



## in focus

### INDONESIA: HUMAN FACES OF AVIAN INFLUENZA: Media join the fight to prevent HPAI, Jakarta, 19 December 2009



Wild bird owners (photo from exhibition: Kemal Jufri, 2008)

Established talents and rising stars from Indonesia's media celebrated the opening of an exhibition of work they had produced as part of a media partnership project – Human Faces of Avian Influenza – organised by the Indonesian Ministry of Agriculture and FAO.

Indonesian novelist/singer Dewi Lestari hosted the event at a crowded Galeri Foto Jurnalistik Antara (Antara Gallery) in Jakarta. She was joined by the 13 successful media partners and an enthusiastic crowd of over 200 senior government staff, media professionals, donors, representatives of international organisations, artists and members of the public, for an evening of presentations, music, photographic and audio-visual exhibitions, and film screenings.

Opening the event, Dr. Turni Rusli Sjamsuddin, Director of Veterinary Public Health in the Indonesian Ministry of Agriculture, said *“With this programme, we expect to be able to develop avian influenza communication by focusing on those people who suffer the biggest losses and highest risks (because this will enable us) to gain greater awareness of the impact of AI in communities; communication allows interaction between disease control measures and livelihood/markets/cultural practices, and increases community participation in response to AI”*.

The ‘Human Faces of Avian Influenza’ project was launched in July 2008 to award mini-fellowships to media practitioners based in Indonesia in the fields of print, radio, television, video, digital/online media, photography and multi-media. The aim was to mobilise media professionals as catalysts in the communication and advocacy process; include the views and opinions of the communities most affected by or at risk from avian influenza in the communication process; and develop a range of high-quality media materials and outputs to create awareness of and change risky behaviour in relation to avian influenza.

The successful media partners were selected from over 50 high-quality candidates by a project advisory panel, comprising Tjahjani Widiastuti (Ministry of Agriculture), Memed Zoelkarnain Hassan (communication coordinator for the National Committee for Avian Influenza Control), Oscar Mutuloh (photojournalist and head of the Antara Photo Agency), Emmy Fitri (senior writer for The Jakarta Post), Abduh Azis (head of the Jakarta Arts Council) and senior radio trainer Firmansyah.

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## Media Fellowship Project in Indonesia (continued from page 1)

“With the threat of such diseases as avian influenza remaining and the advent of emerging or re-emerging diseases such as rabies, it is vitally important that the government, international community, donors and media work closely together to ensure that the people of Indonesia are aware of and able to protect themselves from such risks. The project is one strategic measure in the direction of achieving this”

(Dr James McGrane, team leader of the FAO HPAI Control Programme, Indonesia)

Enrico Aditjondro, Media Liaison and Information Officer, FAO Indonesia) said “For the selected candidates, the project was a passion, The members of the advisory committee also willingly spared their precious time to attend workshops and consultations. Watching them all work with such enthusiasm boosted our own work in making sure the media products looked good.”

The exhibition of the candidates' work was covered by Indonesia's highest rated morning news programme and national dailies. Photographs, films, radio broadcasts and multi-media/written pieces produced by project participants will be disseminated through national media. The exhibition was extended beyond its initial 3 days into January, due to high popular demand; and will also be held in the FAO Regional Office in Bangkok early in 2009 together with exhibits from a media project in Viet Nam).



Collecting eggs (photo from exhibition: FAO/Rony Zakaria, 2008)

“What this project has demonstrated is that if we engage with media persons in innovative ways, and if we offer them creative freedom, they will open up windows into local culture and practices which could help catalyse change.”

(Satya Sarkar, Coordinator/Team Leader, ECTAD Communication Unit - Avian Influenza - Rome)

The media partnership project was funded by the Canadian International Development Agency (CIDA), with additional resources and support provided by the US Agency for International development (USAID) and the Australian government's aid programme, AusAID.

