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COMMUNITY-BASED AVIAN INFLUENZA CONTROL PROJECT QUARTERLY PROGRESS REPORT 7

1 April – 16 July 2008



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A Tangerang District Animal Health Agency Participatory Disease Surveillance and Response (PDSR) Officer congratulates winners of a CBAIC-sponsored avian influenza (AI) control-themed community variety and game show. The event was held in Serpong subdistrict and was attended by more than 300 people from ten neighboring villages. A team from each village competed, with winners correctly describing and demonstrating how to respond to a suspected bird flu outbreak. The event was lively and included an appearance by a popular television celebrity, as well as snacks, door prizes, and live music. This event was one of many CBAIC AI control intensification activities implemented in the greater Jakarta area during the past quarter.

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QUARTERLY PROGRESS REPORT 7

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EXECUTIVE SUMMARY

The Community-Based Avian Influenza Control Project progressed steadily through the final quarter of project year two, with several notable achievements. Significant progress was made in establishing trained avian influenza control volunteers in rural communities (USAID Strategic Objective 2), and in developing, producing and distributing behavior change communication materials (Strategic Objective 4). These achievements were possible because of solid partnerships with the plethora of stakeholders in avian influenza control in Indonesia (Strategic Objective 1).

To meet Strategic Objective 1 – strengthening of Government of Indonesia planning, preparedness, and coordination – the project continued to provide direct support in the form of capacity building, coordination, and financial assistance. To meet Strategic Objective 2 – increasing the effectiveness of H5N1 prevention and control in poultry, the project trained an additional 6316 village volunteers and subdistrict coordinators from 1 April through 16 July 2008, bringing the countrywide total of project trained avian influenza surveillance volunteers to 25,534. And Strategic Objective 4 – decreasing high-risk behavior associated with transmission of H5N1 among poultry and humans, continued to be met through an intensive mass media awareness and behavior change campaign, which utilized project-developed television public service announcements, supported by community-level variety shows in areas hard hit by avian influenza.

Project momentum continued to build through the reporting period, but came to a standstill on 16 July 2008 with the close of project year two. Going forward the project will build on the success of the past two years and prioritize activities based on up-to-date knowledge regarding avian influenza, transmission risks, key behaviors, and identified high-risk areas in Indonesia. During project year three, strategies will be developed and implemented to continue to improve bird flu surveillance and behavior change to reduce human cases in Indonesia in western Java Island, and, overall, to reduce the risk of pandemic flu developing from H5N1 highly pathogenic avian influenza.

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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)
CDC	Centers for Disease Control and Prevention
CMU	Campaign Management Unit (MOA AI)
DAI	Development Alternatives, Inc.
DEPKOMINFO	Ministry of Communication and Information
DSO	Disease Surveillance Officer (MOH)
ESP	Environmental Services Program
FAO	Food and Agricultural Organization of the United Nations
GIS	Geographic Information System
GOI	Government of Indonesia
GTZ	German Technical Cooperation
IDI	Indonesian Association of Medical Doctors
IDR	Indonesian Rupiah
IOM	International Organization for Migration
KK	Koordinator Kecamatan (Subdistrict Coordinator)
KKR	Regional Working Group
KOMDA	Regional Committee for Avian Influenza Control
KOMNAS FBPI	National Committee for Avian Influenza Control and Pandemic Influenza Preparedness
MENKOKESRA	Coordinating Ministry for Social Welfare
MOA	Ministry of Agriculture
MOH	Ministry of Health
MT	Master Trainer
NGO	Non-Government Organization
NPPRP	National Pandemic Preparedness and Response Plan
PDSR	Participatory Disease Surveillance and Response
PMI	Palang Merah Indonesia (Indonesian Red Cross)
PPP	Pandemic Preparedness Plan
PSA	Public Service Announcement
SO	Strategic Objective
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
VAIC	Village Avian Influenza Coordinator
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. By 19 June 2008, Indonesia had accumulated 110 human deaths due to bird flu. With 133 confirmed human cases nationwide, H5N1 avian influenza (AI) infection in Indonesia has resulted in a frightening case fatality rate in excess of 80 percent (World Health Organization; Figure 1).



Figure 1. H5N1 deaths in Indonesia by province as of 19 June 2008.

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 quarterly project progress towards these objectives for the period 1 April through 16 July 2008, the end of project year two.

CBAIC focuses on three, interrelated elements that address these strategic objectives. Working closely with the national committee for avian influenza control, CBAIC works to strengthen planning and pandemic preparedness at every level of government (project component A; SO1). It manages and coordinates village and community-level activities for animal and human surveillance and response (component B; SO2). It works to improve and expand behavior change communications for AI target populations, the private sector, the media, and government officials, and works to build GOI capacity in effective communication (component C; SO4).

To achieve USAID SO1, CBAIC component A:

- Worked to build the capacity of the National Committee for AI Control and Pandemic Influenza Preparedness (KOMNAS FBPI) in pandemic planning and preparedness through sponsorship of national workshops
- Facilitated development of sectoral pandemic preparedness plans; and
- Held multi-sectoral coordination meetings to facilitate improved coordination and communication within and between the Ministries of Agriculture and Health, provincial and district government offices, KOMNAS regional committees (KOMDAs), and other stakeholders.

To achieve USAID SO2, CBAIC component B:

- Coordinated CBAIC-trained community volunteers with district government and existing community networks,
- Built local subcontractor capacity,
- Trained communities to recognize signs and symptoms of avian influenza infection,
- Promoted active, sustained, community-based disease surveillance, and
- Assisted communities in development of plans for disease prevention, response, and containment.

To achieve USAID SO4, CBAIC component C:

- Developed and produced AI control behavior change print materials,
- Supported community mobilization and AI action planning,
- Built government communication capacity to accurately position avian influenza in the media,
- Provided pandemic planning communications assistance, and communications training for KOMDAs and regional working groups, and
- Supported and coordinated the national avian influenza communication working group.

COMPONENT A

Strengthen Government of Indonesia Avian Influenza Response Coordination, Planning, and Pandemic Preparedness

OVERVIEW

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) that was 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 Health (MOH), Agriculture (MOA), and others. The Ministry of Health, with assistance from the World Health Organization (WHO) has the lead in coordinating AI planning and preparedness in the WHO pandemic alert period. 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 the United Nations Food and Agriculture Organization (FAO), MOA developed the *National Strategic Workplan for the Progressive Control of Highly Pathogenic Avian Influenza in Animals*.

USAID Strategic Objective I aims 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.

Accomplishments contributing to USAID SO1:

- ✓ 15 GOI and stakeholder coordination meetings were organized and facilitated;
- ✓ Intensification of AI control activities continued in the greater Jakarta area;
- ✓ Chief-of-Party meetings were held regularly to coordinate and integrate AI control efforts.

GREATER JAKARTA AI CONTROL INTENSIFICATION

When human AI cases surged in the greater Jakarta area (Jakarta, Bogor, Depok, Tangerang, and Bekasi) at the beginning of 2008, CBAIC, at the request of USAID, coordinated and hosted a meeting with USAID, WHO, FAO, the United Nations Children’s Fund (UNICEF), Centers for Disease Control and Prevention Atlanta (CDC), and CARE International Indonesia. It was decided to broadly increase the respective AI control and prevention activities of each group to reduce human infections. The specific intensification strategy involved boosting existing community awareness activities, improving response to human and poultry cases, and conducting research to understand why the increase in cases occurred, and to understand the impact of behavior change communications initiatives to this point. In addition, CBAIC worked to

facilitate increased coordination between the groups to reduce or remove effort redundancy, and integrating effort where possible.

