Collaboration :
Provincial Livestock Services Office of Bali
United States Department of Agriculture Washington DC
Center for Indonesian Veterinary Analytical Studies

Final Report

Workshop for Avian Influenza Communication TOT and Avian Influenza Message Development Specific for Bali

Report by
Provincial Livestock Services Office of Bali Denpasar;
April 7th, 2008

Collaboration :
Provincial Livestock Services Office of Bali
United States Department of Agriculture Washington DC
Center for Indonesian Veterinary Analytical Studies

Final Report

Workshop for Avian Influenza Communication TOT and Avian Influenza Message Development Specific for Bali

Report by
Provincial Livestock Services Office of Bali Denpasar;
April 7th, 2008

Terms

HPAI	:	Highly Pathogenic Avian Influenza
Komnas FBPI (Komite Nasional Pengendalian Flu Burung dan Kesiapsiagaan Menghadapi Pandemi Influenza)	:	Indonesia National Committee for Avian Influenza Control and Pandemic Influenza Preparedness
Komda FBPI (Komite Daerah Pengendalian Flu Burung dan Kesiapsiagaan Menghadapi Pandemi Influenza)	:	Provincial Committee for Avian Influenza Control and Pandemic Influenza Preparedness
KKR (Kelompok Kerja Regional, Komnas FBPI)	:	Regional Working Group for Komnas FBPI
CMU or also called UPP-AI Pusat (Unit Pengendali Penyakit AI Pusat)	:	Campaign Management Unit (CMU) for Avian Influenza Control, under Directorate General of Livestock Services, Dept. of Agriculture
RMU or also called UPP-AI Regional (Unit Pengendali Penyakit AI Regional)	:	Regional Management Unit (RMU) for Avian Influenza Control, under Disease Investigation Center
LDCC or also called UPP-AI Provinsi	:	Local Disease Control Center, under Provincial Livestock Services
DIC	:	Disease Investigation Center, there are 7 in Indonesia, under Directorate General of Livestock Services, Dept. of Agriculture
Drh (Dokter Hewan)	:	Doctor of Veterinary Medicine
FAO	:	Food and Agriculture Organization
WHO	:	World Health Organization
OIE (Office International des Epizooties)	:	World Organization for Animal Health
USDA	:	United States Department of Agriculture
USAID	:	United States Agency for International Development
CBAIC	:	Community Based Avian Influenza Control
UNICEF	:	United Nation International Children's Education Fund
AUSAID	:	Australian Agency for International Development

Acknowledgement

With the finish of the Workshop for AI Communication TOT and AI Message Development Specific for Bali we would like to acknowledge:

1. Governor of Bali for his advices;
2. Dr. Vincent Covello from Center for Risk Communication New York, United States of America for his lectures and guidance during the workshop;
3. Dr. Chuck Lumbert, Ms. Angela Harless, and Mr. Andrew White from USDA Washington DC for their assistance, participation, and financial support of the Communication Workshop;
4. Drh. Bimo Witjaksono, USDA Jakarta, for all his support and participation, both before and during the workshop;
5. Mr. Getu Reta and Dra. Widijawati from USAID–CBAIC Jakarta for their participation in the Communication Workshop;
6. Prof. Adnyana Manuaba (UNUD), Dr. Rachmat Pambudy (IPB) and Drh. Anak Agung Gde Putra, MSc, PhD, SH (Disease Investigation Center Denpasar) for their presentation;
7. Mr. Anthony Burnnet from FAO Bangkok for his participation in the Communication Workshop;
8. Dr. Ronald Thornton and staff of the JTF FAO Denpasar Project for their participation and support;
9. Organizing committee of the Communication Workshop;
10. All participants of the Communication Workshop;
11. Translation Team of the Communication Workshop;
12. Center for Indonesian Veterinary Analytical Studies (CIVAS) Bogor for the management and financial administrative support of the Communication Workshop.

And finally to USDA Washington DC through USDA Jakarta for the financial support given for the Communication Workshop.

Denpasar, April 7th, 2008

Head of Provincial Livestock Services Office of Bali,

Ir. Ida Bagus Ketut Alit
NIP. 070 009 766

Contents

Executive Summary

Since Avian Influenza (AI) was first discovered in October 2003, this disease has now become endemic in Bali. Data from the Provincial Livestock Services Office of Bali indicates that until December 31st, 2007 (cumulative data since October 2003); 48 sub-districts (85.7%) and 217 villages (31.6%) are AI infected (or has a history of AI infection). In 2007, clinical AI cases in poultry were found in 116 villages. No AI cases were reported in sector three farms.

Guidelines for AI Prevention, Control, and Eradication refer to existing guidelines issued from the Central Government and Bali Provincial Government. One of the programs is public awareness/communication activities. Communication activities are considered central for the execution of other AI programs, which will mainly focus on village people as the basis of backyard farming.

To anticipate the negative effect of AI virus presence in Bali, early detection and early reporting is imperative for accurate early response to support AI control and eradication programs in Bali Province. In regards to that and also to support the execution of all programs, improved understanding about communication, particularly Strategic Communication, Risk Communication, and Crisis/Emergency Communication in considered necessary.

The final goal of AI communication programs is to: improve public understanding about AI and encourage behavior and attitude change of the general public to support AI prevention, control and eradication efforts in Bali. Hence negative economic, social, and cultural effects of AI in Bali are expected to be controlled and minimized.

Overall, the workshop was a success. The AI Communication TOT Workshop was very beneficial and has improved the knowledge of all participants. Hopefully what participants have gained could be spread to others as needed and implemented accordingly, specifically for AI mitigation in Bali.

The Workshop on AI Message Development Specific for Bali was very productive and has produced several drafts of AI message maps specific for Bali. The national AI message map is still the main reference, but it will be complemented with the AI message maps specific for Bali for perfection of the overall AI message package, adjusted to the unique culture of Bali people.

Workshop participants had agreed that AI prevention, control, and eradication efforts in Bali should be holistic, systematic, integrated, and continuous considering that the impact (risk) of this disease is so great. The workshop also recommends policy makers to build a Risk Communication Center in Bali considering that communication has a very strategic role in AI mitigation in Bali.

Because of the limited discussion time, the AI message map drafts need to be reviewed, edited, harmonized, and perfected by a special team. The Bali AI message map will then be documented and be referred to when communicating AI in Bali. The AI message map is dynamic, meaning that it will be periodically reviewed, perfected, and added with new messages as needed.

The finalized Bali AI message map then must be implemented at field in a limited area and later be intensified to support AI eradication efforts in Bali.

