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COMMUNITY-BASED AVIAN INFLUENZA CONTROL PROJECT
**QUARTERLY PROGRESS
REPORT 5**

October – December 2007

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EXECUTIVE SUMMARY

The Community-Based Avian Influenza Control Project progressed steadily through the second quarter of project year two, with several notable achievements. The Government of Indonesia, utilizing the draft National Pandemic Preparedness Plan developed as a result of the project-supported donor coordination meeting of the previous quarter, planned and successfully implemented the first pandemic simulation event in the country; and sector ministries are currently developing their sectoral national pandemic plans using the developed framework. Community level capacity building in avian influenza prevention and control, in collaboration with primary project partners Indonesian Red Cross and Muhammadiyah, saw an additional 2672 village volunteers and subdistrict coordinators trained during the period. The project communications team oversaw the development of high impact avian influenza control public service announcements for television, which began airing nationwide in December 2007 with Government of Indonesia funding.

Finally, the Community-Based Avian Influenza Control Project annual workplan for year two, and the project performance monitoring plan were finalized (in January 2008). Implementation of the monitoring plan began immediately with a review of second quarter activities, outputs, and accomplishments. Performance monitoring results for the quarter are detailed at the end of this report.

Overall project progress is solid, but the aim is always to continue improving the reach and impact of avian influenza control efforts and messages. Important next steps for the following quarter will see support of the Government of Indonesia continue as the project works with the National Committee on Avian Influenza Control and working group partners to finalize the National Pandemic Preparedness Plan for Indonesia by April 2008; and a major pandemic simulation will be conducted in Bali.

The project will continue to expand community level avian influenza control training efforts. Specifically, numbers of project-trained volunteers will continue to rise in North Sumatra and Jakarta, signaling broadening coverage across high-need target areas. In addition, next quarter will include implementation of the winning entries in a village volunteer innovation competition.

The community advocacy and behavior change communications team will oversee the design and implementation of a project-funded mass media campaign that will include nationwide television and radio broadcasts of key avian influenza control messages. They will also continue their work with the National Committee communication working group, providing technical support and maintaining consistency of key messages. Overall, this second quarter saw momentum continue to build with the expansion of efforts to prevent and control the spread of deadly bird flu in Indonesia.

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ACRONYMS AND ABBREVIATIONS

AI	Avian Influenza
BCC	Behavior Change Communication
CBAIC	Community-Based Avian Influenza Control Project
CCP	Center for Communication Programs (Johns Hopkins Bloomberg School of Public Health)
CMU	Campaign Management Unit (MOA AI)
DAI	Development Alternatives, Inc.
DEPKES	Departemen Kesehatan (Department of Health, a.k.a. Ministry of Health)
DEPTAN	Departemen Pertanian (Department of Agriculture, a.k.a. Ministry of Agriculture)
DI	Daerah Istimewa (Special Area)
DKI	Daerah Khusus Ibukota (Special Capital Area)
ESP	Environmental Services Program
FAO	Food and Agricultural Organization of the United Nations
GIS	Geographic Information System
GOI	Government of Indonesia
ILRI	International Livestock Research Institute
JICA	Japan International Cooperation Agency
JSI	John Snow, Inc.
KK	Koordinator Kecamatan (Subdistrict Coordinator)
KKR	Kelompok Kerja Regional (KOMNAS Regional Working Group)
KOMNAS FBPI	Komite Nasional Pengendalian Flu Burung dan Kesiapsiagaan Menghadapi Pandemi Influenza (Indonesian National Committee for Avian Influenza Control and Pandemic Influenza Preparedness)
MENKOKESRA	Coordinating Ministry for Social Welfare
MOA	Ministry of Agriculture (a.k.a. DEPTAN)
MOH	Ministry of Health (a.k.a. DEPKES)
MT	Master Trainer
NGO	Non-Government Organization
NPPP	National Pandemic Preparedness Plan
PDSR	Participatory Disease Surveillance and Response
PMI	Palang Merah Indonesia (Indonesian Red Cross)
PPE	Personal Protective Equipment
PSA	Public Service Announcement
RFI	Results Framework Indicator (USAID AI Control)
SO	Strategic Objective
UN	United Nations
USAID	United States Agency for International Development
USDA	United States Department of Agriculture
USG	United States Government
VAIC	Village Avian Influenza Coordinator
WHO	World Health Organization

INTRODUCTION

On 28 January 2008 Indonesia tallied its one-hundredth bird flu death. With 124 total human cases confirmed nationwide, H5N1 avian influenza (AI) infection has resulted in an astonishing case fatality rate of greater than eighty percent. Experts estimate that actual numbers are several times higher with many cases unidentified, or misidentified. As a tropical archipelago consisting of more than 17,000 islands, Indonesia provides the perfect environs for harboring the endemic virulent H5N1 strain of avian influenza that may eventually mutate into pandemic influenza with the potential to kill millions.

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: Strengthen Government of Indonesia (GOI) planning, preparedness, and coordination among government sectors and levels and donor agencies; increase effectiveness of H5N1 prevention and control in poultry; and decrease high-risk behavior associated with transmission of H5N1 among poultry and humans. This document details quarterly project progress for the period October through December 2007 as CBAIC works to help USAID meet its objectives.