CBAIC intensification efforts this quarter involved continued support of a KOMNAS and Indonesian Association of Medical Doctors (IDI) training to train medical doctors as trainers of frontline health professionals in identification of AI symptoms in humans, and rapid referral of suspected cases for treatment. IDI and the Ministry of Health (MOH) developed the training module, with technical support provided by WHO. The trainings were also supported by the Indonesian Lung Doctors Association (Persatuan Dokter Paru Indonesia), the Indonesian Pediatrician Association (Persatuan Dokter Anak Indonesia), and Special Hospitals for Infectious Disease (Rumah Sakit Infeksi).

During the previous quarter, nearly seventy physicians were trained as trainers in the Tangerang district of Banten province. This quarter, CBAIC supported trainings in Bekasi and Depok, West Java that trained a further 85 physicians as trainers. KOMNAS also reported that IDI and the Bekasi district health agency continued training doctors using their own funds. Evaluation of pre-test and post-test results found increased knowledge regarding handling of suspected AI cases in humans. *NOTE: At the request of KOMNAS, CBAIC also supported trainings for physicians in Medan, North Sumatra (39 participants) and Solo, Central Java (35 participants).*

PROVINCIAL COORDINATION MEETINGS

CBAIC organized and facilitated coordination meetings in West Java and Central Java provinces. Planning was done in cooperation with provincial livestock offices. The West Java provincial meeting was held in Bandung on 21-22 May 2008, and the Central Java provincial meeting was held in Semarang on 14-15 July 2008. Attendees included provincial, district, and municipal Animal Health Officers, KOMNAS FBPI, the national director general of livestock (animal husbandry), the MOA AI Campaign Management Unit, and Muhammadiyah and PMI attended.

The meetings refreshed West Java and Central Java authorities on the CBAIC program and worked towards formal provincial and local (district and municipal) government recognition of CBAIC-trained Village Avian Influenza Coordinators (VAICs) and Subdistrict Coordinators (KKs). The meetings also provided a forum to improve networking and cooperation between the CBAIC-trained volunteers and the provincial and district governments of West and Central Java. Lastly, the meetings served to harmonize the VAIC program with the West and Central Java provincial and district governments (animal health offices) and reinforce the need for, and commitment to, coordination and cooperation between animal health officers and CBAIC-trained volunteers.

The meetings garnered critical local government support for the CBAIC VAIC training program and provincial livestock officials encouraged CBAIC to coordinate activities with district and municipal livestock officials, while keeping provincial authorities in the loop. The provincial livestock officials at both meetings were supportive of the CBAIC training program. They agreed to publicly endorse the CBAIC program and affirm its importance in improving community-level (and district and municipal level) AI surveillance efforts. Further, the provincial and district governments pledged to accommodate and support CBAIC-trained AI control volunteers going forward using their own budgets to build volunteer capacity as the main community-level partners for animal health officers. Going forward, formal acknowledgement of CBAIC VAICs by local authorities is the most important factor in ensuring VAICs are incorporated into local government AI prevention and control programs.

PANDEMIC PREPAREDNESS PLANNING

CBAIC continued to support the GOI in its pandemic preparedness planning efforts during the reporting period. Specifically, CBAIC hosted and facilitated the final working group meeting for sectoral Pandemic Preparedness Plans (PPPs), which resulted in compilation of the updated, draft national PPP for Indonesia on 14 April 2008. Completion of the updated draft national PPP was announced to national and international media at a Government of Indonesia press conference at the Ministry of Social Welfare in Jakarta on 18 April. Next, on 29 April, CBAIC organized and facilitated a National Committee on AI Control and Pandemic Preparedness Planning (KOMNAS FBPI) meeting to socialize Indonesia's newly revised, draft National Pandemic Preparedness and Response Plan (NPPRP) to all participating sectors. Approximately forty senior ministerial, military, and police officials attended, and the ministries of transportation and small and medium enterprise presented their updated sectoral plans. The Ministry of Tourism launched their sectoral PPP nationally on 27 May. Lastly in the quarter (5 June), CBAIC supported and facilitated a KOMNAS planning meeting in preparation for the subdistrict-level epicenter response simulation to be held in Kalideres subdistrict of West Jakarta at the end of July 2008.

COMPONENT B

Expand Community-Level Coverage to Improve Avian Influenza Prevention, Control, Surveillance, and Response

OVERVIEW

CBAIC worked to improve avian influenza prevention, control, surveillance, and response by expanding community-level coverage in Indonesia to increase the effectiveness of H5N1 prevention and control in poultry (USAID Strategic Objective 2). CBAIC met this objective by leveraging the effect of the Ministry of Agriculture district-level participatory disease surveillance and response (PDSR) program, implemented by FAO. The CBAIC small grants program continued to contribute to SO2 and CBAIC further expanded the reach of AI surveillance and response out to the community-level through continued collaboration with Muhammadiyah and Indonesian Red Cross (PMI). Training of Village Avian Influenza Coordinators (VAICs) and subdistrict coordinators (KKs) continued in CBAIC target areas (Figure 2), with forty teams of master trainers (20 teams each from PMI and Muhammadiyah) training community volunteers full time throughout the reporting period.

Accomplishments contributing to USAID SO2:

- ✓ 3 small grant activities were implemented, **reaching more than 1 million people** with key AI control messages;
- ✓ Eighty certified master trainers trained;
- ✓ 514 volunteer subdistrict coordinators, and
- ✓ 5802 village volunteers covering
- ✓ 522 subdistricts in 54 districts in 7 provinces.
- ✓ Intensification of AI control activities continued in the greater Jakarta area in an effort to reduce or eliminate human infections with H5N1.



Figure 2. Target areas for CBAIC community outreach.

SMALL GRANTS PROGRAM

During this quarter, three small grants activities were approved and implemented. A theater performance for kindergarten and elementary school students was conducted in four districts in Bali: Karangasem, Bangli, Gianyar and Tabanan (grant number G-1000151-022). This activity targeted students in the age range of 5 to 12 year olds. Four schools (two kindergartens and two elementary schools) were selected in each district. The grantee organized a 45-minute performance with an AI prevention theme and focused on three key messages: Wash hands with soap and under running water before eating, do not play with poultry, and eat thoroughly cooked eggs. Prior to the performance, the scriptwriters and performers received a one-day seminar on AI technical materials presented by local animal and human health officials (Dinas Peternakan and Dinas Kesehatan). The performances were conducted from 10 May to 8 June 2008 in fourteen schools. Eight performances were given in total, in six different schools. Cumulative attendance for these performances was 5630 (1030 kindergarten students and 4600 elementary students).



Children identify safe behaviors to control and prevent transmission of bird flu as they color. Yayasan Galang Kasih staff and public and animal health officials help to reinforce the key messages. Photo by CBAIC.

