



COMMUNITY-BASED AVIAN INFLUENZA CONTROL PROJECT

# YEAR FOUR WORKPLAN

*October 2009 – June 2010*

**I October 2009** – revised 15 October 2009

This publication was produced for review by the United States Agency for International Development. It was prepared by Development Alternatives, Inc.

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Title: **YEAR FOUR WORKPLAN**  
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Contract number: **EDH-I-02-05-00004**

Contractor: **DAI**

DAI project number: **1000151**

Submitted: **1 October 2009**– revised 15 October 2009

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

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## LIST OF ABBREVIATIONS

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AI	Avian Influenza
AusAID	Australian Agency for International Development
BCC	Behavior Change Communication
CBAIC	Community-Based Avian Influenza Control Project
CEF	Community Empowerment Facilitator
CMU	AI Campaign Management Unit (Ministry of Agriculture)
COP	Chief of Party
COTR	Contracting Office Technical Representative (USAID)
DAI	Development Alternatives, Inc.
DSO	Disease Surveillance Officer (Ministry of Health)
FAO	Food and Agricultural Organization of the United Nations
FGD	Focus Group Discussion
GAPPI	Indonesian Association of Large (Sector 1&2) Poultry Producers
GOI	Government of Indonesia
GOPAN	Indonesian Association of Independent Sector 3 Poultry Producers
HPAI	Highly Pathogenic Avian Influenza
ILRI	International Livestock Research Institute
IPC	Interpersonal Communication
JSI	John Snow, Incorporated
KKR	Regional AI Working Group
KOMNAS FBPI	National Committee for AI Control and Pandemic Influenza Preparedness
LBM	Live Bird Market
M&E	Monitoring and Evaluation
MENKOKESRA	Coordinating Ministry of Social Welfare
MOA	Ministry of Agriculture
MOH	Ministry of Health
MT	Master Trainer
ND	Newcastle Disease
NGO	Non-Government Organization
PDSR	Participatory Disease Surveillance and Response
PINSAR	Indonesian Association of Independent Sector 3 Poultry Producers (Mostly Layer Farms) and Commercial Poultry Information Center
PMI	Palang Merah Indonesia (Indonesian Red Cross)
PSA	Public Service Announcement
PSP	Private Sector Partnership
RT/RW	Neighborhood Associations
STOP AI	Stamp-out Pandemic Avian Influenza Project
TOT	Training of Trainers
UNICEF	United Nations Fund for Children
USAID	United States Agency for International Development
USD	United States Dollar
USG	United States Government
VAIC	Village Avian Influenza Coordinator
WHO	World Health Organization

# INTRODUCTION

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Bird flu infection in humans is deadly and the threat is clear and Indonesia has the dubious distinction as the nation with the highest number of confirmed human cases of H5N1 highly pathogenic avian influenza (AI). As of 22 January 2009, Indonesia had confirmed and reported 115 human deaths due to bird flu. With 141 Ministry of Health (MOH)-reported human cases nationwide, H5N1 avian influenza (AI) infection in Indonesia has resulted in a case fatality rate in excess of 80 percent (World Health Organization). Following a decision made in 2008, the MOH no longer publicly confirms H5N1 cases; however, local and national media continue to report suspected cases from across the country. Experts estimate that actual numbers are several times higher with many cases unidentified, misidentified, or unreported. While Indonesia is a tropical archipelago made up of more than 17,000 islands, the western half of just one of those islands, Java, accounts for more than 68 percent of all human cases in the country. Endemic avian influenza, which is widespread in Indonesia, could potentially evolve into a form easily transmissible between humans, causing a pandemic that could kill millions.

The Community-Based Avian Influenza Control Project (CBAIC) is part of the United States Agency for International Development | Indonesia program for reducing the risk of pandemic flu. Partners in the USAID AI control program include the Food and Agriculture Organization of the United Nations (FAO), the World Health Organization (WHO), the International Livestock Research Institute (ILRI), and John Snow, Inc. (JSI). CBAIC works collaboratively and cooperatively with these partners to strengthen the impact and effectiveness of the USAID AI control program.

Overarching goals of the USAID program include prevention of pandemic flu developing from the H5N1 strain of avian influenza and establishment of Government of Indonesia (GOI) 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 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 the CBAIC year four workplan to meet these objectives.

In project year four – October 2009 through June 2010, CBAIC will continue to strengthen GOI coordination, planning, and pandemic preparedness (Element A), while focusing AI control and prevention efforts in selected high-risk districts in West Java province - select districts in another high risk province where CBAIC has worked previously in conjunction with GOI priorities - (Element B). Lastly, CBAIC will continue its commercial poultry private sector partnership (PSP) program (Element C).

## GEOGRAPHIC FOCUS

CBAIC will continue to work in western Java, where nearly 70 percent of all confirmed human and animal AI cases in the country have been recorded. Earlier in 2008, MOA and FAO identified areas at high risk for AI in western Java based on the ratio of poultry and human population densities by province and district. These areas feed poultry directly into Jakarta and Greater Jakarta in order to meet consumption demands. It is from these areas that CBAIC has selected its area of geographic focus for the CBAIC AI Risk Reduction Program. Areas selected during local government consultation:

- Are densely populated with people and poultry,
- Are contiguous communities interconnected by poultry production and trade,
- Have the commitment of local authorities to the AI program, and
- Are uncovered by other AI control initiatives.

In project year four, CBAIC will continue to focus the bulk of its activities in West Java province (Table 1). This includes the high-risk corridor between Ciamis and Bogor, to have maximum impact on transport and transmission of the virus. More than 75 percent of the poultry and people in West Java reside in the selected focus areas.

In addition, CBAIC will identify 3 or 4 high risk districts in one other province, either Lampung or Jawa Tengah, and work through the Desa Siaga initiative to address their needs. The rationale for prioritizing these provinces as at high risk for human cases of AI comes from two sources of data. One is the PDSR report on the percentage of *desas* infected with AI. This is based on a preponderance of family poultry (sector 4) cases; nevertheless these birds can be considered as ‘sentinel birds’ providing an indication of where the virus is most prevalent. The other source is the FAO study on poultry movement in markets and collector yards in Jabotabek. Since Jabotabek has had a large number of human AI cases and is by far the biggest consumer of commercial poultry, the relative volume of commercial poultry coming into Jabotabek from different provinces could be considered indicative of the risk of human AI cases. The table below gives the relevant data from the two sources.