CBAIC focuses on three, interrelated elements. It works to coordinate and build the capacity of GOI at national, provincial, and district levels in avian influenza planning and pandemic preparedness (Component A). The project manages and coordinates village and community level activities for disease surveillance and response (Component B). And it works to affect behavior change to improve control and prevention of avian influenza in Indonesia (Component C). The following sections detail activities and progress in each project component, as well as challenges faces, and solutions found. Also discussed are next steps for the project in the coming quarter.

STRENGTHENING COORDINATION, PLANNING, AND PREPAREDNESS

The Indonesian National Committee for Avian Influenza Control and Pandemic Preparedness (KOMNAS FBPI) is a sub-unit of the Coordinating Ministry for Social Welfare (MENKOKESRA). MENKOKESRA developed the national framework for AI prevention and pandemic preparedness and coordinates national avian influenza control activities with the Ministries of Health (MOH), Agriculture (MOA), and others. In Indonesia, government responsibility for AI prevention and control is divided into human health and animal health. The Ministry of Health, with assistance from the World Health Organization (WHO), has the lead in coordinating AI planning and preparedness in the event of a human pandemic. In addition, MOH, with WHO developed a *National Influenza Pandemic Preparedness Plan*, which is currently being brought up-to-date to address the current threat level. The Ministry of Agriculture is responsible for animal health and, in cooperation with the UN Food and Agriculture Organization (FAO) developed the *National Strategic Workplan for the Progressive Control of Highly Pathogenic Avian Influenza in Animals*.

Given the divided nature of these avian influenza planning and pandemic preparedness roles in Indonesia, the primary task of CBAIC (Component A) is to facilitate government coordination within and between levels and sectors. Towards that end, CBAIC supports and assists KOMNAS through technical and financial assistance, and capacity building.

Pandemic preparedness

The draft National Pandemic Preparedness Plan (NPPP) that resulted from the CBAIC-sponsored Avian Influenza Donor Coordination Meeting in Bali in August 2007 is now being used by KOMNAS to plan epidemic field simulations. During the quarter, CBAIC observed the first such pandemic preparedness simulations. On 12 and 13 December 2007, KOMNAS conducted pandemic field simulations in Tangerang and Serang Districts of West Java Province. The simulations focused on issues of local command and control, border and perimeter



The first ever pandemic simulation in Indonesia was held in West Java in December 2007. Photo by CBAIC.

control, and risk communication. The Tangerang District Chief led the field exercise. Other participants included local health and agriculture officials, broadcast and print journalism representatives, and donor and international non-government organization (NGO) observers.

As follow-on to the comparatively small West Java field simulation, KOMNAS and DEPKE are currently developing a plan for a large-scale field exercise to be held in Bali that will simulate response to WHO pandemic phases 4 and 5. The tentative dates for the Bali simulation are 28-30 March 2008. A Denpasar-based portion of the exercise will test airport control, Tabanan Hospital will serve as the referral hospital, and the epicenter of the simulated epidemic will be Jembrana District – the site of deadly avian flu outbreaks in August 2007.

Personal protective equipment

In mid-December 2007, CBAIC and JSI (John Snow, Inc.) met with KOMNAS FBPI Chief Executive Bayu Krisnamurthi to discuss development of a nationwide personal protective equipment (PPE) stockpiling system for emergency and non-emergency circumstances. Development of a PPE training system for relevant personnel was also discussed. A primary objective of the meeting was preparation for the March 2008 large-scale epidemic simulation in Bali. USAID, JSI, and CBAIC continue to work closely with the Government of Indonesia to define planned roles and expectations in the event of pandemic flu.



Training master trainers to don personal protective equipment. Photo by CBAIC.

Team-building workshop

On 17 December 2007 a team-building workshop was held for USAID/Indonesia avian influenza control program partners. The workshop was organized and conducted by CBAIC, through expert coordination and facilitation provided by Training Resources Group, a project partner. In attendance were representatives of WHO, FAO, the International Livestock Research Institute (ILRI), JSI, CBAIC, and USAID. The workshop aimed to clarify the USAID role in leading AI control efforts in Indonesia, provide an understanding of the scope of work of each agency, review interagency communication expectations, and to divine a plan to work more effectively. Ultimately, the meeting strengthened collaborative relationships, and reaffirmed individual agency commitments to leverage the combined impact and reach of various AI control efforts.

Vaccination research meeting

CBAIC continued to participate in technical sessions on the immediate control of AI in animals, including discussions on the protocol for the ILRI-led research program. CBAIC participated in a planning teleconference on an upcoming AI vaccination experiment, scheduled to commence in the next quarter. Participants from Washington, Nairobi, Bangkok, and Jakarta joined the teleconference. The meeting reached a consensus regarding experimental treatment groups. The groups will include one in which all subject birds will be vaccinated against AI and Newcastle disease, one in which subject birds will only be vaccinated against AI, one that utilizes other, non-vaccination control measures (e.g. culling coupled with compensation), and a control group.

Technical collaboration meeting

During the quarter, CBAIC met with JICA (Japan International Cooperation Agency) to discuss technical aspects of the new JICA-sponsored project for training Disease Investigation Center staff and conducting post vaccination monitoring. The discussions centered upon coordinating the new project with ongoing vaccination research, and on the potential for collaborating with CBAIC with regard to its new, pilot avian influenza control geographic information system (GIS). The JICA project will involve training in techniques for detecting AI virus antibodies, and for differentiating between vaccinated birds and birds infected by "wild" AI. The meeting included review and assessment of overall AI vaccination strategy. CBAIC technical advisement will continue going forward.