After each performance, students' message comprehension was tested through a series of fun activities. Kindergarten students took part in a coloring activity. They colored pictures and asked to identify which displayed correct (safe) behaviors and which displayed wrong (unsafe) behaviors. First and second graders took part in a drawing activity. They drew and colored pictures of *Chiki the Chicken*, the "healthy chicken" mascot developed by the grantee. They also incorporated the three

key messages covered in the theater performance in their drawings. Third and fourth graders had to find AI-related stories in newspapers and magazines, clip them out, and summarize the key messages. Lastly, fifth and sixth graders made AI-themed posters and collages, incorporating news and magazine articles and their own artistic creations.

The second small grant (G-1000151-021) was an AI control-themed community theater show. Performances were held in West Java (Garut, Majalengka, Sumedang, Purwakarta and Bogor municipality) and three districts in Banten (Tangerang, Lebak and Pandeglang). District chiefs and other district officials were strongly supportive of these events and opened each performance. Shows were well attended, with audiences ranging from 600 to over 2500. In all, more than 12,000 people attended these highly popular community theater performances. This success builds on the success of a previous grant activity, an AI-themed Sundanese longser (traditional dance) by same grantee in the previous two quarters. These successes are a testament to the

popularity of this community-messaging medium, as well as to strategic use of high-profile venues (in district centers) and well-organized publicity a week prior to each show.

The third grant implemented (G-1000151-020) promoted key AI control messages in Tangerang district and municipality. The activities included a strategic AI communications training for journalists and distribution of behavior change print materials utilizing public transportation and public transportation networks. The grant was implemented between 28 April and 1 July 2008. The first activity consisted of a three-day training for journalists representing radio, television, and print outlets. A total of fourteen were trained. The curriculum focused on key avian influenza control and prevention messages, strategic communications, key message promotion techniques, interview techniques, recording techniques, and reliable sources of information. The training also included a field visit to interact with poultry owners.

After training, the journalists were required to practically apply their new knowledge and skills by producing informational AI control articles and on-air pieces, which were then broadcast on radio and TV stations covering all of Banten province (in which Tangerang is located). A total of 1197 public service messages and AI control promo spots were aired, totaling eight (8) hours of on-air time in the form of interactive (call-in) radio and TV programs on bird flu control. In addition, twelve (12) local newspaper articles were published.

The second component of this Tangerang-focused grant involved production and distribution of a print media campaign on public transport (buses and trains). The grantee closely coordinated efforts with local public transportation, public health, and animal health officials who were supportive of the initiative. The AI control print media campaign launch on 15 May 2008 was well-covered by more than two dozen local and national news outlets, including the *Jakarta Post* (see below right). Behavior change materials incorporated into, and distributed during, the campaign included:

- 12,000 stickers produced and displayed on 3000 public buses and twenty (20) trains serving Tangerang municipality and Banten province as a whole ;
- 10,000 seat covers produced and installed on 166 buses traveling to and from Tangerang throughout the campaign;
- 10,000 Report and Burn and Bury flyers produced and distributed during the training

Tangerang combats bird flu using posters, stickers in public areas

The Jakarta Post
Jakarta

The Tangerang administration and the National Committee for Avian Influenza Control and Pandemic Influenza Preparedness (Komnas FBPI) on Thursday launched a public awareness campaign to stop the spread of bird flu in the regency.

The head of Tangerang regency's health department, Hani Herianto, said the campaign would include advice on how to stop the spread of the bird flu virus.

"The messages will be made available in form of banners, posters and stickers that will be placed in strategic public areas including poultry markets, schools, mosques, churches, shops and public transportation," Hani said.

He said the public awareness campaign would also include training for the media.

According to data from Komnas FBPI, Indonesia has the highest number of bird flu cases in the world, with Tangerang being the hardest hit area with 14 cases. It said since June 2005, the virus has infected 133 Indonesians, with 108 deaths.

The central government declared Tangerang prone to bird flu following the death of Iwan Siswara, an official at the Supreme Audit Agency, and his two young daughters in July 2005.

The bird flu committee also said that since 2003, more than 12 million domesticated birds in Indonesia — mostly in backyard farms — had died from bird flu, causing billions of rupiah in financial losses to the poultry industry.

Komnas FBPI spokesman Memed Zoelkarnain Hassan said most of the victims who had died from bird flu did not live near big farms, but in urban areas where chickens roamed free.

"Big poultry owners appear to be more concerned in introducing protective measures because of the financial implications to their industry, but backyard poultry farmers have not responded to the dangers," he said in a press release made available Thursday.

Scientists have warned that Indonesia, which has millions of backyard chickens and limited medical facilities, is a potential hot spot that could spark a global bird flu pandemic.

It is feared a pandemic could occur if the virus mutated so it could be easily transferred between humans. If this happens, it could claim millions of lives around the world.

Mira Kartawijaya from OnTrackMedia Indonesia, a nongovernmental organization involved in the public awareness campaign, said another important step for curbing the spread of bird flu was to educate people in the worst-hit areas about how they could change their behavior to protect themselves and their families from contracting the virus.

"We are urging the public to play their part by encouraging neighbors not to let their birds loose in the community and passing on the messages they learn to each other," she said.

The latest suspected bird flu victims in Indonesia were Istiqomah, a 16-year-old girl from Jakarta, and her brother Ahmad Rizki. Istiqomah died on May 14, 10 days after Ahmad.

One of their family members, Alamsyah, 24, is still being treated at Persahabatan Hospital in East Jakarta for bird flu-like symptoms.

Their deaths have not been included in the official data, however, because the government needs time to confirm suspected bird flu cases. (uwi)

"We are urging the public to play their part by encouraging neighbors not to let their birds loose in the community..."

— Mira Kartawijaya

This article from page four of the 16 May 2008 issue of the *Jakarta Post* details the need and importance of a CBAIC-funded media campaign implemented in Tangerang, which borders the capital to the west.



A Tangerang municipal public transportation official affixes a bird flu control sticker to a small local bus at the launch of the OnTrackMedia Indonesia public awareness campaign. Photo by CBAIC.

for journalists, as well as to transportation officials, Indonesian railway officials, and district and municipal public health officials and animal health officials during the grant implementation

- 6000 AI outbreak control and response leaflets produced and distributed in Tangerang municipality by public health and animal health officers;
- 650 banners produced and displayed in over 40 community health centers (puskesmas) and in more than one hundred public halls in subdistricts and villages; and
- 200 AI control and prevention video compact disks.

During this small grant media campaign (16 May-1 July 2008), an estimated 1 million people were exposed to key AI control messages. An evaluation conducted by the grantee found that 95 percent of those exposed to the print media campaign reported that the messages were easy to understand and indicated that they intended to change their behavior accordingly. The financial leverage of this small grant was also calculated with respect to the journalism component. The combined value of the free news and public information coverage on radio, TV, and print outlets was valued at more than USD 71,000. Given the broad reach of key messages and the added financial value of media coverage, this innovative small grant activity provided solid returns.