**Table 1: Infected *desas* and poultry movement into Jabotabek.**

	PDSR data on AI infected <i>desas</i> :		Data from FAO poultry movement study	
Province	% infected Aug 31 2009	% infected Mar-Aug 2009	% new infected <i>desas</i> Mar-Aug 2009	% poultry movements into Jabotabek
DI Yogya	6.8	44.8	28.5	0.4
Lampung	3.3	22.9	20.3	1.1
Jawa Tengah	3	19.6	17.4	4.9
Jawa Timur	0.9	17.7	17	0
Bali	1	14.3	13.7	0
Banten	2.3	9.3	8.2	13.7
Sumatera Utara	0.2	2.1	1.7	0.3

The selection of the provinces is based on a combination of a high prevalence of AI cases reported through the PDSR, together with a relatively significant quantity of poultry movements from the province into Jabotabek. Jawa Tengah ranks second amongst the provinces shown in the table in terms of poultry volume and third in terms of percentage of infected desas. Lampung ranks second in terms of infected desas and third in terms of poultry volume. The final decision on where to work will be based on discussions with Desa Siaga province leadership, and the interest, strength and commitment of Desa Siaga.

**Table 2. Selected high-risk districts and municipalities.**

<i>Interventions*</i>	<i>Selected areas</i>
<b>Intensive</b>	Bandung district West Bandung district Garut district Ciamis district Tasikmalaya district
<b>Market</b>	Bandung district West Bandung district Garut district Ciamis district Tasikmalaya district Depok municipality Bekasi municipality Bogor municipality Bandung municipality Cimahi municipality Tasikmalaya municipality
<b>Desa Siaga</b>	Bogor district Bekasi district Purwakarta district Sumedang district Indramayu district Karawang district Subang district Kuningan district Sukabumi district Majalengka district Cianjur district Cirebon district

\*Interventions are described under Element B.

## PROGRAM STRATEGY

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### RISK REDUCTION

CBAIC will continue to work with multiple community level, governmental and commercial stakeholders and groups to ensure an integrated approach to reduce the risk of AI transmission through the implementation of four types of interventions: 1) intensive community mobilization, 2) markets, 3) *Desa Siaga*, and 4) commercial poultry partnerships. Combined, these interventions aim to reduce risky practices associated with transmission of AI in communities and commercial farms, from the district down to the village level. Specifically, this strategy aims to reduce AI transmission risks in areas accounting for more than 75 percent of the populations of poultry and people in West Java province.

Through collaboration with FAO, local governments and the poultry industry, CBAIC has identified priority districts to implement community-based and commercial programs. The community-based initiatives incorporate an intensive risk reduction program. In addition, CBAIC will implement interventions that will cover markets in subdistricts surrounding the intensification areas, which when added to market interventions within the intensification area, will ultimately cover all subdistricts in the selected high-risk districts. CBAIC will also collaborate with *Desa Siaga* (alert village), the Ministry of Health community-level emergency and disaster preparedness and response program, to expand their training capabilities to include AI prevention and response behaviors and best practices. Finally, from a commercial perspective, CBAIC will continue to work with private sector 1, 2 and 3 partners in the Indonesian poultry industry.

The ultimate goal of the CBAIC strategy is to reduce transmission of the HPAI virus in poultry and humans. Five key risk reduction objectives are:

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

The risk reduction program will focus on the priority behaviors needed to reduce risk of transmission. Working primarily from the district level, CBAIC will promote and support community mobilization efforts through which communities (subdistricts, neighborhood associations, villages, community groups, markets, etc.) will be identified in cooperation with local officials, and supported to implement efforts to change risky behaviors, depending on the individual needs of each community. Priority behaviors are also the focus of the commercial poultry program where the objective is increased biosecurity. These interventions will reduce the risk of AI transmission to animals and humans – thus the number of cases – and,

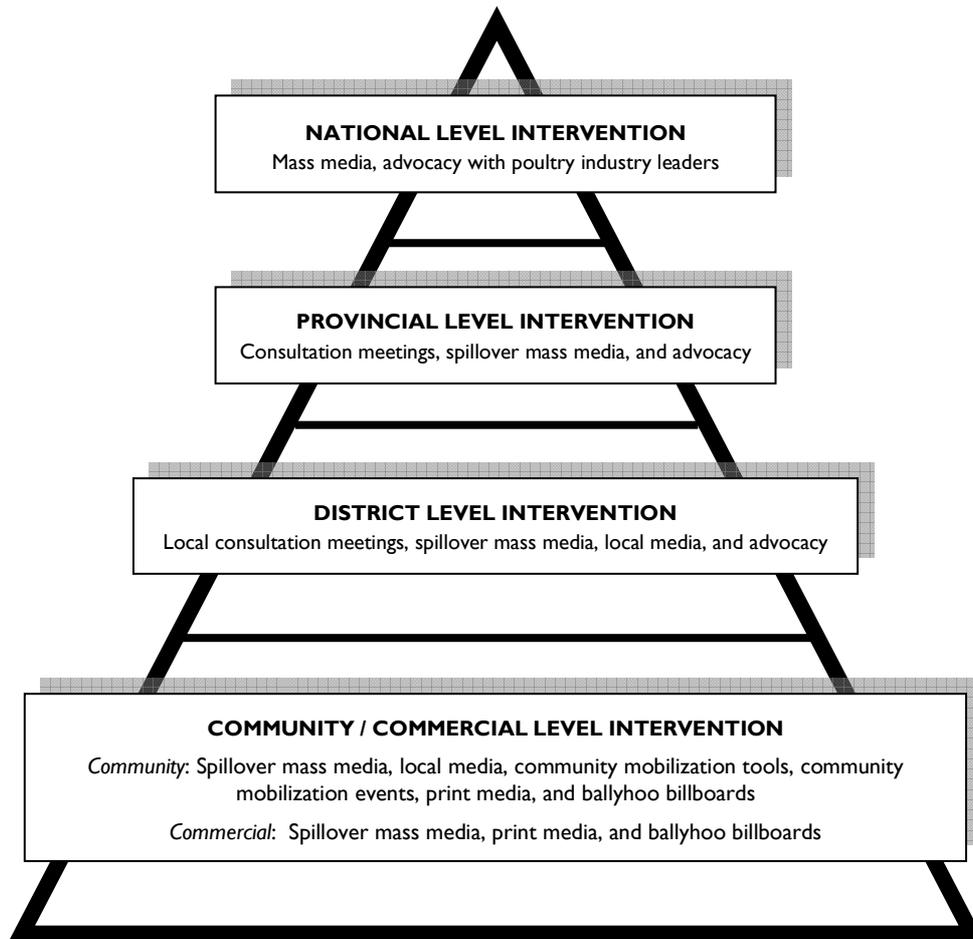
ultimately, reduce the overall threat of pandemic influenza developing from the highly pathogenic H5N1 strain of bird flu.