Further details can be found on the project website: <http://mediapartnership.wordpress.com> or by contacting FAO Indonesia: Ester Hutabarat at: [ester.hutabarat@gmail.com](mailto:ester.hutabarat@gmail.com) or Enrico Aditjondro at: [aditjondro@gmail.com](mailto:aditjondro@gmail.com)

## NEPAL: Diary of an HPAI outbreak

### Karkabhitta, Jhapa District, January 2009

With the resurgence of H5N1 outbreaks in West Bengal, the Eastern Region of Nepal had been on heightened alert since December 2008.

Recently, samples sent from dead chickens suspected of having died from HPAI were shown to be positive for H5N1 virus by the OIE AI reference centre in the UK. As a result the Government of Nepal announced its first ever incursion of HPAI H5N1 in Nepal. The District AI Technical Committee met the same day and an operations room for local disease control was set up. Rapid response teams were formed and a 3 km infected zone and 10km surveillance zone were delineated. Movement controls were imposed.

- **9 January, 2009:** FAO provided technical support to a meeting with CDO, police, customs, animal health staff in Jhapa for preparedness for HPAI and control of movement across borders.
- **13 Jan:** Samples were sent to OIE Reference Laboratory through the cooperation of the FAO/USAID project. Results were received on 15 January 2009.
- Test results indicated that 6 of 7 tissue samples were

positive for H5N1 virus.

- **15 Jan:** FAO's Chief Technical Advisor mobilised to assist the Department of Livestock Services
- **16-17 Jan:** Training in management of rapid response teams and surveillance for veterinary and livestock officers from high-risk districts: Ilam, Jhapa, Morang and Sunsari. The training included rapid response team (RRT) management and surveillance.
- **18 Jan:** FAO team leader visit to location of reported duck mortalities near to Indian border.
- **19 Jan:** Two National Consultants from AI project relocated to support the DLS Operations Room in Kakarbhitta. Member of staff from Regional Disease Investigation Laboratory, Pokhara sent for laboratory training in India
- Ten RRTs deployed and two surveillance teams in operation. Culling commenced: 10,222 chickens, 15 ducks and 17 pigeons were culled; 986 eggs and 85kg of feed destroyed; and 13 disposal pits were prepared. Additional culling of chicken and other birds, and destruction of eggs and feed conducted shortly after. Live bird markets closed by order of the CDO.
- **21 Jan:** 'Mopping up' operation; No further cases in the surveillance zone.
- **22 Jan:** FAO CTA briefs the UN Country Team on the outbreak and response

## BHUTAN: Preparedness

In view of the HPAI outbreaks in Assam state of India bordering Bhutan the Royal Government of Bhutan requested FAO for urgent assistance in providing laboratory reagents and kits. FAO-RAP and HQ rapidly mobilised rapid antigen detection kits from the stock in HQ to tide over the present situation until more kits could be procured.

## LAO PDR: That Luang Festival

### Vientiane, November 2008

The That Luang Festival is a traditional religious festival held in Vientiane each November that attracts thousands of people during the week of festivities.

During the festival an HPAI awareness raising event was held and jointly supported and organised by NAHICO and the IEC Task Force with the support of FAO, WHO, IOM, UNICEF, AED and CARE. The aim was to raise awareness among attendees and provide knowledge on HPAI prevention measures.



Demonstration at That Luang Festival, Lao DPR (FAO Lao, 2008)

A variety of activities were organised, including the setting up of a HPAI information booth, an HPAI drama theatre, animal health sessions, questions and answers sessions and games, demonstrations, a kids corner and the distribution of information and communication materials.

## Community participation in prevention of HPAI

### Luang Prabang/Champassack provinces, Nov 2008

For control and prevention measures to be effective, key stakeholders must be in receipt of appropriate knowledge, awareness and information in order for them to enhance collaboration, maximise available resources and take necessary actions. This focus requires working with communities to develop local solutions for prevention and response to HPAI.

As part of this process, FAO and the Ministry of Agriculture organised 'Training of Trainers for Community Awareness' for provincial and district livestock staff in Luang Prabang and Champassack provinces. The objective was to initiate the formation of a four-person communication team at the provincial level and to increase knowledge and skills on community awareness. The trainers will travel to selected villages in order to carry out community awareness activities.

