**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 farmers3. Vendors, Transporters, Brokers**,** Slaughterers  | Key BehaviorsInstitute correct bio-security measures at household, farms and marketsConsistently follow correct bio-security practices including hygiene, disposal of solid waste, separationAdopt practical best practices in animal husbandry to prevent infection  | *Based on qualitative research and assessment*Qualitative research among target audiences and stakeholdersUse combination of Technical Understanding and Interpersonal Communication through:Key messages and behaviorsCommunication materials prepared for each audience, i.e., Job Aids, low-literacy, infographics, appsPublic Relations for news stories and features; demonstration, promotionSocial media including apps, phone panels, Facebook, Twitter, Instagram, blogsMaterials 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: RadioOrganize Small Household Farmer Cooperatives to generate income, re-enforce best practices in animal husbandry, reduce expenses and improve business opportunitiesOrganize 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 PlanInter-personal Communication (IPC) interventions by CAHO, Ag Extension Workers, CHW’s, peers, and family in their communityImproved 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 materialsOrganize and regular meetings of Household Farmer Co-operatives and Poultry Farmer Associations at district-level to improve bio-security practices and business and marketing capabilitiesConduct demonstrations and events in the market and other appropriate venues on “do-able” actionsSocial media: bulletins and reminders on best practices in bio-security, animal husbandry, hygiene and sanitation, slaughter, transport, share stories and up-datesGender-engagement Orientation of journalists and social media (bloggers, twitter) Development of SMS mobile platform for information sharing and reportingDevelopment of social impact game, i.e., gender, animal husbandry, bio-security, water/ sanitation and hygieneRenewal of Certification Program | Research results applied to material and message developmentSelected 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 messagesCoordination between CHW and CAHO and vetsMaterials (type and quantities) distributed through each of these channels and points of distributionDifferent 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 messagesYear 1 of Certificates of Excellence to Small Poultry FarmersAssociations sales reportsApplication of best practices by Household and Sector 3 Farmers through their organization |

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| **Audiences** | **Behaviors** | **Strategies****Evidence-based** | **Activities** | **Indicators/ Results** |
| **Secondary Audiences\***Peers: Household and Sector 3 FarmersHousehold farmers: other household farmers and family members following best practicesSector 3 FarmersOther Sector 3 farmers following best practices, absence of virusFront-line workers Public and private veterinarians, CAHO, Ag Extension Workers, Field Epidemiologists, Community Health Workers **Influencers, gatekeepers, providers, local and district officials**. Multi-sectoralEducators, service providers, business sector, trade and commerce, media, water and sanitation managers, market owners, food service, private sectorMedia (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 biosecurityGood counseling and interpersonal skills and technical skills for interacting with target audiencesIntroduce and facilitate correct information on preventative behaviors through credible media and information outletsIncorporate 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 audienceProvide 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 institutionsGeographic Information Systems (GIS) to map Sector 3 Farms, first responders, markets, and transportation routesKey behaviors reflected in messagesCapacity building of influentialsCounselling cards (print and electronic), social impact games, capacity building and communication materialsSocial media for reporting and being kept up to date – technology and access to up-to-date informationPublic 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 activitiesWebsite or mobile apps as sources of information for up-dates or general information, how to prepare and practice bio-security, animal husbandry, prevention and treatmentDemonstrations on best practices in schools, religious centers, markets, social media, association meetingsSocial Impact Games – gender, families on correct animal husbandry practices and bio-security tied to initiatives and competitionMaterials 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, appsTraining guides and modules for each audience, i.e., farmers, slaughterers, transporters, vendors, educators, service providers, detailers, on animal husbandry and bio-securityDemonstrations 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 chainGIS 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 informationDevelopment of advocacy materials, stakeholder meetings, multi-sectoral task forceOrientation of media on key messages including benefits to society and individualsIdentify 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, clubsDevelopment of social impact game for schools and families; games focuses on animal husbandry, bio-security, water, sanitation and hygiene, gender, marketingOrientation 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 messagesTraining conducted and materials dissemination to educate private owners of provider shops on bio-security and animal husbandry as a prevention for other sicknesses (diseases) andAcademic detailing by veterinarians (monthly) to service providers to update them on new information or refresher discussionsTraining 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 messagesImplement mobile phone system to share information about bio-security among vets and CHW, and community leadersIncorporate animal husbandry, sanitation and hygiene into co-operatives, school clubs and classes, trade associations, and business meetingsRepresentatives selected for district and governorate H5N1 Multi-sectoral Task Force | GIS and PAR data applied to program design to identify gaps and priority issuesKey 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 communityMedia coverage of community –wide activities and informationKey information and materials are web-accessibleInformal discussions between farmers and peersDemonstrations in schools and clubs on bio-security and animal husbandryData collected on IPC , Demonstrations and Cooperative meetingsAction started on priority issues identified by District Task Force |

