

**Southeast Asia Regional Inter-Agency Information Sharing/Coordination
Meeting on Avian & Human Influenza**
Hosted by the Asian Disaster Preparedness Centre

On behalf of



**Strengthening Community Based Approaches
to Management of Avian and Human
Influenza (AHI) in Asia**

Thursday 6th November 2008 2-5pm

Imperial Queen's Park Hotel, Sukhumvit Soi 22, Bangkok
3rd Floor, Bangkok Panorama II Room

Theme: Research and Communication Risk Reduction

These minutes, presentations, handouts, and information about future and past meetings can be found on the website of the **AHI-NGO-RC/RC Asia Partnership for Strengthening Community-Based Approaches to Management of Avian and Human Influenza in Asia**, comprised of the Asian Disaster Preparedness Center (ADPC), CARE, the International Federation of Red Cross and Red Crescent Societies (IFRC) and the International Rescue Committee (IRC) and funded by the Canadian Government via ADB: <http://www.adpc.net/communityAHI-Asia/MEETING/Default-MEETING.asp>

Full project details can be found here: <http://www.adpc.net/communityAHI-Asia/>

Chair: Wayne Ulrich, Asia Regional Coordinator, Disaster Risk Management and Emergency Response, CARE, Bangkok

1405-1420 hrs

Welcome Address

- Mr. Wayne Ulrich from CARE chaired the session and welcomed the participants of the inter-agency AHI forum.
- The theme of the meeting was **Research and Communication for AI Risk Reduction**.

The programme for the session included sharing of the video: *National Geographic's* "Super Flu-Race Against the Killer".

This was followed by two presentations:

1. Resource Kit and Training Package for Community-Based Management of AHI, by Wayne Ulrich on behalf of the AHI-NGO-RC/RC Asia Partnership
 2. Making the Magic: Turning Research Findings into Memorable Communications, by Robert Kelly, Senior Research Advisor and Regional Representative, Academy for Educational Development.
- The group agreed on the agenda.
 - Roundtable introductions were made.
 - There were 24 participants.

Organizations Present:

1. IFRC
2. FAO
3. Embassy of Japan
4. Finnish Red Cross
5. CARE USA
6. EMA Thailand
7. IRC International
8. UNSIC
9. World Vision International
10. ADPC
11. WHO
12. CARE International
13. LSHTM

14:20 hrs.

Video sharing: Wayne Ulrich, CARE *National Geographic's* "Super Flu-Race Against the Killer"

14:45 hrs.

Experience Sharing 1: Wayne Ulrich, Regional Coordinator, Disaster Risk Management and Emergency Response, CARE International: **Resource Kit and Training Package for Community-Based Management of AHI**

- **Summary of the project rationale:**
 - NGO/CBO experience in AHI in Asia not systematically documented, collected, disseminated
 - Limited opportunity for collective sharing of experience – workshops
 - Limited availability of evaluations, training material and courses for community based AHI practitioners
 - Regional AHI Forum – desire for value-adding to this experience
- **Emphasis on:**
 - regional capacity building
 - coordination through cross-border efforts, vulnerable communities in border regions,
 - utilising the advantage of civil society for the management of AHI
 - Support at: Community – institutional – and policy level
 - Funded by the Canadian Government through the Asian Development Bank (ADB)
- **Project Steering Committee**
 - Asian Disaster Preparedness Center (ADPC)
 - CARE
 - International Federation of Red Cross and Red Crescent Societies (IFRC)
 - International Rescue Committee (IRC)
- **Key activities:**
 - Regional training workshops and study tours to build capacity and share experience of community-based control and prevention of AHI in Asia
 - Communication and coordination of community level organizations in the management of AHI in Asia (regional forum, newsletter, web-page)
 - Regional tool-kit for community-based management of AHI from the experiences of countries in the Asian region
- **Study tours made:**
 - CelAgrid / IFRC-CRC, Cambodia, June 08**
 - 23 participants, from 12 different organisations
 - rural bio-security (impact of AI and family economics); field visit to rural development livelihoods project;
 - Sharing of experience and cross-learning across countries.
 - CRS Vietnam, July 2008**
 - 23 representatives from NGOs, UN organisations & provincial government working at the community level, CRS' project site in Thanh Hoa
 - IOM/IRC Thailand**
 - July 2008 in Chiang Rai
 - hosted by IOM & IRC

