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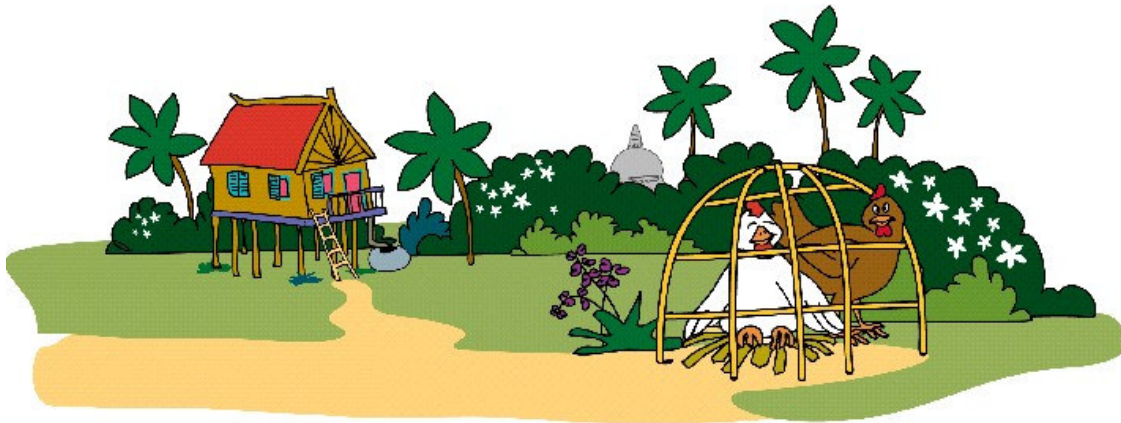
United Nations  
Development Programme

Joint United Nations Programme to Fight Highly Pathogenic Avian Influenza (HPAI)

## IEC Working Group

### Workshop Report

### *Viet Nam Avian Influenza/Pandemic Preparedness Communication Workshop*



*29 November 2005, Hà nội  
Sofitel Plaza Hanoi, 1 Thanh Nien, Ba Dinh, Hanoi*

# ***Viet Nam Avian Influenza/Pandemic Preparedness Communication Workshop***

**Hanoi, 29 November 2005**

## **Background**

The Avian Influenza IEC (*Information, Education, Communication*) Working Group is responsible for development of a consistent and effective joint communication campaign to support the strategy framework of the 'Joint Government – UN Programme to fight Highly Pathogenic Avian Influenza (HPAI)'.

The annual lunar festival of Tet has been identified as a critical time for the potential transmission of HPAI given the associated cultural practices of poultry movement, slaughter and consumption. The AI IEC Working Group held a one day workshop on 29 November with the active participation of key ministries (including MARD, MOH, MOET, MOCI) and technical experts from the key ministries and WHO, FAO, UNDP, UNICEF as well as other organizations as AED, Care, Plan international, ect. in order to:

## **Objectives**

1. Identify essential and critical elements for a comprehensive Avian Influenza IEC & Behavior Change Framework
2. Prioritize behavioral objectives ('actions') and key messages for an intensive Pre-Tet campaign.

## **Outcome and follow-up actions**

Communication for behaviour change is vital for preventing, preparing, and responding to a potential human influenza pandemic. The Ministry of Health and the Ministry of Agriculture and Rural Development (supported by the World Health Organization (WHO) and the Food and Agriculture Organization (FAO)) are the lead Ministries in national responses to the human and animal health issues, respectively.

Together MOH and MARD must agree on the critical behavioural objectives for pandemic prevention and preparedness. The AI IEC Working Group can have a key role in developing communication strategies to achieve these behavioural objectives, using its network of communication staff and alliances at national, provincial and local levels.

The workshop proposed the following behavioural objectives (see below) for a Pre-Tet campaign to be submitted to MOH and MARD. Once these are agreed upon at the national level, they will form the basis of country-specific communication strategies to be implemented by the IEC Working Group and partners.

## Action points:

### *Actions*

The workshop recommended that the following key behavioural outcomes ('actions') be prioritized for intensive promotion in a pre-Tet campaign.

- Avoid contact with sick or dead poultry - **Report immediately to the authorities.**
- Handle and slaughter all poultry **safely** (wear mask, gloves, use disinfectant)
- Cook poultry thoroughly (no eating pink meat and runny eggs or consuming raw duck blood)
- Wash hands with soap before and after handling live poultry **and** preparing for cooking

### *Facts*

To provide a supportive environment for this behaviour change it is important that everyone understands the following four essential facts:

- Bird flu kills but it can be prevented
- Bird flu can be transmitted from poultry to humans
- Not all infected birds show symptoms of bird flu – Your poultry at home could be infected without you knowing

### *Creative suggestions*

Participants made the following creative suggestions that could be incorporated into a high impact entertainment based media campaign for Tet.

