

MID-BCC – Communications for Change in Infectious Diseases in Greater Mekong Subregion

Using Participatory Action Research to Form Realistic Avian Influenza Prevention Behaviors

Anton Schneider
Regional BCC Specialist
AED
Vientiane, Lao PDR
August 30, 2010

Objectives

- Explain how a PAR (participatory action research) process was used to pinpoint realistic, achievable community actions to prevent avian influenza
- Describe how villagers in Lao PDR used a participatory process to assess their collective risk situation, gender roles, and protection from animal diseases
- Discuss how these insights were used to create an action plan to prevent AI

Presentation Outline

- Introduction & Background
- Purpose/objectives
- Implementation Activities
- Results
- Challenges

Introduction:

Basic Premise:

Consider village as one poultry unit

- It is almost impossible for backyard farmers to make their individual backyards farms bio secure
- Poultry in the village roam freely
- Animals of one household interact with those of other households
- AI in a single village farm affects the poultry in entire village

Objectives of the Pilot:

- Determine the feasibility of village-level behaviour change in bio-security, and provide guidance for broader application (scaling up)
- Work with village as a whole – through village authority, Village Veterinary Workers, volunteer farmers (poultry raisers) to identify and implement feasible, realistic bio-security measures to prevent poultry disease entering the village, and mitigate disease impact

Implementation



Interactive, participatory Pilot with farmers, village authorities and district officials:

- Research, Planning & Implementation
- Joint Collaboration between FAO & AED
- Period: July 2008 – April 2009
- 2 provinces: Vientiane Capital and Champasak
- 4 districts: Sikhottabong, Naxaytong, Pakse and Bachieng
- 4 villages: Champa, Phosy, Photark and Thongthing
- Joint Collaboration between FAO & AED

Partnerships

- ❑ AED - FAO
- ❑ NAHC
- ❑ MAF & DLF
- ❑ PAFO, DAFO
- ❑ LWU
- ❑ Universities
- ❑ Village



Meet Village Leaders & Key Champions



- Village authority
- Village Veterinary Volunteer
- Lao Women's Union
- Village Health Volunteer



Household Baseline Survey

- 6-8 interviewers
- 4 local facilitators
- 60% of households in the village were interviewed



Conduct Participatory Action Research

- Village Mapping
- Transect walk
- FGD's (4):
 - ✓ Seasonal Calendar
 - ✓ Daily Activities
 - ✓ Gender Roles Poultry Raising
 - ✓ Communication Channels
 - ✓ Force Field Analysis
- Village Meeting to discuss Findings
- Develop Action Plan



PAR Tools: Transect walk



PAR Tools: Village Mapping



PAR Tools : Seasonal calendar



Handwritten seasonal calendar table in Burmese. The title is "ကုမ္ပဏီ I" (Company I) and "ဘက်စုံအားဖြင့်" (Comprehensive). The table is organized into columns representing months or periods (1-2, 3-4, 5-6, 7-8, 9-10, 11-12) and rows representing different categories (likely crops or activities).

