

snapshots from the field

In 2005, the United States Agency for International Development (USAID) began providing funding to AED to

undertake behavior change and communication activities to prevent and control outbreaks of the H5N1 virus, also known as bird flu or avian influenza, in Southeast Asia. The successes of the AI-BCC Project, as the Southeast Asia activities were known, led to USAID funding a global behavior change and communication project in 2006, AI.COMM, that expanded this work to over 30 countries.

Since then, AI-BCC and AI.COMM have designed and implemented a wide variety of communication activities to address everything from one-time emergency outbreaks to situations where long-term, integrated communication initiatives were necessary, as in areas where H5N1 had become endemic. The projects learned that, although each country's situation was different, many of the same concerns and outcomes arose: widespread H5N1 virus outbreaks led to significant disruption in health systems and services, loss of income, and a significant burden on human health. After three years of its technical leadership in avian influenza communication, AED took stock of its activities and asked its country coordinators to identify one activity that stood out from all the others. We have assembled these highlights as a collection of 19 posters and accompanying abstracts.

Debuted at the Avian and Pandemic Influenza Global Communication Leadership Workshop held in Cape Town, South Africa in June 2008, the poster collection served as a record of lessons learned, and as a guide for effective communication tools that could be adapted in other countries or regions. Because of the

potential utility to others working to prevent and contain avian influenza worldwide, AED is now making these posters and abstracts publicly available.

This collection documents a wide range of communication strategies—mass media, interpersonal communications, community mobilization, public relations, and advocacy—that have connected with numerous audiences, including human and animal health workers, rural backyard farmers, market vendors, drivers/transporters, commercial farmers, government officials, and private-sector decision makers. AI.COMM and AI-BCC have used communication tools actively and effectively to engage governments, civil society, and the private sector to plan for and respond to both episodic outbreaks and endemic situations.

In preparing Snapshots from the Field, we hope to **share some of our lessons learned** so that others can apply them in other countries and settings, with the ultimate goal of developing better practices that protect at-risk communities around the world.

These posters reflect the work of many people in the field and in Washington, and we acknowledge all of them as the foundation of our accomplishments.

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|Women Spark Behavior Change: Collaborating with the Vietnam Women's Union|

**Authors: Eleanora de Guzman, MA in Environmental Planning and MA in Public Policy and Administration,
Le Thanh Hai, Luong Mai**

Over two years after their work began in Vietnam, the AI-BCC Project's collaboration with the Vietnam Women's Union (VWU) has been cited by many as a success in mobilizing communities to take action in preventing and controlling avian influenza. In 2006, few avian flu interventions were directed at rural women, even though they comprise a large portion of backyard poultry farmers in Vietnam. With over 13 million women members in all 64 provinces of the country, the VWU seemed to be a logical conduit through which to reach these backyard poultry farmers to promote AI prevention activities.

AI-BCC trained VWU members on the national and provincial levels on participatory training methods for AI communication. These trained trainers, in turn, conducted workshops for district- and commune-level staff on how to get the word out on AI prevention behaviors through group discussions, club meetings and individual techniques. By September 2007, 3,833 district and commune women

were trained in 24 provinces deemed at high risk for AI outbreaks, and these trained women were able to promote AI prevention practices regarding poultry to more than

88,000 women farmers

through group discussions and club meetings. A follow-up study conducted by AC Nielsen for AED confirmed that nearly all of these trained women continue to communicate AI messages, albeit informally, up to the present.

In the meantime, the AI-BCC Project continues to collaborate with the VWU to train women leaders on AI communication and provide support to AI communication activities in communes. Applying lessons from the previous year, trainings have included more time to hone the women's skills in facilitating group discussions and club meetings, and more support has been provided for village theater showings.

|Lao PDR's Festival Season Promotes Best Practices to Prevent H5N1 Virus|

Author: Anton Schneider and Rachel Gross, PhD

H5N1 has become widespread in Lao among birds and poultry with a few occurrences in humans. Backyard poultry farmers are particularly at risk because most of them have not adopted proper bio-security practices. To reach backyard farmers and introduce them to correct bio-security, AED under the USAID-funded AI-BCC program designed an integrated community-based communication campaign composed of low-literacy guides for farmers, information packets for community leaders, community theater, signage, and the avian influenza icon, Super Kai (super chicken). All of these activities included guidance on doable protective practices and what to do in the event of an AI outbreak in their community. October through December in Lao is festival season – national and cultural festivals include That Luang, boat racing, and the Hmong New Year. The festivals are effective vehicles because of the nature of the festivals which allow for entertainment and information sharing, as well as the volume of people that participate.