IMPROVING COMMUNITY-LEVEL PREVENTION AND CONTROL

Coordination

Work under Component B saw continued close coordination and cooperation with the Ministry of Agriculture (DEPTAN) and its Avian Influenza Campaign Management Unit (CMU). During the second quarter, CBAIC also worked to expand cooperation with provincial and district animal health offices in project target areas. CBAIC and FAO conducted a rapid assessment to evaluate coordination between government Participatory Disease Surveillance and Response (PDSR) teams and CBAIC-trained Village Avian Influenza Coordinators (VAICs). Preparation of a VAIC master list is underway, which will be provided to district government offices to facilitate official Government of Indonesia (GOI) recognition of CBAIC-supported community AI control volunteers.

Geographic information system

DAI developed a pilot GIS for CBAIC. Depending on client and partner interest and funding, the system could be further developed into an important strategic tool in the fight against AI in Indonesia. A GIS links tabular data to a map; the preliminary CBAIC GIS links village volunteer (VAIC) information to a map highlighting each village (desa) in which they reside or that they are responsible for (Figure 1). Red stars represent VAICs trained by PMI (Indonesian Red Cross) and green stars correspond to VAICs trained by Muhammadiyah. Blue dots mark the locations of AI control media campaigns. Each feature marked on the map is linked to a database, which, in this case, includes name and contact details (Figure 2). The CBAIC GIS is freely available at <http://gis.daiglobal.net/website/CBAIC/viewer.htm>. The system was presented to USAID, and to DEPTAN, FAO, the United States Department of Agriculture (USDA), ILRI and other interested partners. These groups, plus WHO and DEPKES, formed a GIS working group to explore the possibility of merging AI control data accumulated by each agency and organization. CBAIC chaired the first meeting of the working group.

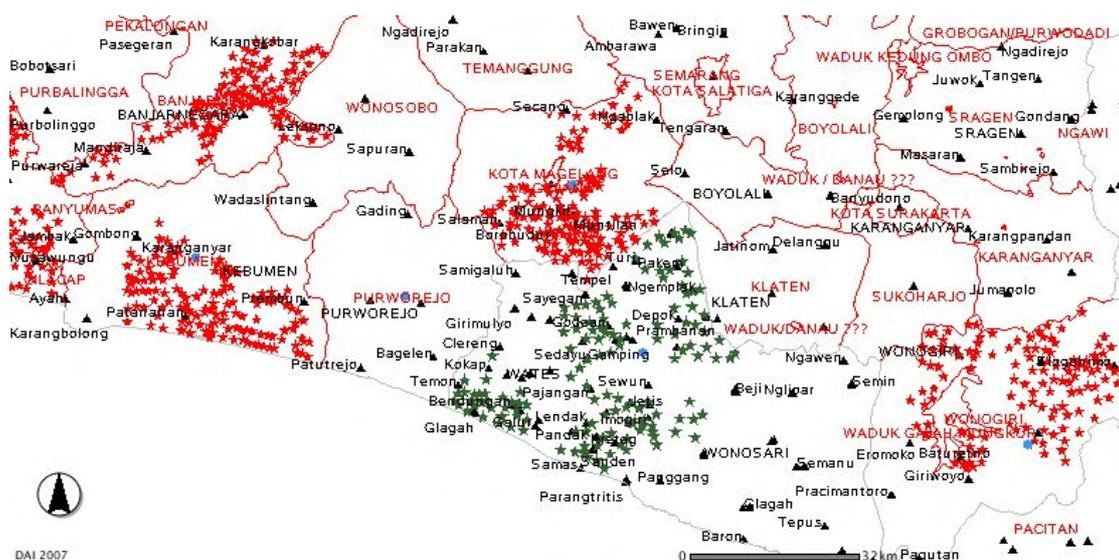


Figure 1. Sample map of Muhammadiyah (green stars) and PMI (red stars) VAIC villages, as well as AI control media campaigns (blue dots).

