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CBAIC
Community Based Avian Influenza Control Project

COMMUNITY-BASED AVIAN INFLUENZA CONTROL PROJECT

QUARTERLY PROGRESS REPORT 10

January-March 2009

5 June 2009 – *Revised 17 June 2009*

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Cover photo credit: Heru Setyoko, CBAIC.

A CBAIC-trained Sierad technical advisor teaches a group of Sierad contract (Sector 3) broiler farmers about the importance of controlling access to their farms to prevent the spread of disease. The "STOP" sign that Dr. Agung Haryanto, CBAIC business development analyst, is holding in the photograph is a mock-up of the actual sign that was provided to each farmer to implement access control measures at each contract farm participating in the CBAIC commercial poultry private sector partnership (PSP) program. For more information on the PSP program, turn to page 17.

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EXECUTIVE SUMMARY

Newly developed initiatives for the third and final year of the Community-Based Avian Influenza Control Project were implemented during the period January through March 2009. These initiatives include a community empowerment program to expand local level capacity for bird flu surveillance and response, a commercial poultry private sector partnership program to improve disease control and management practices, and strategic behavior change communications materials and activities in support of both. These year three activities focus on western Java Island, specifically West Java province, where nearly thirty percent of the population of the entire country lives. In addition, this area accounts for nearly seventy percent of all confirmed human and animal bird flu infections in the country.

CBAIC continued to make progress in development of its West Java Risk Reduction Program to expand coverage of community-based AI surveillance and control. The program includes full-scale community mobilization activities, behavior change communications, and local government advocacy. By the end of the reporting period CBAIC had identified 88 villages across five high-risk districts for intensive intervention. The program will also include AI control outreach with *Desa Siaga* (alert village), the Ministry of Health community-level emergency and disaster preparedness and response program. CBAIC will incorporate AI control and AI transmission risk reduction curriculum into the *Desa Siaga* program in West Java province.

Lastly, design and development of the CBAIC commercial poultry intervention – referred to as the Private Sector Partnership program – ramped up during the period. Two local poultry specialists and a local commercial poultry business analyst were added to the CBAIC team. In collaboration with the Indonesian commercial poultry industry, three private sector partnership models were developed to improve disease control and profitability of, depending on the model: 1) contract broiler farms; 2) independent broiler farms; and 3) poultry shop farms. A small commercial layer farm investigative partnership is also being implemented. A total of 200 farms were enlisted to participate in these models. This level of participation is due in large part to complex negotiations and close partnerships developed with three large, fully integrated (Sector 1) firms.

The year three initiatives and activities summarized here are well aimed to meet USAID avian influenza control objectives. Specifically, CBAIC continues to support government of Indonesia AI control work, improve community-level bird flu surveillance and control, and design and implement effective behavior change communications interventions. This combination of interventions aims to reduce animal and human AI cases in western Java Island. This will ultimately reduce the risk of pandemic flu developing from H5N1 highly pathogenic avian influenza.

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ACRONYMS AND ABBREVIATIONS

AI	Avian Influenza
AIT	Avian Influenza Team
BCC	Behavior Change Communication
CBAIC	Community-Based Avian Influenza Control Project
CD	Compact Disk
CEF	Community Empowerment Facilitator
CJ	Cheil Jedang
CMU	Campaign Management Unit (MOA AI)
CP	Charoen Pokphand
DOC	Day Old Chick
DSO	Disease Surveillance Officer (MOH)
FAO	Food and Agricultural Organization of the United Nations
GAPPI	Indonesian Association of Industrial Poultry Producers (Sectors 1 and 2)
GOI	Government of Indonesia
GOPAN	Indonesian Association of Independent Poultry Producers (Sector 3)
H5N1	HPAI Strain of AI
HPAI	Highly Pathogenic Avian Influenza
IEC	Information, Education, Communication
ILRI	International Livestock Research Institute
IPB	Bogor Institute of Agriculture
KKR	Regional Working Group for AI Control
KOMDA	Regional Committee for AI Control
KOMNAS FBPI	National Committee for AI Control and PI Preparedness
MOA	Ministry of Agriculture
MOH	Ministry of Health
PDSR	Participatory Disease Surveillance and Response
PI	Pandemic Influenza
PINSAR	Indonesian Association of Commercial Egg Producers (Sector 3)
PKK	Local Women's Association
PMI	Palang Merah Indonesia (Indonesian Red Cross)
PRA	Participatory Risk Assessment
PSA	Public Service Announcement
PSP	Private Sector Partnership
SO	Strategic Objective
TOF	Training of Facilitators
UN	United Nations
UNICEF	United Nations Children's Fund
USAID	United States Agency for International Development
USD	United States Dollar
USDA	United States Department of Agriculture
WHO	World Health Organization

INTRODUCTION

Bird flu infection in humans is deadly and the threat is clear. As an expansive tropical archipelago, Indonesia's densely populated islands provide the perfect setting for endemic deadly H5N1 avian influenza to bide its time and evolve, perhaps eventually mutating into a form that passes easily between humans, causing a pandemic with the potential to kill millions. As of 22 January 2009, Indonesia had confirmed and reported 115 human deaths due to bird flu. With 141 Ministry of Health-reported human cases nationwide, H5N1 avian influenza (AI) infection in Indonesia has resulted in a case fatality rate in excess of 80 percent (World Health Organization; Figure 1).

The Community-Based Avian Influenza Control Project (CBAIC) is part of the United States Agency for International Development | Indonesia strategy for reducing the risk of pandemic flu. Overarching goals include prevention of pandemic flu from the H5N1 strain of avian influenza and establishment of Government of Indonesia capacity for pandemic response; and reduced occurrence of AI infection in poultry and humans. Specifically, CBAIC is part of three USAID strategic objectives (SOs): Strengthen Government of Indonesia (GOI) planning, preparedness, and coordination among government sectors and levels, and donor agencies (SO1); increase effectiveness of H5N1 prevention and control in poultry (SO2); and decrease high-risk behavior associated with transmission of H5N1 among poultry and humans (SO4). This document details activity planning and implementation for the period January through March 2009, the third quarter of project year three.

Figure 1. H5N1 deaths in Indonesia by province as of 22 January 2009, when last reported by the Indonesian Ministry of Health.

ELEMENT A

Strengthen Government of Indonesia Capacity, Coordination, Planning, and Pandemic Preparedness

The Indonesian National Committee for Avian Influenza Control and Pandemic Preparedness (KOMNAS FBPI) coordinates the Indonesian government response to the deadly H5N1 strain of avian influenza. KOMNAS is a multi-sectoral sub-unit of the Coordinating Ministry for Social Welfare (MENKOKESRA), formed by presidential decree in 2006. MENKOKESRA developed the national framework for AI prevention and pandemic preparedness and coordinates national avian influenza control activities with the Ministries of Agriculture and Health (MOA and MOH), and others. The MOH, with assistance from WHO, has the lead in coordinating AI planning and preparedness in the WHO pandemic alert period (Phases 3-5). In addition, MOH, with WHO, developed a sectoral *National Influenza Pandemic Preparedness Plan*. The Ministry of Agriculture is responsible for animal health. In cooperation with FAO, MOA developed the *National Strategic Workplan for the Progressive Control of Highly Pathogenic Avian Influenza in Animals*.

A key USAID strategic objective is to overcome the challenges inherent in the divided avian influenza response, planning, and pandemic preparedness roles in Indonesia. CBAIC meets this objective by strengthening GOI planning, preparedness, and coordination among government sectors and levels, and donor agencies. Specifically, CBAIC supports KOMNAS through coordination and facilitation, and technical and financial assistance.