Community mobilization and good biosecurity practices will be supported by advocacy efforts at the district level, and by mass media and print materials that reach down to the community and farm levels, modeling priority safe practices. The CBAIC AI Risk Reduction Program is described in detail under Elements B and C. Our community mobilization model adapts and expands on the AI community mobilization models developed and implemented by CARE in Tangerang district of Banten province, the United Nations Fund for Children (UNICEF) in Serang district of Banten province and Catholic Relief Services/Lembaga Kariya Bhakti in Lampung province. The community mobilization efforts will integrate village AI coordinators (VAICs) trained by CBAIC and its partners, and link to the MOA participatory disease surveillance and response program (PDSR) and the MOH *Desa Siaga* (alert village) program.

The commercial poultry program builds on the experience of the last nine months described in detail in the PSP program report for year one (October 2009).

## **COMMUNICATIONS**

CBAIC communication initiatives will support and strategically link the key elements of the year four program to achieve maximum behavioral impact. Year four communication interventions are outlined in Figure 1. This framework of interventions will allow CBAIC to design customized messages targeting a variety of audiences, while maintaining message consistency and technical accuracy. These initiatives will reinforce one another and will instill in communities and the commercial poultry sector the importance of sustaining risk reduction practices into the future. Over the long-term, this strategic approach solidifies changes to knowledge, attitudes, and behaviors, and enables community participation to lead to the adoption of normative practices.

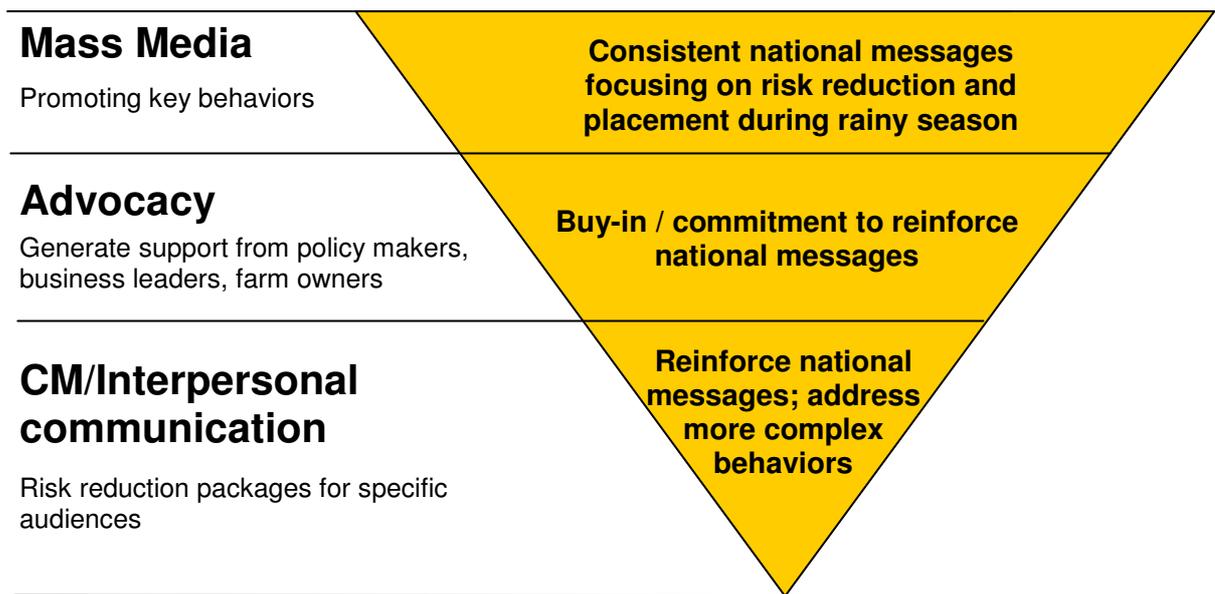


**Figure 1. CBAIC year four communications interventions.**

Of particular importance, data from MOH and MOA has shown cases of poultry and human infections increase with the rainy season and that special attention to AI prevention messages is needed during this period to ensure preparedness and an additional level of vigilance. Nielsen data from the 2008 CBAIC mass media evaluation showed that television is the most popular medium through which people receive their information about avian influenza. Preliminary data from the 2009 Nielsen KAP survey reconfirm this finding. Therefore, CBAIC will design and implement a mass media campaign to coincide with the coming rainy season to remind people of the dangers of bird flu in order to reduce the incidence of animal and human AI infections and to promote recommended preventive behaviors to reduce the risk of virus transmission. This is detailed further under Element B.

The overall CBAIC messaging strategy is diagrammed in Figure 2. It includes mass media, advocacy, and community mobilization interventions that will be used to mutually reinforce each other to achieve recognition, recall, and maximum effect. This implementation strategy will be applied in a participatory manner through all levels (national to community and farm) to encourage buy-in from all stakeholders. As risk reduction messages penetrate into the grassroots or community level, they will become more detailed and will target more specific audiences. Figure 2 below

shows message connection from top to bottom (nationwide down to community level) and ensures consistency of key messages across all levels. National messages will be concise and simple, while those applied at the community levels will be elaborated further through interpersonal communication (IPC) in community mobilization (CM) and commercial poultry interventions. This approach will create an effective mix of media channels by building on the inherent strength of each format (i.e. television disseminates short, simple messages, but reaches large numbers of people; community mobilization reaches small audiences, but can impart awareness and knowledge of a greater number of risk reduction behaviors using detailed messages).



**Figure 2. Reinforcing CBAIC messaging strategy.**

**INTEGRATED APPROACH**

In tackling a zoonotic disease such as AI, an integrated approach is of paramount importance. CBAIC strives to form partnerships among stakeholders that don't normally or easily work together to address AI due to administrative barriers, mistrust, or competing or overlapping missions. During its third year of implementation, CBAIC worked hard to bring together MOA and MOH health professionals, commercial supply chain workers and the community, and international public health colleagues.

