) technical/communication skills training sessions - 100 Technical Staff trained and 500 farms reached	Planned						SAFE was able to collapse 11 training sessions, which companies had originally requested be held separately, into two sessions that mixed TS personnel from different companies, improving the learning process individually and across companies. In addition to the two group sessions, 11 one-on-one training sessions were held with the managers of the TFs. A total of 60 TS staff and farm managers were trained.
			Actual						
Act. 1.7.	Identify and test incentives for private industry to adopt biosecurity practices	SOW and action plan with at least one Sector 1 Firm to measure the effectiveness of biosecurity bonuses	Planned						SAFE will take a different approach to test incentives using both the Teaching Farm and the BIF grant program to test incentives for private industry to embrace changes in the system.
			Actual				D/R		
Act. 1.8.	Develop and implement a system to monitor implementation of activities	Program Monitoring Plan	Planned						
			Actual						
		Data collection sheets	Planned						
			Actual						

No.	Activities	Deliverable	Schedule	Q1	Q2	Q3	Q4	Q5	Remarks
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									
Act. 2.1	Conduct analysis: KAP 2009 secondary data analysis.	KAP 2009 Secondary Data Analysis Summary Report	Planned ----- Actual						
Act. 2.2	Conduct rapid needs assessment	SAFE Rapid Need Assessment Summary Report	Planned ----- Actual						
Act. 2.3	Update 2009 "Consensus Report: Priority Audiences and Behaviors for Reducing the Risk of AI Transmission in Indonesia"	2011 Consensus Report: Priority Audiences and Behaviors for Reducing The Risk of AI Transmission in Indonesia	Planned ----- Actual						Review of final document by all stakeholders took longer than expected in part because FAO technical staff had to leave country due to internal visa related issues.
Act. 2.4	Develop Communication Strategy	Communication Strategy Development Workshop	Planned ----- Actual						
		Communication Strategy Document	Planned ----- Actual						
Act. 2.5	Organize and conduct consultative meetings	Listing of stakeholder meetings	Planned ----- Actual						
		List of Demonstration Live Bird Markets (LBMs)	Planned ----- Actual						
Act. 2.6	Develop SoW and conduct training for PMI	Signed subcontract with PMI	Planned ----- Actual						
		One training session	Planned ----- Actual						Changes in PMI management resulted in a new slow and bureaucratic internal subcontract approval process. PMI's two-month delay in signing the subcontract also impacted the commencement of various activities under Objective 2.

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No.	Activities	Deliverable	Schedule	Q1	Q2	Q3	Q4	Q5	Remarks
Act. 2.7.	Implement healthy market initiative	20 grants awarded to 20 Demonstration LBM in 10 districts	Planned ----- Actual						SAFE submitted all 20 proposals to USAID, which expects to approve them in the first couple of weeks of Year 2. An unexpected request to compare unit prices of commodities in the proposals with Gol district unit prices slowed down the approval process.
Act. 2.8.	Conduct capacity building program for market managers and vendors	Training materials and curriculum	Planned ----- Actual						This activity was delayed by PMI's delay in signing its subcontract.
		10 workshops conducted in 10 districts	Planned ----- Actual						
Act. 2.9.	Conduct customer/consumer demand creation initiative	Award subcontract to one to two NGO/Community Groups to create demand for healthy markets and products	Planned ----- Actual						
Act. 2.10.	Create and air radio serial drama	Develop and air 12 radio serial drama episodes across community radio channels across 10 priority districts	Planned ----- Actual						SAFE was not pleased with the initial development of characters and draft of the episodes. The subcontractor was required to re-design and re-write the scripts.
Act. 2.11.	Investigate viable mobile phone applications	Report with recommendations	Planned ----- Actual						
Act. 2.12.	Provide support for select Ministry of Agriculture personnel to participate in short-term health communication and promotion training	Conduct ICCA assessment with relevant MoAg units	Planned ----- Actual						Despite several meetings with MOA/CMU and MOH, it took longer than anticipated for these ministries to identify personnel that would participate in these trainings. This delay also caused a significant delay in conducting the assessments. Will be completed by April 10, 2012.
		Develop capacity building training based on needs assessment	Planned ----- Actual						A draft was completed mid Year 1 but the delay in the assessment impacted finalizing the final training materials. Will be completed by April 13, 2012.
		Implement capacity building training	Planned ----- Actual						Will be conducted on 16-20 April 2012

