

FAO Regional Office for Asia and the Pacific

Regional ECTAD News

BANGLADESH: public private partnership project to enhance prevention and control of avian influenza

Dhaka, July-August 2009

The Public Private Partnership (PPP) project, funded by USAID, commenced in July. The project aims to put in place a functional, efficient and replicable Animal Health System, led by the official veterinary services and based on a strategic integrated partnership involving the public and private sectors, including private veterinarians and all stakeholders in the poultry industry. The project will result in improved prevention and control of HPAI and other animal diseases in Bangladesh.



PPP Regional Coordinator, Loganathan Periathamby at the BTC meeting in Dhaka (FAO 2009)

A major component is a strong public veterinary service that can provide vision and leadership in national animal health issues and implement prevention, detection and control activities, together with the private sector. A second important component is the setting up of an open platform, including website, for information exchange, to facilitate the development of constructive collaboration and interaction between public and private actors in the sub-sector. The third major component is to strengthen private poultry associations so they can provide technical services to their members, coordinate assistance from governments and donors, as well as advocate for the fair and equitable application of regulations aimed at improving both animal and public health.

“Partnerships between the public services and private sector is a relatively new concept in Bangladesh: the successful implementation of the project with a new approach based on strategic alliances, will have long-term benefits beyond the prevention, detection and control of avian influenza and other transboundary animal diseases” (Loganathan Periathamby, FAO-ECTAD Bangkok)

The project is currently focusing on biosecurity issues at different levels of the poultry production chain and a Biosecurity Training Coordinator (BTC) Meeting was held on 19 August in Dhaka. Participants, including those from public/private sectors and NGOs, highlighted current poultry related activities, training material development and agreed to a mechanism of information sharing and harmonising of training materials and other activities.

Contents

Headlines	BANGLADESH: Public private partnership project	1
News from the region	CHINA: Disease outbreak investigation	2
News from the region	INDONESIA: Village biosecurity, education and communication	3
In Focus	BANGLADESH: South Asia Cross border project	4
	Poultry value chain mapping	5
In Focus	CAMBODIA: Risk communication workshops	6
	Cross border trade and risk management workshop	7
Events/Staff News		8

Emergency Centre for Transboundary Animal Diseases



news from the region

CHINA: disease outbreak investigation and surveillance

Kunming, 29 June - 9 July

FAO organized a disease outbreak investigation and surveillance workshop, in Kunming on 29 June – 9 July, facilitated by the International Research Centre for Agriculture and Development (CIRAD) and Yunnan Provincial CDC.

The workshop comprised of:

- (i) Case Investigation (29 Jun-3 July) which focused on training of provincial epidemiologists and included lectures and field trips on surveillance and outbreak investigation;
- (ii) Training of trainers (6-9 July) which provided training to national and provincial epidemiologists on how to elaborate training in epidemiology, develop a curriculum and training skills (including interaction between trainer/trainee, lead group discussions, evaluation, etc).

Participants had the opportunity to use a range of software, including Freecalc 2 and Survey Toolbox, which are tools for calculating sampling frames and performing statistical calculations. A training module in basic epidemiology for animal disease (RANEMA CD) was used with participants.



Participants of the Disease outbreak investigation and surveillance workshop (FAO, 2009)

Participants considered that the techniques taught were useful tools to improve epidemiological skills in the country. They are expected to apply what they learned, during their daily work in HPAI prevention and control.

Poultry sector review

Guangxi, July - September 2009

In collaboration with the Guangxi provincial Animal Husbandry Bureau and Provincial Center for Animal CDC, FAO and the Center for International Development of the China Agricultural University (CIAD/CAU) launched a poultry sector review. The main objective is to provide an overview of practices and developments in the poultry sector, together with HPAI control mechanisms, based on statistical data collection (including from statistical year books and local animal husbandry bureau and veterinary services); and a pilot field survey in targeted communities and selected poultry farms.