- 17 participants (+ 14 stakeholders (including representatives from migrant communities, village health workers, local government, etc))
- Final study tour: GTZ Indonesia, December 2008**
- The emphasis in this study tour is that Indonesia is a learning country, which can benefit from the experience of participants from more experienced Countries.
- Early December
- **Communication and Coordination**
 - Regional forum
 - Leaflets
 - Community AHI newsletter
 - Web-page www.adpc.net/communityAHI-Asia
 - Target Countries: Cambodia, Indonesia, Lao PDR, Myanmar, Philippines, Thailand, Vietnam
- **Regional Tool Kit**
 - Easy-to-use set of key lessons, case studies and AHI resources (guidelines, reports, etc.)
 - for community-based AHI management in Asia.
 - Toolkit Aims:
 - Capture and highlight community experience
 - Share agency experiences in managing AHI at the community level in Asia, Highlight successes, challenges and priorities
 - Bring this experience to the attention of governments, NGOs, international organisations etc.
 - Draw attention to key issues in managing AHI at the community level in Asia and beyond
 - Advocate for greater importance to be given to community empowering and participatory principles, processes and practice
 - Regional Community-Based AHI Management Practitioners' Workshop in Bangkok on 10-13 March 2008.
- **Work shops**
 - Regional Pilot Training Workshop: 27-31 October 2008**
 - Second Practitioners' Workshop: 1-5 December 2008
 - Indonesia Study Tour: 10-12 December 2008
 - End report: end of December 2008
- **The Resource kit**

Communities Respond: Experience-Sharing in Community-Based Management of AHI in Asia'

This kit includes:

 - Modules
 - Case studies highlighting past experiences
 - syntheses of successes, challenges and lessons.
 - A DVD of resources for community-based management of AHI in Asia.
- **Regional Pilot Training Workshop**
 - **27-31 October 2008**
 - This training workshop contributed to the development of a training package for community-level AHI management practitioners.
 - The training package builds on the experience, case studies, and tools that have been brought together through the resource kit, as well as the technical contributions from facilitators and resource persons.
 - Objectives were:**
 - to sensitise community-level practitioners to tools and processes that are currently available to strengthen their work at the community level in managing different aspects of AHI.
 - Practitioners will:**
 - be given an overview of 'good practices' and useful tools
 - taught to think critically about how they can be applied in their own context
 - contribute to the evaluation of the training materials and, through this evaluation, to the finalisation of a training package for community-based management of AHI

Comments, observations, queries:

- The small group of people (in the partnership) are leading and steering a discussion around good practices, examples on community approaches under the project, Strengthening Community Based Approaches to Management of Avian and Human Influenza (AHI) in Asia. A toolkit has been developed which includes a DVD compiled with lot of materials, examples, case studies and information shared through the partnership and also other agencies from the region. This initiative of the AHI-NGO-RC/RC Asia Partnership seeks to strengthen the role of non-government and community organizations in combating AHI at the community level in the Asia region. It and will also increase the capacity of community-based organizations to engage with governments to include home grown solutions into national policies for AHI control and prevention. There were study tours sharing information from the field. The last tour is scheduled in Dec 08 in Indonesia supported by GTZ. It will be good to utilize and apply the lessons learned. More information on the project is available on the ADPC website www.adpc.net.
- The hard copy of the Tool Kit was circulated for viewing. The DVD can be made available. A training program/package will go with the tool kit that includes interactive examples, games, models with practical applications, case studies and tools. A lot of research has been done, gaps were identified through country visits. The training package is easy to use and can be easily carried to communities to roll out the programmes.
- More copies can be made available for wider dissemination.
- There was a workshop on 27 Oct and one coming up in 1 Dec this year to orient participants on the tool kit. The outcomes of the workshop will feed into planning the 2nd phase of the project. Different participatory methodologies/tools were practiced by the participants to indentify the most appropriate tool that can be used in the field by them.
- All the activities in this project is synchronised & coordinated for two major outputs, one of which is the Resource-Tool Kit and the Training Package that covers 5 modules. The phase 2 will enhance the two outputs from the Phase 1.
- The tool kit is currently available only in English. Extra funding is sought for local language versions. Translation is an option but there are copyright concerns as there are materials in the DVD from other agencies. Even distribution rights of DVDs are an issue. A portfolio of tools is being compiled in the 2nd phase of the project that can be produced in local languages.
- Community participatory tools: There are many, some of them have been used in the project, like mapping (of community risks, vulnerabilities, hazards, capacity; of body), historical profile, time dial, seasonal calendar, transect/community walk, livelihood/coping analysis, Institutional/social network analysis (Venn diagram), semi-structured interviews etc.
- It would be good to share these valuable resources beyond the region. There is a project going on in Australia under APEC that was presented in the Ministerial conference in late October in Egypt. The tool kit focused more on Government control in AHI. Website is still under construction. Perhaps it would be good to link through websites to initiate dialogues.
- Toolkits are not rare commodity, there are many. Hence, is this tool kit recommended for community-based approaches in AHI or is the tool kit is to show a presence that this toolkit is a collation & compilation of good practices in order of significance tool kits that are in use. This toolkit is not reinventing the wheel, not reproducing the work of various agencies but bringing them together.
- IFRC, ADPC shared the evaluation feedback of five modules. Worksheet with feedback from seven countries was received. There were technical experts facilitating the five sections, research and assessments, communications, bio-security, surveillance and emergency preparedness. The experts/facilitators worked with the participants. The need of the participatory tools was evident. The field workers were aware of the tools but needed awareness on its applications. So, the training packages were modelled around the tools and their applications in different projects or activities.