Vientiane and Champassak provinces were also covered in June 2008. The second phase of the training took place during October and November in Luang Prabang and Savannakhet provinces.

During 2008, communication teams targeted 104 villages and contributed to the provision of information and awareness raising for 7,537 people (of whom 3,648 were women).

**For further information, please contact:**  
**Vicky Houssiere, Communication Officer, FAO Avian Influenza Programme, Lao PDR**  
**E-mail: [vicky.houssiere@fao.org](mailto:vicky.houssiere@fao.org)**

## CAMBODIA: Celebrities promote biosecurity

### Phnom Penh, 11 December 2008

The FAO AI Programme in Cambodia has produced a karaoke video that shows the benefit of raising backyard poultry with improved biosecurity. The three-minute video features a local singer/actor and comedian who play the role of husband and wife raising chickens and ducks for food and income.

The video promotes reporting of sick and dead poultry to a hotline and to local authorities and encourages farmers to observe biosecurity and safety measures, including : separating ducks from chickens, quarantine of new and sick birds, cleaning the yard and pen of faeces and other poultry wastes, wearing mask and gloves or plastic bag, keeping children away from poultry; and washing hands with soap.



## **CAMBODIA:** **HPAI Outbreak communication workshop**

**Phnom Penh, 24 November 2008**

The Ministry of Agriculture, Forestry and Fisheries (MAFF) in collaboration with the Academy for Educational Development (AED) and FAO, conducted a two-day Avian Influenza Emergency Risk Communication Workshop, with financial support from USAID and the German government.

The workshop helped the AI Communication Task Force to plan and develop a response to an outbreak; provided participants with details on how to effectively communicate control measures to contain an outbreak and prevent its further spread; and discussed the roles and responsibilities of task force members, what they should consider when anticipating an HPAI outbreak and

the kinds of partners and alliances they should form to prevent and control further outbreaks.

Participants included Provincial Veterinarians, District Veterinarians, Village Chiefs and Village Animal Health Workers from Pursat and Kampong Chhnang, and staff of the Ministry's Department of Animal Health and Production.

The workshop was followed by a AI Outbreak Simulation Exercise organised by MAFF/FAO to test the effectiveness of the Ministry's Guide for Avian Influenza Outbreak Investigation and Emergency Response.

At the time of the workshop, Cambodia had not had an outbreak of HPAI since April 2007, however, the workshop was timely, as an outbreak did occur in December 2008 and thus the Task Force was better equipped to respond.

## **CAMBODIA: Legislation on animal health and production**

**Phnom Penh, 11 December 2008**

Proposed legislation on animal production and health drafted by the Ministry of Agriculture's Department of Animal Health and Production (DAHP) Legislation Working Group was discussed by 65 participants including DAHP staff, provincial veterinary officers from 24 provinces and technical experts from the FAO.

The meeting, supported by FAO, USAID and the Government of Germany, was the culmination of a mission by Dr. Malcolm Ramsay, FAO Consultant on Veterinary Legislation, and Ms. Charlotta Jull, FAO Legal Officer, who worked closely with the DAHP Legislation Working Group to develop the legislation. The draft law aims to: develop the animal health and production sector; eradicate, prevent, control the spread of animal diseases; protect human health, animal health and welfare and the environment; facilitate domestic and international trade of animal and animal products; strengthen veterinary services; and promote the safe and effective use of veterinary drugs and animal feed.

Dr. Ramsay commented "Previously there was no law describing the veterinary authority and its role, responsibilities and powers. In the area of animal disease control, policies and operational plans were supported by a range of legal instruments but their links with higher levels of law were weak." He added that some elements of disease control were not reflected in existing legal instruments such as the requirement for livestock owners to report notifiable diseases and the power to control movements in an area when disease is suspected.

The draft law includes provisions to establish the Animal Health and Production Administration to replace the DAHP; the compulsory notification of certain

diseases such as HPAI; sanitary inspection of animals and animal products; management of animal breeding/animal raising; and establishment of an animal disease emergency fund and a national veterinary council.