Health services for humans and animals are administered separately, and yet in the face of a common disease, they need to be applied in an integrated fashion. During the extension, CBAIC will continue to bring together MOA and MOH health professionals at the local level. When initiating community mobilization in a new

area, CBAIC will invite the local health and animal health personnel to the same meetings even if they haven't previously worked together, in order to foster an integrated approach.

Commercial poultry enterprises are often seen as separate and sometimes barriers to community level AI risk reduction efforts but CBAIC sees them as community members that need to be part of local solutions and interventions to reduce risk transmission. CBAIC has reached out to traders, slaughterers, market vendors and managers, farm owners and others and integrated them into community AI teams that CBAIC has helped develop. From the beginning, community and poultry entrepreneurs can together decide on integrated risk reduction strategies, such as, for example composting poultry droppings before they are used on horticultural crops in the areas surrounding poultry farms.

The CBAIC program will continue to be closely integrated with all other national and international programs tackling AI in Indonesia. This will be achieved by active participation of CBAIC in technical coordination meetings hosted by MOA, and in communication meetings hosted by KOMNAS FBPI, as well as the coordination meetings of ILRI, USAID and others. Activities will be planned in close cooperation with FAO, particularly interventions in commercial layer farms. In addition regular COP meetings hosted by CBAIC will provide a forum to ensure tight coordination amongst USAID funded programs and other USG agencies (CDC and USDA).

Finally, the different programmatic elements of CBAIC will be closely integrated. The interventions in commercial farms through training in biosecurity will be situated in the same geographical areas as the community mobilization resulting in a synergism in the overall impact on AI virus transmission. Communication materials, whether for community mobilization, the poultry industry, or for nationwide communication will be harmonized to ensure a consistency of approach. Uniform technical guidance will be applied for all elements of the program, to make sure that the same epidemiological principles are applied. Regular meetings of all staff will contribute to this integration within CBAIC.

## ELEMENT A

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

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

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

CBAIC will build and expand the positive relationship that has been established with KOMNAS. CBAIC will support pandemic tabletop exercises and field simulations as needed, support the national AI communication working group, and facilitate KOMNAS compilation of AI communication experiences, which will serve as their legacy to future communication interventions. Further, if requested by KOMNAS, CBAIC could provide short-term technical assistance in development of their exit strategy.

#### **KOMNAS FBPI “LEGACY” DOCUMENTS**

Following completion of a final draft in year three, during the extension. KOMNAS feedback will be incorporated and CBAIC will finalize design, produce and handover the KOMNAS FBPI one – pager “legacy” document in October 2009. KOMNAS FBPI will end their assignment by the end of March 2010 and this document will serve as a foundational resource for their successors and other stakeholders to refer to in the future to avoid duplication and share best practices. Along with the “one-pager”, CBAIC will also work on completing a KOMNAS “Evolution of Communication” document that details the evolution of API risk communication efforts in Indonesia since its inception in 2006. The document will be completed by the end of March 2010 and will be distributed by KOMNAS. As necessary, CBAIC will enlist a short-term technical advisor to draft the document in close consultation with KOMNAS to ensure that content is technically sound and accurately reflects

the Indonesian experience. CBAIC will then continue to support the transition between KOMNAS and the follow-on government body.

### **PANDEMIC PREPAREDNESS**

CBAIC will continue to provide technical and financial support for KOMNAS-led tabletop exercises and field simulations. A maximum of two simulations will be supported during project year four. CBAIC, USAID and KOMNAS will discuss the support further prior to implementation. To the extent possible, international best practices and lessons learned from the global H1N1 response will be integrated into Indonesian plans for continued national preparedness.

### **COMMUNICATION WORKING GROUP**

CBAIC will continue its support to the KOMNAS communication working group meetings during project year four. It is estimated that two to three meetings will be held prior to the end of KOMNAS in March 2010. The meetings will coordinate all API risk reduction communication efforts in the country. Furthermore, these meetings will serve as a forum for evidence-based learning exchange and for ensuring that KOMNAS is making communication decisions based on the latest scientific findings.

### **COORDINATION MEETINGS**

Monthly Chief-of-Party (COP) coordination meetings will be hosted and facilitated by CBAIC and other USG agencies. Invitees will include all USAID AI control and prevention partners including FAO, WHO, ILRI, and JSI, among others. In addition, more informal coordination meetings will be held regularly with Government of Indonesia counterparts including KOMNAS FBPI and the AI campaign management unit (CMU) of the Ministry of Agriculture. These meetings will help to insure integration of efforts and meshing of USAID and GOI objectives and goals.

### **LOCAL GOVERNMENT ADVOCACY AND COORDINATION**

The year four community empowerment program will continue to work with the ninety (90) villages begun during project year three, and will cover an additional thirty (30) villages. The additional villages will be selected in close consultation with local authorities, from the provincial and district levels down to the village level. These efforts will include advocacy meetings with livestock officials (for intensive community mobilization and market interventions – detailed under Element B), and with health officials for *Desa Siaga* interventions (also detailed under Element B). Local government will also be kept apprised of CBAIC's work with commercial farms. Planned local government coordination milestones will include:

1. A West Java provincial consultation meeting with the provincial livestock office in November 2009.

This will be a two-day meeting attended by livestock officials from the five intensive districts and six municipalities. The objectives are to assess the implemented program, invite inputs and discuss necessary adjustments for the extension program and determine new villages.

2. District consultation meeting for the five intensive areas in November 2009.

The meetings will be attended by AI team representatives, village and subdistrict officials, CEFs, representatives from newly selected villages, and representatives from the related livestock offices. The meeting objectives are to evaluate the implemented program, invite inputs and discuss necessary adjustments for the extension program and introduce the program to the new villages.

## ELEMENT B

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### AI Risk Reduction Program - Communities, Markets and Desa Siaga

In project year three, CBAIC achieved strong results through its community empowerment efforts, market interventions and training of Desa Siaga Master Trainers. Communities across 164 subdistricts (96 Desa Siaga subdistricts and 68 Intensive area subdistricts) in seventeen high-risk districts (five intensive districts and twelve Desa Siaga districts) and six municipalities in West Java province were mobilized, expanding community-based AI control and prevention. These efforts reached a combined 4,280 community members (2,700 from intensive villages, 220 from market interventions and 1360 from Desa Siaga) with critical AI information, AI surveillance, and AI outbreak response training.

In addition, more than 9000 community members in intensive villages were reached by AI team members with AI information and knowledge, hands on practices concerning appropriate behaviors and contact person for reporting cases/death poultry and technical consultation, further expanding the reach of community-level AI control and prevention in West Java.

