

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

Participatory Action Research Dissemination Forum

30 August 2010
Settha Palace Hotel, Vientiane Capital

Acknowledgment

NEIDCO and AED would like to acknowledge the presence and gesture of support of partners from :

Ministry of Foreign Affairs

Ministry of Health - CIEH

Ministry of Information and Culture (MOIC)

Ministry of Education

Ministry of Agriculture and Forestry

- Department of Livestock and Fisheries

- National Animal Health Center

Provincial Health Department of Vientiane Capital

Provincial Health Department of Savannakhet

Lao Women Union

US-CDC

CARE

UN - FAO, IOM, UNICEF

WHO

Objectives

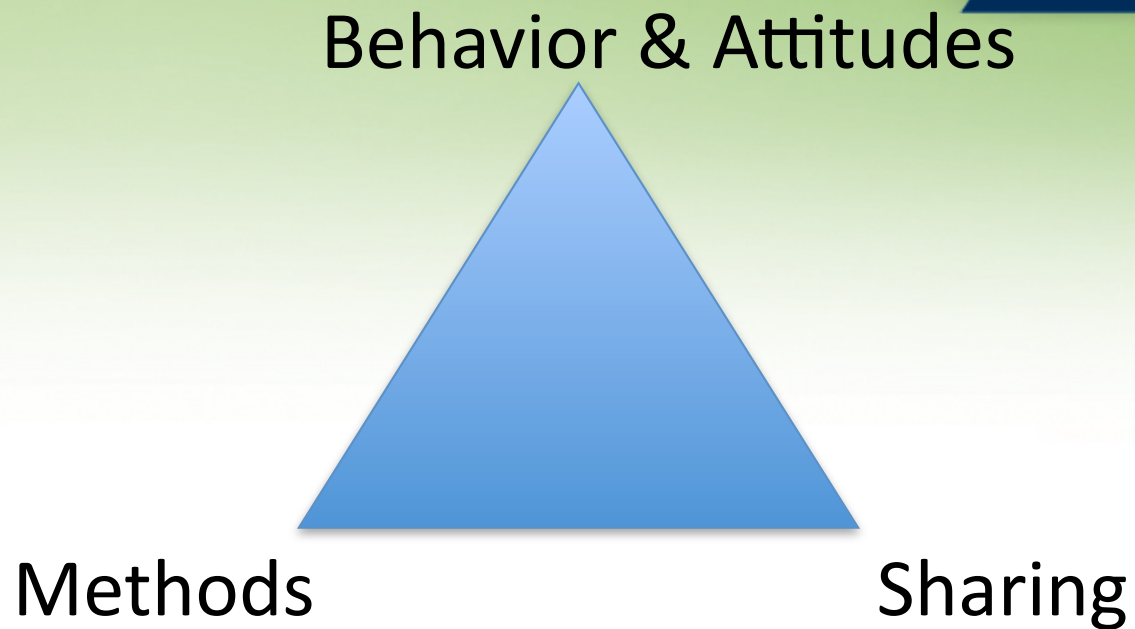
1. To share information and insights gathered from the PAR conducted in Savannakhet province
2. To share lessons learned and open the discussion on the PAR methodology as it was applied in reducing the risk of bird flu
3. To inform partners on the next steps - moving forward to address behavioral challenges identified in the PAR

Background

What is participatory action research?

- **PAR** is a qualitative research allowing researchers and community members to work together to improve aspect of community life or solve local concern
 - allowing cultural, geographical and economical factors to be included in the analyses
- Communities establish and build partnerships and confidence that empower them to tackle their problems, and decide on feasible solutions

PAR Foundations



“The vital ingredients for success are not the methods themselves, but the attitudes and behavior of those who use them.” Robert Chambers

Advantages of PAR method

- Use inexpensive and culturally relevant tools, created by community members
- Use multiple tools to collect similar data
 - Allows data to be compared and validated
- Allow rapid collection of data, analysis and action plan in a participatory way
- Can be used to monitor and evaluate an intervention

Advantages to the community members

- Community members can exchange ideas, discuss actions and identify practical interventions
- Learning skills that are transferable to other health and development issues
- Communities gain and practice new skills for community mobilization; to be explored in other issues when necessary to explore another issue.

Coffee Break



Implication of Findings

- Low health- seeking behavior
- Lack of knowledge → Low education
- Inadequate access to information
- Ethnicity is a barrier
- Communication channels not maximally tapped → capacity needs to be improved

Implication of Findings - Way Forward

- Target audience segmentation
- Review of existing materials
- Development of materials and that address culture and ethnicity
- Build the capacity of community influentials and opinion leaders

Next Steps

Mekong Infectious Diseases – Behavior Change Communication (2010-2012)

- Pursue PAR as a methodology to bring in more community participation in identifying people's health issues.
- Continuously conduct communication research to determine barriers to practice.
- Pursue targeted communications - conduct of stakeholders' mapping
- Adapt/develop communication messages and materials that address ethnic and language barrier
- Build the interpersonal communication skills of health care workers and community influentials and spokespersons and provide them the job aids.

Next Steps

PREVENT

Objective

- To build an effective behavior change communication response to zoonotic diseases
- To support efforts to characterize "high-risk" practices that increase the potential for new disease threats from wildlife or wildlife products to spread and infect people, and
- To formulate behavior change and communication strategies that meet the challenges posed by the emergence of a new infectious disease.

Integrated Approach

- Avian influenza
- A/H1N1 or pandemic flu
- Malaria
- Dengue

Where are we?

The project sites are identified as:

Cluster 1 - Lao –Thai border – **Vientiane Capital**

Cluster 2 – Lao –Thai – Vietnam border – **Savannakhet**

Cluster 3 - Lao –Thai border (north) – **Bokeo**

Cluster 4 - Lao – China border – **Luang Namtha**



Thank you ! Khob chai!