Following are three examples of how AI-BCC used festivals in Lao to get the messages out about prevention and response to H5N1.

Boat Racing Festival (October 2007) 2007's boat racing festival was held in collaboration with AI-BCC, funded by USAID, UNICEF, FAO, and the government of Lao's counterparts – NAHICO, CIEH, Lao Women's Union, National Animal Health Center, Lao National Front, Lao Youth Union and National Drama Troupe. The two-day festival included music, community theatre with AI as the main theme, special appearances by Super Kai, and signage and sponsorship of the AI boat. This festival

reached 3,000 people from our target audiences; distributed 3,000 posters, stickers and brochures, and 5,000 brochures; and contests and games on H5N1 and how to contain with the winners receiving Super Kai tee-shirts and caps.

That Luang Festival (November 2007) That Luang is the largest festival of the year in Laos and brings 100,000 visitors to the temple grounds in Vientiane. AED's AI-BCC collaborated with CARE, FAO, UNICEF and WHO in Lao and the government counterparts to sponsor a booth and host three days of activities on good practices and prevention on H5N1. These activities included – hand washing demonstrations; demonstration on how to keep farming equipment clean; and cooking and food preparation. At the booth there were drama, "mini-theater" showing television ads on avian influenza, music, interactive performances, and photos with Super Kai. Over 40,000 people visited the AI booth and 37,000 booklets, 17,000 posters, 18,000 AI brochures, 20,000 stickers were distributed. In addition, 236 volunteers and prize-winners received Super Kai tee shirts and caps.

Hmong New Year (December 2007) Since the virus is an equal opportunity carrier, AI-BCC expanded its reach to include ethnic minorities as targeted audiences. AI-BCC collaborated with several partners to conduct outreach activities coinciding with the Hmong New Year's Celebration. Working in three Hmong Villages: Nolehai, Phasang, and KM 52, over 7,500 people were reached. AI-BCC also distributed over 3,000 posters and 6,000 AI booklets. Thirty Super Kai T-shirts and 10 AI caps were awarded to volunteers and prize winners.

|The Path to (Avian Influenza) Enlightenment: On Peace Walk Khmer Buddhist Monks Share Avian Influenza Prevention Messages|

Authors: Berengere de Negri, RN and Cecile M. Lantican, PhD

Every March, Khmer Buddhist monks embark on a 15-day Peace Walk in Cambodia. This year, the walk was the Dhammayietra 18, and led the monks across 18 districts in the Province of Takeo, which is south of Phnom Penh. During the walk, the monks carry messages of peace and hope to the communities they encounter, and aim to increase communities' involvement in issues of importance to Cambodia. In March 2008, one focus of the walk was promoting behaviors to prevent avian influenza.

The AI-BCC Project supported the monks by assisting them with transportation and providing avian influenza communication materials for distribution at the walk. In addition, AI-BCC and FAO collaborated on a half-day training session for the

monks, where they learned how to prevent avian influenza, proper handwashing techniques, and how to enhance their interpersonal communication skills to better convey Call to Action messages on AI.

The trained monks talked to communities about avian influenza, displayed AI-BCC materials on their truck, and distributed an assortment of educational leaflets and posters. The monks also gave hand-washing demonstrations with active participation from the children present. After properly washing their hands, the children received bars of soap with the trademark **Super Moan (Super Chicken)** icon printed on them.

|Developing Kenya's National Avian Influenza Communication Plan|

Authors: Nicholas Dondi, MA and Melanie Yu

In early 2006, Kenya officials began worrying and went into action when unexplained bird deaths were reported in some of Kenya's bird sanctuaries of Lakes Naivasha and Bogoria. Veterinary staff donned their protective clothing and black boots and gloves, and began testing the dead birds for avian flu. It

turned out to be a false alarm;

AI was not the cause; Kenya was – and still is – spared of AI.

The AI scare, however, motivated the Government of Kenya to begin preparing in earnest for an outbreak. Several national-level documents were written: an Avian Influenza National Plan, a National AI strategic Emergency Preparedness and Response Plan, an Avian Influenza Contingency Plan, and a Rapid Response Protocol. Studies were conducted – including a qualitative KAP in low income areas of Nairobi and in Busia on the Kenya/Uganda border, an avian flu consumer perception study among middle class Nairobi residents, and a bio-security assessment of sectors 1, 2, 3, and 4 farming systems. A series of stakeholder workshops were held to generate information that could be used to develop a communication strategy. But the information remained scattered in different reports.