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| **Audiences** | **Behaviors** | **Strategies** | **Activities** | **Indicators/ Results** |
| **Primary Audience**Policy and Decision-MakersNational Level**Secondary Audiences**Private SectorCivil SocietyProfessional AssociationsGovernorate and District Media | Provide support and coordination of H5N1 from national-level to local and community-levelsKey BehaviorsPrioritize 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 approachCoordination mechanisms to coordinate among key partners, provinces and municipalities across all sectorsResearch qualitative research among national-level policy and decision-makersDissemination development and sharing of economic, health and societal impact of poultry industry in Egypt, plans, practices and lessons learnedAdvocacy 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’sPublic Relations to provide national support for policy and mobilization effortsSocial media to update and connect all actors in policy and mobilization effortsWeb site for audiences to access data, print-ready materials, information and reportsGovernorate Multi-sectoral Task Force established in each governorateMonitoring and evaluation of activities and progress to measure impact and results | Re-instate or renew the government’s National Multi-sectoral Avian Influenza Task ForceIdentify 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 reportsAgenda to prioritize H5N1 issuesGovernorate and District Multi-sectoral Task Force established to support and coordinate National prioritiesMeetings with private sector and government authorities to advocate for investment and action to affect change in poultry industryPublic relations for transparency to inform public and key stakeholders on issues and activities proposed or implemented by the Task ForceEstablish benchmarks to monitor progress of advocacy activities and to fine-tune efforts | Coordination focal point appointed and functioning, meetings have been held and materials producedInclusion of H5N1 virus in health (animal and human), culture, education, water, sanitation and hygiene programs and activitiesGovernorate Multi-Sectoral Task Force meetStatus Reports (monthly)Priority Lists of Policy IssuesPlan of ActionCommitment of multi-sectoral organizations to addressing H5N1 virus |

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| **Audiences** | **Behaviors** | **Strategies** | **Activities** | **Indicators/Results** |
| **Primary Audiences****Internal Communication**Multi-sectoral Policy- and Decision-makersFAO (counterparts & communication office)GOVSOther Key Government, Private Sector and Civil Society OfficialsRelevant Staff**External Communication**MediaOther StakeholdersOther DonorsGeneral Public | Accurate and relevant information to key stakeholders and media involved in management and response to H5N1 virus in EgyptBehaviorsTransparency in decision-making and reporting and in dealing with officials, partners and mediaAccuracy in information disseminated to audiencesClarity in messages and information to assure understanding and transparencyTimeliness 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 activitiesWeb 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, blogsMessages and Press Materials to support these communication activities, i.e., press releases, backgrounders, infographics, charts, graphs, pictures, videos, FAQSocial Media regular communication through social media for transparency and information sharingMedia Relations interacting with national and international media to disseminate information and respond to inquiries and updatesCrisis Management plan in place with checklist of chain of command and assigned responsibilitiesMonitoring and evaluation to regular measure accuracy, content, and response | Develop a strategic communication plan for internal communication and external communicationDevelop a strategic crisis management plan and checklistIdentify spokespeople for the H5N1 activities to include technical spokespeople and GOVS and Task Force spokespeopleDevelop 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 presentationsUpdate 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 FacebookDevelop working relationship with media (broadcast, print, and social media) to keep them informed on activities and for response to H5N1 virus issuesHost orientation workshop for bloggers and social media to engage them in bio-diversity and animal husbandry issuesPractice crisis management event with spokespeople, mock press events, and approval processContent 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 managementUpdated website with materials and key messagesNumber of social media postingsAnalytics of web site and social mediaNews stories and news coverage of efforts related to the H5N1 responseContent analysis of news – broadcast, print, social media – for accuracy, clarity, and timelinessTrained Spokepeople  |