



**Asia-Pacific
Economic Cooperation**

**Sharing Experiences with the
Management of the Avian
Influenza H5N1 Threat”
Workshop**

**Bangkok, Thailand
18-20 June 2007**

APEC Agricultural Technical Cooperation Working Group

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TABLE OF CONTENTS

OVERVIEW OF WORKSHOP OBJECTIVES AND PROCESSES	2
I. Key Messages From Welcoming and Context Setting Speakers	3
II. Discussion About Speakers' Messages	4
1.0 SESSION THEMES AND ISSUES	5
2.0 SUMMARY OF LESSONS LEARNT FROM THE FIELD TRIP	8
3.0 NEXT STEPS	11
ATTACHMENT A: Workshop Program	13
ATTACHMENT B: Workshop Participants	16

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OVERVIEW OF WORKSHOP OBJECTIVES AND PROCESSES

The APEC Workshop “*Sharing experiences with the management of the avian influenza H5N1 threat*” (the Workshop) was held in Bangkok, Thailand from 18-20 June 2007. The workshop was convened by Australia and co-sponsored by Thailand and Chinese Taipei.

The aim of the Workshop was to provide an opportunity for economies to share their experiences in preparing for and responding to the H5N1 avian influenza threat in the agriculture sector; and to foster discussion around the United Nations Systems Influenza Coordination (UNSIC) and the World Bank’s 6 Success Factors (the Success Factors) as they apply to avian influenza. The Workshop Program is at [Attachment A](#).

Participants were welcomed by Dr Chaweewan Leowijuk, Deputy Director General, Thailand Department of Livestock Development (DLD). Opening addresses were delivered by Dr Gardner Murray, President of the Regional Commission for Asia, Far East and Oceania for the World Organisation for Animal Health (OIE), who provided a regional perspective on avian influenza; and Dr David Nabarro, the Senior United Nations Systems Influenza Coordinator, who provided an overview of the Success Factors via video address. The workshop was chaired by Ms Sharon Turner, Director Avian Influenza Program, Australian Government Department of Agriculture Fisheries and Forestry.

Representatives from 14 APEC member economies attended the workshop. Observers from Cambodia, Laos, Burma as well as UNSIC, OIE and FAO also participated. A list of participants is at [Attachment B](#).

The three days were structured around the 6 Success Factors identified by UNSIC and the World Bank (WB) as the key institutional arrangements that contribute to a country’s success with the management of avian influenza H5N1, being:

1. A strong commitment to ensuring their (the institutional arrangements) implementation at the highest political level, accompanied by effective leadership of all concerned stakeholders.
2. Clear procedures and systems for managing the rapid implementation of priority actions.
3. Primary attention to improved functioning of veterinary and human health services at all levels, with a transparent approach to the sharing and dissemination of information about suspected disease outbreaks, immediate efforts to establish their cause, and prompt responses (including restriction of movement of animals that are at risk).
4. Incentive and/or compensation schemes combined with effective communication to communities on the importance of immediately reporting disease outbreaks in animals to responsible authorities.
5. Effective mobilisation of civil society and the private sector as well as all levels of government.
6. National mass communication campaigns that promote healthy behaviour and focus on reducing the extent to which humans might be exposed to HPAI viruses.

Days 1 and 3 of the Workshop explored each of the Success Factors in depth. Each session involved a presentation on how the Success Factor was operating in one economy, followed by a group discussion involving further sharing of experiences amongst participants.

Presentations were made by: Vietnam (Dr Chu Van Chuong) on Success Factor 1; Malaysia (Dr Rahmat SM Sheriff) on Success Factor 2; Japan (Dr Takeshi Nishida) Success Factor 4; United States of America (Dr Sebastian Heath) Success Factor 5; and Indonesia (Dr Muhammad Azhar) Success Factor 6. The presentations and discussion contributed to key learnings for participants, which included the identification of positive experiences that could potentially be replicated in other economies, and areas for further work and development.

In addition, Dr Chantanee Buranathai from Thailand's Department of Livestock Development (DLD) made a short presentation on her APEC Agriculture Technical Cooperation Working Group (ATCWG) concept paper "*Preparedness for avian influenza outbreaks and possible zoonotic diseases*".