No.	Activities	Deliverable	Schedule	Q1	Q2	Q3	Q4	Q5	Remarks
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.									
Act. 3.1.	Design, contract and manage a health utilization survey and clinician KAP survey to better understand the social, economic, and cultural factors and disincentives that affect care-seeking behavior and referral follow-through in East Jakarta	Health Utilization Survey Report	Planned ----- Actual						
		Clinician KAP Survey Report	Planned ----- Actual						The KAP Survey was delayed because of changes required to meet multiple stakeholder needs and the delay in obtaining the IRB approval from CDC Atlanta. Data collection will be completed by end of April.
Act. 3.2.	Design, implement and produce formative research report on Western Java care-seeking behaviors and barriers in consultation with WHO	Care-seeking Behaviors and Barriers Report	Planned ----- Actual						The initial HUS study was delayed due to IRB approval in Indonesia and from CDC. The delay to the start date impacted the analysis and writing of the final report. SAFE submitted a PPT presentation as a topline findings analysis report and presented it to USAID and other partners. The final report will be completed in Q5.
Act. 3.3.	Develop a communication strategy for targeted populations that will increase knowledge on signs and symptoms of ILI/ARI in humans, practices associated with bird-to-human transmission of AI, and appropriate care-seeking practices	Communication Strategy	Planned ----- Actual						The strategy needs to wait until the Clinician KAP is completed. Will be developed by May 2012.
Act. 3.4.	Provide support for selected Ministry of Health personnel to participate in health communication and promotion training program	Capacity building workshop	Planned ----- Actual						This is the same workshop as under Act. 2.12. Will be conducted on 16-20 April 2012
		Distance e-learning program proposal	Planned ----- Actual					D/R	Based on discussions with the ministries and their limited access to internet it was decided that this was not a useful approach. Resources from the Communication Capacity Building Workshop will be uploaded to the K4Health website under Activity 4.3.

No.	Activities	Deliverable	Schedule	Q1	Q2	Q3	Q4	Q5	Remarks
OBJECTIVE 4: Facilitate coordination among partners by sharing information and hosting meetings									
Act. 4.1.	Organize and host monthly Chief of Party meetings	Monthly meeting	Planned ----- Actual						
Act. 4.2.	Support project-related domestic and international travel for Indonesian government counterparts or other parties	5 person travel to regional conferences and workshops	Planned ----- Actual						
Act. 4.3.	Disseminate best practices and lessons learned	Facebook page	Planned ----- Actual						As a result of limited access to FB at the workplace by MOA, MOH and USAID, the FB page was replaced with a new A/PI Indonesia page on the Knowledge for Health knowledge management website at Johns Hopkins University. Resources and documents will be uploaded by multiple local stakeholders and accessible globally.

KEY LESSONS LEARNED THAT FEED INTO YEAR 2 PROGRAMMING

Several lessons were learned during Year 1 that will inform the proposed Year 2 work plan. These are outlined below.

1. Broiler industry TS staff roles need to be expanded to provide more comprehensive technical assistance on biosecurity and GF practices. They also need to be motivated to take on this role.

Proposed Action for Year 2: SAFE will expand the “Champion Farmer” incentive program concept to include each farm’s TS contact. They will be rewarded as a team in terms of their accomplishments in supporting changes at the S3BFs visiting the TF.

2. Improved biosecurity and good farming practices at S3BF are possible if regular supervision and motivation are provided for the next year. With projections of several hundred farms instituting changes, SAFE needs to go beyond the industry TS and SAFE staff to provide adequate support to these early adopters and agents for change.

Proposed Action for Year 2: SAFE proposes to engage a network of private technically proficient specialists or engage the TF owners to provide technical support and motivation to the farmers. Those in the network need to already be in geographic proximity to the farmers they will support.

3. The farmer continues to need to hear about the benefits of implementing biosecurity and good farming practices on his farm explained in economic terms.

Proposed Action for Years 2 and 3: SAFE proposes to document success stories that focus on the financial benefits to farmers as a result of changes to their farms in Year 2. In Year 3, SAFE plans to produce a cost benefit study that captures changes in mortality rates and the financial benefits to the farmers.

4. The field facilitators have successfully fostered a sense of ownership of the live bird market program initiative among this program’s stakeholders. Their role is critical to changes at the field-level.

Proposed Action for Year 2: Continue to work with field facilitators.

5. The Year 1 initial findings from the HUS are central to the Year 2 Objective 3 activities being proposed – most clients seek healthcare within a 48-hour period; there is a positive correlation between the level of knowledge of AI and care-seeking behavior; there is considerable self-medication (over-the-counter and at pharmacies), and healthcare providers and the system are not identifying and treating possible H5NI cases in a timely manner.

Proposed Action for Year 2: Together with MOH and WHO, SAFE proposes to air a PSA that highlights when to seek medical care, and the importance of not self-medicating. Once the Clinician KAP findings are in, SAFE will work with partners to help healthcare providers follow protocols and understand and use the referral system.

6. Poultry stakeholders, especially Sector 1 private companies, have been slow to respond to BIIF. The roadshows revealed that some companies tend to keep innovations to themselves for their

own use, rather than share them with other companies. This is likely the result of intense business competition in the Indonesian poultry industry.

Further to the BIF, the grant requirement of a minimum level of cost sharing of 10 per cent has raised concerns among potential grant applicants. Unlike the academic sector, most private sector staffs are not familiar with proposal writing. This impedes efforts by the private sector to submit quality proposals for BIF funding.

Proposed Actions for Year 2: SAFE will conduct additional bidder conferences where potential bidders can receive templates and guidance for proposal writing, and ask clarification questions; reach out to partner companies on a one-on-one basis; and bring in multinationals interested in a cleaner and safer poultry industry that can assure a healthy product for the consumer.