Of note this quarter, CBAIC supported a regional AI working group/committee (KKR/KOMDA) small grant activity that centered on AI control and prevention training for boy and girl scouts from Bogor district, West Java – just south of Jakarta. The activity, called a *Pesta Siaga* (alertness festival), was held at the Bogor Institute of Agriculture (IPB) over two weekends in February 2009. Government buy-in was strong from the national level down to the community level. Pak Bayu Krisnamurthi, chairman of KOMNAS FBPI, launched the activity its second weekend.

At the alertness festivals, approximately 400 boy and girl scouts, aged 8-16 years, were taught about the dangers of AI. They were also taught about AI prevention and control. And, importantly, they were taught how to pass on their new AI knowledge to their classmates, friends, and family. Follow-up monitoring by the grantee and CBAIC found that scout outreach after the activity reached more than 7200 additional people with important AI prevention and control information.

This grant activity received good local press coverage in newspapers (e.g. *Jurnal Bogor* – see the following pages, and *Bogor Radar*) and the IPB magazine (*Pesona Lingkar Kampus* – see the following pages). Word of this AI-themed activity quickly spread through the world of Indonesian scouting. Several scouting branches (e.g. Sumatra, Sulawesi, and Papua) have already expressed interest in adding an AI prevention and control module to their merit badge activities.

Cegah Flu Burung:

Jurnal Bogor | Minggu 22 Februari 2009

Ubah Pola Hidup Sejak Dini

Darmaga | Jurnal Bogor

Unit Kegiatan Mahasiswa IPB, Kwartir Nasional, dan CBAIC (Community Based Avian Influenza Controle Project) menggelar perhelatan mencegah penyebaran flu burung di Plaza Gus Dur, Fakultas Kedokteran Hewan, Kampus IPB Darmaga, Sabtu (21/2).

"Kegiatanini bertujuan untuk memberikan informasi kepada anak sejak dini," ungkap Dede Permana, ketua panitia yang kini duduk di semester 4 jurusan Teknologi Pangan, Fakultas Teknologi Pertanian IPB itu kepada *Jurnal Bogor*, kemarin.

Perhelatan yang diikuti oleh 250 orang dari kalangan Pramuka di Kota Bogor, empat SD lingkar kampus itu bertema 'tanggap flu burung', acaranya dikemas dalam bentuk Pesta Siaga Pramuka yang dihadiri oleh Ketua Kwarnas Prof Dr dr Azrul Azwar, MPH, dan Rektor IPB Dr Ir Herry Suhardiyanto, MSi.

Selain dibuat acara pengenalan dengan bermain, pra, dan post test seputar pencegahan flu burung, juga dimeriahkan dengan pameran aneka buku dan perlengkapan dalam menangkal penyebaran flu burung.

"Mengubah pola hidup sejak dini memang lebih penting daripada sekadar merawat pasien terindikasi flu burung, karena hingga kini belum ditemukan obat manjur terhadap penyakit yang disebabkan oleh virus itu," ujar Deden.

Menurut dia, ada dua pesan penting yang disampaikan kepada anak-anak kali ini, yakni pertama, cuci tangan dengan sabun, setelah bermain dan sebelum makan. Kedua, makanlah masakan unggas yang dimasak dengan matang.

"Setelah ini, kami akan menyebarluaskan informasi ke anak-anak dari Kabupaten Bogor melalui acara serupa agar pola hidup mereka berubah semenjak dini, terutama dalam menangkal flu burung," pungkasnya.

■ Mochamad Ircham

Rektor IPB Dr Ir Herry Suhardiyanto saat menghadiri gerakan mengubah pola hidup jadi sehat bersama Pramuka, kemarin.

Ketua Kwarnas Prof Dr dr Azrul Azwar, MPH di tengah Pesta Siaga Pramuka di kampus FKH IPB Darmaga, kemarin.

FOTO: USMAN IPB | JURNAL BOGOR

Pesan kunci, yakni cuci tangan dengan sabun dan makan masakan unggas yang sudah matang, dihayati kerumunan Pramuka di kampus IPB, Sabtu (21/2).

Baris-berbaris menjadi momentum paling bergengsi Pramuka, demikian pula ketika mereka memulai Pesta Siaga, kemarin.

Dede Permana

Badut-badut ayam jadi idola Pramuka IPB ketika memarakkan kampanye pencegahan flu burung bersama 250 siswa-siswi SD di Kota Bogor dan lingkar kampus IPB.

LIPUTAN KHUSUS

UKM Pramuka IPB Gelar Kegiatan Pramuka Tanggap Flu Burung

Rektor IPB, Dr. Ir. Herry Suhardiyanto, M.Sc., menjadi Pembina Upacara dalam kegiatan "Pesta Siaga Pramuka Tanggap Flu Burung," yang diikuti siswa-siswi sekolah dasar Kota & Kabupaten Bogor bertempat di Fakultas Kedokteran Hewan, Kampus IPB Darmaga, Kabupaten Bogor.

bbg/PLK

Dalam rangka meningkatkan kesadaran masyarakat terhadap bahaya penyakit flu burung, Unit Kegiatan Mahasiswa (UKM) Pramuka IPB bekerjasama dengan Fakultas Kedokteran Hewan IPB dan Kelompok Kerja Regional II Komnas FBPI menggelar Kegiatan Pramuka Tanggap Flu Burung untuk anggota Pramuka di wilayah Kota dan Kabupaten Bogor. Aktivitas yang didukung pendanaannya oleh USAID melalui Community Based Avian Influenza Control Project (CBAIC) ini terdiri dari Kegiatan Pesta Siaga untuk Pramuka Siaga (usia 10-11 tahun) dan Karang Pamitran Pembina Pramuka (anggota dewasa) yang akan berlangsung selama tiga bulan (Februari-April 2009).

Rangkaian acara ini dimulai Rabu (4/2) dengan Karang Pamitran bagi 48 anggota UKM Pramuka IPB yang menjadi fasilitator dalam Kegiatan Pesta Siaga. Kegiatan yang dilaksanakan di RK. FKH A tersebut menampilkan narasumber dari FKH-IPB, Dinas Peternakan dan Perikanan Kabupaten Bogor, serta Dinas Kesehatan Kabupaten Bogor yang mengulas aspek teknis dan kebijakan pengendalian flu burung di wilayah Bogor. Peserta juga dilatih teknik penyampaian materi kepada Pramuka Siaga oleh Andalan Cabang Pramuka Kabupaten Bogor, serta Pembina UKM Pramuka IPB.

Pesta Siaga untuk Pramuka Siaga Kota Bogor dilaksanakan pada tanggal 21 Februari 2009. Pembukaan Kegiatan Pesta Siaga dilakukan oleh Rektor IPB, selaku Ketua Majelis Pembimbing Gugus depan Pramuka Kabupaten Bogor 30.093-30.094, bersama Ketua Kwartir Nasional Gerakan Pramuka Prof.Dr.dr. Azrul Azwar, MPH. Sebanyak 158 Pramuka siaga dari 6 Kwartir Ranting (Kecamatan) di wilayah Kota Bogor, serta tiga SD di Desa Babakan Darmaga (Babakan 01, 03 dan 04) ikut berpartisipasi dalam kegiatan tersebut.

Pesta Pramuka Siaga Kabupaten Bogor dibuka oleh Ketua Harian Komnas FBPI Dr.Ir. Bayu Krisnamurti pada tanggal 28 Februari 2009. Kegiatan ini diikuti oleh 204 Pramuka Siaga dari 10 Kwartir Ranting di wilayah Kabupaten Bogor, yaitu Kecamatan Darmaga, Ciampea, Cibungbulang, Pamijahan, Leuwisadeng, Ciawi, Cibinong, Tajur Halang, Sukaraja, dan Parung. Kecamatan Darmaga diwakili oleh SD Purwasari II, sedangkan peserta dari Kecamatan Ciampea diwakili Pramuka Siaga dari SD Ciampea 2.