Professor Liu Yonggong, professor in Rural Development and Managing Director of CIAD, led the survey team, which conducted its research in Nanning, Guilin, Wuzhou and Chongzuo Municipalities, and Liuzhou Prefecture. The data and field survey information will be compiled into a report and used for assessing the HPAI surveillance strategy and for developing the regional HPAI control system.



Poultry in Guangxi Province, China (FAO, 2009)

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INDONESIA: village biosecurity, education and communication

South and West Sulawesi

FAO and the Ministry of Agriculture's National Animal Health Diseases Control Centre are consolidating a system of active surveillance for highly pathogenic avian influenza (HPAI) at the community level, based on the participatory disease surveillance and response (PDSR) approach. With AusAID funding, more than two hundred PDSR officers have been trained and have begun providing disease surveillance, prevention and control services to all districts of South and West Sulawesi. Evidence suggests that aspects of the way villagers live with, produce and trade poultry contributes to the ongoing transmission of HPAI in such village environments. A significant part of the work of a PDSR officer involves provision of education and extension to village community members, to assist prevention of disease transmission. To complement PDSR activities, a village-based education, information and communication programme has been designed, aimed at developing and implementing specific changes in risky practices by villagers.

The Village Biosecurity, Education and Communication (VBEC) project is working with communities throughout South and West Sulawesi to improve awareness of how disease is transmitted. The programme also works with community groups to identify and pilot specific changes in behaviours in order to:

- Control the spread of HPAI when active disease is present
- Prevent HPAI from entering a village when active disease is not present
- Reduce the risk of HPAI transmission to humans.

The development phase of the project will be implemented in six pilot villages – selected to represent major language and cultural groups, and poultry production systems of South and West Sulawesi – over

a period of six months. This phase will include a socio-cultural assessment; development of the programme in pilot villages, together with local resource and decision-making groups; and development of a suite of education, information and communication materials tailored to the needs of identified target recipients.

The information and materials from phase one will be input into a further rollout of the programme in South and West Sulawesi, according to priorities identified during the development phase, in conjunction with those of the PDSR programme and wider programme of HPAI control in these provinces (although the project will work intensively with pilot villages for the entire year of the project to allow more time for learning biosecurity methods that may be applied in the specific conditions of these communities). An incentive package will provide positive reinforcement of key messages and reward innovation by partner individuals and organisations.

It is expected that the project will increase the dissemination of HPAI prevention and control messages to targeted villages and contribute significantly to the capacity of local communities to develop their own practical ways to prevent poultry diseases entering or spreading within their areas. In addition, the programme will strengthen PDSR officers' and local *Dinas* efforts to work with communities to control poultry disease by ensuring messages and methods developed take account of the beliefs, cultural practices and understanding of poultry diseases among community members.

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Emma Watkins facilitating the inception workshop in Sulawesi (FAO 2009)

in focus: Bangladesh

SOUTH ASIA CROSS BORDER PROJECT: second cross border Technical Committee Meeting, Dhaka, Bangladesh, 19 July 2009

Under the USAID-funded FAO project 'Strengthening cross border activities among Bangladesh, India, Nepal and Myanmar to control possible cross border spread of Highly Pathogenic Avian Influenza', 23 participants attended a Technical Meeting hosted by the Government of Bangladesh (representing target countries Bangladesh, India and Nepal; USAID Bangladesh and partners in the sub-region). Mr Md. Shah Alam, Secretary, Ministry of Fisheries and Livestock represented the Government of Bangladesh.

Dr Leo Loth (on behalf of FAOR Bangladesh) explained the purpose of the meeting: to exchange information on the current HPAI situation in each country; discuss progress on project implementation; and identify ways to strengthen cooperation between countries to combat HPAI, through the Technical Committee.

Dr Zandra Andre (USAID, Bangladesh) emphasised the importance of the technical meetings and overall project in the context of the USAID development strategy for the region.

Technical session

Dr Mohinder Oberoi, Sub-regional Manager, ECTAD Unit, described the current regional status of HPAI, analysing outbreaks to date in 2009 in the three countries, in relation to the same period in 2008. Dr. Loth looked at the epidemiology of HPAI in the region and

discussed risk factors such as poultry and duck density, migratory birds, human populations, and movement of people and poultry.