The veterinary council will be the regulatory body which will manage registration and licensing of veterinarians, village animal health workers and private veterinary clinics, to promote accountable and ethical behaviour, and to ensure they meet acceptable standards of competence and practice. Following internal consultation within MAFF, the draft will be submitted to the council of Ministers for review.

Mr. Kao Phal, Director of the DAHP and head of the Legislative Working Group, said the draft law will make it easier for Cambodia to enforce control and prevention measures with regard to certain animal diseases such as HPAI and other diseases that could have serious socio-economic, trade or public health consequences.

Ms. Jull noted "The law is being prepared according to international standards, guidelines and recommendations, but will also take into account the specific needs of Cambodia". She added "This is just the start of the process. Consultations with all relevant stakeholders are needed to ensure that the law can be effectively implemented."

**"The drafting and consultation process for the new law is providing an important opportunity for the Royal Government of Cambodia to clarify roles and responsibilities for the regulation of animal health and production and protection of public health"**  
(Dr. M.Ramsay, FAO Consultant on Veterinary Legislation).

**For further information please contact: Cecilia Dy, Communication Officer, FAO Cambodia: [cecilia.dy@fao.org](mailto:cecilia.dy@fao.org)**

## CAMBODIA: Capacity building in communication

### Phnom Penh, November-December 2008

MAFF and FAO organised Market Forums on Avian Influenza in Battambang and Pailin Provinces in December 2008, together with a Community Forum on Avian Influenza in Kampong Speu Province, also in December. These forums provide information to at-risk groups of the population and provide opportunities for community members to interact with trainers, experts and community leaders.

Capacity building also included an inter-personal communication (IPC) workshop for government staff; training of 184 District Vets in 24 provinces as future trainers of village animal health workers (VAHWs); communication training for 7,046 VAHWs in 24 provinces and 2,204 Village Chiefs in 11 provinces; and TADinfo training for 48 provincial animal health staff from 24 provinces.

MAFF and FAO provided 28 teams of boat racers and 1,500 members of the Cyclo Drivers Association with T-shirts and caps during the annual water festival in November. The T-shirts are printed with messages promoting actions to prevent Avian Influenza infection in poultry. The boat racers came from Phnom Penh, Kandal, Kampong Cham, Prey Veng, Kampong Thom, Pursat, Sihanoukville, Siem Reap, Banteay Meanchey and Takeo.

MAFF and FAO also collaborated with the Children Support Foundation, a local NGO, in conducting awareness raising on HPAI prevention measures. The information was provided through leaflets, posters and discussion with people coming for the water festival celebrations around Wat Phnom, Hun Sen Park. The target was 4,000 people.

**For further information please contact: Cecilia Dy, Communication Officer, FAO Cambodia: [cecilia.dy@fao.org](mailto:cecilia.dy@fao.org)**



Communicating HPAI at the annual water festival in Cambodia (FAO Cambodia, 2008)

## INDONESIA: HPAI awareness in culturally diverse settings

### Makassar (South Sulawesi), Balikpapan (East Kalimantan) and Yogyakarta (Central Java), Indonesia, December 2008

During 2008 a series of Focus Group Discussions took place in Makassar (South Sulawesi), Balikpapan (East Kalimantan) and Yogyakarta (Central Java). The discussions took place based on the need to raise awareness on HPAI among people from different cultural backgrounds and to create and revise IEC materials on HPAI awareness into a suitable form and concept, appropriate to the diversity of the people of Indonesia.

Participants included small-scale commercial and backyard poultry farmers, small-scale poultry traders/collectors, chicken meat traders and participants in cockfighting.



