**H5N1 Virus Behavior Change and Communication Strategic Framework Egypt**

**OBJECTIVE**

To improve the health status of poultry flocks, including high-levels of bio-security and minimize the risk of pathogens transmission through the market chain, by affecting societal and individual behavior change

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| **Audiences** | **Behaviors** | **Strategies**  **Evidence-based** | **Activities** | **Indicators/Results** |
| **Primary Audience**  **Audiences at Risk**  1.Household famers (primarily women, lower socio-economic status)  2.Sector 3 Farmers or Unlicensed farmers  3. Vendors, Transporters, Brokers**,** Slaughterers | Key Behaviors  Institute correct bio-security measures at household, farms and markets  Consistently follow correct bio-security practices including hygiene, disposal of solid waste, separation  Adopt practical best practices in animal husbandry to prevent infection | *Based on qualitative research and assessment*  Qualitative research among target audiences and stakeholders  Use combination of Technical Understanding and Interpersonal Communication through:  Key messages and behaviors  Communication materials prepared for each audience, i.e., Job Aids, low-literacy, infographics, apps  Public Relations for news stories and features; demonstration, promotion  Social media including apps, phone panels, Facebook, Twitter, Instagram, blogs  Materials for use through these channels to include:   * Counseling cards, job aids (print and electronic/mobile) * Press/media kits * Social media * Social impact games * Usable items as reminders   Limited mass media: Radio  Organize Small Household Farmer Cooperatives to generate income, re-enforce best practices in animal husbandry, reduce expenses and improve business opportunities  Organize Poultry Farmer Association at community level Sector 3 farmers build capacity on bio-security, animal husbandry, investment decisions, marketing & business | Research data use to formulate messages, interventions, audience segmentation and Monitoring Plan  Inter-personal Communication (IPC) interventions by CAHO, Ag Extension Workers, CHW’s, peers, and family in their community  Improved technical application, counseling skills and referrals at points of contact (district vets, service providers, water council, ag extension workers, detailers), including use of job aids and availability of take-home materials and web-based materials  Organize and regular meetings of Household Farmer Co-operatives and Poultry Farmer Associations at district-level to improve bio-security practices and business and marketing capabilities  Conduct demonstrations and events in the market and other appropriate venues on “do-able” actions  Social media: bulletins and reminders on best practices in bio-security, animal husbandry, hygiene and sanitation, slaughter, transport, share stories and up-dates  Gender-engagement  Orientation of journalists and social media (bloggers, twitter)  Development of SMS mobile platform for information sharing and reporting  Development of social impact game, i.e., gender, animal husbandry, bio-security, water/ sanitation and hygiene  Renewal of Certification Program | Research results applied to material and message development  Selected team of full-time CAHO, Ag Extension, and Field Epidemiologists in two districts in two governorates to implement  CAHO, Ag Extension workers, CHW’s, peers, educators, service providers have been trained in IPC and epidemiology of virus, and provided with necessary skills, materials (print and digital) and specific messages  Coordination between CHW and CAHO and vets  Materials (type and quantities) distributed through each of these channels and points of distribution  Different distribution points that have been enhanced through training and provision of materials where individuals can access information (web-based, apps, mobile platform, low-literacy)  Press coverage and amount of broadcast time for key prevention messages  Year 1 of Certificates of Excellence to Small Poultry Farmers  Associations sales reports  Application of best practices by Household and Sector 3 Farmers through their organization |