Day 2 of the Workshop was hosted by Thailand's DLD and focussed on Success Factor 3. Participants attended a field trip to Lop Buri province where they learned about Thailand's successful avian influenza identification and reporting system, which utilises detailed mapping, extensively engages the local communities and industry, and operates across all levels of government. Participants visited an export chicken meat processing plant, heard presentations from DLD on their overall system and from Betagro (a major Thai agribusiness) on private sector engagement and involvement, and visited a local government administration office where presentations were made by local officials and volunteers.

Through the course of the field trip, participants were fortunate to observe all six of the Success Factors in operation. The field trip also provided excellent practical examples for discussions on Day Three.

Papers on each of the presentations are available separate to this Report. At the close of the Workshop all participants were provided with a CD that contained all speaker's and presenter's papers or presentations and Dr Nabarro's video presentation. The CD also contains the Workshop Program and the Workshop Background Paper.

1. Key Messages From Welcoming and Context Setting Speakers

Dr Chaweewan Leowijuk indicated that although globally we are better prepared for AI, the recent outbreaks in member economies reminded all participants that: AI still needs to remain a high priority for all member economies; the 2006 APEC Ministers AI Action Plan is the best guide for both individual and collective action; and if member economies are willing to openly share information it will lead to new ideas and new solutions.

Dr Gardner Murray reiterated the serious economic and human health threats posed by, not only Avian Influenza, but all emerging infectious diseases, to the APEC region. Dr Murray expressed that the best way to manage the risk was to prevent and/or control disease at source in animals, and to take a "one medicine approach" (animal and human health professionals working as a team on a single threat). He warned against complacency, noting that even if H5N1 were brought under control all economies need to be prepared for other possible emerging or re-emerging diseases. He said emergency management lessons learnt through dealing with H5N1 can be applied to these other diseases. He indicated that given the diversity of the member economies one size does not fit all in terms of preparedness. However, he suggested that principles that guide prevention, preparedness and quick responsiveness remain the same for all economies and all diseases. Effective rapid reporting and responses in

member economies are based on the following principles: high level political support; pre-agreed decisions; access to resources; trained personnel; a robust communication network; and engagement of local government, civil society and the private sector.

In his video presentation Dr Nabarro noted that there will be a human influenza pandemic at some point in the future, possibly caused by a mutation of H5N1 avian influenza virus or potentially triggered by another influenza virus. However, H5N1 remains a most serious threat and has already seen the loss of over 250 million poultry around the world. Dr Nabarro spoke about the integrated strategy agreed in November 2005 by the FAO, WHO, OIE and WB on preparedness for all emerging infectious diseases, not just H5N1. The commitment to an integrated approach raised a number of key issues and questions including: How well are countries (economies) equipped to deal with the current situation and future possibilities? He indicated that efforts to answer this question convinced UNSIC and the WB that it would be useful to identify those critical factors that indicate whether a country is positioned and equipped to respond effectively to disease threats and emergencies. He said that at this stage, UNSIC and WB have identified 6 critical factors that ensure a country's prevention, reporting and responses to disease outbreaks are effective. UNSIC and WB have committed to survey countries twice a year regarding these 6 critical factors (now known as the 6 Success Factors). Dr Nabarro provided workshop participants with a description of the 6 Success Factors and some of the background issues that underpin their importance.

II. Discussion About Speakers' Messages

It was noted that a number of organisations have identified that individual and cooperative success depends on paying attention to a core set of critical 'factors' or 'principles'. Participants generally endorsed the importance of such frameworks as they not only guided internal preparedness but also provided a structure for sharing, coordination and collaboration between economies.

Koji Nabae and Simon Cubley of UNSIC responded to participants' questions on: the frequency and purpose of the reports; how as officials in their own economies they might contribute to the survey and reports; possible additional critical factors such as synergy and integration; additional explanation on some of the Success Factors; and further steps UNSIC might be taking to promote the understanding and use of the Success Factors.

A number of economies noted that "the engagement of the industry (private sector) was critical to everything we do". Indications were that while governments have made some progress, there is still more work to be done to engage the private sector as self motivated and collaborative partners.

Summary

- Ongoing vigilance and preparedness regarding H5N1 was a priority.
- One size does not fit all but the preparedness of all economies should be structured around the core set of principles.
- The 6 Success Factors are an excellent framework to guide in-country and between-economy preparedness and coordination.
- More work needs to be done to engage the industry (private sector) as partners in the prevention and response to AI and other diseases.
- Participants felt their introduction to the 6 Success Factors was extremely beneficial, and they would obtain further benefit by understanding more about the practical

implementation of the Factors. Some participants said they would also value more information on how to influence both seniors and peers regarding the understanding and use of the Success Factors.