Dalam kegiatan Pesta Siaga, para fasilitator mensosialisasikan dua pesan kunci pencegahan prnyakit flu burung yairu mencuci tangan menggunakan sabun dengan air mengalir setelah bermain dan sebelum makan, serta selalu mengkonsumsi produk unggas yang dimasak matang. Pesan kunci disampaikan melalui berbagai bentuk permainan seperti menyusun huruf, bermain peran, praktik mencuci tangan dengan benar serta permainan kim mengenal produk unggas yang dimasak matang serta tidak matang. Diharapkan para perserta pesta siaga akan menyampaikan pesan kunci tersebut pada teman-temannya di sekolah dan anggota keluarga.

Bersamaan dengan penyelenggaraan pesta siaga, para pembina pendamping mengikuti Karangpamitran untuk pembina. Pada kegiatan Karang pamitran tersebut pembinan mendapatkan pengetahuan tentang penyakit flu burung dan penyebabnya serta teknis dan kebijakan pengendalian flu burung di wilayah Kota dan Kabupaten Bogor dari para narasumber. Jumlah pembina yang berpartisipasi dalam kegiatan tersebut adalah 38 pembina pramuka kota Bogor dan 78 dari Kabupaten Bogor. Para pembina diharapkan akan membantu memantau penyampaian pesan kunci dari para peserta pesta siaga kepada teman dan keluarganya.

Keberhasilan penyampaian informasi tanggap flu burung akan dievaluasi oleh para anggota UKM Pramuka dengan melakukan pemantauan dan wawancara terhadap teman dan keluarga peerta pesta siaga di sekolah masing-masing. Kegiatan pemantauan akan dilaksanakan pada tanggal (14 dan 21/3).Hasil evaluasi akan diumumkan dalam acara penganugerahan tanda ikut serta kegiatan (TISKA) pada tanggal 11 April 2009 mendatang. (UKM Pramuka IPB/man)

From: IPB *Pesona Lingkar Kampus*

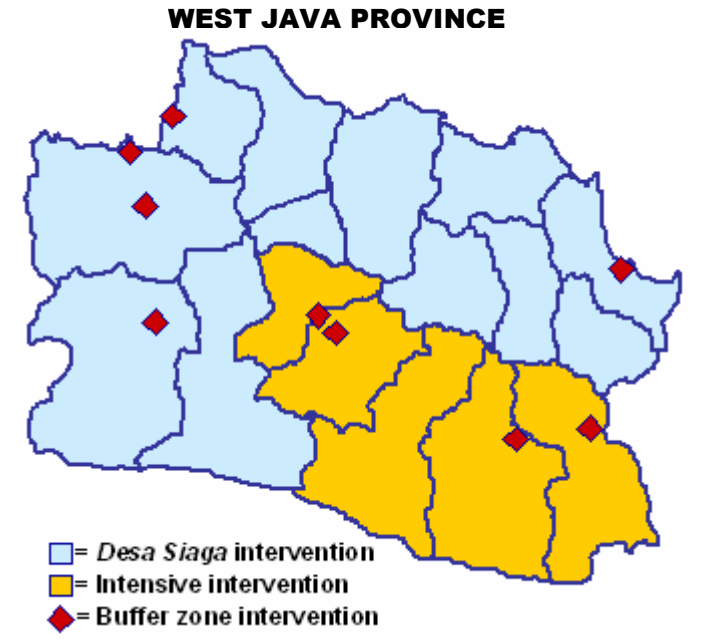
ELEMENT B

AI Risk Reduction Program in West Java

CBAIC works with community level stakeholders in West Java province to ensure an integrated approach to reduce the risk of AI transmission. Three intervention approaches are in development: 1) Intensive, 2) Buffer zone, and 3) *Desa Siaga*. Combined, these interventions aim to reduce risky practices associated with transmission of AI in communities, from the district down to the village level. Specifically, this strategy aims to reduce AI transmission risks in areas accounting for more than 75 percent of the populations of poultry and people in West Java.

Through collaboration with local governments, CBAIC identified priority districts to implement an intensive risk reduction program. In addition, CBAIC will implement interventions that will cover those subdistricts surrounding the intensification areas, referred to in this strategy as buffer zones, which will ultimately cover all subdistricts in the selected high-risk districts. Finally, CBAIC will collaborate with *Desa Siaga* (alert village), the Ministry of Health community-level emergency and disaster preparedness and response program, through outreach efforts to expand their coverage to include AI prevention and response behaviors and best practices.

Intensive interventions (community mobilization, behavior change communications, advocacy) will be conducted in the selected high-risk districts. Buffer zone interventions (training of local officials in AI risk reduction, dissemination of behavior change print materials) will be implemented in the subdistricts not selected for intensive work, and will include the municipalities of Depok, Bekasi, Bogor, Bandung, and Tasikmalaya. *Desa Siaga* outreach will be implemented in *twelve* more districts, and will involve training the existing *Desa Siaga* master trainers and facilitators in AI risk reduction. With intensive and buffer zone interventions, the aim is to reduce the risk of AI transmission to both humans and animals. In *Desa Siaga* outreach interventions, the focus will be reducing the risk of AI transmission to humans.



The ultimate goal of CBAIC is to reduce the transmission of the AI virus in poultry and humans. Four key risk reduction program objectives are:

1. Implement an effective community-based risk reduction model;
2. Incorporate the CBAIC community-based AI risk reduction model with other existing community-based programs;
3. Establish sustainable community-based AI control and prevention capabilities through cooperation with local government AI programs; and
4. Maximize the reach of CBAIC AI risk reduction interventions.

COMMUNITY MOBILIZATION

Implementation of the newly developed community mobilization interventions began during the period January through March 2009. Coordination and consultation meetings were held with provincial, district, and subdistrict government officials, and subcontractors as well as other agencies in the area selection and activities.

Subcontractors

PMI and Muhammadiyah recruited 17 and 14 new personnel, respectively, for community empowerment facilitator (CEF) positions. Task orders for both organizations were finalized during the period, officially launching the CBAIC community mobilization program.

Coordination

District consultation. On 14-15 January 2009 CBAIC hosted a consultation meeting with Garut district government officers and community representatives. Eighty-three participants attended representing the district offices of livestock, health, market management, trade, transportation, regional development, as well as local health clinics. Also among the participants were subdistrict and village heads, representatives of local women's groups (PKKs), and members of the commercial poultry sector including representatives of contract (Sector 3) broiler farms, a farm association, and slaughterhouses. Subdistrict working groups were formed to discuss AI transmission risk reduction behaviors. CBAIC worked with the groups to identify and prioritize high-risk behaviors most important to each subdistrict. The meeting was successful in securing local government approval of, and support for, CBAIC community mobilization initiatives.

A final government consultation meeting was held in Bandung on 3 February 2009 for municipalities in the buffer zone. Livestock officials from Bogor, Bekasi, Depok, Bandung, Ciamis and Tasikmalaya attended. As a result of the meeting, it was agreed that livestock officials would assist in design of buffer zone interventions, and support their implementation. It was also agreed that a market will be selected in each municipality for inclusion in buffer zone activities. Lastly, it was agreed that at least one staff member from each livestock office would be trained during the community mobilization training of facilitators (TOF).