COMMUNITY-LEVEL OUTREACH

A total of 6316 Village Avian Influenza Coordinators (VAICs) and subdistrict coordinators (KKs) were trained in the period 1 April through 16 July 2008. Tables 1 and 2 list the total numbers of VAICs and KKs trained in each district through Muhammadiyah and PMI respectively. A similar number of training sessions were conducted through the two partners, but in total, more volunteers were trained through Muhammadiyah. Noteworthy in this quarter is the training conducted in cities including Bandung, Tasikmalaya, Depok, Pekalongan, Tegal, Magelang, Semarang, Yogyakarta, Surabaya and Malang, in Java, and Medan and Tanjung Balai in Sumatra. In the first year, training was focused on rural areas, but now it has become clear that those living in urban areas are no less at risk from AI. A significant number of volunteers were trained in Sumatra in this period, both in Lampung and in North Sumatra (Figures 3 and 4). Noteworthy in Sumatra are the volunteers trained in Tapanuli Selatan, in North Sumatra. This district comprises some remote hilly regions in which the volunteers had to travel for up to 12 hours by foot to reach the training sessions, a testimony to their enthusiasm for the program (see photo on page 11). The CBAIC team continued to monitor the VAIC training sessions to ensure high quality, which found that some of the best training, both from the technical and motivational point of view, was conducted by the Muhammadiyah teams in North Sumatra.

Table I. Summary of VAIC training by PMI in the fourth quarter.

Province	District	Subdistricts	KKs	Villages	VAICs	Trainings
North Sumatra	Kota Medan	14	14	105	105	7
	Serdang Bedagai	2	0	36	36	2
Lampung	Lampung Tengah	25	25	273	273	15
	Tanggamus	8	8	106	106	8
Banten	Tangerang	7	7	94	94	8
West Java	Sumedang	14	14	142	142	9
	Majalengka	17	17	221	212	13
	Karawang	24	24	314	314	17
Central Java	Cilacap	2	2	28	28	2
	Magelang	9	9	159	159	9
	Banjarnegara	2	2	33	33	2
	Kudus	9	9	130	130	8
	Wonogiri	14	14	159	159	13
	Temanggung	16	16	235	235	16
East Java	Pasuruan	8	8	116	116	7
	Probolinggo	8	8	95	95	8
	Banyuwangi	1	1	14	14	1
	Bondowoso	8	8	89	89	9
	Bojonegoro	7	7	110	110	6
	Kediri	6	6	97	97	6
TOTALS		201	199	2556	2547	166

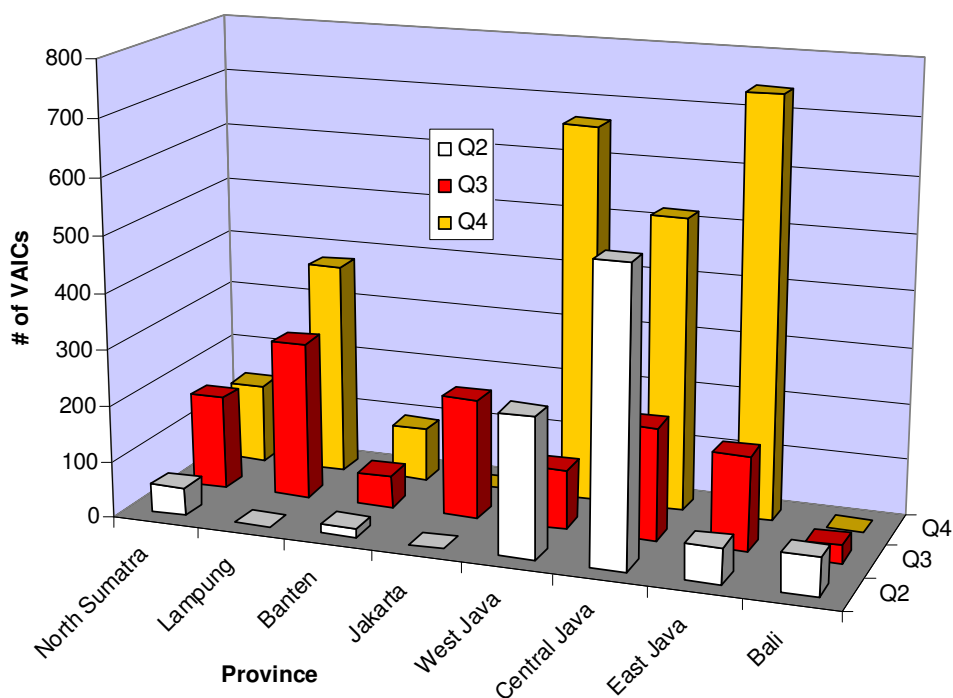


Figure 3. Comparison of VAICs trained by PMI in quarter four of project year two.

Table 2. Summary of VAIC training by Muhammadiyah in the fourth quarter.

Province	District	Subdistricts	KKs	Villages	VAICs	Trainings
North Sumatra	Tapanuli Selatan	28	28	553	507	23
	Tapanuli Tengah	6	6	53	56	3
	Karo	5	5	98	90	5
	Kota Tanjung Balai	6	6	30	37	1
	Padang Sidempuan	6	5	98	82	4
Lampung	Lampung Selatan	4	4	57	61	2
	Lampung Timur	17	17	144	144	7
Banten	Tangerang	9	9	52	59	3
	Cilegon	8	8	40	41	3
West Java	Kota Bandung	30	30	155	145	8
	Ciamis	2	0	0	3	2
	Kuningan	16	15	153	155	9
	Tasikmalaya	9	9	73	73	4
	Kota Tasikmalaya	8	8	68	69	4
	Kota Depok	6	6	64	59	3
Central Java	Karanganyar	3	2	19	23	1
	Klaten	10	10	132	116	4
	Kendal	10	10	137	136	11
	Wonosobo	5	5	72	65	4
	Boyolali	16	16	225	220	11
	Kota Pekalongan	4	4	46	48	2
	Kota Tegal	4	4	27	26	2
	Kota Magelang	2	2	13	15	1
	Kota Semarang	6	6	62	62	4
	Yogyakarta	Kota Jogja	14	14	47	45
East Java	Ponorogo	1	1	14	12	1
	Kota Surabaya	22	21	109	102	8
	Gresik	4	4	54	55	2
	Pacitan	3	3	36	44	2
	Lamongan	2	2	27	27	2
	Madiun	13	13	159	156	7
	Tuban	12	12	187	186	10
	Ngawi	13	13	147	149	7
	Trenggalek	14	14	157	152	8
	Kota Malang	3	3	35	35	2
TOTALS		321	315	3343	3255	174



The motivation and dedication of CBAIC-trained community volunteers in Tapanuli Selatan district in North Sumatra is nothing short of impressive. Due to poor roads in the hilly rugged area they had to walk twelve hours one-way to and from training. They are truly committed to protecting their communities from deadly bird flu and are an inspiration to others to join in local bird flu control and prevention efforts.
Photo by Muhammadiyah.