Country presentations

Presentations were made by Drs. Bidhan Chandra Das (Bangladesh), who introduced the revised 'Avian Influenza and Pandemic Influenza Preparedness and Response Plan 2009-2011', recently approved by the government (with further revisions pending to include additional animal influenza illnesses to HPAI H5N1); Dr. A. B. Negi (India), who described the veterinary services infrastructure and highlighted its achievements in the livestock sector, in disease investigation support; and Dr Narayan Ghimire (Nepal), who highlighted the legislative support to the animal health sector through the 'Animal Health and Livestock Services Act, 2055', and its regulation 2056, dealing with veterinary inspection, movement control, quarantine, confiscation, destruction or returning of illegal import, certification and penalty; and other relevant regulations.

Mr Rajendra Singh, the newly recruited regional FAO socio-economics expert made a presentation on 'Socio-economic Parameters as a Tool of Integrated Control Measures for HPAI', highlighting the importance of poultry raised by poor people as a source of protein and a source of cash income.



The Technical Committee meeting at Hotel Radisson Dhaka on 19 July (FAO 2009)

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SOUTH ASIA CROSS BORDER PROJECT: poultry value chain mapping

Dr Mohinder Oberoi, Sub-regional Manager, FAO-ECTAD Unit, delivered a lecture on the 'Cross Border Value Chain Mapping' study, with the Director General of the Department of Livestock Services (DLS), representatives of DLS and Stop AI-Bangladesh Border security forces (Bangladesh Rifles) in attendance.

The study is part of a larger project which aims to prevent cross-border spread of HPAI resulting from movement of poultry and poultry products, thereby reducing the public health risk and the impact of the disease on the livelihoods of poultry producers, especially small holders. The outcomes of this project are planned to be:

- (i) the development of a platform for dialogue and information exchange between countries in the region on issues related to potential cross-border spread of HPAI;
- (ii) institutional strengthening to deal with the threat of transboundary spread of HPAI; and
- (iii) an increased understanding of ways to manage cross-border trade to reduce risk of HPAI outbreaks.

The study was conducted by the Bangladesh Center for Communication Programs (BCCP) in border districts with India: Lalmonirhat (Patgram, Lalmonirhat (Sadar), Dinajpur (Hili), Chapainawabganj (Sona Masjid), Jessore (Benapole), Comilla (Sadar); and with Myanmar: Cox's Bazaar (Teknaf).

The study utilised a value chain approach with the objective of mapping high risk areas, product flows, trade routes, trade volumes and actors in order to enhance understanding of potential virus transmission and develop appropriate control measures.

Figure 1. Border locations for poultry value chain mapping



From each target location five rural poultry markets were selected and at each market, four categories of respondents were identified.

Other activities in Bangladesh

- Dr. Mahfuzul Bari and Dr. Priya Mohan Das attended the BioSecurity standard development committee meeting organised by Bangladesh Livestock Research Institute (BLRI); and undertook a field visit to poultry farms in Bogra and Joypurhat from 24-25 July, to encourage more active contributions in developing biosecurity standards;
- Dr. Leo Loth and Dr. Bari attended meetings with the World Bank project review mission, during 27 July-4 August
- Dr. Mahfuzul Bari organised the 13th and 14th Laboratory group meetings, chaired by Dr. Leo Loth at BLRI, on 27 July and 26 August respectively, to enhance coordination of different activities of diagnostic laboratories in Bangladesh.