The AI.COMM consultant came on board early this year and helped sift through the materials and develop a consolidated draft national IEC/BCC Strategy in consultation with the Working of the IEC Sub-committee of the National Taskforce.

AI.COMM has helped to mobilize participation, strengthen the AI team, and identify needs and next steps. The IEC/ BCC strategy document was reviewed at a well attended workshop of national and international stakeholders in mid-May 2008, and is currently under revision.

AI.COMM is currently the lead IEC/BCC advisers to the GOK AI communication activities and will provide leadership through the process of revising the strategy facilitating a wider review of the strategy by National Task Force members and other stakeholders, editing, print and distributing the document. AI.COMM will also help with the processes of material harmonization, message and development, pretesting, finalizing and printing of BCC/IEC materials.

The launch of IEC/BCC and capacity building materials and activities are slated for November 2008. Capacity building efforts will include development of AI curricula targeting different audiences, an advocacy workshop for senior managers and policy makers, training of national trainers and provincial/district trainers, and a media workshop.

A baseline KAP survey and a monitoring and evaluation framework will be developed to help track progress. These interventions should help keep Kenya free of AI and to contain the disease should it make an incursion in the country.

|Why did the Chicken Cross the Border?

Part I: Avian Influenza Traversing Between Bangladesh and India...|

Authors: Philip Sedlak, PhD and Rachel Gross, PhD

The story goes something like this: Bangladesh had a number of AI outbreaks in poultry in 2007, which continued unabated in districts in and around the capital of Dhaka by the end of the year. Meanwhile, after declaring itself free of bird flu in November 2007, India reported an AI outbreak in January 2008 in West Bengal near Kolkata, a highly trafficked capital near the Bangladesh border. By February, AI re-emerged in full force in Bangladesh, with AI outbreaks in over 30 districts. AI is now endemic in Bangladesh.

What is happening near these borders that facilitates the spread of AI? AI.COMM conducted a communication assessment in a Bangladesh city along the India-Bangladesh border to try to find out. Staff observed that, although customs officials and police were there to regulate the flow of poultry between India and Bangladesh, they did not seem to dissuade many smugglers and other traders attempting to take advantage of poultry price fluctuations. When prices are lower in India,

for example, chickens and eggs may flow toward Bangladesh. When they are lower in Bangladesh, chickens and eggs may flow to India. If there is an AI outbreak in India, prices drop there, and there is an incentive to unload chickens in Bangladesh before government officials arrive to cull the flocks.

To reinforce and expand on these observations, formal qualitative and quantitative research is currently being conducted in border towns in Bangladesh to help determine motivations and incentives necessary for people to change their practices and prevent the spread of avian influenza across borders and into communities. This research is being conducted among several key audiences that are responsible for poultry production and processing; domestic and cross-border trade and transport of poultry; general commerce and trade; and oversight of border crossings and customs. We may be on to something about the

chickens crossing the road.

|Pandemic Preparedness: Emergency Communication Workshop|

Authors: Ricardo Echalar, MPH, Mark Rasmuson, MPH, and Kara Tureski, MPH

“What happened?”, “Where did it happen?” and “What do we do?” are usually the first questions asked when a disaster strikes. Helping communities to answer these questions in the face of a pandemic outbreak is the crux of AI.COMM’s work under

the Humanitarian Pandemic Preparedness (H2P) Initiative,

as well as other emergency response work. H2P is a three-year effort aiming to prepare communities and their likely first-responders for an influenza pandemic. AI.COMM is taking the lead on the communication aspects of the initiative, and is joined by the CORE Group, InterAction, and the International Federation of Red Cross and Red Crescent Societies (IFRC) in carrying out the three main objectives of this USAID project:

- 1) To help develop pandemic preparedness plans and protocols that address health, food security, and livelihoods in designated countries;
- 2) To strengthen the in-country capacities of staff and volunteers of humanitarian and civil society organizations to carry out these plans and protocols; and
- 3) To ensure coordination between global, national, district, and community level stakeholders, including the U.N. system,

in these efforts. H2P is initially targeting 20–25 vulnerable countries, with work already beginning in Egypt and Ethiopia. Four additional countries are scheduled for initial visits within the next three months; Nepal, Mali, Rwanda, and Uganda.