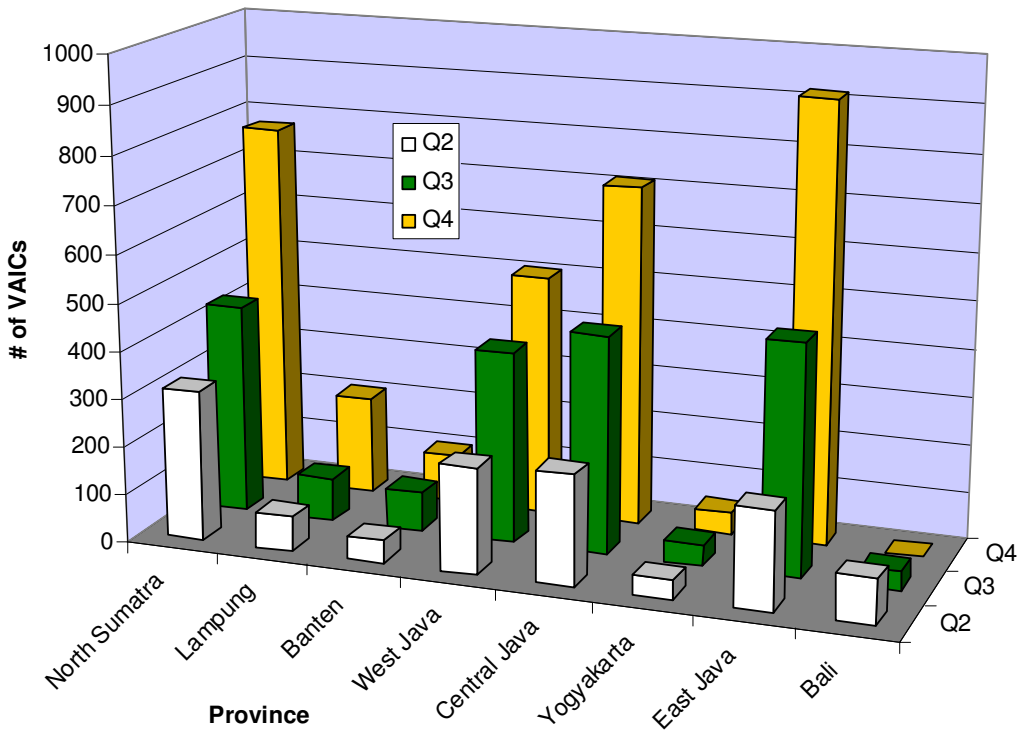


Figure 4. Comparison of VAICs trained by Muhammadiyah in quarter four of project year two.

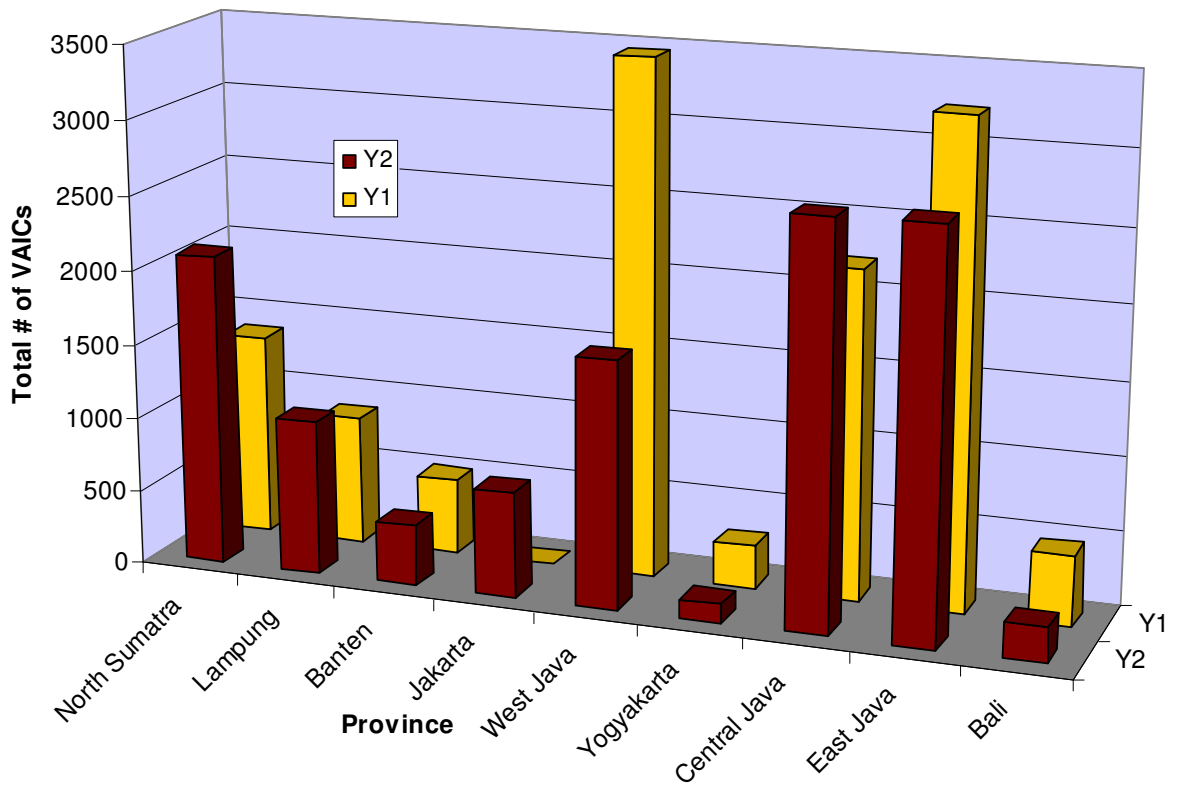


Figure 5. Comparison of VAICs trained in CBAIC target provinces in project year one versus those trained through the fourth quarter of project year two.

The VAIC innovative grant initiative continued this quarter. Nine small (USD 1000) grants were implemented by proactive CBAIC-trained village volunteers in the provinces of Lampung (4), Central Java (3), East Java (2), and Bali. This creative program leverages the knowledge and motivation of VAICs and expands the reach and impact of community-level AI control mobilization and socialization activities.

MASTER TRAINER CONVENTION II

On 6-7 May 2008, CBAIC held its second convention to bring together all master trainers (MTs) from Muhammadiyah and PMI, now numbering 40 teams of two trainers each. The convention helped to engender a team spirit and reinforced the importance of their role in AI control in Indonesia. Primarily, the meeting provided a forum in which, by means of formal presentations and discussions, MTs could share lessons learned and best practices developed during their work, as well as sharing stories of high-quality work done by their volunteer trainees (VAICs). This event also enabled MTs to network and informally discuss their work with one another. Moreover, the convention served to update MTs on the latest research on avian influenza and its control, including not only the operational research being undertaken in Indonesia, but also fundamental research being carried out internationally. This provided them stronger understanding of the subject to better field questions on AI from their trainees and people at large. Finally, the convention provided an opportunity for the MTs to meet with representatives from the Ministry of Agriculture (MOA) and the Ministry of Health (MOH) as close coordination with government officials is crucial to the success of the CBAIC program. Of particular note was the opportunity for the MTs to have a frank exchange of views with the national coordinator of the MOA AI Campaign Management Unit. Overall, the convention proved successful in building MT capacity and AI expertise, reinforcing the importance of their role in AI control in Indonesia, and motivating them to continue to perform at a high level.

At the *CBAIC Master Trainer Convention II* held in Bali in May, MTs show their enthusiasm for expanding community-level AI control in Indonesia. *Photo by CBAIC.*



VOLUNTEERS IN ACTION

CBAIC-trained village volunteers actively surveil their communities for signs of bird flu. Following is just one example from more than two dozen reports received in the last quarter from one district – Majalengka, West Java – in which CBAIC has trained village volunteers. This case illustrates community-based AI surveillance at work in Indonesia.