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| **Secondary Audiences\***  Peers: Household and Sector 3 Farmers  Household farmers: other household farmers and family members following best practices  Sector 3 Farmers  Other Sector 3 farmers following best practices, absence of virus  Front-line workers  Public and private veterinarians, CAHO, Ag Extension Workers, Field Epidemiologists, Community Health Workers  **Influencers, gatekeepers, providers, local and district officials**. Multi-sectoral  Educators, service providers, business sector, trade and commerce, media, water and sanitation managers, market owners, food service, private sector  Media (domestic and international)  Traditional media and social media  \*Individuals that can influence the primary audience through technical guidance, interpersonal communication and supportive action such as demonstrations, counseling. | Key Behaviors  Serve as conduits of correct information on good animal husbandry and biosecurity  Good counseling and interpersonal skills and technical skills for interacting with target audiences  Introduce and facilitate correct information on preventative behaviors through credible media and information outlets  Incorporate best practices into schools, workplace, clubs, organizations on animal husbandry, food-security, bio-security, hygiene, waste management | *Based on research and assessments*  Provide training in counselling and interpersonal communication and support to initiate, encourage and sustain good animal husbandry among the primary audience  Provide training and support to providers, gatekeepers and community leaders to initiate and sustain community-wide action.  Participatory Action Research (PAR) in two cities in two governorates among officials and institutions  Geographic Information Systems (GIS) to map Sector 3 Farms, first responders, markets, and transportation routes  Key behaviors reflected in messages  Capacity building of influentials  Counselling cards (print and electronic), social impact games, capacity building and communication materials  Social media for reporting and being kept up to date – technology and access to up-to-date information  Public relations to heighten awareness and create an enabling environment to support the social mobilization  Advocacy to engage gatekeepers, influentials, business and government officials to support training and activities  Website or mobile apps as sources of information for up-dates or general information, how to prepare and practice bio-security, animal husbandry, prevention and treatment  Demonstrations on best practices in schools, religious centers, markets, social media, association meetings  Social Impact Games – gender, families on correct animal husbandry practices and bio-security tied to initiatives and competition  Materials to support these strategies – such as point of service and purchase (pos, pop) materials, pamphlets, job aids, posters and counselling cards along with videos, impact games, apps  Training guides and modules for each audience, i.e., farmers, slaughterers, transporters, vendors, educators, service providers, detailers, on animal husbandry and bio-security  Demonstrations on best practices conducted in schools, religious centers, markets, social media, association meetings | Training of select unit of peer educators from household and Sector 3 farmers, educators, service providers, and business officials to strengthen their interpersonal communication skills and technical skills plus provide them with counselling cards and other job aids and materials  Training of community champions in mobile platform for information gathering and sharing (SMS or voice-interactive)  PAR results to engage multi-sectoral task force and identify priority issues in the supply chain  GIS to map Sector 3 farms and relationship/proximity to markets, transporters, and health care (human and animal)  Create website and web links with partners for updated information  Development of advocacy materials, stakeholder meetings, multi-sectoral task force  Orientation of media on key messages including benefits to society and individuals  Identify technical spokespeople and train them on media (included in internal and external communication)  Organize demonstrations and events on bio-security and animal husbandry in markets, schools, clubs  Development of social impact game for schools and families; games focuses on animal husbandry, bio-security, water, sanitation and hygiene, gender, marketing  Orientation of educators about bio-security and animal husbandry and management using teaching modules and social impact games (web-based and on apps) and conduct follow-up school visits to conduct demonstrations and maintain visibility of key messages  Training conducted and materials dissemination to educate private owners of provider shops on bio-security and animal husbandry as a prevention for other sicknesses (diseases) and  Academic detailing by veterinarians (monthly) to service providers to update them on new information or refresher discussions  Training of private sector vets and health providers and dissemination of information materials to their clients, community health workers and other community leaders and volunteers.  Orientation of journalists about good animal husbandry, economic and security issues around poultry, and its benefits to be captured in press information, visuals, and messages  Implement mobile phone system to share information about bio-security among vets and CHW, and community leaders  Incorporate animal husbandry, sanitation and hygiene into co-operatives, school clubs and classes, trade associations, and business meetings  Representatives selected for district and governorate H5N1 Multi-sectoral Task Force | GIS and PAR data applied to program design to identify gaps and priority issues  Key audiences have received training or orientation in bio-security and animal husbandry including:   * Service providers * Brokers, transporters, vendors * school administrators and teachers * community leaders * district officials * agriculture extension workers * water councils   Materials have been provided to these audiences and are available at variety of points throughout community  Media coverage of community –wide activities and information  Key information and materials are web-accessible  Informal discussions between farmers and peers  Demonstrations in schools and clubs on bio-security and animal husbandry  Data collected on IPC , Demonstrations and Cooperative meetings  Action started on priority issues identified by District Task Force |

