



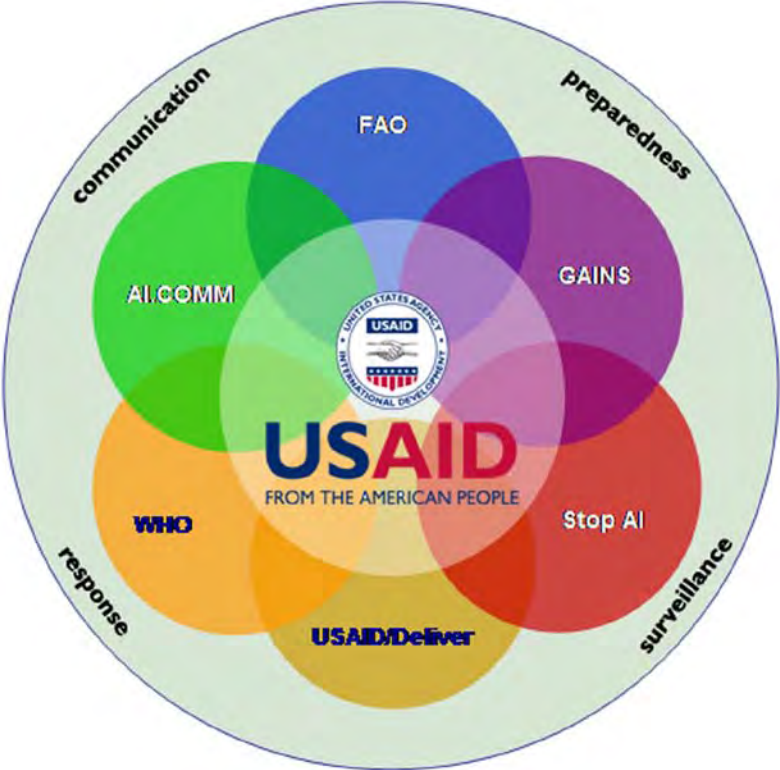
USAID
FROM THE AMERICAN PEOPLE

AI.COMM AVIAN INFLUENZA
PROJECT

Avian Influenza Global Behavior Change and Communication

**Africa: Avian Influenza Strategic
12/4- 7/2007 Mali**

USAID Partners



Communication Players in AI

- UNICEF
- US HHS/CDC
- USDA
- FAO
- Other USAID communication contractors

Funding Sources

- USG through USAID
- World Bank
- JICA
- UNDP
- UNICEF and FAO

AI.COMM's Objectives

- Provide Technical Assistance in Communication on Avian Influenza with an emphasis on animal-to-animal
 - Pre-outbreak
 - Outbreak
 - Post-Outbreak

Objective is to:

- Reduce exposure risk
- Enhance national capacity
- Promote long-term behavior change related to AI

AI.COMM in Africa



Original Audiences

- Primary Audiences

- Sector 4

- Secondary Audiences

- Animal and human health officials

- Consumers of poultry

- Media

Expanded to Other Audiences

- ❑ Sectors 3 and 2
- ❑ Private Sector/Service Industry to Sectors 2 and 1
– transporters/feed/distributors
- ❑ Markets/Vendors
- ❑ Government officials – vets, paravets, border officials
- ❑ Women's Groups
- ❑ Civil Society/Agriculture NGOs
- ❑ Media
- ❑ Industry and Trade Associations

Barriers –

- Major barrier is that public health approach is not being used in addressing H5N1 – lead ministries often are Animal Health and Livestock
- Yes, H5N1 is still an animal disease not human but the investment and focus is to prevent it from becoming one

Need to Know....

- There is no agreed upon definitive epidemiology information on what to do to prevent H5N1
- The absence of scientific findings means we don't know what behaviors work and what it takes to prevent or contain the virus

Ministries of Animal Health

- ❑ Ministries of Agriculture and Departments of Animal Health have not received the technical support in communication that MOH and human health officials have – part of our communication TA is basic capacity building
- ❑ Infrastructures are fractured and limited resources among civil society

Advocacy is always first step

- Advocacy is important and needed to keep AI and its ramifications in the forefront but often overlooked or forgotten because:
 - AI cuts across multiple-sectors
 - AI competes with other priorities, e.g., HIV/AIDS, floods, malaria, famine
 - Funding limited

Advocacy

- By engaging in country - AI Communication Subcommittees/AI Communication Working Groups/IEC Groups
 - We can provide TA through the groups
 - We can encourage holding regular meetings
 - Messages, materials and communication plans will speak with one voice
 - We can test messages and materials
 - Shared costs and better coordination
 - Collectively receive appropriate approvals

Just a warning –

- Behavior change is a complete unknown to many experts we will be working with
 - They don't get it
 - They don't want to get it
 - They won't get it
- So don't make yourself crazy trying to make it happen

Programming Activities

- Research & M&E
 - KAP
 - PAR
 - In-depth interviews
 - Pre-testing
 - Intercepts
- Message Development
- Material Development
- Capacity Building/Training – media orientation, commodities, social mobilization, peer education, vet/paravet, cascade, NGO
- Integrated Communication – advocacy, mass media, promotion, Social Mobilization/CBC, advocacy, IPC

“Other” AI Initiatives

- ❑ Human Pandemic – early stages
- ❑ West Africa Listserve – start up
- ❑ Emergency Response Materials
- ❑ Capacity Building/Training Materials – women’s unions, NGOs, vets and paravets, animal/human health communication officials
- ❑ Media Orientation

What We Can Do

Provide technical direction on communication planning and implementation

Determine the behaviors we need to change

Segment audiences

Coordinate with all the players

Be strategic and make an impact

Materials and Messages

<http://www.avianflu.aed.org>