Subdistrict and village coordination. Smaller coordination meetings are being held with local officials to bring them up to speed with the CBAIC program and formalize their support for, and participation in, program initiatives. These meetings are crucial to ensuring program sustainability and local ownership of the efforts and initiative. CBAIC is holding subdistrict meetings at which local leaders and officials in each selected subdistrict work to choose the villages for implementation. Lastly, village coordination meetings are scheduled.

By the end of the reporting period, 88 villages had been selected for intensive intervention (Table 1 in APPENDIX A). Coordination meetings are being held with each selected intensive intervention village. During each meeting village AI teams are formed, and the CEFs outline the consensus AI risk reduction behaviors and key audiences – the focus of CBAIC risk reduction packages. Participatory risk assessments are discussed, and trainings are scheduled.

Pak Rahmat, a Garut district PDSR officer, explains to villagers how AI can jump from poultry to people, during a CBAIC village coordination meeting in Cikembulan, Kedungora subdistrict. CBAIC community empowerment strategy centers on facilitating involvement of local officials in local AI control and AI team building efforts. This helps ensure local ownership and sustainability of community-based AI control efforts. *Photo by CBAIC.*

Training and planning

During the period, CBAIC developed the community empowerment curriculum and associated training tools. Topics include program objectives, key audiences, timing, and expected results. In particular, trainings cover community facilitation concepts, participatory risk assessment (PRA) methodology, AI technical information, and behaviors to reduce the risk of AI transmission. Other zoonotic diseases may also be covered, depending on the needs of each community.

The newly developed AI team in each selected village is being trained using the newly developed curriculum. Each training requires each AI team to plan and conduct a PRA in their community, and to develop an AI action plan to address identified risks. The CEFs then facilitate the implementation of those plans in each community.

Training of facilitators. CBAIC community empowerment facilitators (CEFs) were trained in Lembang, West Java, 8-23 February 2009. A total of 89 people were trained (Table 2 in APPENDIX A). Participants included 55 CEFs, four administration staff and six central office staff from Indonesian Red Cross and

Muhammadiyah, and 24 staff from project area district livestock and health offices. Training covered community mobilization facilitation techniques, AI technical information, and project planning and implementation issues. Participants were provided hardcopy and softcopy of the training curriculum.

CBAIC detailed behavior change communications support for community mobilization interventions, including an explanation of the umbrella theme (*AKSI 100% BERSIH* – "actions for 100% cleanliness") for disease control and key messages for TOF participants. Participants were then taught how to use the supporting materials (flyers, banners, cue cards, videos, etc.) to improve message delivery and effectiveness.

Training included practical field exercises, which consisted of conducting PRAs in five select villages in West Bandung district. This gave participants important hands-on experience to apply the method and theory they had been taught in the classroom. In an effort to forge close ties between CEFs and local officials, CEFs were matched with officials from the districts in which they were scheduled to work.

Community members, including local leaders and animal health officers, listen intently as they learn about the CBAIC community empowerment program for AI risk reduction. Interest in the program is strong, and virtually every community approached about the possibility of participating has jumped at the opportunity. Community commitment and motivation are important factors in sustainability of local AI control efforts. *Photo by CBAIC.*

Desa Siaga. CBAIC continued close coordination with the West Java Provincial Health Office on planning and implementation of the CBAIC *Desa Siaga* (alert village) outreach program. A training subcontractor was identified and CBAIC is working closely with them to design the curriculum and training manual, conduct training of trainers at district and subdistrict levels, and conduct training of AI team facilitators at the village level. Also of note, the CBAIC *Desa Siaga* outreach program has increased to cover twelve districts from the previously planned seven.

Buffer zones. CBAIC is working with markets to reduce transmission risks in the communities in which they are located. Standard operating procedures or guidelines will be developed for cleaning markets, and conditions and risks will be assessed on a market by market basis to select markets for CBAIC buffer zone intervention. Managers of

selected markets will be taught to conduct a PRA of their respective market, which they will then use to develop an AI action plan. Actions may include commodity or infrastructure needs, which will assessed by CBAIC. By 31 March 2009 CBAIC had identified ten markets potentially suited for project intervention (Table 3).

Table 3. List of potential buffer zone markets as of 31 March 2009.

District/Municipality		Market
District	Bandung	Baleendah
	West Bandung	Batujajar
	Garut	Wanaraja
	Tasikmalaya	Singaparna
	Ciamis	Manis
Municipality	Bekasi	Kranji
	Depok	Agung
	Bandung	Astanaanyar
	Tasikmalaya	Cikurubuk
	Bogor	Baru
	Cimahi	

COMMUNICATIONS SUPPORT

Consensus report

Below is the cover of the AI risk reduction behaviors and audiences *Consensus Report*.

A large group of stakeholders is involved in AI prevention and control in Indonesia, implementing a variety of behavior change and community mobilization initiatives. In order to ensure messaging consistency, facilitate integration of efforts, and to leverage the overall impact of activities, a series of collaborative meetings were held between November 2008 and January 2009. Participants included USAID AI program partners (CBAIC, FAO, WHO, ILRI), government of Indonesia partners (MOH, MOA-CMU, KOMNAS FBPI), the Indonesian-Dutch Partnership, USDA, CDC Atlanta, and CHF International. These meetings brought together animal and human health technical experts to reach agreement on priority audiences and risk reduction behaviors to guide message development for future behavior change and community mobilization initiatives. A consensus report was developed based on the results of these meetings.

Resulting priority audiences and behaviors for targeting AI transmission risk reduction initiatives, in particular, behaviors focusing on transportation and poultry movement were targeted, as suggested in a recent FAO study (*Final Report on Commercial Poultry*

Profiling Activities in Western Java, August 2008). A total of eleven (11) key groups (audiences) were identified, accompanied by 81 suggested risk reduction behaviors.

A qualitative study was conducted in West Java province to test the feasibility of the suggested behaviors. Focus group discussions were conducted with representative priority audiences and some of the tested risk reduction behaviors were characterized by participants as difficult to implement. Also, participants generally did not perceive a link between some of the risk reduction behaviors and AI transmission. Therefore, it was recommended that future information, education, and communication (IEC) materials and behavior change initiatives should focus on cleanliness and personal hygiene, rather than solely on AI.

A follow-up meeting of the technical working group discussed the results of the feasibility study, which resulted in revised lists of suggested priority audiences and behaviors. It was agreed that the new lists of priority audiences and behaviors would be reduced to eight (8) audiences and 41 behaviors. It is these revised lists of audiences and behaviors that are detailed in the consensus report, which can be used to guide behavior change and community mobilization interventions.

IEC materials

Using the above consensus report, CBAIC developed an umbrella theme for project-developed IEC materials. It is *AKSI 100% BERSIH*, which focuses on hygiene ("actions for 100% cleanliness") for disease control, rather than simply on AI or AI control. During the reporting period, CBAIC developed, and USAID approved, several information, education, and communication (IEC) materials including: Eight different key audience flyers (shown on the following pages), risk reduction cue cards for use by the CEFs, and an AI technical information video. Importantly, CBAIC received approval from key partners including the Ministries of Agriculture and Health, WHO, FAO and KOMNAS FBPI for the use of their logos in all new key audiences materials, which, focus group discussions have found, greatly improves material credibility. CBAIC also developed, pre-tested, and revised a biosecurity "STOP" sign in support of the CBAIC commercial poultry private sector partnership (PSP) program (see report cover photo). Focus group discussions found solid support for the sign, which, with USAID approval, will be placed prominently at the entrance to participating Sector 3 contract broiler farms. Printing and distribution are detailed in Tables 4 and 5.

Table 4. IEC material produced during the quarter, January – March 2009.