အမျိုးအမည်	လ ၁-၂	လ ၃-၄	လ ၅-၆	လ ၇-၈	လ ၉-၁၀	လ ၁၁-၁၂
ပဲ (Beans)	ပဲစုတ်ပျက် ပဲစုတ်ပျက် ပဲစုတ်ပျက် ပဲစုတ်ပျက် ပဲစုတ်ပျက် ပဲစုတ်ပျက်	ပဲစုတ်ပျက် ပဲစုတ်ပျက် ပဲစုတ်ပျက် ပဲစုတ်ပျက် ပဲစုတ်ပျက် ပဲစုတ်ပျက်	ပဲစုတ်ပျက် ပဲစုတ်ပျက် ပဲစုတ်ပျက် ပဲစုတ်ပျက် ပဲစုတ်ပျက် ပဲစုတ်ပျက်	ပဲစုတ်ပျက် ပဲစုတ်ပျက် ပဲစုတ်ပျက် ပဲစုတ်ပျက် ပဲစုတ်ပျက် ပဲစုတ်ပျက်	ပဲစုတ်ပျက် ပဲစုတ်ပျက် ပဲစုတ်ပျက် ပဲစုတ်ပျက် ပဲစုတ်ပျက် ပဲစုတ်ပျက်	ပဲစုတ်ပျက် ပဲစုတ်ပျက် ပဲစုတ်ပျက် ပဲစုတ်ပျက် ပဲစုတ်ပျက် ပဲစုတ်ပျက်
ပဲ (Beans)	ပဲစုတ်ပျက် ပဲစုတ်ပျက် ပဲစုတ်ပျက် ပဲစုတ်ပျက် ပဲစုတ်ပျက် ပဲစုတ်ပျက်	ပဲစုတ်ပျက် ပဲစုတ်ပျက် ပဲစုတ်ပျက် ပဲစုတ်ပျက် ပဲစုတ်ပျက် ပဲစုတ်ပျက်	ပဲစုတ်ပျက် ပဲစုတ်ပျက် ပဲစုတ်ပျက် ပဲစုတ်ပျက် ပဲစုတ်ပျက် ပဲစုတ်ပျက်	ပဲစုတ်ပျက် ပဲစုတ်ပျက် ပဲစုတ်ပျက် ပဲစုတ်ပျက် ပဲစုတ်ပျက် ပဲစုတ်ပျက်	ပဲစုတ်ပျက် ပဲစုတ်ပျက် ပဲစုတ်ပျက် ပဲစုတ်ပျက် ပဲစုတ်ပျက် ပဲစုတ်ပျက်	ပဲစုတ်ပျက် ပဲစုတ်ပျက် ပဲစုတ်ပျက် ပဲစုတ်ပျက် ပဲစုတ်ပျက် ပဲစုတ်ပျက်
ပဲ (Beans)	ပဲစုတ်ပျက် ပဲစုတ်ပျက် ပဲစုတ်ပျက် ပဲစုတ်ပျက် ပဲစုတ်ပျက် ပဲစုတ်ပျက်	ပဲစုတ်ပျက် ပဲစုတ်ပျက် ပဲစုတ်ပျက် ပဲစုတ်ပျက် ပဲစုတ်ပျက် ပဲစုတ်ပျက်	ပဲစုတ်ပျက် ပဲစုတ်ပျက် ပဲစုတ်ပျက် ပဲစုတ်ပျက် ပဲစုတ်ပျက် ပဲစုတ်ပျက်	ပဲစုတ်ပျက် ပဲစုတ်ပျက် ပဲစုတ်ပျက် ပဲစုတ်ပျက် ပဲစုတ်ပျက် ပဲစုတ်ပျက်	ပဲစုတ်ပျက် ပဲစုတ်ပျက် ပဲစုတ်ပျက် ပဲစုတ်ပျက် ပဲစုတ်ပျက် ပဲစုတ်ပျက်	ပဲစုတ်ပျက် ပဲစုတ်ပျက် ပဲစုတ်ပျက် ပဲစုတ်ပျက် ပဲစုတ်ပျက် ပဲစုတ်ပျက်



PAR Tools : Gender Roles vis-à-vis Poultry Raising



PAR Tools : Daily Schedule by Gender



III ວຽກປະຈຳວັນ. (ໃນມື້ເກີດ)

ເວລາ	ວຽກລະອຽດຕ່າງໆ
5-5:30 ຮຽນ	- ພັດທະນາ, ປັບ, ຕັດສະນະ, ກິດຈະກຳ
7 ພຽງ	- ອາບຂີ້, ວິນາຍ, ພັດທະນາກິດຈະກຳ, ພັດທະນາ, ພັດທະນາ
5 ຮຽນ/ຮຽນອອກ	- ພັດທະນາ ພັດທະນາ, ພັດທະນາ
7-7:30 ຮຽນ	- ກິດຈະກຳ, ກິດຈະກຳ, ກິດຈະກຳ, ກິດຈະກຳ
9-10 ກິດຈະກຳ	- ກິດຈະກຳ ກິດຈະກຳ