#### SELECTED HIGH RISK AREAS

CBAIC will focus the bulk of its year four work in western Java, which is densely populated with people and poultry and has accounted for nearly 70 percent of all confirmed human AI cases in the country. As described earlier, MOA and FAO identified areas at high risk for AI in western Java based on the ratio of poultry and human population densities by province and district. It is from these areas that CBAIC has selected its area of geographic focus for the CBAIC AI risk reduction program. CBAIC will cover a total of twelve (12) districts and five (5) municipalities in the province (see Table 2 on page three). More than 75 percent of the poultry and people in West Java reside in the selected focus areas. In addition to the program in West Java province, CBAIC will add three or four districts in Lampung or Jawa Tengah for interventions through Desa Siaga.

The CBAIC AI Risk Reduction Program interventions include:

- 🍌 **Intensive** community mobilization;
- 🍌 **Market** interventions; and
- 🍌 **Desa Siaga** outreach. (*Desa Siaga* is a community-level Ministry of Health initiative that trains communities in disaster and emergency preparedness and response.)

Intensive interventions will be carried out in five districts: Bandung, West Bandung, Garut, Tasikmalaya, and Ciamis. Market interventions will be implemented in the portions of those districts not selected for intensive work, and will include the five major municipalities of Depok, Bekasi, Bogor, Bandung, and Tasikmalaya. *Desa Siaga*

will be implemented in seven more districts in West Java and three to four additional districts in Lampung or Jawa Tengah. With intensive and market interventions, the aim is to reduce the risk of AI transmission to both humans and animals. In *Desa Siaga* interventions, the focus will be reducing the risk of AI transmission to humans.

### **INTENSIVE INTERVENTION**

Intensive interventions focus on community mobilization to instill behavior change deeply at the local level to reduce the risk of AI transmission to animals and people. Community mobilization is a time consuming and resource intensive process that depends on the buy-in of each community in which interventions are implemented. This ensures lasting behavior change and sustainability of risk reduction practices utilized by those communities.

In year three, CBAIC-trained community empowerment facilitators (CEFs) in the intensive areas facilitated the establishment of AI teams, assisted them in conducting village activities, supported them with information visuals, and reinforced behavior change with community activities. This has increased community engagement and participation of residents and local officials in AI control. AI teams are officially acknowledged by *Praturan Desas* through local laws heralding their establishment. District level government, the livestock department especially, has expressed their appreciation for the AI teams.

Year four work will continue to focus on the following audiences:

- 1) Consumers
- 2) Live bird market customers
- 3) Backyard poultry keepers
- 4) Transporters
- 5) Slaughterers
- 6) Live poultry marketers
- 7) Slaughterers
- 8) Sector 3 poultry producers

However, there will be a modification to the program approach based on what we learned during year 3. Instead of working with segmented audiences (household / consumer, sector 4, sector 3 and commercial) which tended to create vertical groupings and left some villagers feeling they were left out of discussions, CBAIC will use a more integrated community based approach based on the village level administrative structure such as the Dusun and the RW. For example, meetings will be held at a Dusun level with all audiences to encourage cross fertilization and a more unified approach to solving problems. This approach, where the AI Team is embedded into the existing village structure has been encouraged by villagers themselves and we believe will lead to improved sustainability.

CBAIC will continue to work with the ninety (90) AI teams established during year 3. The extension will give the AI teams the opportunity to re-enforce practices introduced during the latter half of year 3 and reach more villagers in each village based on the new approach.

An additional 30 villages will be selected from the five work districts. Villages will be chosen around markets that have received (year three) or will be selected to receive (year four) intervention. The rationale is to intensify reinforcement of key safe behaviors and to advocate for consumer-driven demand for a clean and healthy market. The community empowerment approach for the new villages will be the same as that in the 90 existing villages.

CBAIC internal monitoring demonstrated that use of simple and mobile visuals used as training aides are needed to support CEF village level training. These will be developed with the support of the CBAIC communication team.

Monitoring during year 3 also demonstrated the need to provide the CEFs with updates on H5NI and additional support in the area of interpersonal skills (IPS) and group motivation. While the CEFs have been performing well, they would all benefit from an update in skills and hands on tools they can use at the field level. Thus, in the first month of the extension period, a meeting of all CEFs will be held at which they will be given an update on the H5NI situation in West Java and provided with further community mobilization tools. The meeting will also provide a forum for interchange of experiences of CEFs in community mobilization to date.

## **MARKET INTERVENTIONS**

In the first year of community mobilization, in project year 3, market managers and livestock officials were receptive and interested in working with CBAIC. Through CEF and CBAIC staff outreach, communication and information to market managers and vendors, they agreed to take part in the market intervention process: identification of problems, potential solutions, commodity proposal development, organizing contribution (matching fund for commodities), and also plans to ensure usage and maintenance of commodities. What we found during the implementation process is that market interventions are complex and challenging. Constraints to interventions run the gamut and include misinformation, infrastructure challenges, and shortfalls in funds, personnel, and time. CBAIC information, communication materials, trust building and funding for simple infrastructure changes built enthusiasm and served as a catalyst for change.

During year four, CBAIC will continue interventions with the eleven markets engaged during project year three. Approximately 70% of the items developed in the market action plans were begun in year three and will be completed during year four. The AI team concept will be adapted to the market intervention program to ensure government participation and sustainability. The market AI team will comprise poultry vendors, slaughterers, market managers and government agencies working together. CBAIC's work will serve as a foundation for additional work by government agencies that is expected to include a discussion on current guidelines and regulations on healthy markets.

In addition to the existing eleven markets from year three, an additional thirteen markets in existing "intensive" villages will be selected for year four interventions. A CEF will be dedicated to each of the markets and, as for the eleven markets involved in year three, a CBAIC-developed team will be developed at each market to identify

and map AI transmission risks and then develop a plan to address those risks to reduce AI transmission. Every new market engaged by CBAIC will receive support for commodities. The implementation program will be further discussed in detail at the District Consultation Meeting.

### **DESA SIAGA OUTREACH**

The purpose of working with *Desa Siaga* is to expand the AI risk reduction coverage in West Java province and Lampung or Jawa Tengah, and to strengthen cooperation between communities and their local animal and human health agencies. Ultimately, this will help ensure sustainability of AI risk reduction activities.