AI.COMM also lent its well-honed outbreak response expertise to an emergency communication workshop in Ghana in May. Working with Ghana’s National Disaster Management Organisation and the National Avian Influenza Communications Subcommittee, AI.COMM advised stakeholders on how to design an effective communication response plan that could be used during a pandemic, natural disaster, or other humanitarian emergency. The workshop brought together participants from government agencies, traditional councils, NGOs, local associations, and community-based organizations to offer a framework that could be used by communities to develop a tailored communication plan. The plan includes instructions on how to implement a telephone tree, which would be used to outline who should be involved in communicating crucial information during emergencies and how to best relay this information to the community. At the end of the workshop, participants vowed to use the tools to develop a formalized plan within their municipality.

|Vietnam Poultry Farmers Join the Battle Against H5N1|

Authors: Eleanora de Guzman, MA in Environmental Planning and MA in Public Policy and Administration, Le Thanh Hai, Luong Mai

After a year of working to educate backyard poultry farmers (Sector 4) on how to prevent and control avian influenza outbreaks, the AI BCC Project set its sights on the small commercial poultry businesses of Sector 3 in 2007. By then, AI outbreaks were greatly reduced in small backyard farms, but persisted at Sector 3 poultry farms, particularly at duck farms due to lack of vaccination and poor biosecurity practices.

To reach this group of farmers, the project tapped the Vietnam Poultry Association (VIPA), a prestigious association of veterinarians and poultry companies, to help educate Sector 3 poultry farmers on ways to prevent AI outbreaks on their farms. Senior VIPA officials were trained as trainers on AI communication messages and techniques, and developed training modules and communication materials with project support. Overall, 2,125 Sector 3 farmers in four provinces were

trained on AI biosecurity measures in 2007.

An AC Nielsen study on follow-up activities by village-based, trained AI communicators in early 2008 revealed that all trained Sector 3 farmers interviewed had communicated AI prevention messages to family members, neighbors and friends raising poultry, as well as to others in their communities. Ninety nine percent (99%) of them continue to communicate AI messages, albeit informally. VIPA trainings are continuing in 2008, with another 1,500 Sector 3 farmers (mostly duck farmers) being targeted in three additional provinces. VIPA also plans to implement after-training support activities to facilitate more systematic interpersonal communication activities of trained farmers.

AI-BCC and VIPA are also joining forces to assist the Vietnam Feed Association (VFA) in training animal feed sales agents in three provinces on how to communicate AI prevention messages to Sector 3 poultry farmers.

|Protecting Border Communities Using Communication Outreach|

Authors: Ernest Ahtell and Brian McCotter, MA

To date, Malawi has been spared an outbreak of Highly Pathogenic Avian Influenza (HPAI). However, recent outbreaks in several African countries underscore the importance of maintaining vigilance and building response capacity and preparation. Poultry production plays a significant role as a daily protein source and as a means of income for urban and rural Malawians. An AI infection in Malawi and the region would result in significant losses to the local economy while placing residents in high risk of infection.

Aware of the potentially devastating consequences and consistent with the U.S. Government's global role as a leader in HPAI prevention and preparedness, USAID/Malawi has been a proactive member of the National Avian Influenza Technical Committee and Task Force (comprised of relevant Ministries, donors, and international organizations) since its inception in 2006.

USAID-funded projects aimed at building government capacity to prevent and respond to HPAI as well as working to raise public awareness of the H5N1 virus. It supported the U.N.'s Food and Agriculture Organization (FAO) to implement training programs to build surveillance and rapid response team (RRT) capacity in relevant Malawi government agencies.

Additionally, USAID working closely with the Department of Animal Health and Livestock Development (DAHLD), initiated development and distribution of Chichewalanguage HPAI outreach materials to raise awareness about HPAI and its prevention in Malawi. To date, five different posters and a brochure have been developed and distributed throughout the country. These materials have recently been updated and are being translated into Malawi's second most popular language, Tumbuka, and will be reprinted for distribution.

Public education radio spots

were also produced and broadcast via local and national radio in 2006/2007.