- TV game show spot – right and wrong information with essential 4 facts about bird flu
- Don't give chicken for Tet this year – Give soap instead! (entertainment TV spot)
- Protect yourself - protect your family – cook food safely for Tet (Celebrity cooking star – TV spot)
- Vietnam football team TV spot – It's a dirty game but we always clean our hands with soap

## Summary of proceedings

### *Introduction & opening remarks by Chander Badloe, UNICEF*

On 13 October 2005, a Joint United Nations Programme was signed between the Government of Vietnam and UNDP, FAO, WHO for Strengthening the Management of Public Health Emergencies in Vietnam, Phase 1, with focus on the Prevention and Control of Diseases of Epidemic Potential including Highly Pathogenic Avian Influenza (HPAI).

The Avian Influenza Steering Committee, including representations from Ministry of Health (MOH), Ministry of Agriculture and Rural Development (MARD), and Heads of UN agencies, first met on 16 November 2005 at MARD and agreed to establish a working group on IEC. UNICEF was assigned the lead of Avian Influenza IEC Working Group.

IEC (Information, Education, Communication) is one of key components of the Joint Government – UN Programme. Various very good initiatives and activities have been initiated and /or ongoing, but there are still some major challenges and concerns including the need to agree on

- consistency, packaging and delivery of key messages
- effective approaches (ensuring reach of key participant groups in key localities)

The most immediate need is to develop a co-ordinated, consistent media campaign leading up to the Tet festival. At the same time, the groundwork must be laid towards agreeing a common comprehensive IEC framework related to Avian Influenza.

### **Session 1 - chaired by Jama Gulaid, UNICEF**

#### ***Avian Influenza – the current situation in birds and humans***

Astrid Tripodi (FAO) gave an update on the animal situation of Avian Plan and Health. In Vietnam, since 1st Oct 2005, 1,135,746 poultry have been culled in 68 districts of 17 provinces and cities. These include Bắc Giang, Quảng Nam, Thanh Hoá, Hải Dương, Hưng Yên, Ninh Bình, Hải Phòng, Quảng Ngãi, Vĩnh Phúc, Bắc Ninh, Sơn La, Hoà Bình, Thái Bình, Phú Thọ, Thai Nguyen and Cao Bang. An intensive vaccination campaign is underway but there are some challenges with logistics, as well as local compliance and uptake.

Monica Guardo (WHO) followed with a updated on Avian Influenza and human health. Vietnam is currently in phase 3 of the WHO pandemic phases (Pandemic alert) given the ongoing transmission of H5N1 from animals to humans. A pandemic of influenza could potentially occur if three conditions are met: a new influenza A sub-type emerged to which a high proportion of the population are susceptible, the virus is capable of producing disease in humans and the virus is able to transmit efficiently from human to human; the first two conditions are now met but not the last one.

There have been 93 confirmed human H5N1 cases in Viet Nam from December 2003 until 24 November 2005, with 42 dead. So far all are associated with exposure to infected poultry with no evidence of significant change in virus and no evidence of efficient person-to-person transmission.

The current strategy in Vietnam is to:

- Control avian influenza – to prevent avian influenza becoming pandemic influenza

- Reduce risk to humans from avian influenza
- Prepare for a pandemic

## ***ESSENTIAL INFORMATION***

### **What is known about H5N1:**

- Healthy looking poultry may carry the virus (asymptomatic)
- Virus excreted in faeces and respiratory secretions
- Virus can be present outside and inside of eggs
- Virus might be present in raw poultry meat
- Virus can survive in the environment (6 – 35 days)
- Chilling and freezing do not kill virus

### **How H5N1 is transmitted:**

- Direct contact with infected birds / poultry, faeces or contaminated materials (including soil)
- Secretions and droplets
- Airborne / inhalation
- No evidence for food borne transmission

### **Known risk factors for H5N1 (As per NIHE/WHO case-control study):**

- Direct handling of ill/dead poultry
- Ill/dead poultry in household
- No indoor water-tap available

