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

Avian Influenza Risk Reduction Campaign before the Pi Mai

Lessons Learned Forum September 5-6, 2012 Mercure Hotel, Vientiane Capital





Background

- □ The MID BCC Project provided support to the national Market Working Group in the conduct of a clean campaign to remind market administrators, meat and poultry vendors, traders, and slaughterers.
- □ The concept was to repeat the messages of hand washing and cleaning to avoid virus transmission from animals to animals and from animals to humans.

Objectives

- □ To seek the cooperation of and re-orienting the members of the Market Working Group's leadership in the provinces
- To repeat the messages of hand washing, separation, cleaning and other bird flurelated messages; and
- Mobilize market administrators and leaders to conduct a "clean" campaign in the market.

Vientiane capital

- The clean campaign kicked off on March 19
 21 in three main markets in Vientiane Capital
 - Thongkhankham
 - Nongchan
 - Kouadin



Savannakhet

□ Singapore market





Champasack

Douaheang market

Sengchaleun market



Luang namtha

□ Luang namtha provincial market



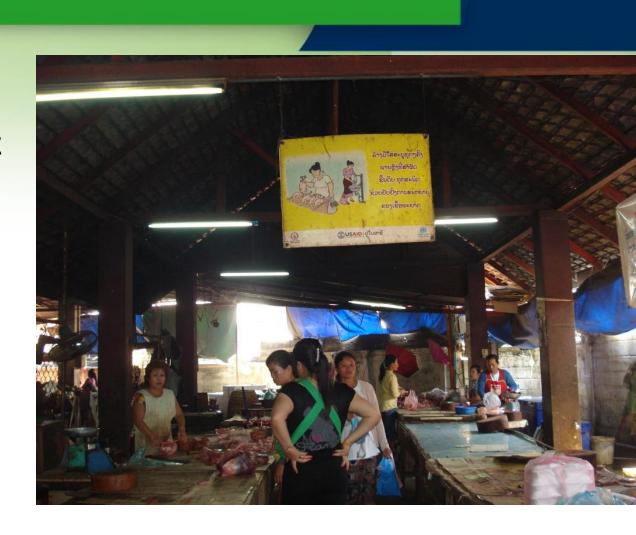
Bokeo



■ Muangkeo market

Luang Prabang

- □ Phousy market
- □ Phouviene market



Results

- Oriented 279 poultry traders, vendors and slaughterers, market administrators in 10 markets in 6 provinces about healthy market guidelines of the government
- Messages on hygiene and healthy markets were repeatedly emphasized
- Cooperation and coordination by market administrators and local leaders were achieved, but need to be monitored further

Lessons Learned

- Poultry traders expressed their interest to get involved in market hygiene campaign; they are interested to get information from authorities
- Re orientation of market authorities should be given attention since most of them are replaced in their posts
- Behavior change cannot be achieved in onetime campaign. Campaigns should be reinforced by advocacy and interpersonal communication

Lessons Learned

- Hand washing facilities in the market are limited; not readily available in areas accessible to people
- ☐ There are markets that do not meet the criteria of the national market guidelines
- Resources must be allocated for monitoring and enforcement of the law related to market bio-security