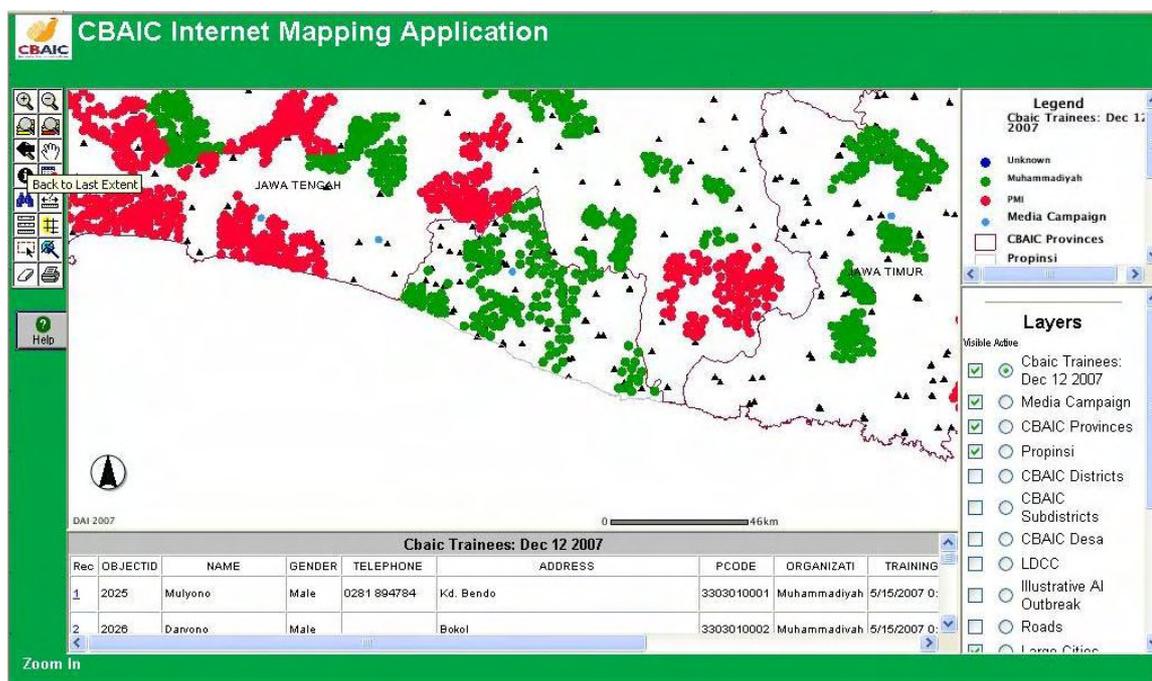


Figure 2. Example of VAIC coverage map from CBAIC GIS, including tabular contact details for each volunteer, available information layers, and map legend.

Subcontractor capacity building

Training of master trainers

In order to increase the training capacity of Muhammadiyah and PMI, two new groups of master trainers (MTs) were recruited and trained in the period. Weeklong training sessions were held in Bandung from 12-16 November and in Yogyakarta from 3-7 December. Trainings were conducted by CBAIC staff and CBAIC-trained MTs, and included a presentation by a DEPTAN official. Eleven MTs and two PMI administrative personnel were trained in Bandung. Six MTs and three Muhammadiyah administrative personnel were trained in Yogyakarta.



Newly certified master trainers in Bandung. Photo by CBAIC.

Curriculum for these sessions was updated from previous trainings, incorporating additional lessons learned. In addition to the standard technical avian influenza training modules, a module on effective interpersonal communication – facilitated by the CBAIC communications team, and a module on the roles and responsibilities of MTs and VAICs were included. Towards the end of each training, field exercises were conducted to give trainees practical experience applying the knowledge and skills learned in the classroom. Each training session concluded with a written

exam, which trainees were required to pass in order to become project-certified master trainers. Every trainee was successfully certified, bringing the total number of active, CBAIC-supported MTs to 68.

Note: Also trained during the Yogyakarta session, but not included in the numbers mentioned in the previous paragraph, were four facilitators from Yayasan Galang Kasih, a Balinese NGO that was awarded a CBAIC grant for their proposed in-school training activity (see further description on page 8).

National PMI meeting

On 8 November 2007, CBAIC and American Red Cross attended a national Indonesian Red Cross meeting in Jakarta. PMI representatives attended from Aceh, North Sumatra, Lampung, Banten, West Java, DKI Jakarta, DI Yogyakarta, and Bali. Unfortunately, due to flooding and the threat of a volcanic eruption of Mount Kelud, representatives from Central and East Java were unable to attend.

The meeting included a review of PMI avian influenza control activities and included the launch of a new bird flu prevention video. CBAIC and American Red Cross served as resource participants in a question and answer session regarding AI project activities. CBAIC also outlined a VAIC innovation competition and invited proposals from interested communities.¹ Overall, the meeting was very positive and PMI pledged its full support to CBAIC.

Subcontractor evaluation

Technical performance of primary project partners Muhammadiyah and PMI was assessed during the period. Prior to assessments, CBAIC met with the partners to develop objective, mutually agreeable to assess both training quality and volunteer performance. The basic criteria included: Whether or not each VIAC training was two days in duration, whether or not each VAIC training included a practical field visit, percentage of participant attendance in each day of training, and the village of VAIC residence versus the village for which they are responsible. Muhammadiyah achieved an overall score of 2.7 out of 4 for its training activities. In general, the results were good, and they were excellent in West Java, but it was concluded that in the future Muhammadiyah needs to work to insure that field visits are always conducted as part of VAIC trainings, and VAICs are recruited from the areas in which they are to serve. For PMI, all training sessions and VAICs were found to be good, with an overall score of 3 out of 4. This was determined to have been made possible through close cooperation between PMI and local authorities.

Small grants program

The CBAIC small grants program received nine proposals in the second quarter. None were selected for funding, however, three proposals selected last quarter and forwarded to USAID for approval were funded during the reporting period. They included: 1) A bird flu control bus seat cover public health campaign; 2) Development and performance of a Sundanese longser on avian influenza entitled, *Hirup Sehat Waluya, Bebas Flu Burung* (live healthy and bird flu free); and 3) Development and implementation of an AI control training for high school students in Bali.

1) The busing activity was implemented on 6 October 2007, just prior to the Idul Fitri holiday, when the majority of Jakartans vacate the city for their hometowns. Bus seat covers were developed detailing key AI prevention



Entering the bird flu quiz contest. Photo by CBAIC.

¹ The VAIC innovation competition will be detailed in the January – March 2008 progress report.

messages, and included a text message quiz contest. Twenty thousand seat covers were produced and installed on buses bound for North Sumatra, Lampung, Banten, West Java, Central Java, DI Yogyakarta, East Java, and Bali. The bird flu quiz contest officially closed on New Year's Day 2008, by which time more than 2600 people had entered. Encouragingly, preliminary results from the grantee found that 98 percent of respondents had answered the quiz correctly. The grantee is currently evaluating all activity results, which will be reported to CBAIC next quarter.