United States Department of Agriculture Washington DC through USDA Jakarta or other donor agencies/countries are expected to give financial and technical support for the implementation, evaluation, and perfection of AI messages.

Final Report
Workshop for AI Communication TOT and AI Message Development Specific for Bali

Chapter 1. Introduction

1. History of Highly Pathogenic Avian Influenza in Bali

The main occupation of most Bali citizens is farming (animal husbandry) and only a small portion work in tourism. The current population of Bali is around three and a half million people. With its agriculture background, almost every household in Bali owns animals, particularly poultry (including birds), which are raised either in small or medium scale. The current poultry population in Bali province is around twelve million birds, comprising of chickens (layer, broiler, native chicken, and Arabian chicken), ducks, Muscovy ducks, geese, and quails. Besides poultry, Bali also has swine with a population of about one million pigs. In general, the location of poultry farms, pig farms, and residential houses are close to each other.

The first clinical avian influenza (AI) cases were found in chicken farms in Badung and Jembrana District in October 2003 due to poultry trade. The cases were definitively confirmed (laboratory confirmation) in February 2004. They were caused by the H5N1 subtype AI virus, which through phylogenetic analysis was classified as Z genotype, one group with AI viruses from Vietnam, Thailand, and China, but was closest to the AI virus from Yunan (China).

2. Current Spread Status of Avian Influenza in Bali

Since October 2003, the disease has rapidly spread to other districts in Bali. Data from the Provincial Livestock Services Office of Bali indicates that until December 31st, 2007 (cumulative data since October 2003); 48 sub-districts (85.7%) and 217 villages (31.6%) are AI infected (or has a history of AI infection). In 2007, clinical AI cases in poultry were found in 116 villages. No AI cases were reported in sector three farms.

AI in Bali was found to infect layer chickens, broiler chickens, native chickens, Muscovy ducks, ducks, pigeons, Perkutut birds, and quail. Mitigation efforts refer to the Guidelines for AI Prevention, Control and Eradication issued by both the Central Government and Bali Provincial Government. One of the programs is public awareness/communication activities. Communication activities are considered central for the execution of other AI programs, which will mainly focus on village people as the basis of backyard farming.

Since December 2005, Bali Provincial Government has banned live poultry importation from outside of Bali Island (Bali Governor Directive No. 44 Year 2005, issued December 28th, 2005). Therefore, only poultry carcasses are allowed into Bali island, minimizing the risk of introducing AI virus or certain strains of AI virus into Bali from outside of the island.

During 2005, the spread rate and number of clinical AI cases in poultry in Bali has drastically decreased due to the mitigation measures applied. Even so, in year 2006 and 2007 there was a tendency of increase in the number of AI infected areas (villages) (Table 1). In August 2007, two citizens, one from Dangin Tukadaya village of Negara sub-district in Jembrana district and another from Braban village of Kediri sub-district in Tabanan district were found infected with AI, both cases were fatal.

Table 1 H5N1 avian influenza progress and geographical distribution (infected village) in each district in Bali province from October 2003 to December 31st, 2007 (data from the Bali Provincial Livestock Services Office).

Year	Buleleng	Jembrana	Tabanan	Denpasar	Badung	Gianyar	Bangli	Klungkung	Karangasem	Total
2003	0	1	1	0	1	0	4	6	3	**16**
2004	0	14	8	1	0	10	23	3	2	**61**
2005	1	0	0	2	1	0	0	0	0	**4**
2006	0	9	7	3	0	0	0	0	1	**20**
2007	10	9	30	9	30	3	4	10	11	**116**
Total	**11**	**33**	**46**	**15**	**32**	**13**	**31**	**19**	**17**	**217**

3. Potential Effect of H5N1 Avian Influenza on Human Health

Avian influenza is caused by the H5N1 subtype AI virus and is zoonoses (could be transmitted to humans). Based on current data, H5N1 subtype AI viruses could not easily infect humans. But, from Indonesian AI cases in humans, infection is suspected to have occurred through direct contact with infected poultry or products contaminated with AI viruses, even though the mechanism is still uncertain.

There is also a hypothesis that pigs, quails and also humans could act as mixing vessels of several AI virus subtypes, which later could create new AI viruses with the potential to infect human or capable of human to human transmission. Therefore, intensive anticipation measures is necessary as Bali is a tourist site with quite high population of both human and swine and are also closely intertwined with poultry farms.

To anticipate the negative effect of AI virus presence in Bali, early detection and early reporting is imperative for accurate early response to support AI control and eradication programs in Bali Province. In regards to that and also to support the execution of all programs, improved understanding about communication, particularly Strategic Communication, Risk Communication, and Crisis/Emergency Communication in considered necessary.

Chapter 2. Communication Workshop Objectives

The Bali Avian Influenza Communication Workshop was divided into two parts, first was the Training of Trainer Workshop which was from March 11th to March 13th, 2008, and second was the Workshop for AI Message Development Specific for Bali which was from March 13th to March 15th, 2008.

The Communication Workshop was intensively conducted by combining lectures and discussions.

As in previous statements, the communication program will be the backbone of other AI programs. The final goal of AI communication programs is to: improve public understanding about AI and encourage behavior and attitude change of the general public to support AI prevention, control and eradication efforts in Bali. Hence negative economic, social, and cultural effects of AI in Bali are expected to be controlled and minimized.

1. Training of Trainer (TOT) Workshop

Objective of the AI Communication Training of Trainer (TOT) Workshop is to prepare workshop participants as trainers in AI communication so they could train others to effectively communicate high-concern highly pathogenic H5N1 avian influenza issues.

2. Workshop for AI Message Development Specific for Bali

Objective of the Workshop for AI Message Development Specific for Bali is to develop several key messages that are unique to Bali which will be addressed for several target audiences. There were several target audiences for the HPAI H5N1 Communication Plan for Bali, they were:

a. Government (decision makers, Ministry of Agriculture, Komnas FBPI, Livestock Services Offices, Animal Quarantine, DIC, Ministry of Health, etc.)
b. Media
c. Private sector/industry/stakeholders
d. Backyard producers
e. Educators and other influential multipliers, such as village leaders
f. General public
g. Religious leaders (organization)
h. Poultry Traders and Poultry Trader Associations
i. Wet live bird markets
j. School children
k. Animal health workers
l. Public health workers

All of the audiences above have specific as well as common concerns and issues which will require targeted communication efforts to establish and maintain trust and manage their expectations during HPAI outbreaks.