1.0 SESSION THEMES AND ISSUES

In this section, key points and themes emerging from the presentations and discussions in each session are summarised; and opportunities for further work identified.

Session 1 – Day 1 (18 June)

Session 1 focussed on Success Factor 1: *A strong commitment to ensuring their (the institutional arrangements) implementation at the highest political level, accompanied by effective leadership of all concerned stakeholders.*

Dr Chuong's (Vietnam) presentation confirmed that sustained political commitment and involvement is a key to maintaining preparedness for avian and pandemic influenza, particularly when there are no outbreaks and the issue of influenza is not given prominence in the media. Vietnam has had some success in ensuring commitment and ongoing engagement of the political leaders. Dr Chuong reported on Vietnam's approach of establishing a National Steering Committee for Avian Influenza Prevention and Control (NSCAIPC), directly answerable to the Prime Minister and Deputy Prime Ministers. The Committee meets regularly and is key to maintaining the momentum for preparedness and planning in 'peace time', and providing the vehicle for action during an outbreak. Vietnam reported that the Prime Minister's ongoing interest and involvement through chairing regular government committees has been critical to the development of an integrated national plan and operational programme, including the commitment of resources for the next five years.

In general participants indicated that their economies were also able to meet the requirements of this success factor by having built planning and response structures that included the regular participation of high level members both political (eg. Ministers) and bureaucratic (eg. Department Heads). Participants suggested that such high level membership and regular meetings needed to be incorporated into comprehensive and integrated whole of government and whole of economy (national) plans so that leaders stayed engaged with each economies particular risks and prevention and response structures and activities. It was reported that regular meetings provide the opportunity for updates and for refreshing the prevention and response approaches as economies become better skilled and their leaders better informed.

Further discussion revolved around the question, "what can lower level officials and particular sectors do to maintain engagement of high level political and bureaucratic individuals in quiet times (no outbreaks, no media coverage)?" Responses included: provide leaders and other key stakeholders with brief critical new information (reports on outbreaks in other economies, research) to demonstrate that preparedness is an ongoing activity; involve very senior people in simulation exercises that test the plans and structures (make them as real as possible) so they can test their roles and responsibilities; and build relationships with key individuals by including them in information sharing networks.

Summary

- Preparedness and response plans work most rapidly and effectively when the highest level political leaders and officials know what has been agreed, what their role is, and have been given the opportunity to test those roles and responsibilities in practice.
- High level integrated preparedness structures and regular meetings of high level emergency response groups or committees help to maintain readiness.
- Specialists can use their access to research and information as a way of engaging with and supporting continued commitment of high level leaders in quiet times.
- In the absence of real outbreaks, simulation exercises keep all those with response roles and responsibilities emergency-ready.

Session 2 – Day 1 (18 June)

This Session focussed on Success Factor 5. *Effective mobilisation of civil society and the private sector as well as all levels of government.*

The major premise of Dr Heath's (USA) presentation was that creating real, participative partnerships is key to preparing for and responding to any disaster including avian influenza and the next human influenza pandemic. Government, voluntary bodies, private sector groups, neighbouring economies and the media need to be working together according to a shared integrated plan. He suggested that small local contained events in the main will be dealt with through local partnerships and plans; and as the event escalates the planning and response progressively requires state and national involvement and partnerships. Dr Heath reported that the USA has an integrated local-state-federal response system that can accommodate animal disease threats from minor situations to those that potentially have a national impact. He stressed the need for such an integrated system to be supported by legislation that supports the decisions in the plans and allows the expenditure of funds; and a National Response Plan that spells out the roles and responsibilities of all levels of government, non-government organisations, the private sector and citizen groups. There must be clarity on who will do what, when and where. Dr Heath said

the decisions about *how* to act are taken before the event occurs – it is too late for these decisions to be made as the event unfolds. He indicated that the USA's approach was similar to that articulated by Dr Chuong regarding Vietnam but appropriately both economies' response structures, processes and legislation reflect their social, political and economic structures.