Focus Group Discussion in Yogyakarta, Indonesia (FAO Indonesia, 2008)

The objectives of the focus groups included:

- To understand poultry production practices exercised by people from different cultural backgrounds and professions.
- To explore the depth and nuances of opinions regarding HPAI from people from different cultural backgrounds and professions.
- To understand different perspective on HPAI from different cultural backgrounds and professions.
- To understand what factors influence people's opinion and behavior on HPAI
- To develop most the appropriate form of IEC material and activity on HPAI suitable for people from different cultural backgrounds and professions.
- To provide detailed recommendations on improved biosecurity for people dealing with poultry.

**For further information please contact: Ester Hutabarat, FAO Indonesia: [ester.hutabarat@gmail.com](mailto:ester.hutabarat@gmail.com)**

### INDONESIA: Research provides insight into poultry raising in rural communities

HPAI has been responsible for the death of around 13 million birds in Indonesia. It is believed that the disease first entered Indonesia in 2003 causing sporadic zoonotic transmissions to humans since June 2005, with fatalities totaling 137 people up to December 2008. HPAI has occurred in 31 out of the 33 provinces.

The Participatory Disease Surveillance and Response (PDSR) programme carried out by the Ministry of Agriculture and Fisheries and the FAO works with communities to try to control HPAI in the country.

In 2008 research was commissioned by FAO and the Ministry of Agriculture and Fisheries (MAFF) to help the PDSR teams in their work by providing information on: knowledge and perception of farmers about chicken diseases; and chicken rearing practices and chicken product consumption. The research was completed in 2008. The research was designed to:

- Increase knowledge of the poultry sector, particularly the 'scavenging' sector;
- Identify social, cultural and economic values for raising chickens;
- Collect experiences on disease control in general and perceptions on HPAI in particular.

The research was conducted in the provinces of Banten, East Kalimantan, DI Yogyakarta, North Sumatra, South Sulawesi, and West Java (selected by MAFF and FAO), through 30 focus group discussions (FGD) and two in-depth interviews (conducted in Bantul with farmers involved in rental of fighting cocks).

The research provides a glimpse of life from the perspective of those who raise poultry for both pleasure and profit. It demonstrates that they are frequently seeking ways to keep their birds healthy and to improve their production. It also demonstrates that

there remains much to do in terms of improving the communities' knowledge on the prevention and control of HPAI and that recommendations need to both make sense within the world view of the community and be practical.

Research findings included:

- Poultry are inseparable from the Indonesian people and are viewed in a positive light: negative images portrayed by HPAI communication activities do not match peoples' experiences.
- Communities believe that those who keep chickens are fortunate people. The chickens represent savings which can be used at any time, including for school fees.
- The need for chicken products is not just for daily food: chickens are considered as a symbol of prosperity and are also used in some ceremonies.
- Poultry traders think they are able to differentiate between healthy and sick chickens.
- Research participants have a good understanding of behaviour which could lead to a high risk of being infected by virus.
- The fear of HPAI can stimulate counter-productive actions in the efforts to prevent it such as: releasing chickens from cages to trees, hiding chickens from culling teams, hiding the death of chickens suspected to be infected by AI.
- People do not report sick and dead chickens because they do not know where to report and are afraid of media coverage.
- There is a need for continuous education on poultry diseases, especially in chickens. The education should: explain clinical signs of disease in poultry; and explain the danger of poultry diseases

**For further information please contact:  
Ester Hutabarat, FAO Indonesia:  
ester.hutabarat@gmail.com**

## events

### What's coming up in the region?

3 February: CMC mission to Nepal

4- 6 February: Regional Workshop on Community Animal Health Workers in the Mekong Region

2-27 February: Field Epidemiology Training Programme for Veterinarians: Field Epidemiology in Action

11-13 February: Third Annual Regional HPAI Programme Meeting

## staff changes

Subhash Morzaria joined RAP-ECTAD as Regional Manager.

Murray Maclean joined FAO Myanmar as Chief Technical Advisor (CTA)

Leo Loth is acting Officer in Charge in FAO Bangladesh

RAP-ECTAD staff would like to express their great appreciation and best wishes to the following staff who have recently left RAP-ECTAD:

Jonathan Gilman, Regional Socio-economist

Dewan Sibartie, CTA, Bangladesh.