Chapter 3. Outputs Expected from Workshop

As elaborated in Chapter 2, the final goal of the AI communication program is to improve public understanding about AI and encourage behavior and attitude change of the general public to support AI prevention, control and eradication efforts in Bali; therefore officers with good communication abilities are highly needed.

It has been widely understood that Bali has its own unique culture, which basically originates from its custom and Hindu religion. For example, the use of various kinds of poultry with specific feather color in cultural or Hindu religious ceremonies in Bali, it is something unique to the people of Bali. The use of such birds, particularly in large religious ceremonies, will induce an increase in poultry traffic, which could also cause AI virus spread from one area to another. Traditional Balinese food called *lawar*, is a unique Bali dish loved by Bali people and is commonly provided in cultural/religious ceremonies. *Lawar* has many forms; one kind of *lawar* uses raw blood/meat. *Tabuh rah*, a form of cock fighting, is another uniqueness of Bali which is done in a certain kind of cultural ceremony. Such activity has potential in spreading AI virus and threatening public health.

To change certain practices which have become part of the culture is very difficult and time consuming. Even so, change towards the better (in terms of health) should always be fought for. National AI messages have not addressed the uniqueness of Bali people as has been elaborated above, therefore specific messages need to be developed.

1. Training of Trainer (TOT) Workshop

After the workshop, participants are expected to have the capabilities of a communication trainer, particularly those related to high-concern issues or situations, which are :

a) How to communicate risks,
b) How to convey risk messages to target audiences,
c) Discuss about risk communication and strategic communication techniques and tools to increase trust and credibility,
d) Methods of proactive information delivery.

2. Workshop for AI Message Development Specific for Bali

The workshop was expected to produce :

a) AI message maps specific for Bali,
b) Participants master methods of AI message development,
c) Methods of message development are also expected to be applied in the development of other messages, such as for other zoonotic diseases or for other fields.

Chapter 4. Workshop Agenda, Location, Instructors, Participants, and Source of Fund

1. Workshop Agenda

Agendas of the Training of Trainer (TOT) Workshop and Workshop for AI Message Development Specific for Bali are displayed in Table 2 and Table 3.

Table 2. Agenda Training of Trainer for AI Communication Workshop: Principles of Risk, Crisis, Strategic, and High Concern Communication.

Day	Time	Activity - Topic	Remark
Day 0 Tuesday 11-03-2008	13.00-18.00	§ Participants check in Hotel § Registration § Organizing committee meeting US Team and others	Organizing committee
	18.30-19.30	Dinner	Organizing committee
	19.30-20.30	§ Objectives of TOT Workshop § Climate setting (introduction for all participants and lecturers)	- Dr. Anak Agung Gde Putra - Angela Harless, USDA Washington DC
Day 1 Wednesday 12-03-2008	08.00-10.00	§ Official Opening of TOT: - Report by Organizing Committee - Speech by USDA - Speech by Head of Bali Livestock Services Office and official opening of workshop § Effective Communication to Improve Coordination in Addressing Avian Influenza Issues	- Dr. Anak Agung Gde Putra - Dr. Chuck Lambert, USDA Deputy Under Secretary for Marketing & Regulatory Programs - Ir. Ida Bagus Alit, Head of Bali Province Livestock Services - Dr. Rachmat Pambudy, IPB Bogor
	10.00-10.30	Morning break	Organizing committee
	10.30-12.30	**Topic 1: Introduction to Risk, Crisis, Strategic, and High Concern Communication - An Overview of Risk and Strategic Communication Research and Practice:** § Steps Involved in Risk and Strategic Communication Planning § Case Studies of Effective and Ineffective Risk and Strategic Communication § How to Use Risk Communication Principles and Techniques § Anticipating, Listening to, and Understanding Audience Concerns	- Dr. Vincent Covello, Center for Risk Communication, New York
	12.30-14.00	Lunch break	Organizing committee
	14.00-15.30	**Topic 2: Risk, Crisis, Strategic, and High Concern Communication Tools and Templates:** § CCO Template § Rule of 3 Template § 27/9/3 Template § Primacy/Regency Template § IDK Template § 1N=3P Template § Other Templates	- Dr. Vincent Covello, Center for Risk Communication, New York
	15.30-16.00	Afternoon break	Organizing committee
	16.00-17.00	**Topic 3: Risk, Crisis, Strategic, and High Concern Communication Skills:** § Planning Skills § Verbal Skills § Non-Verbal Communication Skills § Developing Effective Audio-Visual Material	- Dr. Vincent Covello, Center for Risk Communication, New York - Angela Harless, USDA Washington DC

Day	Time	Activity - Topic	Remark
		§ Credibility Transference § Avoiding Traps and Pitfalls § Conducting Effective Meetings Review of the day	
	19.00-22.00	§ Welcoming dinner hosted by the Governor of Bali § Bali Traditional Operetta who will deliver AI messages	Organizing committee
Day 2 Thursday 13-03-2008	08.00-10.00	**Topic 3: Message Mapping and Message Development Techniques:** § Message Mapping/Message Development Techniques § Message Development Strategies § Resources for Developing Effective Messages	- Dr. Vincent Covello, Center for Risk Communication, New York - Angela Harless, USDA Washington DC
	10.00-10.30	Morning break	Organizing committee
	10.30-12.30	§ Group discussion	
	12.30-14.00	Lunch break	Organizing committee
	14.00-16.00	**Topic 4: Group Presentation and Lecture on Special Topics in Risk, Crisis, Strategic, and High Concern Communications:** § Uncertainty/Lack of Knowledge § Worst Case Speculation § Responding to Allegations, Attacks, and Accusations § Responding to Rumors § Addressing Panic § Over-Reassurance § Risk Comparisons § Explaining Risk Numbers § Working Effectively with the Media in High Concern Situations § (Challenges, Strategies, Skills Needed, Methods for Handling Aggressive Media Interviews (ambush interviews; investigative reporters; sit down interviews) § Working Effectively with Partners in High Concern Situations	- Dr. Vincent Covello - Angela Harless, USDA Washington DC
	16.00-16.30	§ Closing remark: - Organizing committee Report - Remark by USDA - Remark by Head of Bali Livestock Services Office and official closing of TOT Workshop § Afternoon break	- Dr. A. Agung G. Putra - Dr. Chuck Lambert. - Ir. Ida Bagus Ketut Alit.
	17.00	Participants leave hotel	Organizing committee