Many participants indicated it was one thing to legislate or instruct sectors to take on roles and responsibilities but it took a lot of time, resources and a range of techniques to get the not-for-profit and private sectors to really be engaged as fully informed partners in a quasi-voluntary way. Discussion also focussed on the importance of ongoing information and communication in engaging all sectors and citizens.

While many economies have done well to develop integrated plans and are reviewing / improving structures and processes, the discussion suggested that not all may have reviewed or adopted legislation that supports emergency response systems and decisions. The inherent risk is that delays in decision making and response may occur in an emergency, as powers to act are challenged by other levels of government, the private sector, or community groups.

Canada, USA and Mexico shared their experience regarding their trans-boundary agreement, noting how important it was to work collaboratively with those with whom you share borders. As is the case with in-country planning it is critical to agree on emergency response issues such as movement controls and restrictions with neighbouring countries in 'peace time', before an event occurs.

Some time was also spent discussing Dr Heath's scenarios and the importance of local preparedness and responses.

Summary

- Partnerships at the local, provincial, regional, state, national, and international level are key to preparing for and responding to the avian influenza threat.
- Roles, responsibilities, authorities and decision-making processes need to be agreed in advance of any event.
- Time and resources need to be identified and allocated – from local through to national levels – for the planning, development and implementation of appropriate structures, and the effective engagement of non-government sectors
- Building and maintaining information and communication networks is a key to maintaining engagement and partnerships.
- It is critical to review emergency management legislation to ensure it covers all events and threats, particularly those posed by the global movement of goods and people.
- Trans-boundary risks and opportunities need to be assessed and arrangements negotiated in advance to enable progress towards common preparedness goals and rapid and collaborative response actions.

Session 3: Field trip to Lop Buri – Day 2 (19 June)

The focus of the field trip was to explore Success Factor 3: *Primary attention to improve functioning of veterinary and human health services at all levels, with a transparent approach to the sharing and dissemination of information about suspected disease outbreaks, immediate efforts to establish their cause, and prompt responses (including restriction of movement of animals that are at risk).*

Participants travelled to Lop Buri Province approximately two hours by bus from Bangkok. Lop Buri Province has 11 Districts, 122 Sub-districts and 1,126 villages. This Province has been the subject of a number of H5N1 outbreaks. It is a major chicken-meat exporting province, – with 428 standard farms and approximately 29.5 million head of poultry in the production system at any one time.

As part of the field day participants:

- visited Betagro's (a major Thai agribusiness) export chicken meat processing plant to observe their to quality control measures to ensure products met the high standards required by their international customers, and guard against any spread of AI virus;
- heard a detailed presentation from Thailand DLD on their AI monitoring, reporting and response system with a particular focus on the networks that operate from the Province through to District, Sub-district and the village level;
- heard a presentation from Betagro on private sector involvement and cooperation with government in the prevention of H5N1;
- engaged in a lunchtime reflection on DLD's and Betagro's presentations; and

- visited a local government administration office where the monitoring, reporting and information role of local health workers and AI volunteers was shared by individuals who carry out those roles.

The field trip provided the opportunity to consider Thailand as a practical case study of the implementation of all 6 Success Factors. DLD's presentation indicated that Thailand has a comprehensive AI surveillance and response system in place which is tailored to deal with its complex and dispersed poultry and bird farming, ownership and bird movement (natural and farmed) within its borders and to address potential trans-border risks. In developing its integrated national prevention and response plan, Thailand has identified a number of related risk areas, such as non-standard farmers, free grazing ducks, fighting cocks, and natural and migratory birds, and has developed detailed mapping, education, reporting and response systems specific to each area. Thailand has also successfully incorporated the complex, dispersed village system into its national approach. Roles and responsibilities are articulated for National, Provincial, District, Sub-district and Village officials and citizens. A key strength of Thailand's approach seems to be the successful integration of government policy and community action.

Though there was no formal discussion session on Success Factor 3, the questions asked at the end of the DLD presentation, reflection over lunch, and the question session at the Administrative Centre focussed on and highlighted the points identified in the following Summary.

