

Avian Influenza and Human Pandemic Preparedness and Response (AIHP) Project



Public Awareness and Coordination Support Component

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Avian Influenza and Human Pandemic Preparedness and Response (AIHP) Project (2006-2010)

- **PAD finalized on March 21, 2006**
- **Loan Agreement signed on May 17, 2006**
- **Project effected on September 11, 2006**

Management, Coordination and Implementation Mechanisms at Central Level

- **Ministry of Agriculture and Rural Affairs /MARA-CEU**
- **Ministry of Health/MOH-PIU**
- **National Zoonosis Disease Committee (NZDC)-representatives of line ministries and organizations**
- **Strategic Communication Working Group**

Management, Coordination and Implementation Mechanisms Provincial Level

- **Governor's Offices**
- **Provincial/County Directorates of MARA and MOH**
- **Line ministries (Environment & Forestry, Education, etc.) representatives,**
- **Village Committees (Muhtar, Teacher, İmam)**

Concepts

- **National Coordination**
- **Animal Health**
- **Human Health**
- **Economical Impact**
- **Training**
 - Training of rural/urban communities (primarily target audiences)
 - Training of MARA and MOH extension staff

Phases

1. Animal to animal, animal to human

A) Pre-Avian Flu Phase

B) Avian Flu Phase (Pre-Pandemic Flu Phase)

C) After Avian Flu

2. Animal to human, human to human

A) Pandemic Flu Phase

B) After Pandemic

Communication Activities

- **Research**
- **Design**
- **Pre-Implementation**
- **Production**
- **Implementation (+spot controls)**
- **Evaluation**

Strategy Partners

- Ministries and related public institutions and administrations,
- International agencies,
- NGOs.

Target Audiences

- Public institutions, administrations (MARA and MOH staff at provincial level, Governors, Municipalities, head officials in districts)
- Primarily target audiences (Chiefs, backyard poultry producers/consumers, workers, veterinarians, medical doctors, health workers, teachers, workers in sector, women, children, imams, hunters, local media people, others)
- Secondary target audiences (Large scale commercial producers/consumers, NGOs, general public)

Pre-Avian Flu Phase

Risk Communication-Goals

- To build social and political support (strategy partnership) for pandemic preparedness efforts and encourage proactive planning by different ministries, private sector, local administrations and civil society,
- To prepare the society at large for ways to prevent or mitigate social and economical impact of outbreaks and avian flu,
- To fill gaps that exist in dissemination of preventive and behavior change communications to priority populations
- To provide effective central coordination (content provider to the media),
- To provide and facilitate sponsorships mechanisms for the implementation of the strategy,
- To install animal health hotline.

Avian Flu-Outbreak Phase

Crisis Communication-Goals (1/2)

- To limit spread of pandemic influenza,
- To provide rapid coordination and cooperation with ministries and government agencies through NZDC and reflect transparency with the public to ensure trust,
- To transmit to the public consistent messages, in a full, timely and transparent manner, about the evaluation of the pandemic through AI spokesperson,

Avian Flu-Outbreak Phase

Crisis Communication-Goals (2/2)

- To respond to rumors and inaccuracies to minimize concerns,
- To reduce morbidity, mortality and social disruption through a coordinated response in four levels,
- To inform the public about culling process and rapid compensation procedures,
- To mobilize government agencies, NGOs, sector and all aspects of the society to struggle with the disease,
- To support animal & human health hotline mechanisms.

Recovery Phase Goals

After Avian Flu & Pandemic Flu

- To inform the public with transparency regarding the pandemic results,
- To evaluate the lessons learnt during the pandemic,
- To provide cooperation and coordination with NGOs, sector and international agencies for recovery actions,
- To revitalize the sector and facilitate restructuring mechanisms ,
- To return to daily routine,
- To remain alert.

Tools

- TV (TV spots, interviews, programs, documentary films, press bulletins, etc)
- Radio (Radio spots, interviews, programs, etc)
- Printing Press (articles, press bulletins)
- Printed informative materials (brochures, posters, leaflets, booklets, etc)
- Training materials (presentations, manuals, booklets, etc)
- Organizing public awareness events (seminars, meetings, workshops, etc)

Healthy Chicken Meat Platform

Top level representatives from 19 firms accounting for 85% of the chicken meat produced in Turkey.



Public Awareness Component CostTable (USD)

Public Awareness	2,783,595
Information and Communication (Material, equipment, training)	814,706
National Coordination	208,000
Implementation	1,250,889
Monitoring and Evaluation	510,000

Thank You...