Table 3. Agenda of Workshop for AI Message Development Specific for Bali

Day	Time	Activity - Topic	Remark
Day 0 Thursday 13-03-2008	13.00-18.00	§ Participants check in to hotel § Registration	Organizing committee
	18.30-19.30	Dinner	Organizing committee
	19.30-20.30	§ Workshop Objectives § Introduction of all participants and instructors	- Dr. A. Agung G. Putra - Dr. Vincent Covello - Angela Harless
Day 1 Friday 14-03-2008	08.00-10.00	§ Official opening of workshop: - Report by Organizing Committee - Speech by USDA - Speech and official opening of workshop by Head of Bali Livestock Services Office § Current AI status in Bali. Anticipating Avian Influenza: Designing Message and Sustainable Conduct, With Special Reference to Bali and Its Culture	- Dr. Anak Agung G. Putra - Dr. Chuck Lambert, USDA Deputy Under Secretary for Marketing & Regulatory Programs - Ir. Ida Bagus Ketut Alit - Dr. A. Agung G. Putra - Prof. Adnyana Manuaba, Udayana University
	10.00-10.30	Morning Break	Organizing Committee
	10.30-12.30	§ Introduction to AI message development specific for Bali § AI message development in workgroups: - Poultry smuggling into Bali workgroup - Cock-fighting workgroup - Traditional Bali food (lawar) workgroup - Specialty birds for Bali ceremonies workgroup	- Dr. Vincent Covello - Angela Harless
	12.30-14.00	Lunch	Organizing Committee
	14.00-15.30	§ Group presentation § Discussion / response from other groups	- Dr. Vincent Covello - Angela Harless
	15.30-16.00	Afternoon Break	Organizing Committee
	16.00-17.00	§ Finalizing message drafts of each workgroup § Discussion	- Dr. Vincent Covello - Angela Harless
	19.00-22.00	§ Continue finalizing message drafts of each workgroup	- Dr. Vincent Covello - Angela Harless
Day 2 Saturday 15-03-2008	08.00-10.00	§ Group discussion: Practical application of strategic communication, risk communication, animal health communication, international coordination, and social mobilization in endemic, low incidence, and disease free areas. - Poultry smuggling into Bali workgroup - Cock-fighting workgroup - Traditional Bali food (lawar) workgroup - Specialty birds for Bali ceremonies workgroup § Discussion by other workgroups	- Dr. Vincent Covello - Angela Harless
	10.00-10.30	Morning Break	Organizing Committee
	10.30-12.30	§ Perfect messages of each group	- Dr. Vincent Covello - Angela Harless
	12.30-14.00	Lunch	Organizing Committee
	14.00-16.00	§ Presentation: Final conclusion of AI message development in each workgroup	- Dr. Vincent Covello - Angela Harless
	16.00-16.30	§ Workshop closing ceremony: - Report from Organizing Committee - Speech by USDA - Speech and official closing of workshop by Head of Bali Livestock Services Office § Afternoon Break	- Dr. A. Agung G. Putra - Ms. Angela Harless - Ir. Ida Bagus Ketut Alit
	17.00	Participants leave hotel	Organizing Committee

2. Workshop Location

The workshop was held at Inna Grand Bali Beach Hotel and Resort Sanur Denpasar, it is one of the oldest five star hotels in Bali. The hotel was built in the 1960s, during the government of President Soekarno.

All participants and instructors stayed at the Inna Grand Bali Beach Hotel.

3. Workshop Instructors and Material

The workshop was facilitated by Dr. Vincent Covello, a communication expert who is currently Director of the Center for Risk Communication in New York, United States of America. The workshop was also assisted by Ms. Angela Harless, Dr. Chuck Lambert, and Mr. Andrew White; all from USDA Washington DC.

Many discussions were done during the workshop. Discussion results are displayed in Appendices 1, 2, and 3. Workshop materials are displayed in appendix 6 (attached in CD).

4. Workshop Participants

The TOT Workshop was attended by 35 participants and the Workshop for AI Message Development Specific for Bali was attended by 23 participants. All participants were from institutions/agencies which are either directly or indirectly related to AI mitigation in Bali.

Most of participants of both workshops were from the Provincial or District/Municipal government of Bali. There were also participants from the central government, universities, international agencies in Jakarta, and Non-Government Organizations (CIVAS).

Several mass media in Bali were also invited to cover the workshop, but none fulfilled the invitation. Besides active participants, the workshop was also attended by a number of observers. Name and institution/agency of all participants from both workshops are displayed in appendix 5.

5. Workshop Funding

The workshop was funded by the United States Department of Agriculture Washington DC through USDA Jakarta. Administrations were managed by CIVAS.

Chapter 5. Workshop Products

1. Communication Training of Trainer

Bali now has at least 30 people trained in strategic, crisis, and risk communication which are outspread throughout Bali and from various stakeholders. Hopefully those who have received training could spread the knowledge on communication to other people in their respective institution/ agency and contribute in raising the effectiveness of AI program implementation in Bali.

2. Seven Rules of Communication

In the TOT Workshop, participants were asked to reorganize the rules of communication, to fit with Bali tradition.

The document was discussed by each discussion group and the order of the rules is documented in Appendix 1. It will be used as reference later on in field.

3. Inputs from Communication TOT Workshop Participants

TOT Workshop participants were given the opportunity to deliver inputs to perfect similar trainings in the future.
The inputs were documented in Appendix 2.

4. AI Message Drafts

a.) Several lists of questions related to AI communication in Bali have been discussed and produced. The lists are displayed in Appendix 3a.

b.) An AI Message Map draft related to 4 important issues specific to Bali, which are bird smuggling, cock fighting, specialty birds for ceremonies, and traditional Bali food using raw blood/meat, has been discussed and produced. The AI message map produced was related to the questions / concerns of stakeholders, which were :

- What is the problem/issue/risk?
- What do experts know about problem/issue/risk?
- What is the problem/issue/risk important?
- What are the authorities doing about the problem/issue/risk?
- What can / should people do to help? What can people do to support government efforts? What actions should they take?
- Why is support from the people important?
- Where can people get additional information?

The AI Message draft is documented in Appendix 3b.

c.) An AI Message Map draft related to 4 important issues specific to Bali, which are bird smuggling, cock fighting, specialty birds for ceremonies, and traditional Bali food using raw blood/meat, has been discussed and produced. The AI message map produced was related to specific topics, the topics were :

- Animal health,
- Human health,
- Children,
- Economy/financial,
- Religion,

- Trust and organizational,
- Food handling and safety,
- Agriculture,
- Legal and regulatory,
- Tourism and education.

The AI Message draft is documented in Appendix 3c.