2) The Sundanese longser is a traditional Javanese performance art that incorporates music, dance, drama, and comedy in the telling of a story. This grant-funded story was developed incorporating key AI prevention and control messages through technical consultation with CBAIC. The longser story raises awareness of the dangers of bird flu, as well as methods to prevent and control its spread.

Eight performances were planned across West Java in Tasikmalaya, Kuningan, Bandung, Karawang, Cianjur, Indramayu, Bekasi, and Subang districts. By the end of the reporting period six of the eight shows had been held, with the remaining two (in Bekasi and Subang) scheduled for early next quarter. Through six performances, estimates were that more than 4000 people had attended the shows. The performances have also been used as a platform from which to distribute CBAIC-produced AI prevention and control print materials.

Overall viewer response has been very positive with people reporting that they were not only entertained by the longser shows, but also learned how to protect themselves and their communities from avian influenza. Government officials from all levels have been enthusiastic in their support of this entertaining public health-themed longser, and the activity has been well covered by local news media (see example article below).

Pikiran Rakyat
HALAMAN 17

BANDUNG
RABU (MANIS) 9 JANUARI 2008
30 ZULHIJAH 1428 H
RAYAGUNG 1940

Mencegah Flu Burung Lewat Longser

SOSIALISASI pencegahan dan penanggulangan flu burung, masih harus terus dilakukan, terutama bagi masyarakat pedesaan. Terkait hal itu, Pikiran Rakyat mendukung kampanye pencegahan dan penanggulangan flu burung lewat pertunjukan longser plus, gerapan Sanggar Seni Vidia Iswari.

Pertunjukan itu akan mengangkat lakon "Hidup Sehat Sejahtera, Bebas Flu Burung" karya sekaligus sutradara Adiang S. Lakon tersebut akan digelar di Kab. Indramayu (11/1), Kab. Subang (19/1), Kab. Bekasi (25/1), dan Kab. Cianjur (26/1). "Sebelumnya, lakon yang sama digelar di delapan kabupaten di Jawa Barat," ujar Manajer Marketing Communications (Marcomm) Pikiran Rakyat H. Endang Sripriatna didampingi seniman tari Vidia Iswari, Selasa (8/1) di Ruang Kerja Marcomm Pikiran Rakyat, Jln. Asia-Afrika 77 Bandung.

Pikiran Rakyat, menurut Endang, mendukung kegiatan ini karena visi yang diusung oleh Sanggar Seni Vidia Iswari sangat bersentuhan dengan kepentingan masyarakat. Selain itu, sanggar seni tersebut berupaya menumbuhkan seni tradisional Sunda yang nyaris punah, yakni longser.

Demikian pula, dukungan



rikon, saya yakin longser sudah lama punah di tatar Sunda," kata Endang.

DIGELARNYA pertunjukan longser plus yang melibatkan 35 orang seniman seni pertunjukan di Kota Bandung, tutur Vidia Iswari, selain mendapat dukungan dari Pikiran Rakyat, juga USAID (United States Agency for International Development), CBAIC (Community-Based Avian Influenza Control), Pemprov Jabar, Disbudpar Jabar, DPRD Jabar, dan sejumlah lembaga lainnya.

Pertunjukan longser plus, jelas Vidia, selain berkisah sosial tentang pentingnya kesehatan berkaitan dengan lingkungan hidup yang bebas dari serboan sampah, juga terkait upaya menumbuhkan kewaspadaan masyarakat terhadap flu burung dan penyebabnya. Dalam pertunjukan longser berdurasi dua jam itu, ditampilkan pula tari jaipongan dan tari topeng priangan oleh Vidia Iswari. "Mudah-mudahan pertunjukan longser plus yang mengemban visi dan misi kemanusiaan ini, bisa dirasakan manfaatnya oleh masyarakat luas," ujar Vidia yang beberapa kali menjadi duta budaya Indonesia di luar negeri. (Soni Farid Maulana/PR)***

VIDIA Iswari sedang membawakan tari topeng priangan. *
Pikiran Rakyat terhadap perkembangan seni tradisional Sunda tidak hanya melalui lembaran seni dan budaya Khazanah serta pemberitaan kebudayaan dan seni tradisional, namun juga dukungan moral, dll. "Jika tidak dilesta-

Due to its popularity, CBAIC has received many requests for additional performances. At the time of writing at least 26 districts and cities in West Java, including various media outlets, had made requests for performances, and letters of request continue to roll in.

3) The Balinese high school grant activity implemented by NGO Yayasan Galang Kasih involves training high school students to promote AI prevention messages. The activity covers four districts in Bali: Badung, Klungkung, Jembrana, and Buleleng. During the reporting period the activity was implemented in Badung and Klungkung, with implementation in Jembrana and Buleleng planned for the next quarter.

Forty students (and eight teacher supervisors) were recruited and trained as avian influenza student facilitators from 10-13 December 2007. The objective was to prepare them to train their peers and their communities to protect themselves from AI and to control its spread. They were trained by certified trainers from the district health and agriculture offices, and project facilitators trained in Yogyakarta in early December 2007 (see mention on page 6).

The group of 48 were trained to recognize the signs and symptoms of avian influenza infection in animals and humans, in methods of preventing and controlling AI transmission, and what to do in the event of a suspected AI outbreak. Once trained, the students, in groups of five and accompanied by a supervising teacher, have held community meetings in which they explained how to prevent and control AI. At the time of writing 465 people from communities in Badung and Klungkung had attended these important public health meetings. In addition, next project quarter, in an effort to leverage the reach of key AI prevention and control messages, school facilitators will be tasked with educating their friends and family.