2.0 SUMMARY OF LESSONS LEARNT FROM THE FIELD TRIP

- The importance of identifying the specific risks to your own economy created by industry, culture, tradition, socio-economic factors etc and then addressing the distinct risks as part of an integrated framework.
- Plans should be kept simple – individuals and groups only need to be well versed in the part of the whole plan that is relevant to them, but must also understand the broader objectives they are helping to achieve.
- Mapping and data systems that include the use of GIS and the collection of data items that can be aggregated from the Village through to the National level are valuable tools.
- Detailed and frequent reporting regimes, including daily monitoring reports from every Village, provide excellent coverage and enable early intervention.
- Recognition and use of local volunteers (civil society) supports understanding and engagement at the local level.
- The engagement of the local volunteers to collect data provides the most reliable and definite information.
- Recognising and building on existing governance structures rather than creating new ones is an important principle.
- Engagement with the industry from the small to the very large can be achieved through both top down policy direction and community-based engagement and education.
- Prevention does not mean wiping out cultural and non-standard practices – rather practical strategies can improve non-standard farming practices (eg. registration and passports for free ranging duck flocks) and cultural practices (eg. registration and passports for fighting cocks).
- Effective communication and information dissemination is based on knowing your target audience well. Activities such as door knocking, conducting village information sessions, and the use of loud speakers to make announcements have been effective mechanisms for communicating at the village level communication in Thailand.

Session 4 – Day 3 (20 June)

This Session focussed on Success Factor 2. *Clear procedures and systems for managing the rapid implementation of priority actions.*

Given that Malaysia had recently dealt with a H5N1 outbreak, Dr Sheriff's presentation not only described Malaysia's procedures and systems for responding rapidly to suspected or actual avian influenza outbreaks, or/and when human cases are suspected, but also demonstrated that this system had been tested and shared the lessons learnt from its implementation.

He stated that key to the Malaysia's ability to rapidly and effectively implement its responses are:

- a well documented and clear organisation structure with agreed lines of authority supported by political commitment in terms of legislation and resources;
- a clear and practical reporting system that uses, integrates and builds on the activities of existing government departments and services;
- ensuring enough skilled staff are on hand and able to be contacted in times of emergency;
- ensuring the right equipment is available for rapid investigation, testing, quarantining, culling etc;
- engaging the cooperation of the industry; and
- ensuring the cooperation of the general population in prevention, surveillance and reporting.

Dr Sheriff indicated that Malaysia's prevention, detection and response procedures and systems have been turned into a set of required "abilities". This is basically an action list, translated from translates the higher level structures and documents into practical checklists for agencies and individuals responsible for action. Dr Sheriff shared how the structures and processes worked in practice during the H5N1 2006 outbreak.

During the discussion other participants sought further information on:

- the Rapid Action Team (RATs) – how they worked, how they were activated, how they were resourced;

- the dispersed regional laboratory and research institutes – why they were located where they were, the benefits of multiple laboratories;
- the high level of cooperation and integration of government departments and services and farmers – for example, the defined roles for fire departments in burning bird carcasses, police department in controlling transport and access to suspected areas etc; and
- the linkages between government agencies in surveillance and reporting – for example what happens if someone attends a doctor and incidentally reports having seen dead ducks on the side of the road.

Participants also indicated that they thought Malaysia has developed procedures and systems that not only demonstrated that as an economy it was effectively addressing Success Factor 2 but that the presentation was also a good example of an economy reflecting all 6 Success Factors in its integrated planning and preparedness for AI and PI. Participants also reflected that the presentation reinforced what had been observed on the Field Trip and learnt through Thailand's presentations.

Summary

To manage rapid implementation of responses economies will require:

- Well documented and clear organisation structures.
- Agreed lines of authority.
- Political commitment in terms of legislation and resources.
- A reporting system that integrates and builds on existing government departments and services.
- Enough staff with the right skills that may be contacted in times of emergency.
- The right equipment, in the right places for rapid investigation, testing, quarantining, and culling.
- The cooperation of the industry.
- The cooperation of the general population in prevention, surveillance and reporting.

Session 5 – Day 3 (20 June)

This Session focussed on Success Factor 4. *Incentive and/or compensation schemes combined with effective communication to communities on the importance of immediately reporting disease outbreaks in animals to responsible authorities.*

Dr Nishida's presentation on the incentive and compensation system operating in Japan stimulated considerable discussion. Based on lessons learnt in outbreaks in 2004 and 2005 Japan has developed an incentive-based compensation system that is an integral element of its prevention and response preparedness.

Dr Nishida indicated that an effective incentive-compensation scheme needs:

- incentives to encourage early reporting and penalties to discourage non-compliance;
- a comprehensive, clearly articulated and promoted surveillance and notification system;
- to be supported by law; and
- to be enforced by a widespread network of surveillance personnel (in Japan this is a network of veterinarians).