### **Prevention measures**

- **Kill the virus:** influenza viruses are killed by disinfectants - chlorine (0.1% sodium hypochlorite) and alcohol (70% ethanol) - and cooking
- **Minimize exposure** Avoid contact with any birds, their feathers, faeces and other waste; Make sure children keep away from poultry, especially sick or dead poultry; Avoid slaughtering poultry; If you visit a patient who may have bird flu, ask advice from hospital staff on preventive measures
- **If you cannot avoid exposure, reduce risk:** After having contact with poultry/meat do not put fingers in eyes, mouth or nose; Wash hands with soap and water after any contact with birds, their feathers, faeces and other waste; If you have been walking in farms, markets or backyards with poultry, remove and clean shoes before entering household; After high risk exposure, check your temperature at least once daily for 7 days. If you develop a high temperature ( $\geq 38^{\circ}\text{C}$ ), see a doctor immediately.
- **Food hygiene:** Separate raw meat from ready-to-eat foods and do not use same knives, chopping boards etc; Wash hands between handling raw meat and already cooked foods; Do not place cooked meat back on same plate or surface it was on before cooking; Wash eggs in soapy water and wash hands afterwards
- **Keep it clean:** After handling raw poultry or eggs, use soap and water to: Wash surfaces; Wash utensils; Wash hands; Surfaces and utensils can also be disinfected with chlorine solution (household bleach).
- **Cook it well:** Poultry meat is safe to eat if properly cooked; Meat should not be pink and should not contain any blood; Egg yolk should not be liquid or runny; Poultry and eggs prepared hygienically and cooked thoroughly are safe to eat. Do not eat duck blood pudding (tiet canh)



Susan Mackay, Program Communication Officer, Unicef, Bangkok presented a regional communication initiative to develop ‘Communication Resources Essentials And Tools’ (CREATE!) for emergencies which UNICEF is using to develop IEC tools for Avian Influenza response and Pandemic Preparedness. The CREATE! toolbox already contains a number of draft materials – including TV and radio spots, posters and leaflets that could be used as a basis for local adaptation in Vietnam. Vietnam is invited to develop new materials and make these available for other countries through CREATE!

The philosophy of CREATE! is that all tools should have

- High impact (e.g. strong visuals)
- Simple, clear, ‘action’ orientated messages
- Participatory development and testing with intended beneficiaries
- Actively avoid creating stigma

A discussion session followed. Man Ming Hung, Regional Adviser, AED asked for clarification on the current vaccination status of animals. Mr. Van Dang Ky, Deputy Director of Epidemiology MARD responded that almost 64 cities and provinces of Vietnam have implemented the first vaccination with the expenditure about VND170,000,000 (~US\$10,750) and now are in preparation progress for 2<sup>nd</sup> vaccination. Total estimated cost for vaccination is about VND340,000,000 (~US\$21,500). However, 2<sup>nd</sup> vaccination has been implemented in 10 provinces in high risk pandemic.

Ms. Le Kim Dung, expert from Student Affairs Department of Ministry of Education and Training shared information to the workshop that MOET has issued its Sector Emergency Plan on AI. However, as an implementing body, she expressed concern of lack of information and difficulties in doing the IEC to the school children and teacher who can influence to their family members of changing behavior. She is therefore very appreciate to get technical information and support from international agencies such as how deep should be reasonable and with which chemical element when burying disposed dead or is it possible to eat vaccinated meat, etc.

Clarification was given by FAO that eating vaccinated poultry is safe – as its a killed vaccine there is no possibility of catching the disease from vaccinated meat.

MARD, as a focal point assigned by the Government in fighting AI / pandemic shared information that Action Plan has been submitted to the Government and distributed to organizations and agencies. Guidelines and instructions and other detailed information are available and can be accessed at their website <http://www.mard.gov.vn/dah/>

Comment was made that more consistent outcomes could be achieved through Government and UN Co-ordination. An effective IEC campaign would require agreement of key messages and consistent strategies. Jama Gulaid emphasized the value of the five ‘C’s of communication:

- Clear
- Correct
- Consistent
- Creative
- Co-ordinated

To achieve this all partners will need to actively share information in a timely and collegial way.

**Session 2 – chaired by Mr. Chu Van Chuong, MARD**  
***What are we trying to achieve?***

A participatory group work session followed with each group proposing actions (behavioural outcomes) to achieve one of four main objectives:

- Objective 1: prevent Animal to animal transmission
- Objective 2: prevent animal to human transmission
- Objective 3: prevent transmission of normal human flu and other diseases
- Objective 4: prevent human to human transmission in a Pademic



Outcomes of group discussion are stated as in table bellowed:

