

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 flu-related 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 one-time 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