Both AI Message drafts will be reviewed and edited by a team and will be used as communication reference to increase the effectiveness of AI mitigation in Bali.
After review/edit is finished, it will be published in the form of a booklet.

5. Workshop Follow Up

It had been realized that almost all participants of the workshops, particularly those with veterinary medicine backgrounds, had received their first communication training at this workshop. In regards to that, their understanding would be improved if it could be implemented at field in handling AI.

Such effort will be done gradually and continuously, depending on the available funds – either from domestic sources or from other countries / international agencies. Therefore a proposal has been prepared in Appendix 4.

Chapter 6. Conclusion and Recommendation

From all elaborated above, also considering the messages stated in the speeches delivered by the senior officers, presentations from experts, and discussions during the workshop, several conclusions and recommendations were made.

1. Conclusion

a.) Overall, the workshop was a success; it has received serious and full attention from both participants and instructors. The workshop had been done intensively from morning to night.
b.) The AI Communication TOT Workshop was very beneficial and has improved the knowledge of all participants. Hopefully what participants have gained could be spread to others as needed and implemented accordingly, specifically for AI mitigation in Bali.
c.) The Workshop on AI Message Development Specific for Bali was very productive and has produced several drafts of AI message maps specific for Bali.
d.) Establishment, development, and the role of communication techniques holds is very strategic in increasing the effectiveness of AI mitigation programs, particularly in Bali which its own uniqueness and cultural complexity.
e.) The national AI message map is still the main reference, but it will be complemented with the AI message maps specific for Bali for perfection of the overall AI message package, adjusted to the unique culture of Bali people.
f.) AI prevention, control, and eradication efforts in Bali should be holistic, systematic, integrated, and continuous considering that the impact (risk) of this disease is so great, covering economic, social and cultural aspects.

2. Recommendations

a.) Considering that communication has a very strategic role in AI mitigation in Bali, the workshop recommends policy makers to build a Risk Communication Center in Bali. The main duties and function of the center will be further discussed.
b.) Because of the limited discussion time, the AI message map drafts need to be reviewed, edited, harmonized, and perfected by a special team.
c.) The Bali AI message map will then be documented and be referred to when communicating AI in Bali. The AI message map is dynamic, meaning that it will be periodically reviewed, perfected, and added with new messages as needed.
d.) The finalized Bali AI message map then must be implemented at field in a limited area (as the proposal in Appendix 4, depending on the available funds) and later be intensified to support AI eradication efforts in Bali.
e.) United States Department of Agriculture Washington DC through USDA Jakarta or other donor agencies/countries are expected to give financial and technical support for the purpose in point d).

Appendix 1
Seven Cardinal Rules of Risk Communication

Role 1. Accept and involve the public as a legitimate partner.

Guidelines :

1. Demonstrate respect for those affected by risk management decisions by involving people early, before important decisions are made.
2. Adhere to highest moral and ethical standards: recognize that people hold you accountable.
3. Involve all parties that have an interest or a stake in the risk in question.
4. Include in the decision making process the broad range of factors involved in determining public perceptions of risk, concern, and outrage.
5. Use a wide range of communication channels to engage and involve people.

Rule 2. Plan and tailor risk communication strategies carefully.

Guidelines :

1. Begin with clear, explicit objectives – such as providing information, establishing trust, encouraging appropriate actions, stimulating emergency response, or involving stakeholders in dialogue, partnerships, and joint problem solving.
2. Identify important stakeholders and subgroup within the audience – aim communications at specific stakeholders and subgroups in the audience.
3. Recruit spokespersons with effective presentation and personal interaction skills.
4. Train staff – including technical staff – in risk communication skills: recognize and reward outstanding performance.
5. Anticipate questions.
6. Prepare and pretest messages.
7. Carefully evaluate risk communication efforts and learn from mistakes.
8. Share what you have learned with others.

Rule 3. Listen to the audience.

Guidelines :

1. Do not make assumptions about what people know, think or want done about risks.
2. Identify with your audience and try empathetically to put yourself in their place.
3. Let people know that what they said has been understood and what actions will follow.
4. Let all parties that have an interest or a stake in the issue be heard.
5. Take the time before taking action to find out what people are thinking: use techniques such as interviews, facilitated discussion groups, information exchanges, expert availability workshops, advisory groups, toll-free numbers, and surveys.
6. Acknowledge the validity of people's emotions.

7. Recognize that competing agendas, symbolic meanings, and broader social, cultural, economic or political considerations often exist and complicate the task of risk communication.
8. Emphasize communication channels that encourage listening, feedback, participation and dialogue.

Rule 4. Be truthful, frank, and open.

Guidelines :

1. Do not minimize or exaggerate the level of risk, do not over reassure.
2. Make corrections quickly if errors are made.
3. If in doubt, lean toward sharing more information, not less – or people may think something significant is being hidden or withheld.
4. If an answer is unknown or uncertain, express willingness to get back to the questioner with a response within an agreed upon deadline.
5. Discuss data and information uncertainties, strengths and weaknesses – including the ones identified by other credible sources.
6. Disclose risk information as soon as possible (emphasizing appropriate reservations about reliability).
7. Identify worst-case estimates as such and cite ranges of risk estimates when appropriate.
8. Do not speculate.

Rule 5. Coordinate, collaborate, and partner with other credible sources.

Guidelines :

1. Take the time to coordinate all inter-organizational and intra-organizational communications.
2. Devote effort and resources to the slow, hard work, of building bridges, partnerships, and alliances with other organization.
3. Try to issue communications jointly with other trustworthy sources such as credible university scientists, physicians, citizen advisory groups, trusted local officials, and national or local opinion leaders.
4. Use credible and authoritative intermediaries between you and your target audience.
5. Consult with others to determine who is best able to take the lead in responding to questions or concerns about risk: establish and document agreements.
6. Establish a Animal Health Risk Communication and Coordination Center at both provincial and district level.

Rule 6. Plan for media influence.

Guidelines :

1. Be accessible to reporters and respect their deadlines.
2. Prepare a limited number of key messages in advance of media interactions; take control of the interview and repeat your key messages several times.
3. Provide information tailored to the needs of each type of media, such as sound bites and visuals for television.
4. Provide background materials on complex risk issues.
5. Say only those things that you are willing to have repeated by the media, everything you say is on the record.

6. Keep interviews short, agree with the reporter in advance about the specific topic of the interview and stick to the topic during the interview.
7. Tell the truth.
8. If you don't know the answer to a question, focus on what you do know and tell the reporter what actions you will take to get the answer.
9. Stay on message.
10. Be aware of, and respond effectively to, trap questions.
11. Avoid saying "no comment".
12. Follow up on stories with praise or criticism, as warranted.
13. Work to establish long-term relationships of trust with specific editor and reporters.