## Overview results of 4 Group Discussion

<i>Group 1 Objective: Prevent Animal to Animal Transmission</i>	<i>Group 2 Objective: Prevent Animal to Human Transmission</i>	<i>Group 3 Objective: Prevent Transmission of normal human flu and other diseases</i>	<i>Group 4 Objective: Prevent Human to Human Transmission in a Pandemic</i>
<ul style="list-style-type: none"> <li>- Report immediately sick poultry to village head / authority</li> <li>- Separate chicken and waterfowl</li> <li>- Keep poultry fenced</li> <li>- Do not visit farms with sick poultry</li> <li>- Wash hands before and after handling poultry</li> <li>- Use disinfectants: kresyl, virkon, benkocid</li> <li>- Vaccinate poultry</li> <li>- Wash, disinfect means of transportation</li> <li>- Prevent contact between poultry and wild birds (nets, cages)</li> <li>- Burn or bury dead / sick poultry</li> <li>- Do not transport sick poultry</li> <li>- Do not sell sick poultry</li> <li>- Do not buy, bring and have live birds in your home</li> <li>- Do not release your birds. Keep them alive and healthy</li> <li>- Enjoy your eggs by washing the shell with soap / water – cooking it well</li> <li>- Do not bring, buy and have live birds in your home</li> <li>- Don't release your birds! Keep them alive and healthy</li> </ul>	<ul style="list-style-type: none"> <li>- Wear protective gear and dispose / wash after use</li> <li>- Avoid contact with live birds</li> <li>- Do not buy, bring, raise live birds in your home</li> <li>- Raise birds in closed environment</li> <li>- Do not consume raw poultry products (eggs, blood)</li> <li>- Encourage to eat the healthy chicken from foods companies or supermarket with “certification”</li> <li>- Do not transport poultry from affected areas to others</li> <li>- Report immediately to authority in case of birds infected or illegal transportation, consume and trade of live birds</li> <li>- Utilize safe Hygienic slaughtering practices</li> <li>- Always wash your hands with soap and water after you handle or prepare poultry</li> <li>- Wash after working with poultry</li> <li>- Do not buy, bring home virus bird</li> <li>- Do not consume runny eggs</li> <li>- Do not transport poultry to crowded area</li> <li>- Always washing hand with soap</li> </ul>	<ul style="list-style-type: none"> <li>- Wash hands thoroughly with soap regularly</li> <li>- Cover your mouth when coughing or sneezing</li> <li>- Report to health facility if fever is higher than 38<sup>0</sup>, especially if sick or dead poultry in surroundings</li> <li>- If sick, wear a mask. Care givers of AI patients should wear protective gear (gloves, mask)</li> </ul>	<ul style="list-style-type: none"> <li>- Call the hotline for the latest information</li> <li>- Stay at home – avoid essential contact with others who may be at risk (avoid travel, work from home)</li> <li>- Follow the guidelines of local authorities strictly</li> <li>- Restrict movement</li> <li>- Limit entry of all visitor to your home or farm</li> <li>- Hand washing by soap (avoid contaminated water)</li> <li>- Maintain all aspects of personal hygiene (eg hand washing, clean food, water sources)</li> <li>- Wear mask, if advised take protective measures (eg. cover mouth when coughing)</li> <li>- Contact emergency health team if you have suspect AI symptoms</li> <li>- Stop using centralized air-conditioning system</li> <li>- Maintain food safety / handling</li> <li>- Ensure safe storage areas for stockpiling food</li> <li>- Quarantine outbreak areas</li> <li>- Disinfect hands and clothes when in contact with animals and farm animals / equipment</li> <li>- Listen to news on mass media (TV, radio, newspaper)</li> </ul>

Groups posted their proposed actions on a giant wall ‘map’. Feedback and discussion followed. Given the number of actions proposed further discussion with a smaller group will be needed to prioritize and refine. However, there was general agreement that this map would form the basis of a comprehensive framework for action.

### **Session 3 – chaired by Mr. Mr. Tran Duc Long, MOH**

#### ***Prioritizing actions for Tet***

In order to design a media campaign in the remaining weeks leading up to the Tet festival participants were asked to use 3 red stars to vote for actions that might make a difference to reduce H5N1 up to and during the Tet festival. The need to focus on feasible actions in the short time available was firmly stressed. The following criteria were stressed for use in prioritizing key actions: do-able, based on already ongoing / initiated activities, action for maximum impact for reducing risk, concentration on preventive measures (object 1 – 3)

Once votes were cast participants prioritized the following key actions

- Avoid all contact with sick or dying poultry! Report immediately to the authorities
- If you have to handle poultry do it safely (wear mask, gloves)
- Cook poultry thoroughly (don’t eat pink meat or runny eggs, or eat duck blood)
- Wash hands with soap before and after handling live poultry and preparing for cooking

MOET commented that subject (such as poultry care givers, community, poultry handling at households or at food production companies, etc) of the campaign should be considered so that suitable campaign and messages can be applied.

Ogilvy specialized in social marketing added that people is of information, lack knowledge and awareness regarding the dangerous of AI to human health, hence, we have to deliver clear and correct messages to every single person in a quickest manner.