*Desa Siaga* outreach has helped the CBAIC community empowerment program cover all of West Java. The program also facilitated closer collaboration between the West Java provincial livestock office and provincial public health office through the development of joint training materials and AI content that is being inserted into the *Desa Siaga* system. The Training of Trainers increased knowledge of animal health and human health officers on AI issues and action plans to help reduce AI transmission were developed through training of village forum representatives and health cadres participating in the sub-village level trainings developed village.

During year four, CBAIC will continue cooperation with PMI West Java and Dinas Kesehatan to conduct village-level training in the existing 96 sub-districts. Five additional villages from each sub-district will be selected to cover the remaining villages in the sub-district. The selection process will be done during the Provincial Consultation Meeting in November 2009. PMI West Java will be responsible for organizing trainings in the 12 districts through their chapters.

In addition, CBAIC will identify three or four high risk districts in Lampung or Jawa Tengah and work with the PMI Lampung or Jawa Tengah office to train the Lampung or Jawa Tengah *Desa Siaga* MTs in AI risk reduction. These *Desa Siaga* MTs, through CBAIC support, will then conduct training on the AI risk reduction package in subdistricts and villages in the area. Table 3 provides the number of districts and villages in the *Desa Siaga* area. Integration of CBAIC's community mobilization activities within the *Desa Siaga* in Lampung or Jawa Tengah would work synergistically with FAO's market intervention plan towards this aim. It will also be possible to make use of the network of Village Avian Influenza Coordinators (VAICs) established in Lampung or Jawa Tengah by CBAIC during its first two years.

**Table 3. Number of *Desa Siaga* outreach areas.**

No	District	# of Sub-districts	# of <i>Desa Siaga</i> (YR 3)	# of <i>Desa Siaga</i> (YR 4)
1	Sumedang	8	80	40
2	Bekasi	8	72	40
3	Cianjur	8	79	40
4	Kuningan	8	81	40
5	Cirebon	8	76	40
6	Karawang	8	71	40
7	Indramayu	8	85	40
8	Majalengka	8	83	40
9	Subang	8	82	40
10	Bogor	8	54	40
11	Sukabumi	8	65	40
12	Purwakarta	8	80	40
13	District 1 in new province	0	0	50
14	District 2 in new province	0	0	50
15	District 3 in new province	0	0	50
16	District 4 in new province	0	0	50
	<b>TOTAL</b>	<b>96</b>	<b>908</b>	<b>680</b>

### COMMUNITY EVENTS

Community events (e.g. variety shows) allow vertical reach among targeted sub-groups in the community, strengthen local planning and local ownership of the program, facilitate adaptation of messages and materials to local conditions, and encourage mutual commitment to, and reinforcement of, desired behavior changes. Furthermore, these activities provide a good platform from which to build self-efficacy regarding prevention messages, *and* develop a sense of community ownership in protective behaviors.

During year three, community events were used to disseminate messages that are more complex by adapting them to local needs and modeling the right biosecurity behaviors in a fun and interactive manner. Community events provided forums where local officials, community members, veterinary and human health workers, and commercial sector owners and workers directly interacted. Each event encouraged community interaction, coordination, and engagement across a diverse group of stakeholders.

In year four, CBAIC will implement three or five community events in the intensive area. Events will be conducted in February and March 2010, and will focus on raising awareness on how to prevent AI transmission in the poultry industry. It is estimated that each event will directly reach about 700 people. The events will elaborate and support the mass media campaign detailed in the following section.

## COMMUNICATIONS

Integrated communications initiatives and activities will facilitate and support community mobilization efforts.

### *Mass media*

**Television.** CBAIC will work with an advertising agency to develop, produce and place a public service announcement (PSA). The messages will include the “report and bury” messages while also carrying the Aksi 100% Bersih tag line for sixteen weeks. The PSA will be placed strategically to correspond with the rainy season, which typically sees an increase of AI cases. In order to reach an estimated 150 million viewers at least once, the CBAIC PSA will be aired on five nationwide TV stations. Prior to placement, CBAIC will hire a research agency to do material pre-testing to ensure effectiveness and relevancy for a nationwide audience. The CBAIC focus audience consists of Indonesian men and women aged 20-45 years, in socio-economic categories C and D, living in rural and semi-urban areas.

**Radio.** CBAIC will develop creative radio programs that are in line with the television content with ten to fifteen local stations to improve local relevance and get local community involvement (build two way communication) towards key suggested behaviors. CBAIC will conduct a workshop of one or two days for radio crew to increase their understanding and knowledge about the suggested behaviors. Each radio station will then develop the creative program for implementation. Creative program will include off air and on air activities such as talk show, small events, live reportage etc. The program will be placed starting from mid-December for a period of approximately 16 weeks. CBAIC could enlist other AI partners (PDSRs and DSOs) to serve as expert guests who could disseminate, explain, and reinforce safe behaviors and practices.

### *Information, education, and communication materials*

To support community mobilization interventions, the CBAIC communication team will revise and adjust the existing IEC materials such as flyers, posters and banners. Coverage areas for distribution are Desa Siaga, intensive desas and healthy market interventions. CBAIC will also expand distribution through partners such as KKR/KOMNAS, FAO, WHO, DEPKES and CMU/Deptan. The distribution will start in December 2009 onwards. The training kit for CEF and AI team will be revised and reproduced in line with additional coverage areas.

Also during year four, in support of community mobilization and commercial poultry interventions, CBAIC will reprint risk reduction ballyhoo billboards and install them along the poultry distribution corridor in West Java province. Approximately 150 ballyhoo billboards will be produced for posting along the main road in the corridor, as well as near local markets selected for risk reduction intervention.

## ELEMENT C

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### Commercial Poultry Private Sector Partnership

Commercial poultry is likely to be a major avian influenza (H5N1) virus transmission mechanism among poultry and between poultry and humans. This implies that more attention needs to be given to controlling HPAI risk in commercial poultry production systems, including Sector 1, 2, and 3 producers. For that reason, CBAIC worked to develop commercial poultry model interventions in the form of private sector partnerships. The CBAIC commercial poultry private sector partnership (PSP) program aims to test effective and sustainable ways for the private sector to reduce AI virus transmission in their operations, as well as in the broader value chain. CBAIC will use data from FAO and ILRI to confirm whether commercial poultry farms are a major source of H5N1 virus transmission. The lessons learned through this process and the outcomes will inform future partnership activities that USAID, the GOI, and other donors may support.

During the first year of this program, CBAIC trained 207 technical services advisors and 216 Sector 3 farm supervisors. They were trained to implement biosecurity measures and good management practices to improve disease control, to reduce depletion and increase profitability. Two hundred sector 3 farms (195 broiler farms and five layer farms) participated in the PSP program. Preliminary findings, detailed in the September PSP report, show good progress in these areas.