Students attending a community meeting held by NGO Yayasan Galang Kasih learn how to respond to bird flu. Photo by CBAIC.

Community awareness program

Community level AI prevention and control training during the second quarter of project year two saw a total of 2671 volunteers trained – 2445 VAICs and 226 subdistrict coordinators (KK). PMI trained 1219 VAICs and 130 Kks; Muhammadiyah trained 1226 VAICs and 96 Kks. Table 1 details PMI training efforts by province and district; Table 2 details Muhammadiyah efforts. Importantly, VAIC training commenced in DKI Jakarta in this reporting period: 38 KK and 213 VAIC were successfully trained.

This reporting period saw the introduction of some new strategies designed to increase the effectiveness of the social outreach of the program. First, CBAIC provided expenses for each VAIC to hold an AI awareness meeting targeting primarily local officials. These meetings have now started. Second, a competition for VAICs to submit innovative ideas for funding elicited 58 proposals in its first period (which ended on 31 December) and more entries were received from Lampung than any other province and some are quite imaginative. This initiative will be elaborated next quarter.

Challenges and solutions

AI affected provinces in which significant areas are yet to be covered by community level outreach include North Sumatra, Lampung, and Central Java. In North Sumatra, however, the training infrastructure is now in place and the progress of new CBAIC master trainers (trained in Bandung in November 2007) will become clearer in the next project quarter as the number of trained VAICs and KKs climbs. But areas of Lampung and Central Java remain in need of outreach to increase community level AI prevention and control. In Central Java, in particular, the districts of Kudus, Jepara, Pati, and Demak remain uncovered.

Table 1. Coverage of VAIC training by PMI in the second quarter.

Province	District	Subdistricts	KKs	Villages	VAICs	Trainings
Sumatra Utara	Kota Binjai	6	5	32	30	2
	Simalungun	4	5	48	49	3
	Serdang Bedagai	4	0	39	40	3
	Kota Medan	7	7	47	47	3
Lampung	Lampung Barat	1	1	11	11	1
	Way Kanan	13	13	155	172	13
	Bandar Lampung	13	13	80	97	6
Banten	Tangerang	6	5	55	58	3
DKI Jakarta	Jakarta Utara	6	6	32	31	2
	Jakarta Barat	11	8	70	55	3
	Jakarta Timur	16	13	62	61	4
	Jakarta Selatan	9	9	54	60	5
	Kep. Seribu	2	2	7	6	1
Jawa Barat	Kota Bogor	6	6	67	68	3
	Kota Sukabumi	7	3	22	37	2
Jawa Tengah	Banyumas	4	3	26	30	2
	Brebes	4	4	55	69	4
	Tegal	6	6	81	83	5
	Pemalang	2	2	15	16	1
Jawa Timur	Mojokerto	1	1	19	19	1
	Banyuwangi	9	10	79	74	6
	Probolinggo	3	3	49	47	3
	Pasuruan	2	2	26	27	2
Bali	Klungkung	3	1	10	13	1
	Bangli	1	1	8	9	1
	Denpasar	1	1	10	10	1
TOTALS		147	130	1159	1219	81

Table 2. Coverage of VAIC training by Muhammadiyah in the second quarter.

Province	District	Subdistricts	KKs	Villages	VAICs	Trainings
Sumatra Utara	Deli Serdang	6	6	116	116	6
	Tapanuli Selatan	3	3	86	86	3
	Asahan	9	9	111	111	6
Lampung	Lampung Selatan	4	4	75	73	4
Banten	Lebak	4	4	48	48	4
Jawa Barat	Cianjur	12	12	119	119	6
	Garut	5	5	36	36	2
	Kuningan	6	6	66	66	3
Jawa Tengah	Karanganyar	2	2	19	19	1
	Klaten	3	3	33	33	2
	Pekalongan	4	4	41	34	2
	Semarang	6	6	69	69	4
	Purbalingga	6	6	75	75	4
DI Yogyakarta	Gunung Kidul	4	3	39	40	2
Jawa Timur	Ponorogo	2	2	47	46	3
	Jember	6	6	40	40	2
	Lamongan	3	3	51	51	3
	Gresik	4	4	71	69	4
Bali	Gianyar	2	2	16	14	1
	Tabanan	6	6	74	81	4
TOTALS		97	96	1232	1226	66

RAISING AWARENESS AND IMPROVING PREVENTION

Behavior change communications (BCC) efforts continued this quarter, including several new initiatives that were undertaken. In October 2007, as a follow-on to the production of radio public service announcements (PSAs), CBAIC worked with the KOMNAS to produce bird flu control PSAs for television. The same key messages were used as the radio PSAs: Report cases of poultry dying suddenly to local authorities; and Burn and bury poultry that have died suddenly, being sure to clean up with soap afterwards. To support the PSA campaigns, print materials were, and are being developed to reinforce key messages into the next project quarters. Posters, flyers, and stickers will be developed and widely distributed to improve key AI control message recall and to further encourage behavior change.



Shooting a scene from the “Report bird flu” television PSA. Photo by CBAIC.

BCC materials

CBAIC seized upon the end-of-year opportunity to develop an avian influenza prevention and control calendar. The eye-catching calendar facilitates AI control message transfer on a daily basis. The messages are comprehensive and begin with AI prevention messages, followed by methods to handle suspected AI outbreaks, and close out the year with how to recognize human AI infection, thus improving chances for survival.