Material type	Number
AI risk reduction cue cards	2000
AI educational videos	100
Key audience flyers	70,500
Sector 3 posters	10,000
Biosecurity videos – farm worker	400
Biosecurity videos – backyard producer	400
Biosecurity training manuals	400
Biosecurity coveralls	2355
Biosecurity stop signs	200

Table 5. IEC material distribution during the quarter, January – March 2009.

Material type	Bogor scouts	Garut livestock office	KOMNAS FBPI	Training of facilitators	PSP training
AI control key message booklets	250	500	1000	-	-
AI control banners	250	200	-	-	-
AI control T-shirts	250	100	-	-	110
AI outbreak response flyers	-	1000	-	-	-
AI educational videos	-	-	-	90	-
Commercial poultry (Sector 3) flyers	-	-	-	-	72
Sector 3 posters	-	-	-	-	110
Biosecurity videos – farm worker	-	-	-	-	112
Biosecurity videos – backyard producer	-	-	-	-	112
Biosecurity training manuals	-	-	-	-	112
Biosecurity coveralls	-	-	-	-	420
Biosecurity stop signs	-	-	-	-	59

Mass media

In January 2009, CBAIC finalized edits of its television public service announcements (PSAs) for use in its 2009 mass media campaign. The PSAs began airing on 30 January, and ran through 4 April. Two different PSAs were used, which reminded people of the dangers of bird flu, and encouraged people to "Report" suspected outbreaks of AI in poultry and to "Bury" the carcasses of poultry that have suddenly died. In addition, the "Report" PSA incorporated a secondary message: "Go to your community health center if you are experiencing high fever after having contact with poultry." The "Bury" PSA secondary message was: "Buy, sell, slaughter, or cook only healthy poultry." The PSAs were broadcast nationwide and the campaign was strategically timed to coincide with the rainy season, which typically sees an increase in both animal and human cases. The campaign beat performance estimates. CBAIC television public service announcements

were seen at least once by more than 101 million unique viewers aged 22-45, countrywide, according to Nielsen data.

In addition to the PSAs, creative media content in the form of "built-ins" and "fillers" were used to reinforce the messages of the PSAs, to deepen the intake of those key messages. CBAIC produced "built-in" messages for two popular situation comedies, and a four-minute "filler." The TV filler was produced in West Bandung and Bandung districts – part of the CBAIC intensive intervention work area, and local animal health and public health authorities were recruited to participate in filming. The creative media content was branded with the project umbrella theme: AKSI 100% BERSIH (Actions for 100% cleanliness).

The CBAIC-developed key audience flyers are shown on the following pages.

Customer / Consumer flyer

(front) Market Manager flyer (back)

(front) **Sector 3 Poultry Farmer flyer** (back)

(front) **Poultry Slaughterer flyer** (back)

(front) **Backyard Poultry Producer flyer** (back)

(front) **Duck Producer flyer** (back)

(front) **Trader and Transporter flyer** (back)

(front) **Poultry Vendor flyer** (back)

ELEMENT C

Commercial Poultry Private Sector Partnership

Research has found that a majority of the confirmed AI cases in people and poultry are most likely related to commercial poultry farms (Sector 3). For that reason, CBAIC has worked to develop commercial poultry model interventions in the form of private sector partnerships. CBAIC aims to test effective and sustainable ways for the private sector to reduce AI virus transmission in their operations, as well as in the broader value chain. The lessons learned through this process and the outcomes will inform future partnership activities that USAID, the GOI, and other donors may support.

CBAIC Commercial Poultry Team Leader Dr. Path Manathan, two Indonesian poultry specialists – Erwan Julianto and Arief Subandono, and a newly recruited Indonesian commercial poultry business development analyst, Dr. Agung Haryanto, comprise the technical core of the CBAIC commercial poultry private sector partnership (PSP) program. The PSP team is supported and directed by CBAIC Chief-of-Party Maria Busquets, and additional technical support is provided by CBAIC Senior Technical Advisor Dr. Jonathan Bell. The PSP program aims to find ways of reducing AI virus transmission in the Indonesian poultry production system.

INFORMATION GATHERING AND COORDINATION

During the period, CBAIC continued to gather relevant industry information, and worked to formalize the design of the PSP intervention models. Of note, CBAIC met with executives and technical experts from member firms of the three major Indonesian commercial poultry associations in Indonesia – GAPPI, GOPAN, and PINSAR. These meetings firmed up their commitment to and participation in the CBAIC private sector partnership (PSP) program. (Negotiations led to the pledged participation of 200 Sector 3 farms!) CBAIC also met with FAO, USDA, AusAid, and the Indonesian-Dutch Parntership to avoid redundancy, and to coordinate activities where possible.

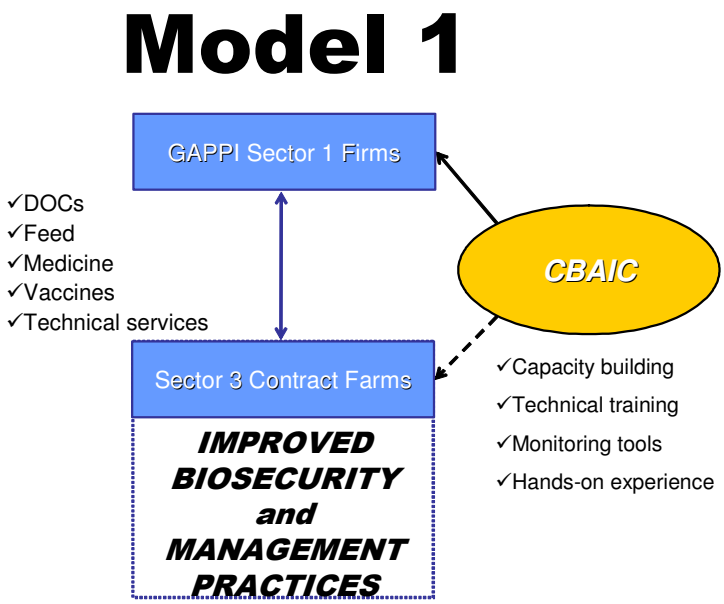
GAPPI is the Indonesian Association of Industrial (Sectors 1 and 2) Poultry Producers. CBAIC met with senior executives and technical experts from Sierad Produce, Cheil Jedang (CJ), and Charoen Pokphand (CP – *the largest poultry producer in the world*). All are fully integrated (Sector 1) GAPPI-member firms. Each meeting was productive in solidifying their participation, and in brainstorming a PSP approach to increase disease control and profitability for their contract (Sector 3) broiler farms.

GOPAN is the Indonesian Association of Commercial Poultry Producers (Sector 3). CBAIC met with GOPAN executives and representatives of member farms to develop a model for strengthening the technical services provided to farms and poultry shops.

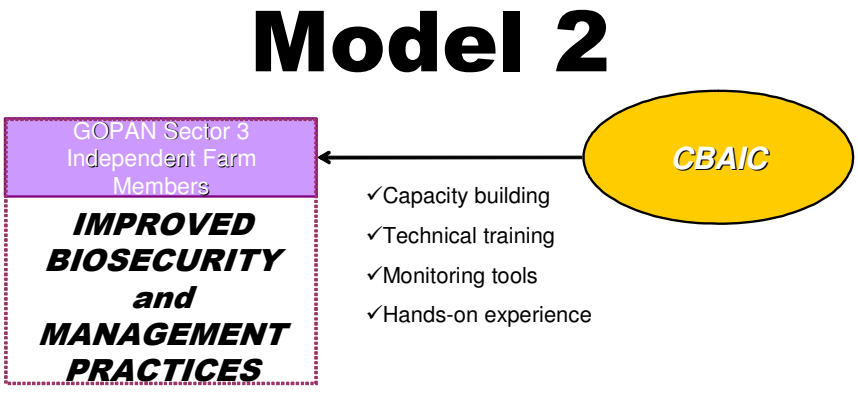
PINSAR is the Indonesian Association of Independent Egg Producers (also Sector 3). CBAIC met with PINSAR executives to form an investigative partnership with several PINSAR-member layer farms. The objective is to study Sector 3 layer farms and identify

their common biosecurity challenges. The results of the study will be used as the basis for modeling future interventions to improve disease control and profitability of commercial layer farms in Indonesia. Initially, five PINSAR-member farms will participate. Encouragingly, executives are hopeful that many more member layer farms may take part in future biosecurity intervention.