Rule 7. Speak clearly and with compassion.

Guidelines :

1. Use clear, non-technical language appropriate to the target audience.
2. Respect the unique communication needs of special and diverse audiences.
3. Be sensitive to local norms, such as speech and dress.
4. Use graphics and other pictorial material to clarify messages.
5. Identify specific actions that people can take to protect themselves and to control their own destiny.
6. Personalize risk data: use stories, narratives, examples, and anecdotes that make technical data come alive.
7. Understand that trust is earned – do not ask or expect to be trusted by the public.
8. Acknowledge and say, that any illness, injury or death is tragedy and to be avoided.
9. Avoid distant, abstract, unfeeling language about harm, deaths, injuries and illnesses.
10. Use risk comparisons to help put risks in perspective; avoid comparisons that ignore distinctions people consider important.
11. Acknowledge and respond to the distinctions that the public views as important in evaluating risks.
12. Acknowledge and respond (in words, gestures, and actions) to emotions that people express, such as anxiety, fear, anger, outrage, and helplessness.
13. Promise only that which can be delivered then follow through.
14. Strive for brevity, but respect a person's desire for information and offer to provide needed information within a specified period of time.
15. Always try to include a discussion of actions that are under way or can be taken.

Appendix 2
Expectations and Reccomendations
TOT Avian Influenza Communication Workshop

Group 1:

1. Prepare a Training Module that has been agreed together using a language that is simpler and easier to understand. The training module could be made into 2 or 3 versions according to target / education level of trainers / the audience.
2. Prepare a training system (time, facilities needed).
3. Self-training by evaluating existing news / interviews and making them better.
4. Find supporting materials for training :
   a). Interview clips in Indonesian language
   b). Pictures
   c). Graphs
   d). Risk Communication books
5. Find funds for training.
6. Commitment from everybody.
7. Establish a Crisis Center and AI-Bali Spokesperson that coordinates all Risk Communication activities in Bali.

Group 2:

Several things that we need in the future :

1. Need more intensive TOT, with longer time and fewer participants.
2. Need more material about TOT, for example games related to the material we're discussing about.
3. TOT needs to be continued with training simulations (supervised field practice).
4. Need to be trained on how to make an action plan.
5. Need commitment and funding for TOT communication (donors).

Group 3:

Generally, our plan in the future is to implement what we have obtained from this TOT in our respective work field:

1. University :
   a). Include TOT materials in the curriculum as an obligatory or optional class.
   b). Implement communication principles from the TOT in Student's Public Services programs.
   c). Train university staff so they could properly communicate their research.
2. Bali Provincial Health Services Office:
   Train Health officers at district level (DSO: Distric Surveillance Officer).
3. NGO :
   a). Train/ spread / share information about communication principles to all staff.
   b). Implement communication principles in all programs / activities that are running and will be held.

What we need to support the follow up plans are:

1. Support from all stakeholders (Regional government, community leaders, religious leaders, etc).
2. A Risk Communication Center in Bali (provincial level) which functions are to coordinate activities, identify problems, conduct monitoring and evaluation, facilitate fund raising, establish a monitoring system for avian influenza risks, and gather new information related to risk communication principles and facts in Bali.

Group 4:

What we need to become effective communicators are :

1. Standardized modules and training curriculum.
2. Tools and infrastructures to support communication trainings (Note book, video recorder, LCD + Screen, operating vehicles, operational budget).
3. Further training with practice.

Group 5:

What a risk communicator needs is :

1. Good grasp of the material.
2. Complete demonstration tools.
3. The ability to create interaction.
4. Training tools and materials.
5. Good communication abilities.
6. Capable of directing participants to the objective of the training.
7. Sufficient funding.

Group 6:

What is necessary for communication :

1. Simulation/demonstration tools / hardware.
2. Hand out.
3. Multimedia software such as tapes of risk communication examples.
4. Reference / literature.
5. Commitment with stakeholders in bird flu mitigation à MoU.
6. Standardization of communication materials which in its implementation is adjusted specifically to local conditions.
7. Good trainer.
8. Operational budget.

Appendix 3
Bali AI Message Map Drafts Produced by Workshop Participants

Appendix 3a

Question & concerns: Trust & Organizational
Stakeholders: Public
Speaker: Government

1. Is the government serious in handling AI in Bali?
2. Is it true that the government will give compensation money for birds culled because of AI?
3. When and how will this system run?
4. Is there a special team that handles AI in the village?
5. Where could we get information about AI?
6. Where should we report if we find an AI case or dead poultry?
7. Will all public reports regarding AI receive immediate response?
8. Will the public acquire good medical services if they are suspected to be infected with AI?
9. Is there a references system for AI suspect patients from public health centers (puskesmas) to reference hospitals?
10. Are all the poultry own by the public correctly vaccinated?

Question & concerns: Food handling & food safety

1. Are all chickens / poultry in Bali from within Bali?
2. Are all chickens / poultry bought in Bali guaranteed to be healthy?
3. If the poultry's health is not guaranteed, what have been done to address the problem?
4. Is all chicken meat in markets originating from healthy chickens?
5. Is the meat produced from slaughter houses which have met HACCP standards?
6. Is the management of waste from slaughter done properly?
7. Are meat transportation facilities from slaughter houses to vendors / markets done accordingly to health requirements?
8. Has the meat packing process fulfilled the required standard?
9. Has meat been processed in the approved manner?
10. After processing, have you washed your hands cleanly?

Question & concerns: Education

1. Have the educational messages made clearly described the risk of AI?
2. Have the educational messages made described about AI spreading to all stakeholders?
3. Are educational messages on what could be done to protect ourselves from AI have been made and delivered clearly?

Question & concerns: Agricultural

1. What is the agricultural problems of AI?
2. Is agriculture production affecting livestock production?
3. What is the effect of agriculture production on AI incidence?
4. What is the effect of rice harvest season and the practice of farming ducks in harvested rice fields on the spread of AI?
5. What should people do to anticipate AI spread during the rice harvest season?
6. Is it necessary to make cultural laws (awig – awig) about prohibition of moving ducks between village borders during rice harvest season?
7. Is agriculture production affecting livestock / poultry price?
8. What should the government do to reduce / anticipate AI spreading related to rice harvest season?
9. Why is livestock under the ministry of agriculture so that AI control is not a priority?
10. Does poultry feed made from agriculture products affect AI incidences?