III ວຽກປະຈຳວັນ

ເວລາ	ວຽກລະອຽດຕ່າງໆ
5:00-5:30	ອາບຂີ້ - ອາບຂີ້
6:00-6:30	ອາບຂີ້ - ອາບຂີ້
7:00-7:30	ອາບຂີ້ - ອາບຂີ້
7:30-8:00	ອາບຂີ້ - ອາບຂີ້
8:00-8:30	ອາບຂີ້ - ອາບຂີ້
8:30-9:00	ອາບຂີ້ - ອາບຂີ້
9:00-9:30	ອາບຂີ້ - ອາບຂີ້
9:30-10:00	ອາບຂີ້ - ອາບຂີ້

ເວລາ	ວຽກລະອຽດຕ່າງໆ	ຍີ	ຍິ
5-6 ມ.	ອາບຂີ້ - ອາບຂີ້	✓	✓
6.30	ອາບຂີ້ - ອາບຂີ້	✓	✓
7:00-7:30	ອາບຂີ້ - ອາບຂີ້	✓	✓
8:30	ອາບຂີ້ - ອາບຂີ້	✓	✓
12:30	ອາບຂີ້ - ອາບຂີ້	✓	✓
13:30	ອາບຂີ້ - ອາບຂີ້	✓	✓
14:00	ອາບຂີ້ - ອາບຂີ້	✓	✓
15:00	ອາບຂີ້ - ອາບຂີ້	✓	✓
16:00	ອາບຂີ້ - ອາບຂີ້	✓	✓

PAR Tools : Communication Channels

Handwritten communication channel matrix (left):

Communication Channel	TV	Radio	Print	Other
TV	TV			
Radio		Radio		
Print			Print	
Other				Other

Bottom row labels: TV: 3 (1), Radio: 2 (2), Print: 1 (3), Other: 4 (4)

Handwritten communication channel matrix (top right):

Communication Channel	TV	Radio	Print	Other
TV	TV			
Radio		Radio		
Print			Print	
Other				Other

Handwritten communication channel matrix (bottom right):

Communication Channel	TV	Radio	Print	Other
TV	TV			
Radio		Radio		
Print			Print	
Other				Other

Bottom row labels: TV: 2, Radio: 0, Print: 2, Other: 2

Village Meeting: Discussion & Analysis



Development of Village Action Plan

- Each Village Developed and Agreed on a Village Action Plan
- This was signed by the Village Leader and FAO/AED
- Community Event, followed by AI Orientation
- Examples of Commitments:
 - ✓ Communication Activities
 - ✓ Set Up Poultry Selling Area Outside Village
 - ✓ Select Volunteer “Model Farmers”
 - ✓ Commit to Improved Poultry Raising Practices
 - ✓ Schedule Training Visits by Experts

No	Activities	Time Frame	Leader / implementer	Advisors
1	<u>Communication:</u> Opening ceremony for AI Dissemination and Community Awareness	Oct, 02-08	Mr. Thong Dam	Village party secretary and Youth Union
2	Post pilot village sign	Oct, 02-08	Mr. Thong Dam	Village party secretary and Youth Union
3	Post the posters in community	Oct, 05-08	Mr. Thong Dam	Village party secretary and Youth
1	<u>Set up poultry market:</u> Identify appropriate location -200 meters from community -near road	Sept, 10-08	Ms. Thongphat h Mr. Pheng	Village party secretary and village LWU
2	Agreement with villagers and village authority	Sept, 11-08	Ms. Thongphat h Mr. Pheng	Village party secretary and village LWU
3	Post the market sign	Oct, 15-08	Ms. Thongphat h Mr. Pheng	Village party secretary and village