- Dr. Priya Mohan Das visited Sylhet (28-30 July); and with Dr. Mahfuzul Bari visited Kushtia, Chuadanga, and Meherpur District (11-13 August) to monitor activities of the local Additional Veterinary Surgeon and community health workers; and with Dr. Mahbubul Hoque visited Panchagar district to evaluate the effectiveness of the Teacher training activities by interviewing pupils from 24-27 August.
- Dr. Md Shahjahan arranged a training programme for six Live Bird Market cleaners from 26-31 August

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In focus: Cambodia

CAMBODIA: risk communication workshops help to reduce risks from HPAI

Svay Rieng, Prey Veng, Kampot and Takeo Provinces, July - August 2009

The Department of Animal Health and Production (DAHP) of the Ministry of Agriculture, Forestry and Fisheries (MAFF) and FAO conducted two Avian Influenza Outbreak Communication Workshops for participants from four Cambodian provinces bordering Viet Nam.



Risk communication workshop in Cambodia (FAO, 2009)

Sixty five participants attended the workshops, including provincial communication task forces on avian influenza, surveillance and outbreak response task forces of the DAHP, District veterinarians from the four provinces and some village chiefs and village animal health workers.

The workshops introduced participants to the basic principles of communication and emphasised the importance of rapid risk assessment and risk communication, so that measures can be taken to reduce the risk of disease and its consequences. Participants also learned how to develop a communication action plan that will prepare them to respond immediately if an outbreak occurs and provide appropriate information and messages to at-risk audiences. Maria Cecilia Dy, FAO Information and Communication Officer and co-facilitator of the workshop commented "Knowing your target audience is crucial to successful message development and delivery that could facilitate positive changes in behaviour of the target audience and reduce the threat from disease."

The workshop also included a presentation from DAHP on the roles and responsibilities of surveillance, communication and outbreak response task force members; featured an eight-minute video which documented farmers' cultural beliefs, values, priorities and considerations that influence what they do (or do not do) and why they do it, with regard to avian influenza; and allowed participants who had experienced avian influenza outbreaks to share lessons learned with those who had not.

"Successful communication helps prevent negative behaviour that hampers the response to an outbreak of avian influenza or causes more harm. It encourages constructive responses to a crisis by providing individuals, communities, and stakeholders with accurate and timely information that will help them protect their animals and themselves from becoming infected during an outbreak"

(Etienne Careme, FAO Programme Coordinator).

With funding from USAID, the two-day workshop was facilitated by FAO using the curriculum developed by the Academy of Educational Development (AED) on AI Emergency Risk Communication.

Posters developed by AED, FAO and MAFF for use in HPAI outbreaks were provided to participants in case of future outbreaks; together with communication materials designed for HPAI prevention, including a question and answer booklet and posters.



Workshop participants learning how to use communication materials (FAO, 2009)

Comments from workshop participants:

"I learnt a lot of new things that I did not know before"

"We learn a lot from the experience of others"

"I will share this knowledge with other people in my village"

"I will practice the knowledge I gained from the workshop with the people in my village"

"I understand clearly about the role of task forces and know about how to communicate before, during and after an outbreak."

CAMBODIA: workshop on cross-border trade and avian influenza risk management

Svay Rieng, August 2009

The Department of Animal Health and Production (DAHP) and FAO (with funding from USAID) conducted a workshop on cross-border trade in poultry and poultry products in Svay Rieng. The workshop collected information from participants to identify risky behaviours that facilitate the spread of highly pathogenic avian influenza (HPAI) through trade and movement of people, poultry and its products across the border from Viet Nam and within Cambodia through the poultry trade.

The information collected will contribute to an assessment of the risks along the supply and market chain at selected border points with Viet Nam and Thailand. It will also help to equip veterinary and border services in detecting and responding to outbreaks in border areas and trade routes from and to the border.

“Identifying and understanding what is moving across the border, and why and how are they moved, will help in better identification of risks and in the development of intervention measures to minimise the risks of avian influenza to poultry and human health, and increase productivity and livelihoods”

(Nicoline de Haan, FAO Socio-economics Officer - and workshop facilitator).

Participants included officials from the Ministry of Commerce CamControl Office at the border with Viet Nam; egg, chicken and duck sellers; market managers, transporters, middlemen and district veterinarians from Svay Rieng districts.

Ms De Haan added that it is unlikely that risk can be eliminated, however,

“Good risk management strategies will anticipate that a disease agent will enter even the best systems. Through early detection and swift action, damage by disease agents can be minimised.”