As part of USAID's AI.COMM project, further HPAI communications, capacity building, and public awareness raising activities are being undertaken specifically targeting smallholder poultry farmers and vendors as well as communities and government officials in vulnerable cross-border areas in the North (Karonga), Central (Michinji), and South (Mwanza/Mulange). USAID will also be working in collaboration with specialized partner agencies to increase Malawi's emergency response and surveillance capabilities.

|Lao PDR KAP Survey 2006–2007: Comparison of Findings|

Authors: Anton Schneider and Rachel Gross, PhD

In the early days of AI-BCC in Lao, a knowledge, attitude and practice (KAP) study was administered to establish the knowledge baseline levels of H5N1 virus among our target audiences as well as their attitude toward the virus and poultry raising practices that could put them at risk. The results from the KAP study gave us a better understanding of what we needed to tell these backyard farmers to help prevent them and their flocks from contracting the virus and it also helped us identify what they did and didn't do that may put them,

their farm and family at risk.

It also was a tool to establish appropriate indicators and targets for assessing the program's effectiveness. Finally, it gave us a better knowledge of our target audience's sources of information and how to utilize media channels to convey correct information about prevention from the virus.

KAP Methodology

- Baseline survey in September, 2006
 - Endline survey in October, 2007
 - Adapted from similar studies conducted in Vietnam and Cambodia
 - Extensive participatory stakeholder process to develop instruments
- Sought "buy-in" from key stakeholders including government ministries and mass organizations
 - Backyard farmers selected through random sampling in 4 provinces where communication campaigns were occurring

Key Findings

- The media is of vital importance in conveying information, often serving as the first source of information
- Interpersonal and community networks and meetings are very important methods of delivering information, and may be more effective in delivering some types of information and more in-depth information than the media
- Communication campaigns have been very successful in creating awareness. "Top-of-mind" awareness has increased rapidly and is now almost universal in the four priority provinces • Some changes in knowledge have also improved significantly in 1 year's time
- A few practices were relatively easy to change, i.e. hand washing
- Other protective behaviors, especially those related to animal raising are changing more slowly.

|South Asia Region Prevention Campaign|

Authors: Philip Sedlak, PhD, Dibya Man Karmacharya, Rachel C. Gross, PhD

Although avian flu has not yet been reported in Nepal, officials there are waiting with baited breath for an outbreak to occur. Neighboring countries such as China and India have both reported AI outbreaks, and border areas between India and Bangladesh have already served as nexuses of AI activity. Many believe it is only a matter of time before AI appears in Nepal, particularly because of the widespread cross-border importation of both eggs and chickens, as well as a large poultry industry and poultry population within the country itself. After conducting a communication assessment in a city along the India-Bangladesh border, AI.COMM repeated the investigation at the India-Nepal border not far from Bangladesh. Staff interviewed poultry traders, wet market sellers, consumers, Sector 3 and 4 poultry farmers, and government officials (including DLS, customs and police). Attempts were made to obtain information on the nature and extent of cross-border poultry trafficking (both legal and illegal), as well as to define how border areas differ from interior areas with respect to the spread of AI.

Although there are customs offices, quarantine offices, and police stations at the border to help control the smuggling of goods and animals, the reality is that not every vehicle can

be checked. This is mostly because the border is not monitored between the official crossing points, and thus people or animals can easily pass from India to Nepal and vice-versa without restriction. As was the case at the Bangladesh- India border, the major cause for illegal transport of poultry and eggs is price differences.

India produces poultry and eggs on a mass scale and thus their products are much cheaper than their Nepalese counterparts. The assessment in Nepal also found that awareness of AI and measures to control its spread was very low. Many people were convinced that all they needed to do was keep AI out of Nepal, and did not acknowledge the potential benefits of changing their biosecurity-related behaviors.

Moreover, most did not know what specific actions they could take to minimize the risk of an AI outbreak. All of these findings point to the need for AI prevention and containment messages and activities to prepare for what seems to be an inevitable AI outbreak. Will the chicken cross the border into Nepal?

Stay tuned.

|Extra! Extra! Vietnam Integrated Communication Campaign Wins Media Magazine's "Best Effective Use of Public Relations" Award|

Author: Pearl Ang

By 2005, Vietnam had already been hardhit by avian flu outbreaks. Initial efforts to stamp out the disease failed due to fear and resistance among the people who were most at risk – rural farmers and their families –

**and led to 42 human deaths
and U.S.\$200 million lost.**

The underlying threat of a pandemic bred further fear and panic. USAID funded AED to act quickly to contain the spread of panic as well as the disease itself, and a national program for a Vietnam Free of Avian Flu was launched.