Official Launch & Community Orientation



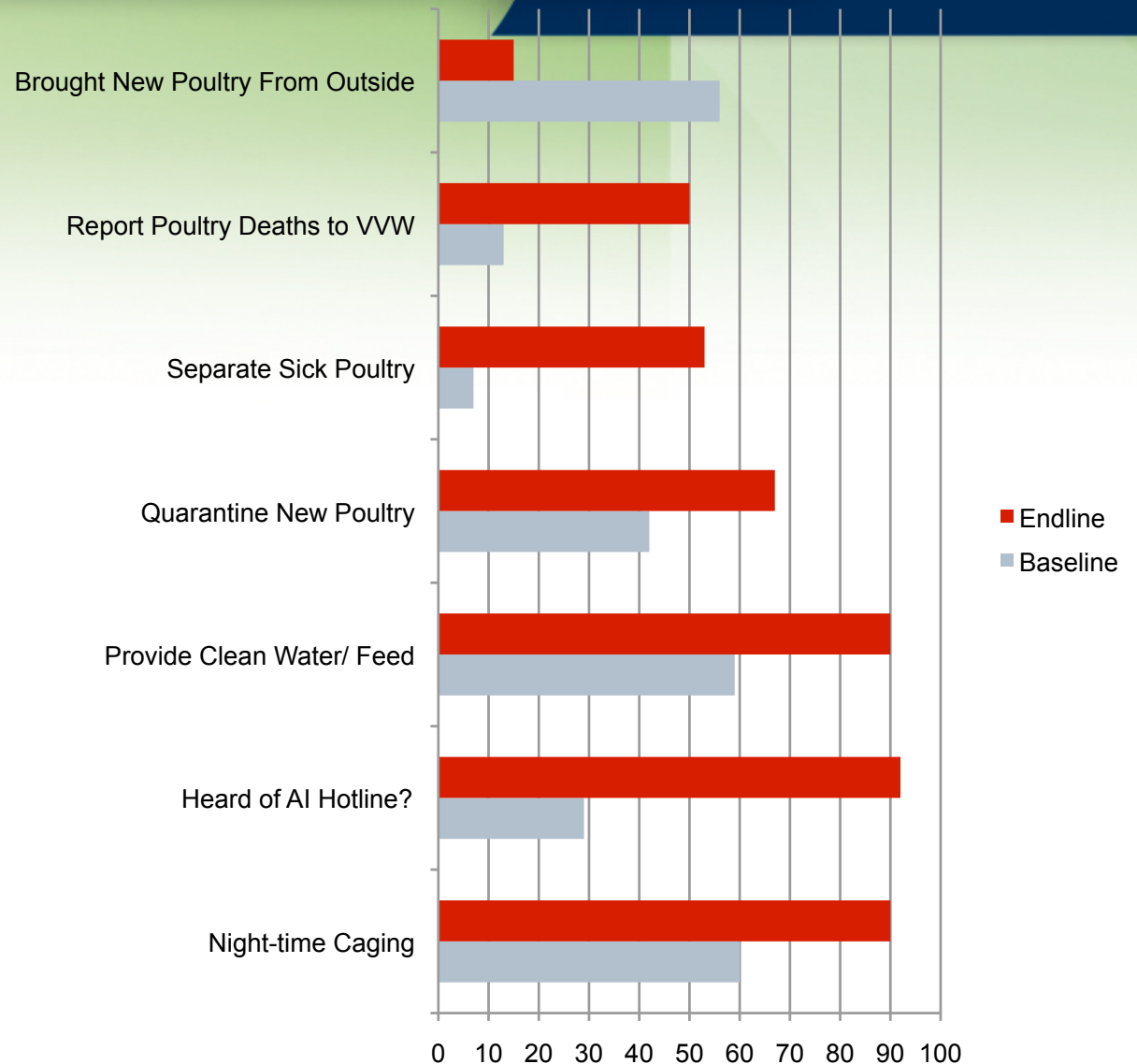
Monthly Monitoring & Trouble-Shooting



Results

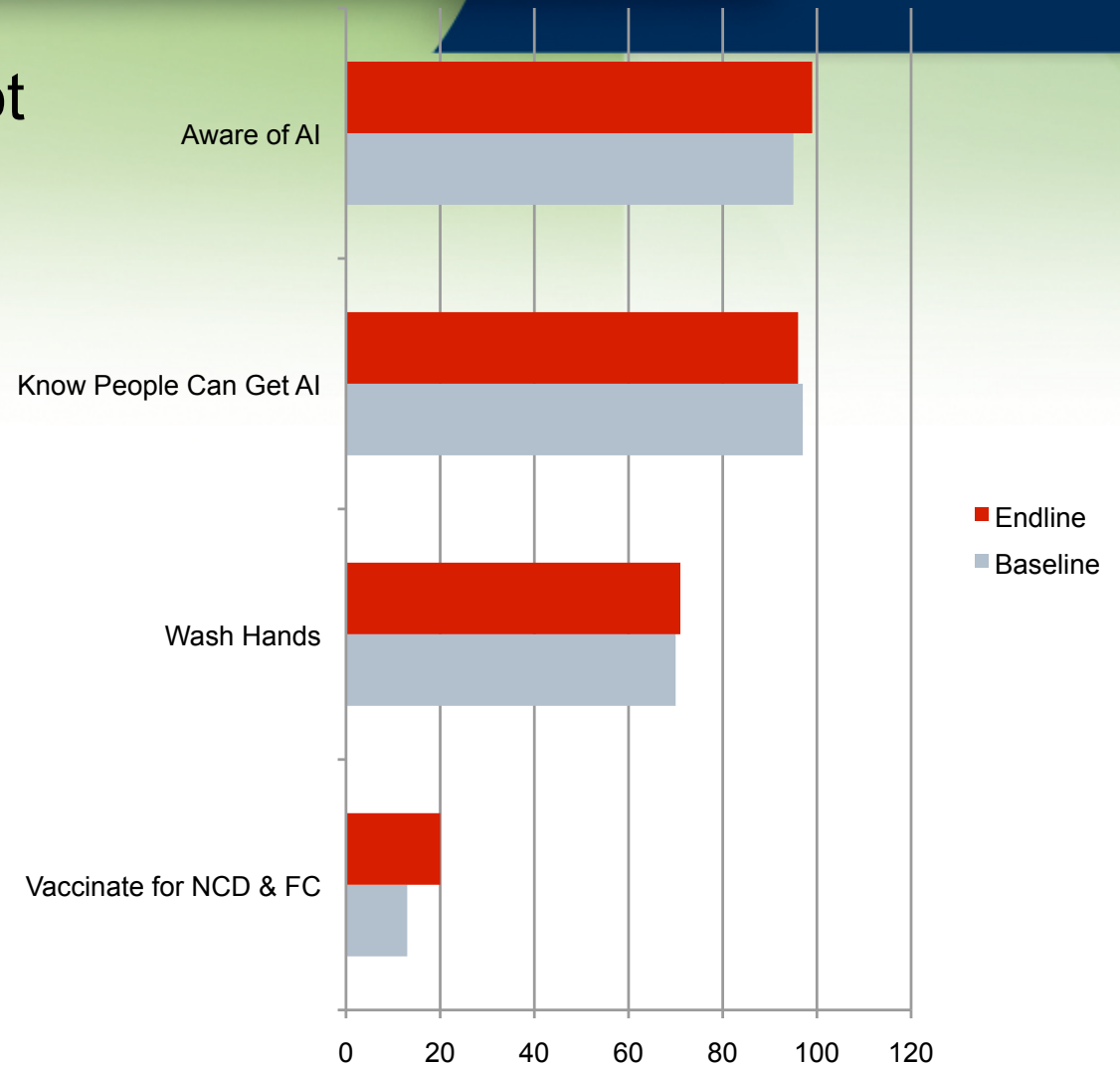
Improvements in Key Behavioral Areas:

- ✓ Reporting
- ✓ Quarantine
- ✓ Separation
- ✓ Night-time Housing
- ✓ Fewer Poultry Brought into Village
- ✓ Provide Clean Feed/ Water



Results

- Some behaviors did not change
- Little increase in vaccinations for NCD& fowl cholera
- Awareness and some knowledge already present



“Sharing of Lessons Learned”

Village Chiefs of pilot villages came together in Vientiane to:

- Share experiences with their peers
- Reflect and clarify what they learned from the process
- Review Challenges and Accomplishments
- Develop suggestions for expansion to other villages



“Seeing the village plans of other villages is an opportunity for me to learn, and learn from this interaction. I became updated on animal disease from our meeting with Dr. Chintana.”

*Khambao Khounnavong, Village Chief
Ban Champa, Vientiane Capital*

Challenges

- PAR expertise
- Budget limits based on “scale-ability”
- Selling point outside of village
- Vaccinations

Summary

- Results are promising
- Demonstrates that villagers can work together to develop local solutions based on local issues
- Requires some inputs, training, support from district/province
- Village authorities eager to share their experience and serve as model villages

Thank You!