On 8 and 9 May 2008, more than half (24 of 45) of the backyard poultry owned by a cluster of five households on Simpeureun-Ciomas Gang Road in Tenjolayar village, Cigasong subdistrict, died suddenly. But the alarmed villagers knew what to do. As soon as they realized what was happening they reported to their CBAIC-trained VAIC (Pak Dedi Junaedi) who immediately reported the suspected AI outbreak to the district animal health PDSR officer (Pak Rachlan Suherlan). Within an hour, PDSR arrived on the scene and conducted a rapid test that confirmed that the villagers were indeed experiencing an outbreak of AI. The PDSR and VAIC safely disposed of the carcasses by burning and burying, and cleaned and disinfected the cages and surrounding area. Lastly, the VAIC and PDSR debriefed the villagers, commended them for their vigilance, and encouraged them to stay on alert for AI. Fortunately, in this instance there no human AI cases.

LEVERAGING INFLUENCE

Local implementing partner Muhammadiyah held their national coordination meeting in Malang, East Java on 13-14 July; all CBAIC-supported Muhammadiyah master trainers participated. At the meeting Muhammadiyah presented a new initiative called *Gerekan serempak tanggap flu burung* (A united push in response to bird flu) to be rolled out in August 2008 in all nine CBAIC provinces simultaneously. Encouragingly, Muhammadiyah modeled their new initiative on CBAIC activities from the first two project years, which they will now fund and implement on their own.

A number of different avian influenza awareness activities will take place, some of which are based on activities implemented by CBAIC through the VAIC innovation competition initiative. The activities will include a hand washing with soap campaign, a “healthy walk,” a drawing competition, and mass vaccination. A small grant of IDR 5 million (USD 556) will be provided by Muhammadiyah to each of the provinces to cover implementation of each activity. The Minister of Agriculture and the Minister of Health have committed to attend, as will the head of KOMNAS FBPI. This activity greatly leverages the reach and impact of CBAIC programmatic activities.

COMPONENT C

Improve Recognition, Control, and Prevention of Avian Influenza

OVERVIEW

CBAIC worked in quarter three of project year two to increase avian influenza control and prevention through a number of behavior change communication initiatives – USAID Strategic Objective 4. CBAIC continued to support and lead facilitation and coordination between the Government of Indonesia, and national and international organizations, which served to improve communication of avian influenza issues in the country. Partners continue to utilize more uniform and consistent avian influenza control messages in their respective programs. CBAIC continued to develop and implement new behavior change initiatives following the national guidelines.

MASS MEDIA CAMPAIGN

The CBAIC on-air mass media campaign continued through April of the reporting period. The campaign consisted of TV PSAs, TV fillers, incorporation of AI messages in CBAIC-sponsored TV shows, and development of AI message content specifically for policy makers. Of special note, in support of the television PSAs, the CBAIC-developed TV fillers ran the last four weeks of the PSA campaign (the month of April) with an aim towards boosting the impact of the *Report* and *Burn and Bury* messages. The thirty-second fillers were shot in a variety of locations – Tangerang, Banten; Wonogiri, Central Java; Lampung; and Medan, North Sumatra – to expand the dissemination and reinforcement of positive behaviors and to motivate people over a wider viewing area to change risky behavior to reduce the AI transmission risk.

Production of the fillers followed the reality TV model and included popular television personality Irfan Hakim, who is well known and liked by the CBAIC mass media target demographic – rural and suburban adults aged 22-45, who was brought on board as the ambassador of the national *Tanggap Flu Burung* (Bird flu response) campaign. Each filler featured an unannounced visit to a village household by Mas Irfan and his camera crew as he asked the residents, “How would you respond to a bird flu outbreak?” Once they answered correctly, they were asked to demonstrate the proper steps outlined in the CBAIC PSAs. After filming participants were thanked and given a certificate of appreciation. In addition to the intended broad reach of the TV fillers when broadcast, filming of the fillers created intensive, targeted focus in each village. The production process electrified each community and stimulated community discussion about the dangers of bird flu.

Accomplishments contributing to USAID SO4:

- ✓ *159 million people were estimated to have seen CBAIC mass media behavior change messages;*
- ✓ *31 million listeners were estimated to have heard CBAIC behavior change radio messages;*
- ✓ *CBAIC continued distribution of 3 million units of behavior change materials;*
- ✓ *Partners including WHO, CARE, and IOM also distributed CBAIC behavior change materials; and*
- ✓ *1 KOMNAS FBPI –led communication working group meeting was coordinated and facilitated by CBAIC.*

In addition to TV PSAs and fillers, CBAIC sponsored popular television programs to provide added flexibility in AI control and prevention messaging. A popular comedy program featuring Irfan Hakim called *Ngelenong Nyok* was chosen for sponsorship, as was the comedy *Office Boy*. These programs were selected based on their high prime time ratings, and the fact that Mas Irfan – from the CBAIC TV fillers – appeared regularly on both. This also served to tie together the off-air and on-air components of the mass media campaign. During each 30-minute show that CBAIC sponsored, a catchy yet detailed AI control and prevention message was delivered, and USAID-CBAIC was credited with sponsorship at the beginning and end of each program. Lastly, specifically targeting policy makers, news-style 30-second fillers and an AI victim testimonial were produced. The testimonial and news-style fillers each closed by directly encouraging policy makers to pay close attention to the dangers of AI.

KOMNAS FBPI Chief Executive Bayu Krisnamurthi narrated one of the news-style fillers produced by CBAIC. He urged people to adopt behaviors that will keep them safe from bird flu.



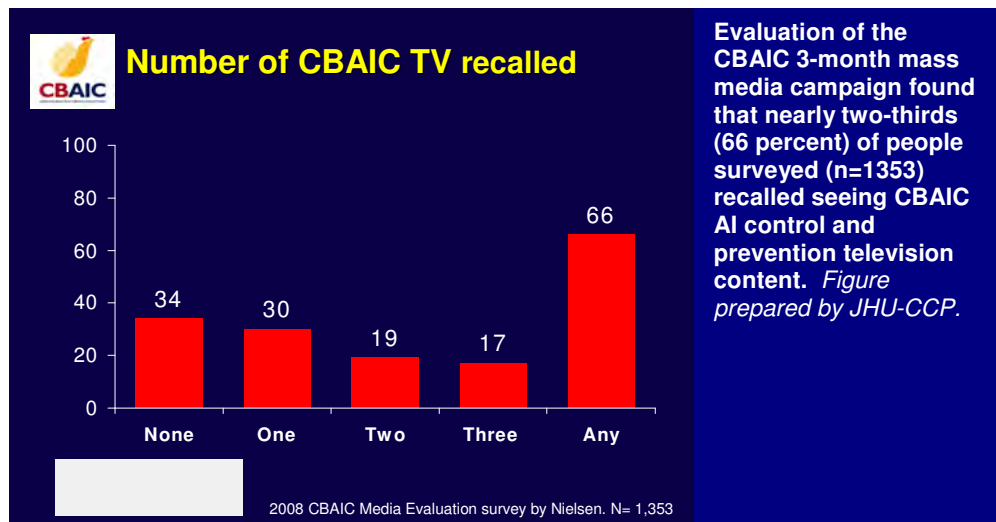
CAMPAIGN PERFORMANCE

Television. The CBAIC mass media campaign, consisting of nationwide coverage with project-developed public service announcements (PSAs), commenced on 27 January 2008. Monitoring of the campaign revealed that after the first two weeks of the television portion of the campaign, at least 85 million people had seen a CBAIC PSA at least once during the period, beating performance forecasts. By the end of the first month of the campaign, a cumulative 109 million targeted viewers had seen a CBAIC PSA. The campaign continued to outperform during March, and by the twenty-second of that month the cumulative reach of the CBAIC PSAs was an estimated 137 million people, or 95 percent of our target audience (rural and suburban adults aged 22-45). For the last month of the campaign (April 2008), over than 900 TV spots – PSAs, fillers, TV show sponsorship – were aired to boost AI control key message uptake and to encourage behavior change. Cumulatively, from January 27 through the end of April, 3362 TV spots were aired, mostly on five national TV stations, with a small percentage shown on local TV stations (Bandung, Yogyakarta, and Bali). Using Nielsen media research data, it was estimated that CBAIC reached 96 percent of the target audience – men and women aged 22 to 45. *This translates into an estimated 159 million viewers seeing a CBAIC behavior change television spot at least once during the campaign.*