During the period, T-shirts, flip charts, and banners were distributed to master trainers and village volunteers (VAICs), and booklets and flyers were distributed liberally throughout villages and communities affected by avian influenza. By the end of December 2007, CBAIC had produced a total of 52,000 booklets, 55,000 banners, 260,000 flyers, and 100,000 calendars.

Table 3. Community advocacy and behavior change education materials distributed in the period October – December 2007.

Distributed by/during	Booklets	Flip charts	Banners	Flyers	T-shirts
PMI	3820	0	10	18,810	412
Muhammadiyah	23,260	0	23,260	62,300	2860
Variety show	3929	6	112	3450	2618
VIP meeting	190	41	65	4100	300

Mass media campaign

CBAIC carried out an intensive search for a media agency to design and implement a mass media campaign for the CBAIC-developed TV and radio public service announcements. The process was conducted through competitive bidding and CBAIC evaluated candidate proposals and presentations. A media agency was selected and, with USAID approval, CBAIC awarded the contract to Matari Advertising. At the end of the quarter contract preparation and media plan adjustment was underway. Matari will design and implement a 14-week mass media campaign.

Off-air variety show

An off-air activity was implemented this period in support of the CBAIC on-air radio program. The activity consists of holding AI control-themed variety shows in selected communities most affected by avian influenza. It aims to reinforce on-air messages in a tangible and entertaining way, allowing direct interaction with communities which radio does not provide.

This pilot activity consists of three planned events, two of which had been held by the end of the reporting period. The first was held in Legok, Tangerang, the second was held in Garut, West Java. The third event will be held in North Sumatra in the next quarter. The Legok and Garut variety shows proved successful; approximately 400-500 people attended each event. The respective subdistrict chiefs were instrumental in supporting these educational and entertaining public health events. Each was held on the grounds of the subdistrict government offices. Once the final event has been held, a performance evaluation will be conducted to assess the feasibility of program replication.



Who will win? Audience participation is the key to the game at the Tangerang AI control variety show. *Photo by CBAIC.*

Masters of ceremony (MCs) hosted each event. The variety shows included musical performances, singing, presentations by local PDSR officers explaining key AI control and prevention messages, and interactive games with prizes for winners. Door prizes were also given, another incentive to boost attendance. Each event was concluded with MCs encouraging audiences to share what they had learned about AI control and prevention with their families, friends, and neighbors.

Collaboration

In late October, CBAIC and the USAID Environmental Services Program (ESP) initiated discussions to determine the feasibility of collaboration on relevant behavior change communication activities. By November, CBAIC and ESP had finalized the terms of reference for a pilot project to include key AI behavior change messages in school curriculum in Bandung. CBAIC funded a teacher workshop in Bandung, West Java to facilitate incorporation of key messages into existing curriculum. Next, CBAIC will provide AI control and prevention education materials as schools implement their respective avian influenza action plans.

Communication working group

Because bird flu is a constantly evolving threat, key prevention and control messages must evolve to keep pace. Therefore, the KOMNAS communication working group, coordinated by CBAIC, meets periodically to assess the pertinence and validity of key AI control messages to ensure that they effectively address the situation on the ground. The most recent meeting was held on 19 December at which time it was agreed that technical advisors from the partner organizations in AI control would be tasked to make sure that updated key messages are technically sound.

Communications training

The CBAIC communications team presented a communications module during the training of master trainers in Yogyakarta from 3-5 December 2007. The module provided MTs with a background in effective communication skills to be used in their work on a daily basis. Topics included in the module were methods of strategic communication, interpersonal communication, and facilitation. The master trainers were also taught ways to effectively incorporate behavior change print materials to support their work on the ground.

PROGRAM MANAGEMENT

In the second quarter of project year two, management continued under the leadership of Chief of Party Getu Reta, with the support of Dr. Jonathan Bell, senior technical advisor, and Senior Administrative and Contracts Officer Johnny Seikaly. However, several personnel changes were experienced in the period. Mr. Seikaly departed in December to pursue an opportunity outside of DAI, as did Information Technology Manager Johanes Rudi. Fortunately, capable replacements were found for both positions prior to their respective departures. The administrative and contracts role has been ably supported through the DAI Home Office, and Mr. Maruli Lumbantobing was recruited and hired as the new Information Technology Manager.

In addition to personnel transitions, two personnel additions were made in the second quarter. First, Information Officer Jeffrey Straka, recruited in the first quarter, began his duties, and, second, Project Assistant Christie Natasha was recruited and hired to support CBAIC Component C. Since beginning work, the Information Officer has re-established a bi-weekly schedule for reporting project updates, has developed a quarterly bird flu newsletter, and is working hard to improve overall project reporting quality and timeliness. Ms. Natasha is providing solid, professional support to the Senior Community Advocacy Advisor, and the Senior Behavior Change Communications Advisor.

APPENDIX I

Project performance monitoring

Please see the performance monitoring table for the second quarter of project year two on the following pages.

Performance of CBAIC Component A for the period October – December 2007.