PARTNERSHIP MODELS

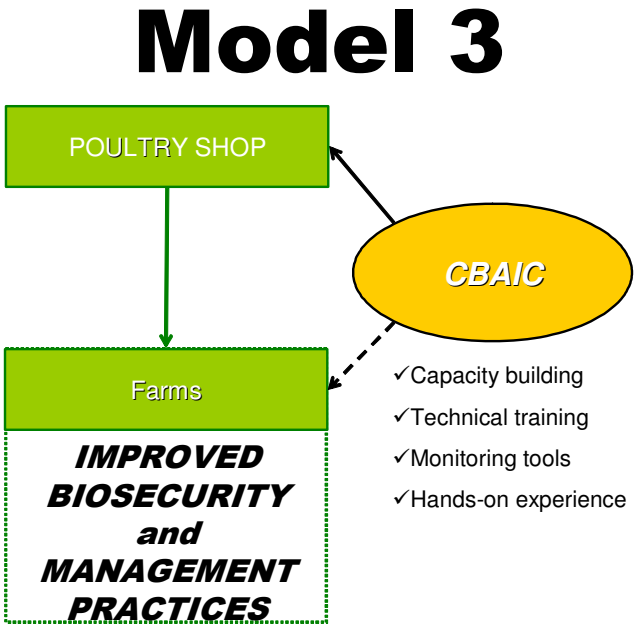


Model 1 involves CBAIC partnership with three Sector 1 companies (GAPPI members) that facilitate participation of their contract broiler farms for biosecurity and management practices training to improve Sector 3 disease control and profitability. A total of 150 contract farms will participate: Sierad Produce (60 farms); CJ (45 farms); and CP (45 farms).



Model 2 involves CBAIC partnership with GOPAN-member independent (not contracted with Sector 1 companies) Sector 3 broiler farms for biosecurity and

management practices training to improve their disease control and profitability. Forty-five farms and poultry shops are scheduled to participate.



Model 3 involves CBAIC partnership with poultry shops – and the broiler farms they own – for biosecurity and management practices training to improve their disease control and profitability. Up to seventeen poultry shops may participate.

COMMUNICATIONS SUPPORT

CBAIC developed and produced several types of information, education, and communication (IEC) materials in support of the commercial poultry private sector partnership (PSP) program. As mentioned previously, CBAIC developed a biosecurity "STOP" sign to be distributed to each of the 200 participating Sector 3 farms. Each sign will be displayed prominently at the entrance to each farm to improve access control for disease control. Supporting IEC materials included two educational biosecurity videos, produced by the United States Department of Agriculture and the California Department of Food and Agriculture, and reproduced with permission. CBAIC also developed and produced comprehensive biosecurity training curriculum, a training manual, a risk reduction poster for commercial (Sector 3) poultry producers – based on the Sector 3 flyer shown previously, and biosecurity coveralls branded with *AKSI 100% BERSIH*.

BIOSECURITY TRAINING

Sierad Produce. CBAIC organized and hosted three, two-day training workshops for Sierad Produce technical advisors and contract farm supervisors. The trainings were

held in Bandung and Tasikmalaya, West Java. In the first training, CBAIC trained the Sierad technical advisors (n=33) as trainers, and then, in two successive trainings, the newly-trained Sierad technical advisors trained a total of 59 Sierad contract farm supervisors and four Sierad administrative staff. Participating farm supervisors came from Bogor, Bandung, Subang, Sumedang, Indramayu, Garut, and Tasikmalaya districts of West Java province.

NOTE: CJ, CP, PINSAR, and GOPAN trainings will be conducted during the next reporting period.

COMMERCIAL STUDIES

The CBAIC PSP program will also include two industry studies to analyze credit access and the role of poultry shops in Indonesian commercial poultry. These studies will be conducted in the coming quarter; results of each will be reported then.

Credit access analysis

Small farmer access to finance remains a major constraint, impeding poultry producers' ability to adopt certain biosecurity measures and to follow recommended behaviors. The PSP will complement its partnerships with commercial farmers by assessing small farmers' financial constraints and requirements, seeking to identify opportunities to increase financial institution support to the poultry industry and to facilitate flows of credit up and down the poultry value chain.

Poultry value chain analysis

Discussions with local industry experts indicate that many poultry shops not only provide all inputs to independent Sector 3 farmers with whom they associate, but also enter into contract relationships to provide technical services to small farmers and purchase mature birds for sale onward to markets and processors. In that case, their interaction with Sector 3 farmers is similar to that of Sector 1 firms and offers an opportunity to follow a similar model for improving biosecurity practices at the Sector 3 level.

It is possible that poultry shops still play a significant role in Ciamis and Tasikmalaya, two CBAIC focus regions. Therefore, CBAIC will perform a value-chain analysis of Ciamis and Tasikmalaya, paying particular attention to poultry shops—their predominance in these regions and the inputs, technical services and financial support they provide to Sector 3 farmers. We expect this study to allow future USAID programs to make informed decisions on whether (and how) to partner with poultry shops.

OTHER ACTIVITIES

CBAIC SHARES EXPERIENCE WITH BANGLADESH

It has been five years since Indonesia first confirmed reports of H5N1 highly pathogenic avian influenza virus (HPAI) in poultry, and it is now endemic in much of the archipelago. Globally, Indonesia has been the country hardest hit by HPAI, with more than 141 confirmed human cases and 115 fatalities. In contrast, the virus was first reported in Bangladesh only two years ago, and there has been but one confirmed human case, from which the person recovered. On 5-7 March 2009, a meeting of the World's Poultry Science Association in Dhaka, Bangladesh provided a perfect opportunity for the USAID-funded Community-Based Avian Influenza Control project (CBAIC) to share nearly three years of HPAI control lessons learned with colleagues in Bangladesh.

CBAIC Senior Technical Advisor Dr. Jonathan Bell presented "A community-based approach to the control of avian influenza in Indonesia" during the meeting's avian influenza session. His presentation outlined Indonesia's initial response to the virus, which included disease surveillance on the animal health side and a public health campaign that concentrated on targeting the interface between people and their backyard chickens. Dr. Bell pointed out that experience has shown that the human disease is very rare, and only seven percent of victims were occupationally involved with poultry. Further, the distribution of human cases reflected the distribution of population in general, with cases focused around areas densely populated by people and poultry. These findings led to the realization by experts that HPAI transmission to humans may occur indirectly through environmental contamination or genetic predisposition.

Analysis of the correlation between backyard poultry ownership and human cases showed that human cases were more prevalent in areas with low ownership of backyard poultry, which suggested that commercial poultry played an important role in the transmission of the virus. This hypothesis was supported by research confirming the presence of HPAI in chicken collector yards. This finding revealed that through cutting the cycle of virus transmission between poultry populations, the transmission of AI to people could also be controlled.

Dr. Bell explained how, partly based on these findings, CBAIC developed risk reduction packages aimed at cutting virus transmission pathways for different key audiences. The packages consist of key behaviors to reduce the risk of HPAI transmission between poultry, and from poultry to people. Dr. Bell closed his presentation with an example of how, through intensive community mobilization efforts, communities can identify their specific HPAI risk factors, and develop a plan for reducing those risks.