### **Session 4 – facilitated by Susan Mackay**

#### ***Charting a way forward – introducing a strategic matrix for change***

A matrix tool was introduced to assist in the strategic planning of behaviour change activities. See Annex 2 –Matrix for Change

Following the exercise there was a feedback and discussion session. In summary

**Action for Group 1:** “Avoid all contact with sick or dying poultry! Report immediately to the authorities”

- Mass media: campaign for awareness of the dangers: TV spot, radio, community, village meeting, loud speaker → urgent that messages are prepared for those activities
- The lack of compensation for disposal of poultry is a barrier that must be addressed
- Promotion in schools
- It’s important to raise general awareness with simple messages such as:
  - o “Bird flu kills
  - o “Bird flu can be transmitted from animal to human
  - o “some birds do not show symptoms even if they have bird flu/carry the virus
  - o “Be aware: Your poultry at home could be infected without you noticing

**Action for Group 2:** If you have to handle poultry do it safely (wear mask, gloves, use disinfectant)

- Currently caregivers and people who have to handle poultry do not wear mask or gloves, etc because:
  - o Lack of information or
  - o Lack of supply of those materials
  - o Habits, stubborn characteristics of Vietnamese people
- Support required: a workshop – field visit to community
- Motivators: Virus H5N1 attach and infect to human being by touching, through breath
- Famous singer: how to cook on TV, radio, poster, leaflets, other IEC materials
- VCD, filming, posters, news
- Patients who have recovered from the virus – let him/her talk about why she/she affected by the virus and how to prevent and overcome

**Action for Group 3:** Cook poultry thoroughly (no pink meat and runny eggs)

- cook poultry thoroughly – be careful when handling and preparation of food, wash hands → food safety. Handling raw poultry meet and other products of food separately. Do not use same knives, etc.
- Barrier to changes include lack of facilities, poverty, lack of education,
- Motivational message: “protect your family, protect your love ones”
- Proposed channel: TV spot, radio, flipcharts, IEC materials

**Actions for Group 4:** Wash hands with soap before and after handling live poultry and preparing for cooking

- Everybody should wash hands with soap
- Currently they don’t wash often enough, often without soap
- Reason: no soap available, lack of knowledge, habits, no safe water resources
- Difficulties: poor, no soap available for buying, unsafe water sources, budget
- Motivation: provide free of soap, education awareness raising of people
- “Football players and soap”
- Children could be motivated through schools
- health motivators, farmer association, youth union
- TV, radio, football match, posters, leaflets, picture books

In the plenary discussion that followed the following creative suggestions were proposed for further discussion:

- Protect yourself - protect your family – cook food safety for Tet (Celebrity cooking star – TV spot)
- TV game show spot – right and wrong information with essential 4 facts about bird flu
- Don’t give chicken for Tet this year – Give soap instead! (entertainment TV spot)
- Vietnam football star – It’s a dirty game but we clean our hands with soap

## **Session 5 – chaired by Chander Badloe, UNICEF**

### ***Preparing an Action Plan for TET – and next steps***

In the final plenary discussion participants were enthusiastic about the progress that had been made during the intensive work sessions throughout the day. However most were tired, and it was the general agreement that a follow-up meeting should be convened by UNICEF as soon as possible (by the end of the week) to reflect on progress and agree next steps.

Agreement is needed on

- Responsibility of participants: to be identified clearly
- A co-ordination mechanism
- Exactly who the IEC group is - Is a Structure, schedule required? - meeting on regular basis – Who should be represented

Susan Mackay has been invited to present to VTV on Wednesday 30<sup>th</sup>. The group agreed that the preliminary conclusions of the workshop should be shared.

In summing up Mr. Chu Van Chuong, MARD, stated that the outcomes of this workshop are very important to the Joint Gov. – UN programme, as well as benefiting other programmes. The working group will meet together and consolidate action points, circulate to participants later and submit to the higher level. The meeting of the Programme Management on 30<sup>th</sup> November will be delayed, time and date will be re-confirmed later.

Chander Badloe suggested Thursday December 1<sup>st</sup> for the follow-up meeting. The membership should relate to working modalities of the group. Discussion is needed on how to take the immediate action points further. Following the Pre-Tet campaign there will be a need to move to a broader framework

In closing the workshop UNICEF Representative, Mr. Jesper Morch thanked participants for their enthusiastic participation. Much has been achieved in a very short time. The Steering Committee had expressed concerns about the fragmentation and lack of progress in this critical area and outcomes of the workshop will be greatly welcomed. However the hard work is still ahead, and participants were urged to worry less about the modalities and structural mechanisms but to worked together with a strong sense of common purpose according to what is most urgently required.