Japan has approximately 6200 poultry farms. It has 47 Prefectural Governments, approximately 177 official veterinary service centres and approximately 2200 government veterinarians. There are also almost 4000 non-government livestock veterinarians. This means that animal infectious disease notification is underpinned by a widespread network of professionals with a monitoring and investigation role.

He indicated that the compensation scheme was successful in encouraging early reporting in the 2007 outbreaks because:

- the penalties for delayed reporting have been strengthened;
- financial support measures for affected producers and producers within movement restricted areas have improved; and
- veterinary services and producers are better prepared.

Discussion focussed on Japan's two compensation systems: one for directly affected producers; and one for producers who could not move products or feed in affected areas. Many participants were impressed that Japan has sub categories for both these schemes resulting in a system that covers such issues as infected animals, destroyed animals, contaminated materials, dropped value of eggs, increased feed costs, and disposal of product that is not marketable. Additionally the system is guided by fair market values calculated by independent persons.

Participants were interested to hear that while the surveillance-notification network and the compensation schemes encouraged voluntary compliance, it has been necessary to amend legislation to enable those failing to report suspected cases and those committing fraud regarding compensation to be penalised. Participants were interested to hear that the notification and compensation aspects of the system worked so well that there has only been one case that has been taken to court.

It was noted that Japan's system appears to be resource intensive and could not be afforded by many economies in its full form. However, sharing the details of the model provided economies with the opportunity to consider how it could be modified in the context of each economy. For example Japan makes significant use of a widespread network of veterinarians for monitoring and notification purpose, whereas Thailand makes effective use of a very widespread network of trained local volunteers. It was suggested that while it is important for each economy to have a robust incentive-compensation scheme, linked to a comprehensive surveillance-notification system, there is not a single model that will fit all economies neatly.

A number of participants were keen to obtain further detail on Japan's compensation arrangements and committed themselves to following up outside the workshop.

Summary

- Japan's system with its emphasis on fair compensation for direct and indirect loss and industry support for re-building underpinned by a widespread trained surveillance network was considered an excellent model for compensation.
- One size does not fit all – each economy needs to develop a compensation scheme that reflect its political, legislative, social, economic, industry, border and international business requirements
- Characteristics of a successful compensation scheme would include: addressing the range of impacts of suspected or actual outbreaks, is seen to be fair, transparent, objective, operates in a timely manner with no delays; minimises the negative impacts of a disease outbreak on livelihoods, is supported by a widespread trained surveillance network, is sustainable, and engages industry as partners.

Session 6 – Day 3 (20 June)

Session 6 focussed on Success Factor 6. *National mass communication campaigns that promote healthy behaviour and focus on reducing the extent to which humans might be exposed to HPAI viruses.*

Dr Azhar identified Communication as a key element of Indonesia's National Strategic Work Plan for the Progressive Control of HPAI in Animals 2006-2008. The Work Plan is integrated with the Integrated National Strategic Plan for AI and PI. He indicated that Communication in itself is a shared but integrated activity in Indonesia. The Ministries of Agriculture, Communication and Information, and Health all have responsibilities for promulgating messages to the general population and the industry.

His presentation reminded participants that, like a number of other economies, Indonesia has multiple bird related risks to manage but the biggest challenge was the close relationship between birds and humans - private raising of poultry; and the purchase of live poultry for slaughter and consumption. He also noted that in Indonesia the messages need to meet a wide and dispersed range of target audiences, all with varying literacy skills and different levels of access to media.

Dr Azhar said the prevention of AI and PI depends on getting the messages to those locations, parts of industries and the people most at risk, so that individuals have the capacity to take the basic preventative action and are aware of when to report to local authorities.

He said there are four simple messages: report – sick poultry or self if sick; separate – animals and humans; wash and clean; and cook properly. Dr Azhar shared many practical examples of how the three Indonesian Ministries achieved consistency in communications, in conjunction with the NGOs who were also very active in this area.

Dr Azhar also shared Indonesia's 7Cs of communication: Command attention; Cater to the heart and head; Clarify the message; Communicate benefit; Create trust; Convey a consistent message; and Call for action.