Question & concerns: Tourism
Stakeholders: Tourists

1. Is it safe for me to stay in Bali?
2. What is the situation of AI in Bali?
3. Is there any human case in Bali?
4. Is there any reference hospital for AI in Bali?
5. Is there enough supply of AI medicine in Bali?
6. What is the government's commitment to control AI?
7. Is it safe to consume chicken meat?
8. Has the local government supervised the safety of food and poultry products?
9. If we catch bird flu will there be a cost for medicine / treatment?
10. Will there be a problem for me to go back to my country?

Question & concerns: Law and regulation

1. Is it permitted to bring poultry from infected areas to free areas?
2. Why is AI incidence in sector 1, 2 & 3 poultry farm unknown?
3. Why do farmers / people from sector 3 & 4 farms still sell sick chickens to the market?
4. Why do people still throw dead poultry carelessly?
5. Why does poultry smuggling still continue?
6. Why is it so hard for farmers in sector 4 to house their chickens?
7. What is the punishment for bird smugglers?
8. Has restocking been done accordingly to the standard procedures?
9. Why do AI cases still occur in the same areas?
10. What is done to poultry smuggled into Bali?
11. Is there any rule that regulate cock fighting in religious ceremonies?
12. Why is the national poultry transportation regulation different from regulations made by the local government?

Question & concerns: Human health
Stakeholders: General public

1. What is AI?
2. How can it affect us (human)?
3. How dangerous is it?
4. How can we catch it?
5. What affect will it have on us?
6. What are the symptoms?
7. How long is the incubation period?
8. What should we do if we think we may have caught it?
9. What is the medicine for it?
10. If we have it can somebody else catch it from us?
11. Are children more at risk?
12. Are old people more at risk?
13. Who is more at risk?
14. Can it kill us?
15. If we have it – what should we do?
16. How can we protect ourselves from AI?
17. Can we catch it from animals?
18. How can we recognize an infected bird?
19. If you get it and survive is there a possibility of relapse?
20. What are the costs for us (i.e. medicine)?
21. How long will it take to recover?

22. Will recovery be complete?
23. What are the chances of surviving it?
24. If our chicken die from AI what should we do?
25. If our chicken is infected – what should we do?
26. Is there a special clinic or hospital for AI patients?
27. Can it be spread from human to human?
28. How can we protect our children?
29. If we or our children get sick will treatment be free of charge?

Question & concern: AI and religious issues

1. Is it permitted to consume meat and other products from sick chicken/poultry?
2. Is it allowed to use sick poultry in religious ceremonies?
3. Could chicken/poultry used in ceremonies be replaced with other animals?
4. What should be done to sick animals?
5. Has the animal welfare been considered?
6. How is poultry treated before and after ceremonies?
7. Is health assessed in chickens used for ceremonies?
8. After poultry are used in ceremonies, what is done to the waste?
9. What should be avoided when contact with chicken is unavoidable?
10. Are chickens used in religious ceremony safe to be consumed?

Question & concern: Economic / financial

1. Where could I get chicken in Bali if poultry import from outside Bali is closed?
2. If smuggled chicken is cheaper why should I buy chickens from legal entry or local production of Bali?
3. If I'm not allowed to sell chicken, what should I do, it's the only thing I could do?
4. Why can't I sell sick chicken even though I sell on discount?
5. If the government culls my chicken, either sick or healthy, who will pay for it? When and how much will I get?
6. Who could give me free vaccination noting that government support is very limited?
7. Investment on a healthy and clean poultry slaughter house is very expensive, while our business is only at house hold level. What should we do?
8. How can I sell live chicken and meat separately considering I have both type of customers and I only have one kiosk?
9. If Bali tourism has crumbled due to AI, will the bank / government be able to give us credit so we could still run our business?
10. We have many expensive song birds, why is the government only giving us very low compensation?

Question & concern: Children

1. Are children allowed to be part of a ceremony (Mecaru)?
2. Are children in cultural ceremony (mecolongan) allowed to use chickens?
3. Are children allowed to consume red "lawar" (food with raw blood)?
4. Can children play with chickens?
5. Are children permitted to feed chickens in cages?
6. Are children allowed to watch cock fighting ceremonies?
7. Is it safe for children to go to the zoo or bird park?
8. Are children washing their hands after having contact with chickens?
9. Are children allowed to participate in AI handling programs?
10. Are children allowed to be part of the poultry slaughtering industry?

Question & Concern: Animal Health
Stakeholders: Farmers

1. Who is responsible in taking care of the chickens every day? (Mother, father or children)
2. Have you vaccinated your chicken? Is the vaccination program done regularly?
3. Have you ever administered drugs / medicine to your chickens?
4. Are your poultry housed?
5. How often do you clean your poultry cage?
6. How do you clean the cage?
7. Do you periodically empty your poultry cage? How often?
8. Besides chickens do you raise any other poultry or animals?
9. Are you familiar with early symptoms of sick birds?
10. Have you ever slaughtered sick chicken or poultry to be consumed?
11. What steps have you done if you have sick or dead chicken in your flock?
12. If your chicken is dead, do you clean or disinfect the cage?
13. If your chicken is dead, what do you do? Do you bury it, just throw it away or throw it in the river?
14. What would you do if your neighbor's chicken was found dead near your farm?
15. How would you respond if there is an outsider selling sick chickens or chickens with unknown origin?
16. Have you ever heard of any poultry disease outbreak?

Question & concerns: Animal health
Stakeholders: Government

1. How does AI spread among poultry?
2. What other livestock could be infected with AI?
3. How fast could AI spread?
4. Could this disease spread from chicken to human?
5. How long is the incubation period of AI?
6. How should AI be managed in infected flocks?
7. Is there dissemination of information about AI to public?
8. What should we do in endemic, high incidence and free areas?
9. How are the government, private sector and community's effort in handling AI?
10. What is the effect of AI spread?
11. Has there been any prevention effort done to stop this disease from spreading?
12. How is the breeder's supervision on AI diseases?

Appendix 3b : AI Message Map Specific for Bali

There are 4 important issues specific for Bali which have been discussed in the Workshop for AI Message Development, they are :

1. Bird smuggling,
2. Cockfighting,
3. Specialty birds for ceremonies, and
4. Traditional Bali food using raw blood/meat.

The four issues were related to these following questions :

1. What is the problem/issue/risk?
2. What do experts know about problem/issue/risk?
3. What is the problem/issue/risk important?
4. What are the authorities doing about the problem/issue/risk?
5. What can / should people do to help? What can people do to support government efforts? What actions should they take?
6. Why is support from the people important?
7. Where can people to get additional information?