Agreed follow-up Actions:

- Finalization Documents of workshop (English and Vietnamese) for presentation and sharing widely / endorsement
- Follow up meeting of IEC working group to:
  - ✓ Finalize details of pre-Tet campaign (who, cost etc.)
- IEC working group to fully clarify modalities – draft TOT – participation / involvement of other organizations / INGO's, etc
- Use of Result of workshop to draft broader AI IEC/BCC Framework (Phase II)

**Conclusion:** Give the limited time, all participants agreed that workshop was extremely usefull and that objectives were achieved. The importance of such workshop for networking / coordinated approach was stressed very much.

## ANNEX 1 – AGENDA

### 29 November, Tuesday

- 08:00 - 08:30 Registration
- 08:30 - 09:00 **Welcome & Opening Remarks – Chander Badloe, UNICEF**
- 09:00- 10:00 **Session 1: What is the latest situation? – Chaired by Jama Gulaid, UNICEF**
- Avian Flu and animal health – update on the latest situation*  
*Presentation by Astrid Tripodi, FAO (15 mins)*
- Avian Flu and human health – update on the latest situation and examining the evidence – what we know (and don't know!) about how H5N1 is transmitted*  
*Presentation by Monica Guardo, WHO (15 mins)*
- Communication for Avian and Human Flu – CREATE!*  
*Presentation by Susan Mackay, UNICEF (10 mins)*
- Ask the experts - Q&As (20 mins)*
- 10:00 – 10:45 **Session 2: What are we trying to achieve? – Chaired by Mr. Chu Van Chuong, MARD**
- Group Work: Looking at the big picture (45 mins)*
- Prioritizing actions for behaviour change: preventing animal-to-animal, animal-to-human transmission of H5N1 and human-to-human transmission of virus.*  
*Group exercise – break out into 6 groups*
- 10:45 – 11:00 Tea / Coffee break
- 11:00 – 12:00 **Feedback and discussion (60 mins)**
- 12:00-13:00 Lunch
- 13:00 – 13:45 **Session 3: Prioritizing actions for 'Tet' – Chaired by Mr. Tran Duc Long, MOH**
- Plenary Discussion (45 mins)*
- 13:45 -14:45 **Session 4: Charting a way forward – Chaired by Susan Mackay, UNICEF**
- Group Work: Developing a framework for action*
- Encouraging behaviour changes. Proposed actions and developing strategies for change.*  
*Group exercise – filling out a matrix. Break out into groups. One group focuses on Tet.*
- 14:45 – 15:45 **Feedback and discussion**
- 15:45 – 16:00 Tea / Coffee break
- 16:00 – 17:00 **Session 5 : Preparing an action plan for Tet – Chaired by Chander Badloe, UNICEF**
- Plenary Discussion – What needs to be done, Agreeing partner roles and responsibilities*
- Creating an action plan
- Closing comments and wrap-up**

## ANNEX 2 – Matrixes for Change

DESIRED BEHAVIOUR	CURRENT BEHAVIOUR	REASONS FOR CURRENT BEHAVIOUR	BARRIERS TO CHANGE 'Lock'	STRATEGY – 'Key's' for CHANGE				TOOL(S) REQUIRED	INDICATOR
				PROGRAMME ACTION	FACILITATING FACTORS	MOTIVATION ("messages" to communicate)	"CHANGE AGENT"		
No movement or eating of sick birds	Kills and eat sick birds	Economics (no damage return) Social Stigma (reporting) Lack of knowledge		Awareness campaign Endemity		Clear message of danger to self, families and others	Mass media, school training or other organisations	•	
Handle raw poultry meat and products separately and safely	Do not separate raw poultry meat and other food (same chopping board, knife) People do not wash their hands after that	Ignorance of the risks Lack of awareness	Lack of facility (water tap) Lack of education Facilities of women	Hygiene education at communities	Women are keen to learn and improve their lives	Protect your family, your love one	Women's union	•	Documentary TV, soap opera, PSA
Handle poultry safely	Không có dụng cụ bảo hộ Không đảm bảo vệ sinh	Thiếu thông tin cũng như sự hiểu biết Nguồn cung cấp các dụng cụ bảo hộ chưa rộng rãi	Thói quen Tinh báo thủ Thông tin chưa rộng rãi và chính xác	Truyền thông rộng và sâu đến công chúng, đặc biệt các hộ chăn nuôi gia cầm	Hội thảo đầu bờ (tại địa phương)	Vi rút cúm A H5N1 tấn công và xâm nhập vào cơ thể qua: i) tiếp xúc trực tiếp ii) hơi thở (đường hô hấp)	Tạo hình ảnh ca sỹ nổi tiếng đang mang bao hộ lao động khi nấu món gà trong chương trình dạy nấu ăn trên truyền hình (Ca sỹ vào bếp)	VCD poster, other POSM (point of sale materials) News: TV, Radio, Newspaper	TV, radio Poster, POSM (chủ ý nơi không có điện)
Handle poultry safely	Do not have the protective gears Hygiene instructions are not observed/followed	Lack of information or awareness The protective gears are not readily available	Customs Resistance to change Lack of information or accurate information	Intensive campaign targeted at the general population, especially who raise birds	On-site training workshop	Virus influenza A (H5N1) can attack and enter your body through: i) direct contact and ii) breaths (respiratory)	Popular singer wearing the protective gears when preparing chicken dishes (TV cooking program – singers in the kitchen program)	VCD poster, other POSM News: TV, Radio, Newspaper	TV, radio Poster, POSM (chủ ý nơi không có điện)