During the workshop, participants drew maps showing where poultry products come from and go to, and value chains of products to identify the actors and volumes of trade involved. These will form the basis for effective surveillance and prevention measures across borders to be developed. Similar workshops are planned for Kampot, Kampong Cham, Banteay Meanchey and Koh Kong provinces, which border Viet Nam/Thailand.

Information from the workshop

Poultry production in Svay Rieng is on small scale backyard system of low input and low output. Svay Rieng producers supply live chickens to the markets in Phnom Penh and a small proportion go to Vietnam. A few Muscovy ducks are also sold to restaurants in Phnom Penh. Most of the supply of quails, chickens, ducks, eggs and feeds are imported from Viet Nam either by land or by boat.

Svay Rieng almost entirely relies on the supply of eggs from Viet Nam, Prey Veng and Phnom Penh: and it is cheaper to import eggs from Viet Nam than from other provinces of Cambodia.



Nicoline de Haan and workshop participants (FAO, 2009)

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Major meetings in the region:

FAO Workshop for the Regional Strategy for HPAI and other TADs and EIDs, 16-17 July, Bangkok

Participants from ECTAD headquarters in Rome, ECTAD regional office in Bangkok and ECTAD country offices reviewed the 2006 Strategic Framework for prevention and control of HPAI and developed a new regional strategy. Subhash Morzaria, Regional Manager, RAP-ECTAD explained the reasons for the revision of the strategy, the target audiences and proposed changes to the format. Tony Forman, the workshop facilitator, introduced the purpose, objectives and strategic approach of the workshop.

Participants looked at what had changed since 2006; what were the gaps that need to be reflected in the revised strategy and lessons learned over the past three years of programme implementation. Revisions and components of the new strategy were finalised and the proposed strategy was disseminated for review to RAP country offices and ECTAD headquarters in Rome.

Upcoming meetings:

Regional Workshop on Understanding and use of Poultry Value Chain Analysis in Poultry Production and Marketing in context of Cross Border trading, Kathmandu, Nepal, 14-18 September, 2009

USAID Regional Partners Meeting

Bangkok, Thailand, 23 -25 September

Regional Laboratory Network Meeting for HPAI Diagnosis (and training)

Bangkok, Thailand, 28 -29 (and 30) September

Pandemic Preparedness Forum (community/legal)
Bangkok, Thailand, 1 October

Pandemic Preparedness Forum (communication)
Bangkok, Thailand, 5 November

FAO OFFLU Indonesia project technical meeting
Jakarta, Indonesia 17-18 November

Welcome to:

- Loganathan Periathamby, Regional Project Coordinator (Private Public Partnership) joined FAORAP in July
- Elizabeth Miranda, Regional Technical Coordinator, joined FAORAP in July
- Bryce Fieldhouse, Operations Officer joined FAORAP in July
- Dr. Abul Kalam, National Consultant on Outbreak Response and Training joined FAO Bangladesh in July
- Ishteaq Hossain, National Communication Consultant (Public Private Partnership project) joined FAO Bangladesh in July
- Khairul Basher Mohammad Ashfakur, Live Bird Market supervisor joined FAO Bangladesh in July
- Zakiul Bipu, National Project Manager (Public Private Partnership project) joined FAO Bangladesh in August
- Acty George, Wildlife Avian Influenza Coordinator joined FAORAP in August
- Santanu Kumar Bandyopadhyay, Team Leader joined FAO Viet Nam in August
- Christopher Button, HPAI Outbreak Response Planning Expert joined FAO Viet Nam in August
- Dung Nguyen Thi Kim, National M&E officer joined FAO Viet Nam in August
- Kerry Mulqueen, Field Veterinary Adviser, joined the FAO AI Programme in Indonesia in August, based in Makassar, Sulawesi (improved biosecurity with commercial poultry sector project).

Goodbye and thank you to:

- Vicky Houssiere, Communication Officer, FAO Lao PDR

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