15:30 hrs. Coffee Break

Experience Sharing 2: Robert Kelly, Senior Research Advisor and Regional Representative, Academy for Educational Development: **Making the Magic: Turning Research Findings into Memorable Communications**

- Barriers. In our 2005 and 2006 Knowledge, Attitudes, and Practices study conducted in Vietnam, Cambodia, Lao PDR, and Indonesia among backyard farmers, the farmers gave rational explanations for why they could not pen and cage their chickens and ducks. They explained that it was too expensive and they could not afford to do that. Using additional probing techniques, we uncovered that they did not believe that penning and caging their birds would be effective in preventing avian influenza. Using this information, we were able to design interventions that the farmers believed.
- Barriers to Preventive Practices
 - Key reasons not to be concerned about AI
 - Never seen AI happen in the area
 - Can avoid AI by wearing gloves or mask
 - Chickens dying is natural and not caused by AI
 - AI does not spread to humans through touching poultry
 - AI is preventable
- Focusing information: Early avian influenza communication messages included too much information. For example, all of the symptoms of H5N1 virus were displayed in calendars, posters, lectures, and news coverage. But people still did not know the difference between H5N1 and common poultry disease that they had been dealing with for years. This “too much information” led to confusion among our farmers and no reporting since they could not distinguish one disease from the other and had never reported common poultry disease in the first place. We began to stress the one critical message –AI causes sudden death in large numbers – and then started to see an increase in reporting practices.
- Segmentation: Quantitative studies such as knowledge, attitudes, and practice surveys have a role, but can only go so far in defining and reaching our target audiences.
- What we want to find out are the values and aspirations of poultry farmers so we can do two things: 1) Create messages that address their needs more effectively and 2) identify communication channels and approaches more precisely so the messages can reach them.
- In 2008, we conducted qualitative research in Bangladesh, Vietnam, Lao PDR, and Cambodia in the form of values and lifestyle research. The following pages provide examples of findings in Bangladesh that will help us design our key messages and determine our key channels.
- Supply chain. To use resources effectively, we need to conduct risk mapping and identify hot spots.
- **Future directions: Strategies**
 - System-wide communication in supply chains
 - Blanketing of hot spots and border areas
 - Private sector partnerships
 - Advocacy
 - Interpersonal communication
 - Mainstreaming AI messages in health system
 - Communication campaigns in wet markets
- **Research**
 - Motivations for bio-security, pandemic preparedness, and other behaviors
 - Stigma, trust, blame, false security
 - How to maintain vigilance for a threat over time
 - Social network analysis to identify key nodes in supply chain
 - PAR to better understand community resilience and response capacity
 - Monitoring and evaluation of effectiveness
- **Future directions: Audiences**
 - Sectors 2 and 3
 - Supply chain
 - Policymakers and decision-makers
 - Community leaders
 - Animal and human health workers
 - Revenue and customs officials

1630-1700 hrs.

Other businesses:

- ADPC will be hosting/organizing the monthly AI meeting for 2009 with the help of a special core group.
- These Minutes, and all future regional forum meeting minutes & presentations & handouts, will be posted on the AHI NGO/RC Partnership on Strengthening Community-Based AI project webpage, hosted by ADPC at: <http://www.adpc.net/communityAHI-Asia>. Also, notice of future meetings and the monthly topics will be posted in advance on the website.
- The next meeting will be held on the Tuesday, 4 December 2008. The agenda will be circulated shortly.