DESIRED BEHAVIOUR	CURRENT BEHAVIOUR	REASONS FOR CURRENT BEHAVIOUR	BARRIERS TO CHANGE 'Lock'	STRATEGY – 'Key's' for CHANGE					TOOL(S) REQUIRED	INDICATOR
				PROGRAMME ACTION	FACILITATING FACTORS	MOTIVATION ("messages" to communicate)	"CHANGE AGENT"	PROPOSED CHANNEL		
<i>Rửa tay bằng xà phòng</i>		<i>Không có xà phòng Chưa có thói quen Không có nước sạch</i>	<i>Không có tiền mua xà phòng Không có xà phòng để mua Thông tin về nguy cơ còn hạn chế Nguồn nước?: không có nguồn lực và thời gian</i>	<i>Cung cấp xà phòng miễn phí Truyền thông Hiểu biết tốt hơn về hành vi tới an toàn cá nhân và gia đình</i>	<i>Cầu thủ đá bóng sau Seagames quảng bá cho việc dùng xà phòng  Học sinh  Hội nông dân, hội phụ nữ,</i>			<i>TV spot (giữa trận đấu bóng)  Quảng cáo di động (rửa tay xà phòng và uống via tiger)</i>	•	
	<i>Wash with only water  Wash occasionally and not at key moments</i>	<i>No soap  Lack of understanding of implication  Habits (common bowl)  No safe water available</i>	<i>Affordability Availability Lack of information (quality, language)  General understanding "washing hands with soap better"  Time and cost to quickly provide water</i>	<i>Free soap (promotion)  Knowledge of consequence</i>	<i>VN soccer team  Kids-schools  Helath and mass organisations system (Farmers' association, women's union, youth union)</i>	<i>TV commercials Radio (VOV) Ad/billboards during games Poster comic book Mobile Tiger-like promotion units (washing hands with soap)  Give soap for TET, not chickens</i>			•	

### Annex 3 – List of Participants

Id.	Name	Organization	Email
1	Mike Coleman	UNDP	-
2	Ms. Pham Thanh Hang	UNDP	<a href="mailto:hang@undp.org.vn">hang@undp.org.vn</a>
3	Ms. Astrid Tripodi	FAO	<a href="mailto:astrid@fao.org.vn">astrid@fao.org.vn</a>
4	Ms. Monica Guardo	WHO	<a href="mailto:guardom@vtn.wpro.who.int">guardom@vtn.wpro.who.int</a>
5	Ms. Dida Connor	WHO	<a href="mailto:didac@vtn.wpro.who.int">didac@vtn.wpro.who.int</a>
6	Mr. Peter Horby	WHO	<a href="mailto:HorbyP@vtn.wpro.who.int">HorbyP@vtn.wpro.who.int</a>
7	Mr. Chu Van Chuong	International Cooperation Department, MARD	<a href="mailto:ChuongCV.htqt@mard.gov.vn">ChuongCV.htqt@mard.gov.vn</a>
8	Mr. Tran Duc Long	Legal Department, MOH	Fax: 8465733
9	Nguyen Dao Toan	MOCI	
10	Nguyen Van Bac	Vietnam Custom Newspaper	
11	Mr. Van Dang Ky	Dep. of Epidemiology, DAH, MARD	<a href="mailto:vandangky@yahoo.com">vandangky@yahoo.com</a>
12	Ms. Man Ming Hung	AED	<a href="mailto:mhung@aed.org">mhung@aed.org</a>
13	Hoang Van Hoa	Ogilvy Public Relations Worldwide	-
14	Ms. Cheryl Hall	USDA	<a href="mailto:cheryl.i.hall@aphis.usda.gov">cheryl.i.hall@aphis.usda.gov</a>
15	Le Xuan Thuy	Centre for Health Education, MOH	
16	Pham Xuan Cuong	Centre for Health Education, MOH	
17	Ta Ngoc Sinh	AIEPR Project, MARD	<a href="mailto:tangocsinh@yahoo.com">tangocsinh@yahoo.com</a>
18	Mr. Do Huu Thuy	AIEPR Project, MARD	
19	Whitney Pyles	Care International	<a href="mailto:whitney@care.org.vn">whitney@care.org.vn</a> <a href="mailto:wpyles@care.org">wpyles@care.org</a>
20	Ms. Carol Sherman	Care International	<a href="mailto:csherman@care.org.vn">csherman@care.org.vn</a>
21	Deetalki Khalna	Plan International	-
22	Dao Thi To Nga	Plan International	<a href="mailto:nga.daothito@plan-international.org">nga.daothito@plan-international.org</a>
23	Nguyen Hai Yen	Youth Union	