Radio. In order to better cover rural areas, as well as to diversify message delivery, radio broadcasts were incorporated into the mass media campaign. CBAIC used a mixture of radio PSAs, radio dramas, adlibs, and talkshows in an effort to maximize the number of AI control key messages delivered, and to reinforce behavior change, leveraging the effect of the TV component of the campaign. Cumulatively from 27 January to the end of April, 31,472 radio spots were broadcast, *reaching an estimated 31 million listeners at least once.*

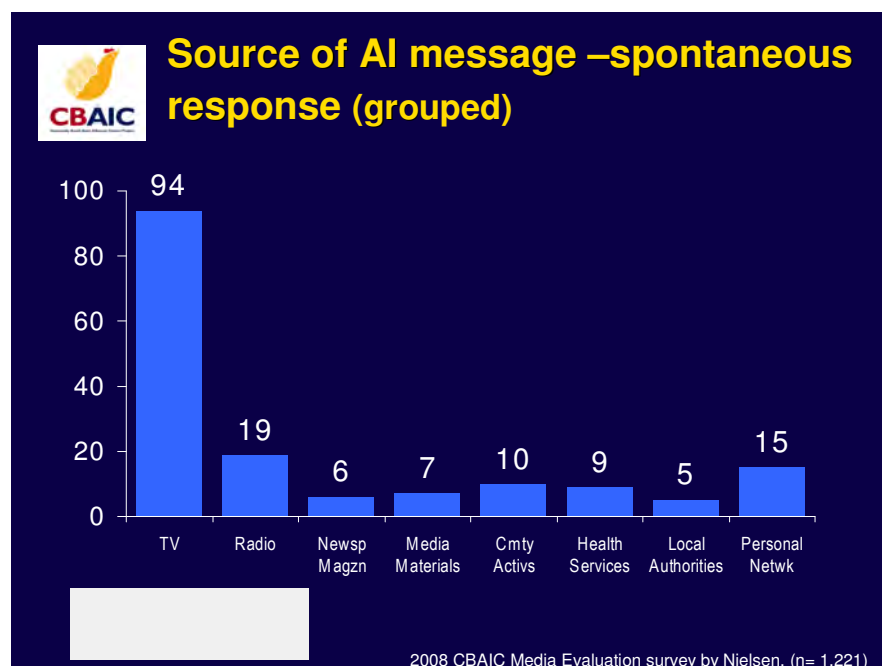
CAMPAIGN EVALUATION

Results from the 2008 CBAIC media evaluation study show that the three-month multimedia campaign was successful in promoting *Report and Burn and Bury* key behaviors. People who had seen CBAIC television messages were more likely than those who had not, to burn, bury, burn and bury, and report dead chickens to authorities. The more CBAIC messages people had seen, the more likely they were to have done these behaviors. Even for such a new behavior like burning dead chickens, the significant effect of the CBAIC media remained after accounting for other potential confounders such as education, gender, age, socio-economic status and exposure to five other sources of AI messages. A cost-benefit analysis found that an investment of USD 2.10 per household could affect positive behavior change to reduce the risk of AI transmission.

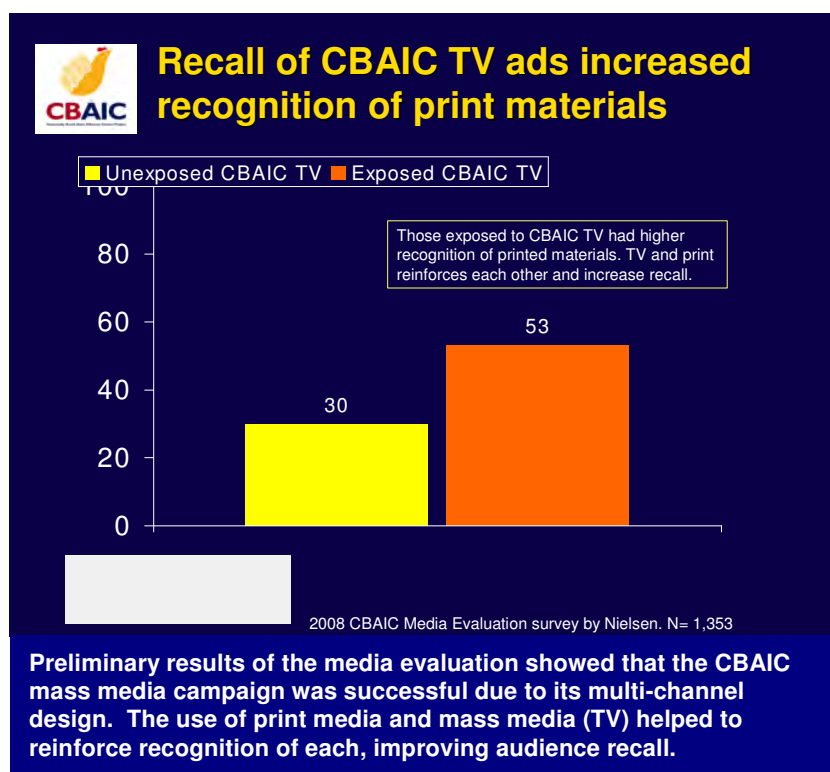


The evaluation found that:

- Television is by far the most effective way to reach people with AI messages: 94 percent of the general public said they had received AI messages from television, compared to 5-20 percent from other sources (radio, print media, community activities, local authorities and interpersonal communication; see bar graph below).



- CBAIC television messages reached 66 percent of the public, compared to 45 percent for print materials, 31 percent for community talks, and 21 percent for radio.
- People who had seen CBAIC television messages were more likely than those who had not to burn, bury, burn and bury and report dead chickens and the more CBAIC messages they had seen, the more likely they were to have done those behaviors. These results were still found even after controlling for education, gender, age, socio-economic status and exposure to other sources of AI messages.
- People exposed to the CBAIC television messages were also slightly more likely to believe that they are at risk of becoming infected with avian flu.
- However, knowledge of avian symptoms (other than sudden death) is low: only about 1 in 5 people or less could name any of the other symptoms.
- Knowledge of how AI is transmitted from bird to human (other than contact with sick or dead birds) is also low: only about 1 in 10 people could name any other means of transmission.
- Knowledge of how to prevent bird to human transmission (other than avoiding contact with sick poultry and hand washing after contact with poultry) was also very low: only about 1 in 3 people or less could name any other preventive actions.
- Knowledge of human AI symptoms (other than high fever) was also low: only 1 in 4 people or less could name any other human symptom.
- The survey also indicated relatively high response efficacy (confidence in promoted solutions) as well as self-efficacy (confidence in one’s ability to practice the solutions). However, the previously noted lack of knowledge about AI transmission, symptoms in birds and humans, and preventive measures suggests that this perception of efficacy is ill informed. People do not realize how little they know about how to protect themselves.