Much of the discussion focussed on the practical tools and activities that Indonesia was using to communicate its key messages. Examples of these can be found in Dr Azhar's presentation. Participants were also interested in the reviews that Indonesia carried out to gauge the effectiveness of communication activities and their reach with the broader public and industry. A number of examples from other economies were also shared.

Summary

The characteristics of an effective mass communication campaign include:

- Accurate information-messages;
- Coordination between agencies and consistency of messages;
- Targeting messages and modes of delivery to the needs of your audiences target groups;
- Deliver messages through trusted people eg. Monks/pagoda;
- Use attention-grabbing techniques – eg. use celebrities, t-shirts, festivals, plays, village loud speakers;
- Regular review and evaluation to gauge effectiveness; and
- Amend strategies when reviews identify that change is required.

3.0 NEXT STEPS

Participants agreed that the Workshop was a valuable opportunity to discuss and share experiences of the management of the avian influenza H5N1 threat and enabled economies to discuss the benefits and disadvantages of different approaches and to develop relationships with other economies for future information exchange. Participants welcomed the opportunity to examine linkages between animal and human health strategies in the management of HPAI outbreaks.

The workshop demonstrated that taking an institutional, open and collaborative approach to planning for and dealing with avian influenza outbreaks produced positive outcomes for APEC economies and the region.

The workshop found the UNSIC and World Bank 6 Success Factors to be an extremely valuable framework upon which to reflect and share experiences regarding the status of their economy's progress against the threat of H5N1 avian influenza.

- The workshop noted the applicability of the Success Factors as a framework to assist with capacity building longer-term, not just for H5N1 avian influenza but for existing and emerging animal diseases and public health threats facing member economies;
- The workshop suggested the continued use of the Success Factors framework within APEC's Agriculture Technical Cooperation Working Group (ATCWG), so that member economies have a forum in which to collectively explore and further develop strategies for their implementation; and

- The workshop agreed that the Success Factors could be an ongoing theme of discussion for the ATCWG and that consideration be given to the establishment of an information sharing network that could allow member economies to continue to share their experiences as they relate to the Success Factors and avian influenza.

The workshop identified that further value could be obtained from the Success Factors by the development, in consultation with relevant partners, of an "implementation toolkit", that could provide advice and guidance to individual member economies on practical strategies for implementation of the Success Factors within their own economy.

- In particular, the workshop felt that further exploration of the practical systems and mechanisms used for the implementation of the Success factors relating to information sharing practices and private and public sector partnerships, could be especially beneficial.

The workshop considered it could be beneficial, given the recognised importance of collaboration between the animal and public health sectors in managing and preparing for the threat of avian and human pandemic influenza, for the ATCWG to undertake a collaborative project with the APEC Health Task Force, to further explore the application of the Success Factors across both sectors.

ATTACHMENT A: Workshop Program

APEC – Sharing Experiences in the Management of the Avian Influenza H5N1 Threat Workshop

(note: Session 2 (18 June) and Session 4 (20 June) were interchanged to accommodate travel difficulties experienced by the Session 2 presenter).

Monday 18 June 2007

- | | |
|--------|---|
| 1.30pm | Registration |
| 2.00pm | Welcome Address by Dr Chaweewan Leowijuk - Deputy Director General Thai Department of Livestock Development |
| 2.30pm | Avian Influenza – A Regional Perspective by Dr Gardner Murray - President Regional Commission Asia, Far East and Oceania Office International des Epizooties |
| 3.00pm | The 6 Success Factors – Background and Overview by UNSIC |
| 3.30pm | Afternoon Tea |
| 4.00pm | <p>Session 1 – Consistent high-level political engagement and direction
 Presenter: Viet Nam (Dr Chu Van Chuong)
 This session focuses on the need to maintain high-level commitment and leadership to the prevention and management of avian influenza even when outbreaks are minimal and media attention and external scrutiny scant and public interest has waned.</p> <ul style="list-style-type: none"> • The facilitators and speaker will focus on the importance of high-level commitment both within and between economies, and provide an example of good political engagement and commitment. • Possible issues to explore include: <ul style="list-style-type: none"> - What are some of the barriers to ongoing political engagement and leadership? - Have some economies achieved good political engagement – if so, how did they do it? - What strategies are needed to sustain engagement in “quiet” times? |
| 5.00pm | <p>Session 2 - Procedures and systems for managing the rapid implementation of priority actions.
 Presenter: Malaysia (Dr Rahmat SM Sheriff)
 This session focuses on economies having systems and procedures in place, and tested, which are able to be scaled up very quickly to enable effective responses to avian influenza affected birds and suspected human cases.</p> <ul style="list-style-type: none"> • The facilitators and speaker will focus on systems and procedures and the capacity to respond rapidly and effectively in times of outbreaks, and provide an example of how this has occurred in an economy. • Possible issues to explore include: <ul style="list-style-type: none"> - What are the essential mechanisms to have in place to effectively implement a response? - Have economies tested their escalation procedures – if so what were the lessons learned? |