The presentation was enthusiastically received by a large audience of government and non-government stakeholders in AI control in Bangladesh. Audience members were particularly keen to learn about CBAIC's community-based work, and were grateful for CBAIC's participation in the meeting.

APPENDIX A. Tables 1 and 2

Table 1. Intensive intervention working areas selected as of 31 March 2009.

District	Subdistrict	Village
Bandung	Rancaekek	Bojongsalam
		Sukamanah
		Jelegong
		Nanjungmekar
	Banjaran	Banjaran
		Margahurip
	Cileunyi	Cibiru Wetan
		Cileunyi
		Cimekar
		Cinunuk
	Cimaung	Jagabaya
	Bojongsoang	Tegalluar
		Bojongsoang
		Lengkong
	Soreang	Soreang
		Panyirapan
West Bandung	Ngamprah	Ngamprah
		Sukatani
		Tanimulya
		Cilame
		Bojongkoneng
	Cisarua	Pasirhalang
		Tugumukti
		Cipada
		Sadangmekar
		Jambudipa
		Padaasih
	Padalarang	Tagog Apu
		Campaka Mekar
		Jayamekar
		Kertajaya
		Kertamulya
		Laksana Mekar
		Padalarang
Garut	Malangbong	Cisitu
		Mekarasih
		Malangbong
		Sukaratu
		Cinagara
		Cikarag
	Limbangan	Cigagade
		Limbangan Barat
		Limbangan Tengah
		Limbangan Timur
	Kadungora	Talagasari
		Kadungora
		Hegarsari
		Cikembulan

District	Subdistrict	Village
	Leles	Lembang
		Cipancar
		Ciburial
		Cangkuang
Tasikmalaya	Manonjaya	Manonjaya
		Margahayu
		Cibeber
		Margaluyu
		Pasir Panjang
	Karangnunggal	Cikukulu
		Sarimanggu
		Karangmekar
		Ciawi
		Cikupa
		Cibatuireng
		Sarimukti
	Cibalong	Setiawaras
		Eureunpalay
	Rajapola	Rajapola
		Mangunjaya
		Mangunsari
		Tanjung Pura
Ciamis	Lakbok	Puloerang
		Cintaratu
		Sindangangin
		Kelapa Sawit
		Cintajaya
		Sukanagara
	Panumbangan	Sindangherang
		Medanglayang
		Sindangmukti
		Sindangbarang
	Cikoneng	Cimari
		Cikoneng
		Gegempalan
		Kujang
		Margaluyu
		Nasol
		Panarangan
		Sindangsari

Table 2. Participants in CBAIC training of facilitators.

#	Participant	Institution
1	Denok Rahayu	PMI National Headquarters
2	Dewi Ariyani	PMI National Headquarters
3	Kurniawan	PMI National Headquarters
4	Cori	PMI West Java Province
5	Abdul Basith A.H	PMI West Bandung
6	Al Fandi	PMI West Bandung
7	Candra Reza	PMI West Bandung
8	Dewi Oktaviani	PMI West Bandung
9	Eva Soviyati	PMI West Bandung
10	Jam Jam	PMI West Bandung
11	Neneng Raudhatussyaifah	PMI West Bandung
12	Santi Fauziah	PMI West Bandung
13	Tri Yanti S	PMI West Bandung
14	Yudhanti Adhitarini	PMI West Bandung
15	Yulinar	PMI West Bandung
16	Amalia Sari	PMI Bandung
17	Andik F	PMI Bandung
18	Cucu Narwita	PMI Bandung
19	IDP Anom A	PMI Bandung
20	Iqbal Taufik M	PMI Bandung
21	Iyan Parganta	PMI Bandung
22	Rudi Kurniawan	PMI Bandung
23	Sehabudin R	PMI Bandung
24	Teddy R.H	PMI Bandung
25	Yayat R	PMI Bandung
26	Ai Yeti Rusmiati	PMI Bandung
27	Silviana Masyita	PMI Bogor Municipality
28	Deis Amilatun K	PMI Tasikmalaya
29	Linda Malinda Sita	PMI Tasikmalaya
30	Lubis Bambang P	PMI Tasikmalaya
31	M. Fuad	PMI Tasikmalaya
32	M. Syawal Lubis	PMI Tasikmalaya
33	Nofa SA	PMI Tasikmalaya
34	Nopi Hidayat	PMI Tasikmalaya
35	Nur Chasanah	PMI Tasikmalaya
36	Ulina H.	PMI Tasikmalaya
37	Ita Rahma	Muhammadiyah National Headquarters
38	Abdul Afif	Muhammadiyah National Headquarters
39	Iwan Koswara	Muhammadiyah National Headquarters
40	Asep ES	Muhammadiyah Garut
41	Ahsanal Huda	Muhammadiyah Garut
42	Dinar Roasdianita	Muhammadiyah Garut
43	Hadin (Nasihadin)	Muhammadiyah Garut
44	Juniardi Firdaus	Muhammadiyah Garut
45	Muhdan Amin	Muhammadiyah Garut
46	Nenden	Muhammadiyah Garut
47	Rosi St. R	Muhammadiyah Garut
48	Tomi Rustandi	Muhammadiyah Garut

#	Participant	Institution
49	Winda Kustiawan	Muhammadiyah Garut
50	Zaelani	Muhammadiyah Garut
51	Ila Kania	Muhammadiyah Depok Municipality
52	Irfan HQ	Muhammadiyah Bandung Municipality
53	Rina Widyaningrum	Muhammadiyah Bekasi Municipality
54	Indra N	Muhammadiyah Tasikmalaya Municipality
55	Ady Widiyanto	Muhammadiyah Ciamis
56	A. Rahman N	Muhammadiyah Ciamis
57	Khairul Rijal	Muhammadiyah Ciamis
58	Kurniawati	Muhammadiyah Ciamis
59	M. Bilal	Muhammadiyah Ciamis
60	M. Makki Nahari	Muhammadiyah Ciamis
61	Mariyanto	Muhammadiyah Ciamis
62	Nurlaela	Muhammadiyah Ciamis
63	Sriyono	Muhammadiyah Ciamis
64	Roni Rahmawan	Muhammadiyah Ciamis
65	Yusuf Saeful Berlian	Muhammadiyah Ciamis
66	Budiyatno	Bekasi Municipality Social Economy Office
67	Supriana	Garut Livestock, Fisheries, and Maritime Office
68	Rahmat	Garut Livestock, Fisheries, and Maritime Office
69	Adi Rustawa	Garut Public Health Office
70	M. Jauhary	West Bandung Public Health Office
71	Mulyana	West Bandung Public Health Office
72	Asep Dedy K.	West Bandung Agriculture, Forestry, Livestock, and Fisheries Office
73	H. Usep S.	West Bandung Agriculture, Forestry, Livestock, and Fisheries Office
74	Mamat	West Bandung Agriculture, Forestry, Livestock, and Fisheries Office
75	Sustrida Okri	West Bandung Community Health Clinic
76	Nina Widiana	West Bandung Community Health Clinic
77	Yuliawati	West Bandung Community Health Clinic
78	Suranto	Bandung Agriculture Office
79	Lia Rosliana	Bandung Agriculture Office
80	Saeful Bachir	Bandung Municipality Agriculture Office
81	M. Nartantio	Depok Municipality Agriculture and Fisheries Office
82	Hedayana	Tasikmalaya Municipality Agriculture Office
83	Mulyana Darsana	Tasikmalaya Public Health Office
84	Ayub Ahmad	Tasikmalaya Livestock, Fisheries, and Maritime Office
85	Jajang Deni	Tasikmalaya Livestock, Fisheries, and Maritime Office
86	Budiyono	Cimahi Municipality Livestock Office
87	Refni Yulita	Cimahi Municipality Livestock Office
88	Asep Gunawan	Cimahi Municipality Livestock Office
89	Patriantariksina	Bogor Municipality Agriculture Office