During CBAIC year four (PSP's 2<sup>nd</sup> year), the program will build on strong ties with the private sector and lessons learned from the first year to implement the following:

#### **BIOSECURITY PARTNERSHIPS AND IMPLEMENTATION**

**Broiler farms.** PSP will meet with existing commercial partners GAPPI, Charoen Pophand Indonesia (CPI), Sierad Produce (SP) & Cheil Jedang (CJ) to plan continued technical advisory services to farms that have already collaborated.

The PSP model of biosecurity training will be replicated with private sector partner JAPFA. One training session will train 30 technical advisors from JAPFA as trainers, and two further training sessions that will collectively train 45 farm supervisors.

PSP will also partner with two poultry shops to provide training to their technical advisors in one training of trainers sessions, with approximately 30 trainees. There will be four training sessions to train approximately 90 supervisors of farms working with the poultry shops.

**Layer farms.** Layer farms have long been implicated in the transmission of AI in Java, due to factors such as the longevity of birds, the possible masking of AI infection by vaccination, and the practice of marketing layer birds following a fall in egg production. Thus, CBAIC will initiate collaboration with layer farms in collaboration with FAO. The detailed planning will be carried out with FAO.

Following a training of trainers session, it is planned to select five farms for detailed monitoring.

## **DATA COLLECTION**

The 65 farms which benefited in year three of the project from training directly from CBAIC will be monitored so as to record production data for up to five cycles of broilers.

For all the training sessions, the participating farms will be selected as soon as possible in order to initiate pre-intervention monitoring. Farmers will be recruited only on condition that they agree to record key data for at least one cycle of broilers prior to the intervention. In order to standardize the monitoring to provide comparable data before and after the intervention, and avoid bias due to differences in age of marketing, the two key production parameters, the feed conversion ratio (FCR) and depletion (total mortality and culling from all causes), will be recorded at age 3 weeks. This age is selected as the earliest age at which birds could be marketed. Then the farms will also be monitored after the training, both to observe the extent which the biosecurity interventions are put into practice, and to record the standardized production data.

## **COMMUNICATIONS**

Training to date has covered technical advisors and farm supervisors, but more needs to be done to reach the farm workers. In order to facilitate communication of key biosecurity procedures to the actual farm workers, who often have limited literacy, communication materials based on actual photographs from farms that have previously participated in the CBAIC program will be used. The two key areas of bioexclusion and biocontainment, as they relate to the daily tasks of the workers, will be covered. The photographs pertaining to bioexclusion will cover actions such as restricting entry, disinfecting entering vehicles and equipment, use of farm specific clothing and footwear, hand washing and those pertaining to biocontainment will focus on the proper disposal of carcasses following a disease outbreak.

The posters targeting sector 3 producers which are already in use will be revised to reflect more accurately the standard operating procedures introduced by CBAIC.

The overall success of the program depends on not only demonstrating that biosecurity measures can indeed pay for themselves and lead to revenue beyond that, but also on the communication of key biosecurity and good management practices and their advantages to a broader private sector audience. To this end, a national poultry magazine will be approached to initiate a collaboration aiming to publicize an article on best biosecurity and management practices.

## PROGRAM MANAGEMENT

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DAI will continue to manage CBAIC adhering to USAID and DAI policies and procedures. Ms. Maria I. Busquets, chief of party, leads the management team and will be supported by Ms. Rekha Lal, senior finance and administration officer in day-to-day management of the program.

The organization chart on the following page shows the proposed staffing structure of the CBAIC project. The plan will allow CBAIC to 1) quickly adapt and focus to meet the on-the-ground needs of this community mobilization activity; 2) monitor and evaluate project activities; 3) communicate project impact, lessons learned, as well as other information required by the various stakeholders for this high-profile program; and 4) enable an efficient working environment.

### MONITORING AND EVALUATION

CBAIC will continue to employ a full-time monitoring and evaluation (M&E) officer to track activity results against project objectives by designing an M&E framework that is capable of tracking and evaluating activity results across the full range of programmatic and behavioral indicators. The M&E officer, with support from the senior information manager, chief of party, senior technical advisor, and program development officers, will further refine CBAIC indicators and design standardized reporting to detail the evaluation of project activities. (The year four performance monitoring plan will be submitted under separate cover at the end of November 2009.) CBAIC will report M&E results to USAID quarterly, through incorporation into quarterly progress reports.