- How do we encourage cooperation between different sectors?
 - Do we need to invest in services to enable them to scale up?
- 6.00pm **Summary & Close**
- 7.00pm Workshop Delegates' dinner

Tuesday 19 June 2007

NOTE – The field trip itinerary will be finalised at a later date by Thailand's Department of Livestock Development. The schedule provided here is indicative only.

The purpose of the field visit is to focus on the 3rd Success Factor:

Improving the functioning of services at all levels and sharing and disseminating information.

Presenter: Thailand

The field trip will enable attendees to visit a region that has actively implemented effective avian influenza prevention mechanisms, including education and information, training, identification, reporting, culling and compensation strategies.

The field visit discussions will focus on the need for timely and transparent approaches to collecting, analysing sharing and disseminating information about suspected disease outbreaks.

- The field visit will focus on the systems needed to collect, analyse and share information and the capability of services to utilise the information and respond effectively; an example of such a system in operation in an economy will be provided.
- Possible issues to explore include:
 - How effective are similar or alternative approaches in different economies, and what are their strengths?
 - Do weaknesses exist in the systems – if so where, and what can we do to improve them?
 - How effectively do the different sectors work together in different economies?

Indicative Schedule

7.30am Hotel pick up for Field Trip
 10.00am Presentation
 10.30am Visit HPAI Prevention
 12.30pm Lunch
 1.30pm Travel to community
 2.00pm Visit community
 4.00pm Return to Bangkok
 6.30pm Hotel drop off.

Wednesday 20 June 2007

9.00am Introduction to the day and review of Days 1 & 2

- 9.30am **Session 4 – Mobilisation of civil society, the private sector and all levels of government.**
Presenter: United States of America (Dr Sebastian Heath)
 This session focuses on the need for all sectors of society to work together to tackle the problems posed by avian influenza, recognising that governments cannot solve the problem on their own.
- The facilitators and speaker will focus on how to bring different groups together into the response and the sorts of approaches that might be needed to engage different groups. An example of how an economy has involved the voluntary or private sector will be provided.
 - Possible issues to explore include:
 - How easy or difficult is it to promote and manage inputs from voluntary and business sectors?
 - What plans, agreements or protocols do economies have for engaging the voluntary or business sector they could share?
 - How do economies manage to engage villages, communes and small, more remote centres effectively?
- 10.30am Morning Tea
- 11.00am **Session 5 – Incentives combined with effective communication to encourage reporting of disease outbreaks to responsible authorities.**
Presenter: Japan (Presenter TBC)
 This session focuses on the importance of incentives and/or compensation schemes to encourage reporting and also covers the importance of not having disincentives built into the system.
- The facilitators and speaker will focus on why incentives are important and the sorts of incentives that can be considered. An example will be provided of an incentive/compensation system at work in an economy.
 - Possible issues to explore include:
 - What happens if there are no incentives?
 - How do economies manage the costs of incentives/compensation?
 - How do we keep compensation systems fair, transparent and free of corruption?
- 12.00pm Lunch
- 1.00pm **Session 6 – Mass communication campaigns promoting healthy behaviour and reducing human exposure to HPAI viruses.**
Presenter: Indonesia (Dr Muhammad Azhar)
 This session focuses on how important well-designed and implemented communication campaigns are for successful interventions.
- The facilitators and speaker will focus on the role of mass communication in mobilising communities and creating successful behaviour changes. An example will be provided of a successful communication campaign in an economy and explore how the economy knows what worked.
 - Possible issues to explore include:
 - How do you develop simple messages that work?
 - What sorts of approaches (television, newspaper, brochures etc) have worked well in different economies?
 - How often do economies need to refresh their campaigns?
- 2.00pm **Plenary & Summary Session**
- 3.00pm **Official Workshop Close by Thai and Australian governments**

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