Indicator [USAID Results Framework Indicator]	Unit of measure	Year 2		Description and comments
		Target	Second quarter	
1. Status of country capacity for preparedness and planning for a human influenza pandemic during the past three months. [RFI 1.2.2]	Level	Level 3	Level 2	Level 2: A national, cross-sectoral AI working group exists (includes government, private sector, civil society, FAO, and WHO), but the NPPP is not yet finalized.
2. Number of policies, plans, SOPs, or guidelines regarding H5N1 control and influenza pandemic preparedness developed with USAID support. [RFI 1.2.5]	Number of documents	2	1	Entry is cumulative for Year 2. CBAIC worked with GOI and other partners to develop a draft NPPP in September 2007.
3. Number of CBAIC simulation/desktop exercises for containment of an early shift in virus to efficient human to human transmission. [RFI 1.2.6]	Number of simulations	1	0	CBAIC plans to conduct a simulation in June 2008.
4. Number of forums, national and international, where AI control best practices and lessons learned are shared. [RFI 1.3.1]	Number of forums	-	-	-
5. Number of USAID-supported coordination meetings (donor, central and local government, multi-sectoral) in the past three months. [RFI 1.3.3]	Number of meetings	29	5	CBAIC conducted three chief of party (COP) meetings, a GIS working group meeting, and an AI control team-building meeting.

Performance of CBAIC Component B for the period October – December 2007.

Indicator [USAID Results Framework Indicator]	Unit of measure	Year 2		Description and comments
		Target	Second quarter	
6. Number of villages with trained USAID-supported VAICs. [RFI 2.1.2]	Number of villages	15,424	2391	CBAIC trained 2445 VAICs from 2391 villages, accounting for approximately 16 percent of the Year 2 target. Note: VAIC training began in DKI Jakarta during the period.
7. Percent of VAICs submitting reports of suspected poultry outbreaks on a monthly basis. [RFI 2.1.7]	Percent of VAICs	60	N/A	Progress will be reported in the third quarter of project year two.
8. Percent of VAICs submitting reports of suspected poultry outbreaks to PDSR teams. [RFI 2.1.8]	Percent of VAICs	N/A	N/A	Progress will be reported in the third quarter of project year two.
9. Percent of VAIC reports eventually confirmed as outbreaks of avian influenza. [RFI 2.1.9]	Percent of reports	N/A	N/A	Progress will be reported in the third quarter of project year two.

Performance of CBAIC Component C for the period October – December 2007.

Indicator [USAID Results Framework Indicator]	Unit of measure	Year 2		Description and comments
		Target	Second quarter	
10. Status of country capacity for A&PI communication in the past three months. [RFI 4.1.1 & 4.1.2]	Level	2	1	Level 1: A national AI and pandemic plan does not yet exist. However, development will commence in May 2008.
11. Total number of people trained in USAID-supported AI BCC in the past three months. [RFI 4.3.1]	Number of people	40	0	According to the workplan this training will be conducted next quarter.
12. Different types of IEC materials developed. [RFI 4.3.2]	Number of types	6	5	CBAIC developed or supported development of five IEC materials and initiatives this quarter: A TV PSA, a bus seat cover awareness initiative through a grantee, an AI-themed Sundanese longser through a grantee Iswari, an SMS quiz associated with the radio PSA, and two AI control-themed variety shows were held. Next quarter CBAIC will develop posters, calendars, and stickers.
13. Number of each type of IEC produced. [RFI 4.3.3]	Number of each produced (or number of airings)	3,608,700	732,000	CBAIC produced 732,000 units, distributing 364,699 this quarter.
<i>13.a. AI control booklets</i>		154,000	102,000 (55,823)	CBAIC has produced 102,000 booklets, distributing 41,337 this quarter. Cumulative distribution is 55,823 units (36 percent).
<i>13.b. Banners</i>		151,000	105,000 (62,514)	CBAIC has produced 105,000 banners, distributing 38,512 this quarter. Cumulative banner distribution is 62,514 units (59.5 percent).
<i>13.c. Flip charts</i>		0	62	There was no additional production and all but 12 of remaining stock were distributed this quarter.

Performance of CBAIC Component C for the period October – December 2007. (continued)

Indicator [USAID Results Framework Indicator]	Unit of measure	Year 2		Description and comments
		Target	Second quarter	
<i>13.d. Flyers</i>		1,425,000	500,000 (223,435)	CBAIC has produced 500,000 (35 percent). This quarter CBAIC distributed 122,235. Cumulative distribution through this quarter is 223,435 (45 percent).
<i>13.e. T-shirts</i>		25,000	25,000 (22,835)	CBAIC has produced 25,000 units. This quarter CBAIC distributed 8296 units; cumulative distribution through this quarter is 22,835 units (91 percent).
<i>13.f. AI control key message guidebooks</i>		0	0	These were produced and distributed in project year one.
<i>13.g. AI control key message CDs</i>		0	0	These were produced and distributed in project year one.
<i>13.h. Airings of radio PSA</i>		15,000	N/A	Radio PSAs will be aired next quarter.
<i>13.i. Airings of TV PSA</i>		3000	N/A	TV PSAs will be aired next quarter.
<i>13.j. Airings of radio drama</i>		700	N/A	Were aired in previous quarters.
<i>13.k. Calendars</i>		100,000	N/A	Calendars will be distributed next quarter.
<i>13.l. Posters</i>		285,000	N/A	Posters will be produced next quarter.
<i>13.m. Stickers</i>		1,425,000	N/A	Stickers will be produced next quarter.
<i>13.n. AED videos</i>		25,000	N/A	These will be produced next quarter.
14. Number of provinces in which IEC materials have been distributed. [RFI 4.3.4]	Number of provinces	9	9	-

NOTE: CBAIC performance indicators 15-20 will be evaluated at the end of project year two, as described in the Performance Monitoring Plan.