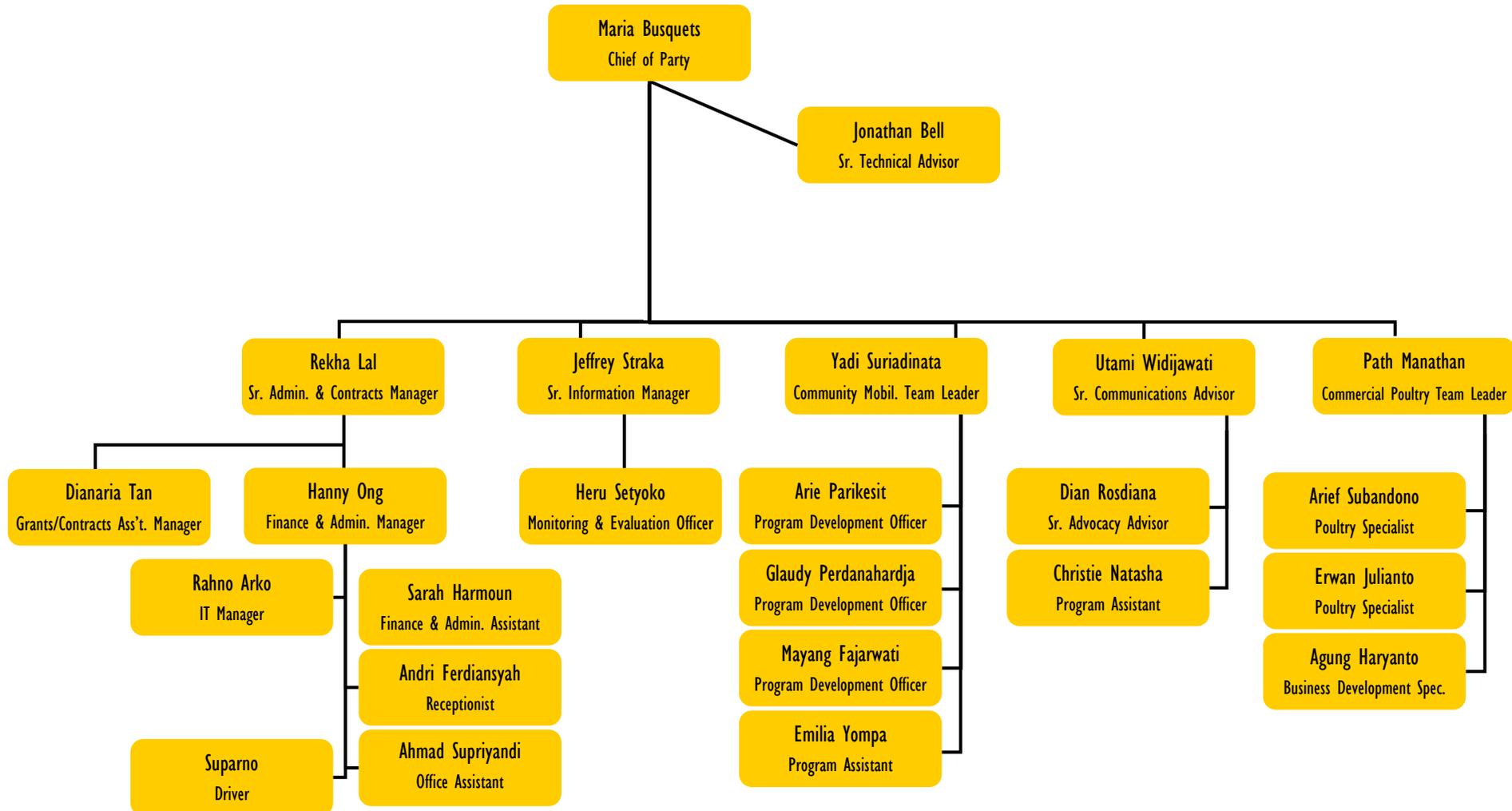
### REPORTING AND INFORMATION

CBAIC will continue to report regularly (bi-weekly and quarterly) to USAID and DAI; raise public awareness of lessons learned from CBAIC-funded activities and interventions; facilitate access to, and sharing of, information with USAID; and support USAID | Indonesia reporting to USAID | Washington and other relevant USG agencies. CBAIC will continue to work in close collaboration with the USAID contracting office technical representative (COTR) responsible for CBAIC, and DAI implementing partners. Outputs will include short reports generated bi-weekly that provide updates on project activities, and quarterly progress reports – incorporating monitoring and evaluation updates.

An end of project conference will bring together senior stakeholders from government, local government, collaborating partners and USAID. It will capture the CBAIC experience and focus on lessons learned, models and approaches that can be replicated elsewhere, and the impact of the project.

The final end of project report will cover the work of the entire project, as well as including materials from the final conference.

# YEAR FOUR ORGANIZATION CHART





YEAR FOUR WORKPLAN

	Oct 2009				Nov 2009				Dec 2009				Jan 2010				Feb 2010				Mar 2010				Apr 2010				May 2010				Jun 2010				
	I	2	3	4	I	2	3	4	I	2	3	4	I	2	3	4	I	2	3	4	I	2	3	4	I	2	3	4	I	2	3	4	I	2	3	4	
<b>6. Printed material</b>																																					
Replicate:																																					
- <i>booklets</i>		X	X	X																																	
- <i>time planner 2010 (design &amp; printing)</i>	X	X	X	X																																	
- <i>Banners (purple &amp; yellow)</i>		X	X	X																																	
- <i>Banner (orange)</i>																																					
- revise design	X	X	X																																		
- printing				X	X	X																															
<b>- Commob support – Desa Siaga training aids</b>																																					
Content, design and mastering	X	X	X	X																																	
Printing and distribution					X	X	X																														
<b>- PSP Support - Poster Sector 3 with revision</b>																																					
Revise and mastering	X	X	X	X																																	
Printing and distribution					X	X	X																														
<b>- PSP Support - Photo novella</b>																																					
Design and pre-test key behaviors	X	X	X	X	X																																
Input USAID & approval					X																																
Revise and mastering						X	X																														
Mastering							X																														
Printing and distribution								X	X	X	X	X	X	X	X	X	X	X																			
<b>- PSP Support – TA for magazine article</b>																																					
Concept and content development								X	X	X	X	X	X	X	X	X	X	X																			
Article placement																		X	X	X	X																
<b>7. Ballyhoo</b>																																					
- design and production								X	X	X	X																										
- placement & exposure period												X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X						

YEAR FOUR WORKPLAN

	Oct 2009				Nov 2009				Dec 2009				Jan 2010				Feb 2010				Mar 2010				Apr 2010				May 2010				Jun 2010							
	I	2	3	4	I	2	3	4	I	2	3	4	I	2	3	4	I	2	3	4	I	2	3	4	I	2	3	4	I	2	3	4	I	2	3	4				
<b>COMMUNITY MOBILIZATION</b>																																								
<b>1. Local gov't. advocacy and coordination</b>																																								
- Prepare for provincial and district consultation meetings for the year four intensive program			X	X																																				
- Initial provincial and district meetings					X	X	X	X																																
<b>2. Intensive intervention</b>																																								
- Finalize implementation plan for 90 existing villages & selection criteria for 30 new villages	X																																							
- Design and finalize CEF refresher training program and agenda	X	X	X																																					
- Conduct CEF refresher training				X																																				
- Continue to implement in 90 existing villages			X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X				
- Implement in 30 new villages									X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X				
<b>3. Market intervention</b>																																								
- Set up CEF work plan and agenda for the market intervention program	X	X																																						
- Implement in 24 markets					X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X				
<b>4. Desa Siaga intervention</b>																																								
Criteria for new training areas (West Java & Lampung or Jawa Tengah) completed	X				X																																			
Hold provincial meeting for the Desa Siaga extension program West Java and Lampung or Jawa Tengah					X	X					X																													
Training program and agenda completed for West Java and Lampung or Jawa Tengah							X	X	X	X		X	X																											
Conduct training program at the sub district level (West Java)													X	X	X	X	X	X	X	X	X																			
Conduct training program at the sub district level (Lampung or Jawa Tengah)																			X	X	X	X	X	X																
Monitoring program in collaboration with PMI, Dinas Peternakan Kesehatan provincial West Java and Lampung or Jawa Tengah													X	X	X	X	X	X	X	X	X	X	X	X																