Overall, these results suggest that short media intense efforts can be successful in changing AI practices. Participants in focus group discussions confirmed the results of this media evaluation and specifically asked for AI messages to be broadcast on TV to validate the relevance and severity of AI in Indonesia. They also expect their authorities to be well informed about AI and to hear from them to supplement the TV messages. The results call for the continuation of AI campaigns that integrate TV with community level efforts that engage village and sub-village level authorities as well as health providers, veterinarians and the community as a whole. CBAIC will benefit from the momentum that this campaign has created to continue to promote, through TV, safely burying dead chickens and increasing information about AI symptoms in chickens and humans, and preventive measures, that seem somehow low compared to other countries. Reporting dead chickens to authorities was the less frequent reported of the three key behaviors. New program efforts need to convey a specific benefit and clarify if reporting needs to be done even if people have as few as 2-3 dead chickens. Burning dead chickens is costly, both in terms of time to wait until the chicken is totally burned, and cash to buy kerosene. These costs may limit the number of people that can actually perform such behavior when needed. If necessary, alternatives will need to be provided to enhance compliance.

GREATER JAKARTA AI CONTROL INTENSIFICATION

In efforts to combat a recent increase in human AI cases in Tangerang, which borders Jakarta to the west, CBAIC worked with the media agency implementing the CBAIC mass media campaign to increase behavior change communications coverage in the district. An “on-air” intensification plan was developed, focusing on radio broadcasting. The plan enlisted additional radio stations to broadcast CBAIC AI control PSAs, increased the number of spots broadcast on the Tangerang radio station, and held additional AI control call-in talk shows. In April 2008, CBAIC enlisted two local radio stations (Mersi and CBB FM) in intensification efforts through support of eight radio drama broadcasts, call-in game shows, and public service messages. Estimates were that more than 2200 people were exposed to CBAIC-sponsored AI control radio content.

In addition, CBAIC developed an “off-air” plan to hold AI control-themed community variety shows in Tangerang subdistricts to leverage the effects of the on-air program. Events were held in April and July 2008 (see below). *Note: The events held after 16 July were project year two program activities and are therefore included here.*

- ✓ 5 April – Educational Simulation in Pasar Kemis, Tangerang, (ca. 530 participants)
- ✓ 12 April – Cerdas Cermat in Serpong, Tangerang (ca. 300 participants)
- ✓ 19 April – Layar Tancap in Jayanti, Tangerang (ca. 1750 participants)
- ✓ 5 July – Educational Simulation in Sukmajaya, Depok (ca. 350 participants)
- ✓ 6 July – Educational Simulation in Sawangan, Depok (ca. 450 participants)
- ✓ 12 July – Educational Simulation in Sukatani, Bekasi (ca. 575 participants)
- ✓ 13 July – Educational Simulation in Setu, Bekasi (ca. 350 participants)
- ✓ 19 July – Educational Simulation in Kronjo, Tangerang (ca. 400 participants)
- ✓ 20 July – Educational Simulation in Tigaraksa, Tangerang (ca. 370 participants)
- ✓ 26 July – Educational Simulation in Panongan, Tangerang (ca. 400 participants)
- ✓ 27 July – Educational Simulation in Beji, Depok (ca. 250 participants)

BEHAVIOR CHANGE MATERIALS

Behavior change communications (BCC) efforts continued this quarter and were well integrated with program outreach activities. In particular, in support the CBAIC mass media campaign implemented at the end of January 2008, CBAIC continued distribution of 285,000 AI control posters and more than 2.8 million AI control stickers and flyers with *Report and Burn and Bury* key messages. In addition, CBAIC produced and distributed an additional 93,000 AI outbreak response flyers, 31,000 AI control banners, 30,000 AI control booklets, 30,000 *Report and Burn and Bury* stickers, 30,000 *Report and Burn and Bury* flyers, and 2500 educational AI video compact disks.



COMMUNICATION WORKING GROUP

KOMNAS FBPI held a CBAIC-supported national communication working group meeting on 13 June 2008 to update all players regarding ongoing or planned AI control behavior change communication (BCC) activities from each participating agency and sector. In addition, discussion was held regarding revision of the National Key Messages Guidebook (“the red book” at right). The meeting resulted in agreement to conduct a special workshop to review current key messages. Participants included MOA, FAO, UNICEF, CBAIC, MOH, and DEPKOMINFO.



EFFORT INTEGRATION

CBAIC continued to work with AI control partners to integrate activities and initiatives. This quarter German Technical Cooperation (GTZ) invited CBAIC and other stakeholders in AI control to contribute to its school pilot project called *Bird flu Awareness in Primary Schools* (BAPS). GTZ developed this school-based AI education pilot project at the request of the Ministry of Education in an effort to reduce the number of AI infections and fatalities in children. The project is a combination of AI education for children at school, and parent-teacher meetings. School teachers were trained as trainers to implement the project. Two-day trainings for teachers covered information on the AI virus, steps for personal methods to prevent AI, as well as methods for community protection and prevention from AI.

The BAPS project area covered the provinces of Gorontalo (all districts and municipalities); Papua (Wamena district); East Nusa Tenggara (Kupang municipality and Ngada district), West Java (Bandung, Bekasi, and Garut districts), Banten (Cilegon, and Tangerang district and municipality); and North Sumatra (Karo and Deli Serdang districts). At least 1151 teachers from 81 schools were trained during the four months of program implementation.

To leverage the impact of the BAPS project, GTZ distributed AI control information, education, and communication materials supplied by CBAIC, KOMNAS FBPI, MOH, and WHO. Going forward and prior to its wider rollout, in order to ensure message consistency BAPS will coordinate directly with the KOMNAS FBPI national communication working group.

GOVERNMENT CAPACITY BUILDING

Last quarter, in March 2008, CBAIC and KOMNAS FBPI held strategic communications trainings for regional AI control committees (KOMDAs), and regional AI working groups (KKRs) in Surabaya, East Java, and Bogor, West Java. The workshops were designed to build capacity for developing effective regional BCC initiatives, and to encourage networking among the groups and committees. At the close of each training workshop, CBAIC initiated a competition for development of the best communication program among KKR and KOMDA. The objective was to build their capacity to design and implement innovative and interesting community-level AI communication activities.

CBAIC and KOMNAS received thirteen proposals and four winners were selected. CBAIC and KOMNAS thoroughly reviewed the proposals and provided technical assistance to fine-tune the winners. The proposed activities leverage the value of the initial capacity building effort by providing government officials hands-on experience working with communities on a strategic behavior change initiative aimed at improving control of avian influenza at the local level. While project year two ended prior to their implementation, the proposals, submitted to USAID approval, are set for reconsideration in project year three.