Getting the program off the ground required an unprecedented level of cooperation and coordination between key stakeholders, including the Ministry of Culture and Information, the Ministry of Agriculture and Rural Development, the Ministry of Health, rural health officials, the media, and international aid organizations such as UNICEF, WHO, and FAO. To get these bodies to agree on core key

messages and work together to disseminate that information to change the behavior of backyard farmers was a huge public relations challenge that required mass media, print and grassroots communication.

A year later, panic had been replaced by trust and cooperation by farmers and the general public, and informed reporting was the norm in media accounts. Recognizing these successes, Media Magazine awarded AI-BCC/Vietnam and its partner, Ogilvy Worldwide, its Best Effective Use of Public Relations Award for the Asia Region at the annual Asian Marketing Effectiveness Award Program held in Singapore in September 2007. The award recognized the effectiveness and creativity of AI-BCC/ Ogilvy team's integrated avian influenza communication campaign for Vietnam. Even more impressive, the Vietnam PR effort was the only public health or international development entry, competing against PR campaigns for commercial products and concerns.

|Togo Outbreak Rapid Response|

Authors: Julien Denakpo and Melanie Yu

In June 2007, the people of Togo awoke to reports that avian influenza had arrived at the small West African country. A semi-industrial farm close to the capital city of Lome had reported the deaths of about 2,000 chickens in the farm's flock of 3,000 over a two-day period. Testing and culling, followed by public worry and confusion, led the U.S. Ambassador to Togo to urgently request assistance from USAID to help mitigate the impact of the outbreak.

Within a week, AI.COMM technical staff was dispatched

to Togo to meet with the government of Togo and the US Ambassador to map out a rapid response to the outbreak. In an effort to help reassure the people of Togo, who consider chicken a staple food item as well as an important source of economic revenue for families, the Government of Togo recognized that correct information needed to be relayed quickly. One of AI.COMM's first activities was to conduct a media orientation on avian influenza for print and broadcast journalists. The government also established a national communication

committee to coordinate all information to efficiently contain and respond to the virus outbreak.

AI.COMM worked in collaboration with the communication committee and developed and launched nationwide television sketches and radio spots in five local languages – French, Ewe, Moba, Tem, and Kabye – all of which aired between December 2007 and February 2008. Low-literacy counseling cards were among the various communication print materials developed and distributed that demonstrated proper handling of poultry, reporting of outbreaks, and other positive behaviors. Community-based organizations have used these cards to conduct outreach activities in the maritime region where the outbreak occurred.

As a result of the campaign, several print and broadcast news articles ran in local newspapers written by journalists who participated in the orientation workshop, and the country has moved forward in examining policy issues that will help protect Togo and its citizens.

|Super Chicken® – Super Kai and Super Moan: Prevention Campaign|

Avian Influenza Icons in Southeast Asia

What should a public awareness project do if a region is inundated with numerous local and international campaigns attempting to educate the same target audience about similar behaviors? That was the issue facing the AI-BCC project in Cambodia and Lao PDR early 2006.

At that time, many organizations were attempting to educate backyard farmers on the risks of avian influenza, leading to confusing and sometimes inaccurate messages. While AED's initial research indicated high awareness of AI among the target audience, awareness of behaviors and activities farmers could take to contain or prevent the spread of AI was low. Furthermore, historically low levels of exposure to marketing left these farmers open and accepting to new sources of information.

In response, AED, along with government officials in Cambodia, created Super Chicken, an icon that has served as a unifying voice for the myriad stakeholders involved and offers local ownership to in-country partners, resulting in quick approvals when needed. Although the icon has gained wide acceptance among the target audience as a rapid-response tool in both Cambodia and Lao, his continued use requires substantial resources. A commitment of both time and funding are needed to pretest and build consensus among stakeholders in each new application of Super Chicken, and persistent brand management is essential to protect against unintended use of **the unlikely super hero.**

|District and Upazilla Officer Training: Bangladesh|

Authors: Muhiuddin Haider, PhD and Rachel C. Gross, PhD

In May 2008, Bangladesh announced that a 16-year-old boy from Dhaka had been confirmed as having avian influenza, thus marking the first human case of AI in the country and underscoring the rapid escalation of the avian flu emergency in Bangladesh. Avian flu is now considered endemic in Bangladesh, with over 1.5 million chickens being culled at 547 farms in over 47 districts as of May 2008.

To help stem the tide of outbreaks in the country, AI.COMM is working with the USAID Mission in Dhaka, the government of Bangladesh's Department of Livestock Services (DLS), FAO in Bangladesh, and RTM International to develop the training modules and train district- and upazilla-level (local) officials on the prevention and control of AI. As the leaders of their communities, these officials are in a unique position to influence people as well as make decisions on how to proceed in the case of an outbreak.