<b>Id.</b>	<b>Name</b>	<b>Organization</b>	<b>Email</b>
24	Phan Thi Le Xiem	Farmer Association	
25	Tran Phu Mac	Farmer Association	
26	Marie Eban	VSF	<a href="mailto:patrice_gautier@avsf-vietnam.org">patrice_gautier@avsf-vietnam.org</a>
27	Ms. Ta Bich Loan	Vietnam Television	-
28	Le Thi Kim Dung	MoET	<a href="mailto:dungtrang@fpt.vn">dungtrang@fpt.vn</a>
29	Bui Duc Kim	Hanoi DARD	
30	Mr. Chander Badloe	UNICEF	<a href="mailto:cbadloe@unicef.org">cbadloe@unicef.org</a>
31	Mr. Jama Gulaid	UNICEF	<a href="mailto:jgulaid@unicef.org">jgulaid@unicef.org</a>
32	Ms. Susan Mackay	UNICEF EAPRO, Bangkok, Thailand	<a href="mailto:smackay@unicef.org">smackay@unicef.org</a>
33	Mr. Tran Khac Tung	UNICEF	<a href="mailto:tktung@unicef.org">tktung@unicef.org</a>
34	Mr. Trinh Anh Tuan	UNICEF	<a href="mailto:tatuan@unicef.org">tatuan@unicef.org</a>
35	Ms. Nguyen Thi Thanh Huong	UNICEF	<a href="mailto:ntthuong@unicef.org">ntthuong@unicef.org</a>
36	Tran Thi Thu An	UNICEF	<a href="mailto:ttan@unicef.org">ttan@unicef.org</a>
37	Le Thi Thanh Tam	UNICEF	<a href="mailto:lттam@unicef.org">lттam@unicef.org</a>

#### Annex 4: Very Preliminary Overview of IEC Initiatives /Activities related to Highly Pathogenic Avian Influenza<sup>1</sup>

Ministry / Institution	Type of Activity – ongoing or planned	Quantity	Delivery Channel	Budget	Target Audience	Timing / When
MARD - National Extension Center	Focus on animal health				?	Started/ongoing
	• Leaflets		?		?	
	• Posters		?		?	
	• Mass media campaign		Central TV and for 64 provinces		General public?	
AED – focus on Animal health	Technical assistance – to existing/ongoing programmes on : <ul style="list-style-type: none"> <li>• Methodology for selecting key messages</li> <li>• Support mass media campaign / training of press</li> <li>• Community level activities</li> <li>• With Ogilvy – work with Vietnamese media on key messages – print/radio / TV</li> <li>• Audience research - KAP</li> </ul>				<ul style="list-style-type: none"> <li>• Poultry farmers in high risk provinces</li> <li>• Rural population</li> </ul>	Start ASAP
MoH / IEC Sub-committee under the MoH SARS & Avian Influenza Committee <sup>2</sup>	Focus on Human Health <ul style="list-style-type: none"> <li>• Developed plan for pandemic – to 2006 and beyond</li> <li>• Training of Village Health workers</li> </ul>					

<sup>1</sup> Based on inputs at Avian Influenza IEC Working Group Meeting – 24 November 2005

<sup>2</sup> This sub-committee is comprised of representatives from Center for Health Education, NIHE, Department of Preventive Medicine etc under leadership of Legal Department of MoH

Ministry / Institution	Type of Activity – ongoing or planned	Quantity	Delivery Channel	Budget	Target Audience	Timing / When
	Development of IEC materials on key messages as I) food safety/ hygiene, ii) stay away from pollution sources, iii) maintain healthy lifestyle- nutrition etc and iv) referral system – where to go when .... <ul style="list-style-type: none"> <li>• TV spot (45 second)</li> <li>• Radio: spot (60 seconds) and 1 Public Service Announcement (5 minutes)</li> <li>• short film (5 minutes)</li> <li>• printed materials – 1 leaflets and 1 poster and 1 handbook etc</li> </ul>		TV – mass media  Provincial TV / media  Training of Village Health Volunteers	1 billion VND fro Gov't, 1 60,000 US\$	Leaflets: Households Handbook: village health professionals	Ongoing already, materials pre-tested