Field Note on Field Study on **CEDAC's experience on the implementation of Avian Influenza Behavior Change (AIBC)**

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CEDAC has been implementing an extension project, namely ***"Avian Influenza Behavior Change"*** in three phases since August 2006 under the sub-contract with AED (Academy for Educational Development); this project is now in the third phase with funding support from USAID. As of September 2008, 1,482 villages across 227 communes of 53 districts, 14 provinces had been covered by AIBC. 783 village promoters (VPs) were selected and they played a very important role in the dissemination of AI messages and other relevant topics among the villagers. VPs were selected from the potential farmers in the targeted villages by collaboration between the project's staff and the commune council as well as the village chief. Generally, one VP was responsible for organizing a general meeting in two villages. The project aims to:

- ***disseminate messages about Avian Influenza (AI) especially to the community people***
- ***increase chicken production through practicing of Ecological Chicken Raising (ECR)***
- ***increase family incomes through establishing a farmer chicken producer group and promote collective selling***

To achieve the objectives mentioned above, several key activities were conducted, **such as organizing a training workshop with the commune council and village chief, selecting village promoters, providing capacity building for the selected VPs and organizing a general meeting with the village promoters at the village level.** In short, it can be said that there were 3 main stages carried out during the project: the first step was to mainstream the project's concept to the commune council members and village chief and to select VPs, the second step was to provide capacity building for the selected VPs, and the third step was to organize a general meeting by VPs at the village level. It's to note, that project's staff allocated time for field monitoring in order to check quality control and to provide constructive feedback to VPs. **Three rounds of training were organized separately on various topics such as, the messages of AI, the techniques of Ecological Chicken Raising, main poultry disease and its prevention methods.**

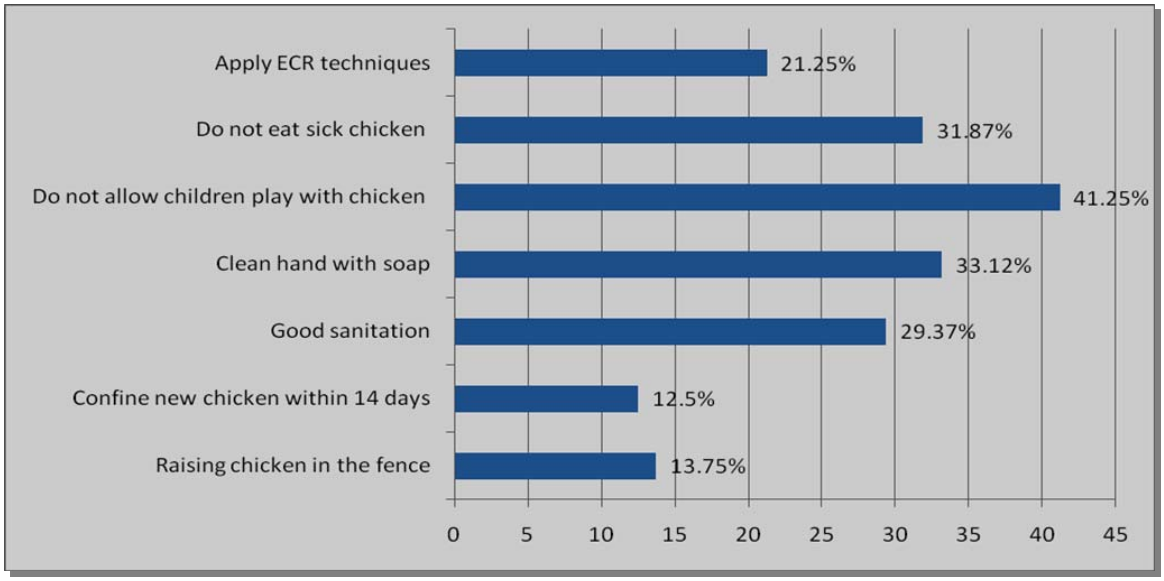
A selection of learning materials such as AI stickers, AI calendars, AI posters, soaps, AI-VCD, cassettes, ECR leaflets, were widely distributed to the participants and other villagers in the community. The local authorities and village promoters were active in distributing these learning materials. Additionally, the ECR leaflet and report on alternative fencing method were developed and widely disseminated.

To increase family incomes, 751 chicken farmer producer groups with 9,294 members were established for collective selling to local markets and another location; **collective selling enables farmers to get a better price compared to individual selling, the negotiation power with middlemen was enhanced**. Technically, the bio-security control has been well conducted by the members of chicken farmer producer groups. For instance, farmers collected only healthy chickens for selling; they confined chickens separately; additionally, they cleaned their hands and

practiced good sanitation inside the gathering place to avoid the transmission of chicken diseases. The following is the comparison between the project's expected output and the actual output:

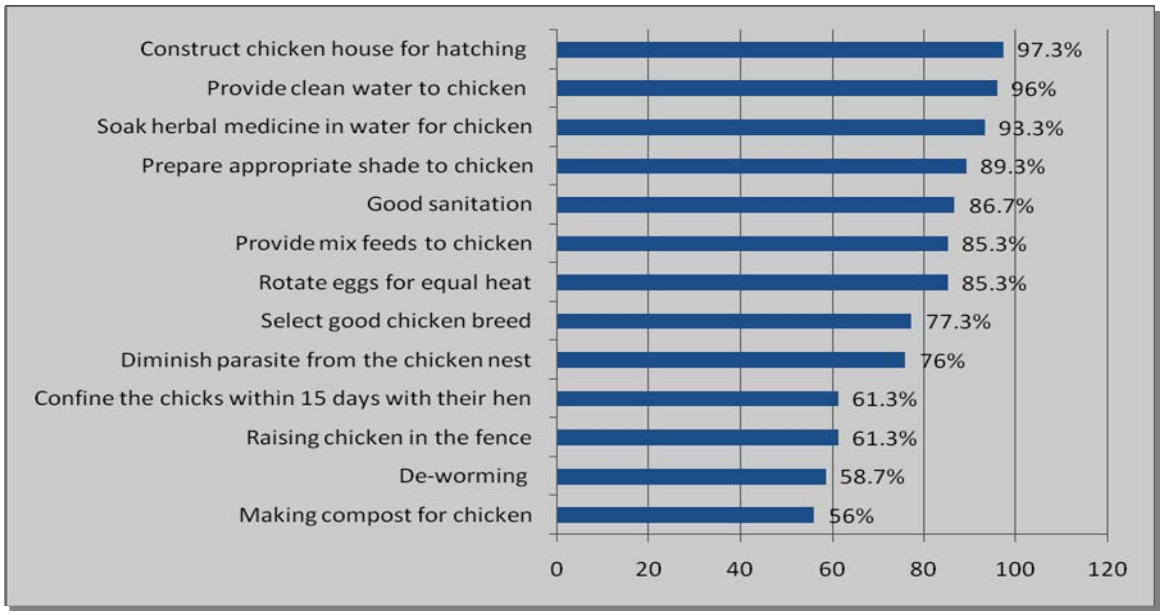
Indicator	Expected output	Actual output
Reach new household in new villages with AI messages	- 30,000 households - Approx 150,000 people - 300 target villages	- 31,401 households - Approx 157,005 people - 310 target villages
Train new VPs	- 150 VPs	- 160 VPs - 51 training sessions
New VPs train villagers	- 2-6 village general meetings	- 630 training sessions in 3 rounds in 310 villages
Quarterly contact with old VP	- 532 old VPs met - 1172 villages	- 623 old VPs met 3 times - 1172 villages
Participation of representative of commune chief and village chief	- 360 commune council - 40 communes - 900 village chiefs	- 364 commune council - 41 communes - 903 village chief
Assist chicken producer group	- 50 clusters - 500 village-based producer groups - Train 150 representatives - Representative organize 500 village trainings	- 43 clusters - 751 village-based producer groups - Train 648 representatives - Representative organize 1539 village trainings

In order to determine the behavioral change in terms of AI prevention, 484 sample families among the families who participated in the AI training were selected for analysis, as a result, the percentage of families who do not allow their children to play with chickens is at the highest rate, the second is to clean hands with soap, more detail on behavioral changes is illustrated in the below graph:



Up to now, 13.989 families have adapted ECR. Based on this practice, farmers can increase the volume of chickens produced per year as it has increased from 41 to 142 chickens. And the average income of chicken (production) has increased from 230.000 riel/year up to 1.000.000 riel/year after the project intervention. Factors influencing

increased chicken production are reliant upon the improvement of practice according to the principles of ECR. The below graph indicates to you the adoption level of ECR:



The following lessons-learned are results of what we have gained from field experience:

- VPs' knowledge and their capacity relating to the messages of AI and other training's topics are the key factors to ensure that all the messages are well disseminated to other farmers in the villages.
- It is good that the project consists of various objectives including awareness raising on AI, improving chicken raising techniques and linking target farmers to the market. By doing so, farmers are strongly motivated to improve their technical practice because they are satisfied to produce chickens to generate further income for the family.
- The project requires good collaboration with the local authorities such as commune council members and the village chief because it assists VPs to organize the general meeting at the village level and the village chief will help with the meeting arrangements.

Based on the activities and results of the project, the conclusion presents as follows:

- AI messages have been widely disseminated among the community people especially the farmers who are aware of the symptoms and prevention methods.
- In particular, the number of families constructing chicken fences has significantly increased. If so, it is bio-security control to protect chicken from disease infection. Moreover, there are other behavioral changes such as people cleaning their hand before and after touching the chickens, etc.
- Farmers are able to increase incomes from selling chickens; the profit from chickens motivated farmers to improve chicken production. Additionally, while farmers conducted collective selling, they gathered chickens together without carrying them from house to house as before. So this also helps to prevent the infection of AI from house to house.

Photo 1: Ecological Chicken Raising

Photo 2: Poster of Avian Influenza