AI.COMM devised a curriculum

that matches the different stages of an AI outbreak to specific tasks Upazilla officers can take to prevent and control avian flu – from preventing an outbreak to recovering from an out-

break, and everything in between. The curriculum, which is based on FAO outbreak guidelines and was developed in conjunction with the Bangladeshi Government's Department of Livestock Services, contains six different categories of tasks:

- Promoting healthy behaviors in the home, market and farmyard
- Communicate effectively with the community on risk reduction tactics
- Developing appropriate reporting techniques
- Collecting and managing samples for testing
- Defining the necessary steps to respond effectively to an outbreak
- Implementing strategies in overall loss reduction following an outbreak

AI.COMM initially used this colorful manual to train 31 trainers from six selected districts in August 2007, leading to 138 district and upazilla officers being educated on how to prepare and respond to an outbreak. A second wave of trainings began in March 2008 – 32 trainers from eight districts educated 256 district and upazilla officers – and will continue through the end of June in three remaining districts.

|The AI.COMM/AI-BCC Knowledge Management Team: En Route to Sharing Knowledge and Information|

Authors: Philip Sedlak, PhD, Dibya Man Karmacharya, Rachel C. Gross, PhD

What is Knowledge Management? Knowledge Management (KM) is taking what staff in Washington and in the field know and have learned and putting it into a usable format to improve what we do and the process for how we do it. Just as an international route map shows how an airline touches multiple locations and then returns to the hub, the KM team travels (virtually) to you and returns to Washington to spread your knowledge and information on pandemic and avian influenza.

Your KM team is Cindy and Matt, and by extension Greg (the designer) and Lucinda (the illustrator). We talk to staff, help

to produce materials, and take what you do and share it and spread the word. We pick up bits of knowledge and information from Washington and the field and deliver them to you—via the website, publications, AI Communiqué, the blog, posters, video or other media, email, conferences and meetings, or by mouth. We help manage the design, development and production of training modules, communication materials, CDs, or any quick-turnaround projects.

We're here to support you
and we're always en route to help you to do your job better.

|Ghana Community Outbreak Preparedness and Response|

Authors: Nichola Peach, MA and Melanie Yu

In May 2007, headlines in Ghana announced the country's first avian flu outbreak and lamented the halting of Ghana's profitable poultry exports. Photos showed government officials checking each farm in the greater Accra area for avian influenza. The situation continued through

three additional outbreaks

that year, leading to substantial economic and cultural consequences for the West African nation.

To stave off continued repercussions, AI.COMM, with its partners in the Ghana AI Communications Subcommittee, implemented a successful, two-pronged approach – an emergency outbreak response, immediately followed by longer-term preparedness activities. To forestall outbreaks, AI.COMM went straight to the community level, using village theater, inter-

personal communication, and social mobilization activities by district MOFA officers, NGOs, and civil society to sensitize target audiences to AI and to educate on its prevention. Initial advocacy activities with highlevel stakeholders built capacity and ensured sustainability, while mass media reinforced messages from interpersonal communication activities.

To prepare for future outbreaks, AI.COMM is moving beyond the public sector and collaborating with private-sector feed milling company GAFCO to give presentations on the signs of AI and key biosecurity measures; these are expected to reach almost 1,000 Sector 2, 3, and 4 farmers in five regions by August 2008. In partnership with NGOs in all of Ghana's regions, AI.COMM has also built on the foundation of its community-based rapid response model to ensure timely community mobilization in case of future outbreaks.

|Strengthening Human and Animal Healthcare Workers: Avian Influenza Training in Pakistan's North West Frontier|

Authors: Ismat Saeed, Laura Wigand, Cindy Arciaga, MHS

Pakistan's North West Frontier Province presents many challenges for implementers of public health programs. Severe weather, a continued influx of Afghan refugees via the storied Khyber Pass, and security issues arising from occasional terrorist attacks are only some of them. To help prevent and control avian influenza outbreaks in this difficult environment that also happens to be a hub of poultry raising and trading, it was deemed essential to reach vendors, poultry farmers, and livestock extension workers who could adapt AI control measures to these realities. As a first step, AI.COMM held collaborative meetings with poultry farmers, vendors, veterinarians, and feed workers to discuss their concerns and how to best implement biosecurity measures in light of cross-border movement from Afghanistan, and fears that such measures would cause economic harm to farmers, vendors and others. The participants also provided input into avian flu awareness and surveillance activities that might be developed.