APPENDIX B. Monitoring and Evaluation: January – March 2009 (page 1 of 2)

No.	INDICATOR		YEAR 3 Target	Jul-Sep 2008 Total	Oct-Dec 2008 Total	Jan-Mar 2009 Total	Year 3 Total	% of Target Achieved
1	Number of forums, national and international conferences, where AI best practices and lessons learned related to AI are shared.		2	1	2	6	9	450.0
2	Number of USAID or CBAIC-led coordination meetings (donor, central and local government, multi-sectoral, professional association) in the past three months.		24	1	11	30	42	175.0
3	Number of KOMNAS-led national AI communication working group meeting		3	0	1	0	1	33.3
4	Status of country capacity for avian influenza communications during the past three month. (AIMEBA)		Level 3	N/A	N/A	N/A	N/A	N/A
5	Status of country capacity for pandemic influenza communications during the past three month. (AIMEBA)		Level 3	N/A	N/A	N/A	N/A	N/A
6	Number of national government consultation meeting		2	0	1	0	1	50.0
7	Number of local government consultation meeting		10	0	6	5	11	110.0
8	CBAIC interventions benefiting from government cost-sharing.		20	0	6	0	6	30.0
9	Number of communication materials/resources provided to KOMNAS and other government recipients.	TOTAL	10,000	-	10,500	-	10,500	105.0
	9.a. National AI control key message guidebooks ("the red book")		-	-	10,500	-	10,500	105.0
10	Total number of communication materials produced and distributed (or aired).	TOTAL (Produced)	200,000	-	-	76,230	76,230	38.1
		TOTAL (Distributed)	200,000	-	-	567	567	0.3
	10.a. Trader and Transporter flyers	Produced	10,000	-	-	10,000	10,000	100.0
		Distributed		-	-	0	0	0.0
	10.b. Sector 3 Poultry Producer flyers	Produced	10,500	-	-	10,500	10,500	100.0
		Distributed		-	-	97	97	0.9
	10.c. Poultry Slaughterer flyers	Produced	10,000	-	-	10,000	10,000	100.0
		Distributed		-	-	0	0	0.0
	10.d. Backyard (Sector 4) Poultry Producer flyers	Produced	10,000	-	-	10,000	10,000	100.0
		Distributed		-	-	0	0	0.0
	10.e. Poultry Customer and Consumer flyers	Produced	10,000	-	-	10,000	10,000	100.0
		Distributed		-	-	0	0	0.0
	10.f. Live Bird Vendor flyers	Produced	10,000	-	-	10,000	10,000	100.0
		Distributed		-	-	0	0	0.0
	10.g. Market Manager flyers	Produced	10,000	-	-	10,000	10,000	100.0
		Distributed		-	-	0	0	0.0
	10.h. Sector 3 Producer posters	Produced	500	-	-	500	500	100.0
		Distributed		-	-	97	97	19.4
	10.i. Biosecurity stop signs	Produced	200	-	-	200	200	100.0
		Distributed		-	-	59	59	29.5
	10.j. AI risk reduction cue cards	Produced	2,000	-	-	2,000	2,000	100.0
		Distributed		-	-	0	0	0.0
	10.k. AI educational videos	Produced	100	-	-	100	100	100.0
		Distributed		-	-	90	90	90.0
	10.l. Biosecurity videos	Produced	800	-	-	800	800	100.0
		Distributed		-	-	224	224	28.0
	10.m. Television public service announcements (*Report & Bury*)	Airings	1,995	-	-	2,130	2,130	106.8

APPENDIX B. Monitoring and Evaluation: January – March 2009 (page 2 of 2)

No.	INDICATOR	YEAR 3 Target	Jul-Sep 2008 Total	Oct-Dec 2008 Total	Jan-Mar 2009 Total	Year 3 Total	% of Target Achieved
11	Percent of villages in coverage areas where communication materials have been distributed.	90	-	-	1	1	1.1
12	Number of people reached by CBAIC mass media campaign.	50,000,000	-	-	101,757,546	101,757,546	203.5
13	Number of poultry industry stakeholders engaged by CBAIC.	3/2/200					
	13.a. Companies	3	-	-	3	3	100.0
	13.b. Associations	2	-	-	2	2	100.0
	13.c. Farms	200	-	-	59	59	29.5
14	Number of private sector models created and tested.	2	-	-	0	0	0.0
15	Report documenting model design, implementation, results, and recommendations.	1	-	-	0	0	0.0
16	Number of subdistricts reached by each community mobilization interventions (Intensive, Buffer, *Desa Siaga*).	14/10/60					
	16.a. Intensive	14	-	-	20	20	142.9
	16.b. Buffer	10	-	-	11	11	110.0
	16.c. *Desa Siaga*	60	-	-	0	0	0.0
17	Proportion of **vendors & slaughterers** in *mobilized* markets practicing biosecurity measures (one or more) adopted from Risk Reduction Packages.	25	-	-	-	-	-
18	Proportion of mobilized **Sector 3 poultry producers** practicing biosecurity (one or more) measures.	50	-	-	-	-	-
19	Proportion of mobilized **collectors & traders** practicing biosecurity measures (one or more) adopted from Risk Reduction Packages.	25	-	-	-	-	-
20	Proportion of individuals in the poultry supply and distribution chain who state that they are more aware of risk reduction behaviors to decrease the risk of risk of H5N1 transmission to their poultry.	80	-	-	-	-	-
21	Proportion of individuals in the poultry supply and distribution chain that report practicing (one or more) behaviors to decrease the risk of H5N1 transmission to their poultry. (Modified from GME 6.1.100)	75	-	-	-	-	-
22	Number of avian influenza teams (AITs) developed.	100	-	-	1	1	1.0
23	Number of AI action plans developed.	100	-	-	0	0	0.0
24	Number of Risk Reduction Packages selected by communities.	200	-	-	0	0	0.0
25	Number of community grant activities implemented. **TOTAL**	30	-	-	1	1	3.3
	25.a. KKR/KOMDA grant for Bogor scouts	-	-	-	1	1	3.3
26	Number of province level *Desa Siaga* master trainers and facilitators trained in AI risk reduction behaviors and messages.	200	-	-	-	-	-
27	Number of *Desa Siaga* incorporating AI risk reduction behaviors and messages.	100	-	-	-	-	-
28	Number of people reached by community events.	1,000	-	-	-	-	-
29	Total number of people trained in surveillance for H5N1vinfection over the past three months. (AIMEBA)	1,850	-	-	90	90	4.9
30	Total number of people trained in outbreak containment for poultry over the past three months. (AIMEBA)	1,850	-	-	90	90	4.9
31	Total number of people trained in surveillance for poultry and wild bird outbreaks over the past three months. (AIMEBA)	1,850	-	-	90	90	4.9
32	Number of people trained in highly pathogenic avian influenza behavior change communication. (GME 6.6.100)	1,850	-	-	90	90	4.9
33	Proportion of people interviewed who state that they are more aware of risk reduction practices that can protect themselves and their families from transmission of H5N1.	80	-	-	-	-	-
34	Proportion of people interviewed who state that they practice behaviors (one or more) adopted from Risk Reduction Packages to protect themselves and their families from transmission of H5N1 virus. (Modified from GME 6.1.200)	75	-	-	-	-	-