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| **Audiences** | **Behaviors** | **Strategies** | **Activities** | **Indicators/ Results** |
| **Primary Audience**  Policy and Decision-Makers  National Level  **Secondary Audiences**  Private Sector  Civil Society  Professional Associations  Governorate and District  Media | Provide support and coordination of H5N1 from national-level to local and community-levels  Key Behaviors  Prioritize H5N1 as a national health issue  Authorization (policy change, resources – financial, equipment, personpower) to improve bio-security and minimize risks at all levels and sectors of the poultry industry  Support/institutionalize multi-sectoral coordination | Advocacy to engage policy and decision-makers on the need, requirements, and impact (positive and negative) of a strong poultry industry in Egypt and a multi-sectoral approach  Coordination mechanisms to coordinate among key partners, provinces and municipalities across all sectors  Research qualitative research among national-level policy and decision-makers  Dissemination development and sharing of economic, health and societal impact of poultry industry in Egypt, plans, practices and lessons learned  Advocacy messages and materials for distribution to policymakers, such as economic and health messages, Infographics, graphs and matrix, economic data and projections on poultry industry, research, Fact Sheets on virus, poultry industry’s economic value to Egypt’s GNP, and FAQ’s  Public Relations to provide national support for policy and mobilization efforts  Social media to update and connect all actors in policy and mobilization efforts  Web site for audiences to access data, print-ready materials, information and reports  Governorate Multi-sectoral Task Force established in each governorate  Monitoring and evaluation of activities and progress to measure impact and results | Re-instate or renew the government’s National Multi-sectoral Avian Influenza Task Force  Identify and invited representatives from different sectors and organization to join and commit to the Multi-Sectoral H5N1 Task Force  Multi-sectoral stakeholder meetings (semi-annual)  Information-sharing and assignment meetings at national to governorate and district levels, public and private sector and civil society through social media and regular status reports  Agenda to prioritize H5N1 issues  Governorate and District Multi-sectoral Task Force established to support and coordinate National priorities  Meetings with private sector and government authorities to advocate for investment and action to affect change in poultry industry  Public relations for transparency to inform public and key stakeholders on issues and activities proposed or implemented by the Task Force  Establish benchmarks to monitor progress of advocacy activities and to fine-tune efforts | Coordination focal point appointed and functioning, meetings have been held and materials produced  Inclusion of H5N1 virus in health (animal and human), culture, education, water, sanitation and hygiene programs and activities  Governorate Multi-Sectoral Task Force meet  Status Reports (monthly)  Priority Lists of Policy Issues  Plan of Action  Commitment of multi-sectoral organizations to addressing H5N1 virus |

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| **Primary Audiences**  **Internal Communication**  Multi-sectoral Policy- and Decision-makers  FAO (counterparts & communication office)  GOVS  Other Key Government, Private Sector and Civil Society Officials  Relevant Staff  **External Communication**  Media  Other Stakeholders  Other Donors  General Public | Accurate and relevant information to key stakeholders and media involved in management and response to H5N1 virus in Egypt  Behaviors  Transparency in decision-making and reporting and in dealing with officials, partners and media  Accuracy in information disseminated to audiences  Clarity in messages and information to assure understanding and transparency  Timeliness to requests and situations | Public Relations to keep key actors and general public information on advocacy and mobilization to garner support and understanding of the activities  Web site for audiences to access print-and broadcast- ready materials, data, graphs, infographics, stories, and press releases. Includes social media, i.e., Twitter, Facebook, Instagram, blogs  Messages and Press Materials to support these communication activities, i.e., press releases, backgrounders, infographics, charts, graphs, pictures, videos, FAQ  Social Media regular communication through social media for transparency and information sharing  Media Relations interacting with national and international media to disseminate information and respond to inquiries and updates  Crisis Management plan in place with checklist of chain of command and assigned responsibilities  Monitoring and evaluation to regular measure accuracy, content, and response | Develop a strategic communication plan for internal communication and external communication  Develop a strategic crisis management plan and checklist  Identify spokespeople for the H5N1 activities to include technical spokespeople and GOVS and Task Force spokespeople  Develop key messages and press/media kits for wide range of issues and activities relevant to H5N1 virus (Arabic and English versions)  Conduct media training for spokespeople so they are prepared for interviews or presentations  Update web site to include current information, social media, and press materials that may be downloaded on computer and mobiles (Arabic and English versions)  Regularly and strategically tweet, blog, and post information on Facebook  Develop working relationship with media (broadcast, print, and social media) to keep them informed on activities and for response to H5N1 virus issues  Host orientation workshop for bloggers and social media to engage them in bio-diversity and animal husbandry issues  Practice crisis management event with spokespeople, mock press events, and approval process  Content analysis of news stories (print, broadcast, social media), comments and analytics of social media and web-based communication | Strategic plan in place for communication, social media, and crisis management  Updated website with materials and key messages  Number of social media postings  Analytics of web site and social media  News stories and news coverage of efforts related to the H5N1 response  Content analysis of news – broadcast, print, social media – for accuracy, clarity, and timeliness  Trained Spokepeople |