AI.COMM's Pakistan team also has negotiated with the Government of Pakistan, the Ministry of Health, the Ministry of Food, Agriculture and Livestock, WHO, FAO, and UNICEF to

conduct a series of training-of-trainers (ToT) workshops on AI in July 2008. These workshops will bring together livestock officers and health supervisors from the public and private sectors in Abbotabad, Mansehra, and Peshawar to increase the participants' technical competency in providing AI information, allow them to refine their participatory training skills, and enable them to develop and carry out a training plan to educate frontline workers.

Working with local women's groups, extension workers and CBOs,

AI.COMM staff have also adapted various job aids and training materials to the Pakistani context and the Urdu language, including a flip chart on Preventing Avian Influenza in Pakistan. The job aids for health and animal workers, as well as government officials, will be distributed widely and used to train local staff, NGOs, extension workers, and animal and human health workers on AI.

|Key Concerns of Bangladesh's Backyard Farmers: Qualitative Research in Bangladesh|

Author: Rachel C. Gross, PhD

Since the first officially announced bird flu outbreak in Bangladesh in February 2007, 47 of Bangladesh's 64 districts have been affected by the virus. The mechanism contributing to the rapid spread of AI is unclear, although millions of farmers in Bangladesh may play a role. To explore this further, AI.COMM hired Quantum Market Research in Bangladesh to perform consumer research to determine what motivates behavior change among high-risk audiences – small backyard poultry farmers and small commercial farmers – to adapt bio-security practices.

Preliminary results indicate that the primary concern of most backyard farmers is income, or situations that might influence or reflect a person's income, such as a child's education or dowry.

Health becomes a priority only when the disease is

very serious, or it affects one's ability to earn income. This was particularly true for women, who are solely dependent

on their husbands' earnings to support the household and thus articulated much concern about their husbands' health (as well as their children's health). Because avian flu has not yet directly affected people's health, there is little cause of concern amongst these other priorities.

In outbreak areas, most farmers are familiar with the term "bird flu," but they hold many misconceptions about the disease and do not understand how the virus could affect humans. As is the case in many other countries, small commercial farmers acknowledged being reluctant to share information on outbreaks for fear of sustaining financial losses.

Identifying these and other barriers to adopting preventive practices will allow AI.COMM to tailor new materials and activities that will facilitate and motivate behavior change among the people who are most affected – backyard poultry farmers and other small businesses.

|Social Harmonization Workshop in Nigeria|

Authors: Julien Denapko, Rachel C. Gross, PhD

What happens when many different stakeholders and government officials are all tasked with communicating a message on the same topic?

If the answer is “chaos,” then the task is not being undertaken correctly. To create the most effective messages and materials to be used by multiple people, without creating chaos, a harmonization workshop is the key.

In January 2008, AI.COMM, in partnership with Nigeria’s Public Enlightenment Committee, hosted a materials and messages harmonization workshop to adapt existing messages and develop new unified messages and materials

to be used by the Government of Nigeria and its partners for future avian and pandemic prevention, containment, and response communication activities. Representatives from over 30 government and private organizations attended this workshop, where they examined strategies for effective health communication; reviewed existing avian and pandemic communications messages and materials; and learned some basic steps for developing creative briefs and materials on avian and pandemic influenza.

The participants then put knowledge into practice. They agreed upon a set of uniform messages and detailed creative briefs, and used them to create a set of print materials, road show scripts and radio scripts.

|Acknowledgements|

Preparation of these posters and abstracts was supported by the United States Agency for International Development (USAID) Avian and Pandemic Influenza Response Unit, under GHS-I-00-03-00036, Task Order 2 managed by AED. This publication was produced by AED and does not necessarily represent the views of USAID or the US Government. It may be reproduced if credit is given.

AED wishes to acknowledge the contributions of the many individuals who collaborating in conducting the activities that are captured in these posters. The work is the result of their dedication, creativity, and innovation in responding to H5N1 outbreaks and prevention planning to minimize risks. AED would like to acknowledge the following people who were instruments in the design, photography, and writing of these posters and their abstracts.

August 2008

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| In preparing Snapshots from the Field, we hope to share some of our lessons learned so that others can apply them in other countries and settings, with the ultimate goal of developing better practices that protect at-risk communities around the world. |

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AI-BCC and AI.COMM are
USAID-funded projects.