1. Bird Smuggling

Message Map **Bird Smuggling to Bali**	**Stakeholder Question or Concern : 1** **What is the problem of bird smuggling?**	
Key Message 1 (15 words max.) Smuggling could introduce and spread AI in Bali	**Key Message 2** (15 words max.) Smuggling is illegal importation of birds into Bali	**Key Message 3** (15 words max.) Smuggling has high risks for both poultry and humans
Supporting Info.1.1 Smuggling of infected birds could infect birds in market	**Supporting Info.2.1** You could go to jail for smuggling	**Supporting Info.3.1** AI could infect you and your family
Supporting Info.1.2 Backyard poultry could get AI from smuggled infected birds	**Supporting Info.2.2** You could suffer great financial loss from smuggling	**Supporting Info.3.2** AI is a dangerous disease that could kill you and your family
Supporting Info.1.3 Humans could get AI from contact with infected birds	**Supporting Info.2.3** You could lose your job because of smuggling	**Supporting Info.3.3** AI could kill all of your birds and you could lose your source of living

Message Map **Bird Smuggling to Bali**	**Stakeholder Question or Concern : 2** **What do experts know about bird smuggling?**

Key Message 1 (15 words max.) Smuggling has very high incidence	**Key Message 2** (15 words max.) Smuggling could happen at harbors or outside of harbors	**Key Message 3** (15 words max.) Reward for people/person who reports smuggling activities

Supporting Info.1.1	Increase surveillance and monitoring for smuggled birds in markets	**Supporting Info.2.1**	Add quarantine officers to watch for smuggling activities	**Supporting Info.3.1**	Increase collaborative monitoring activities (Police, Customs, Quarantine, , …)
Supporting Info.1.2	Test all smuggled birds for H5N1	**Supporting Info.2.2**	Improve facilities for officers	**Supporting Info.3.2**	Awareness of people around harbors to report smuggling activities
Supporting Info.1.3	Destroy H5N1 positive birds	**Supporting Info.2.3**	Smuggling locations and methods are already known	**Supporting Info.3.3**	Increase monitoring for smuggling

Message Map **Bird Smuggling to Bali**	**Stakeholder Question or Concern : 3** **Why is bird smuggling so important for Bali?**

Key Message 1 (15 words max.) Smuggling is bad for Bali's economy	**Key Message 2** (15 words max.) Smuggling could cause social unrest	**Key Message 3** (15 words max.) Smuggling is hazardous for public health

Supporting Info.1.1	If caught, all birds will be destroyed	**Supporting Info.2.1**	Smugglers and their accomplices will receive their karma	**Supporting Info.3.1**	AI could infect you and your family
Supporting Info.1.2	Unstable poultry price in markets	**Supporting Info.2.2**	The family of smugglers becomes anxious/worried	**Supporting Info.3.2**	Smugglers and their family could die from AI
Supporting Info.1.3	Irregular income	**Supporting Info.2.3**	Smuggling is a spiteful practice and could be excluded by people	**Supporting Info.3.3**	The family could be stressed and develop into depression

Message Map Bird Smuggling to Bali	Stakeholder Question or Concern : 4 **What are authorities doing for this problem?**

Key Message 1 (15 words max.) Bali Provincial Government has issued a decree banning importation from Java to Bali	Key Message 2 (15 words max.) Increase quarantine monitoring for smuggling	Key Message 3 (15 words max.) Socialize smuggling prevention and eradication

Supporting Info.1.1	Disseminate information/ socialization about the decree	**Supporting Info.2.1**	Identify smuggling techniques and strategies	**Supporting Info.3.1**	Create video clips, pictures for socialization
Supporting Info.1.2	Involve all public element in socialization	**Supporting Info.2.2**	Disseminate pictures of smugglers	**Supporting Info.3.2**	Socialize through traditional arts (wayang, arja, etc.)
Supporting Info.1.3	Encourage people to create local rules/ awig-awig to support the decree	**Supporting Info.2.3**	Coordinate with related institutions	**Supporting Info.3.3**	Figures, posters, etc about the danger of AI

Message Map Bird Smuggling to Bali	Stakeholder Question or Concern : 5 **What should the people do?**

Key Message 1 (15 words max.) People recognize smuggling	Key Message 2 (15 words max.) People report to village officers / police	Key Message 3 (15 words max.) People should give cultural punishment

Supporting Info.1.1	People active in observing suspicious activities	**Supporting Info.2.1**	Give reward to people who report smuggling	**Supporting Info.3.1**	Exclude smugglers and family
Supporting Info.1.2	Conduct meetings in Balai Banjar to discuss about smuggling	**Supporting Info.2.2**	Utilize pecalang/ village security	**Supporting Info.3.2**	Expel from village
Supporting Info.1.3	Find information through traditional / electronic medias	**Supporting Info.2.3**	Improve local security system	**Supporting Info.3.3**	Give sanction/ fine people helping smugglers

Message Map Bird Smuggling to Bali	Stakeholder Question or Concern : 6 Why is public support so important?	
Key Message 1 (15 words max.) Smuggling is difficult to handle	**Key Message 2** (15 words max.) Public participation is very important	**Key Message 3** (15 words max.) Social punishments are more effective
Supporting Info.1.1 Monitoring shows that smuggling happens throughout the coastline	**Supporting Info.2.1** Public involvement, particularly coastal societies	**Supporting Info.3.1** Exclude smugglers from its society
Supporting Info.1.2 Too many smuggling points	**Supporting Info.2.2** Obligatory report to Village Chief	**Supporting Info.3.2** Help police catch smugglers
Supporting Info.1.3 Monitoring officers are limited	**Supporting Info.2.3** Continuous coordination with quarantine officers and police	**Supporting Info.3.3** Give cultural punishments

Message Map Bird Smuggling to Bali	Stakeholder Question or Concern : 7 Where can people obtain additional information?	
Key Message 1 (15 words max.) Additional information at the Provincial and District/Municipal Livestock Service Office	**Key Message 2** (15 words max.) Additional information at UPP AI (AI-CMU)	**Key Message 3** (15 words max.) Additional information at local Quarantine Station / Agency
Supporting Info.1.1 Establish Information Center	**Supporting Info.2.1** Disseminate information, surveillance and monitoring	**Supporting Info.3.1** Tighten quarantine monitoring
Supporting Info.1.2 Disseminate information through PDS/PDR	**Supporting Info.2.2** Train PDR/S officers	**Supporting Info.3.2** Strengthen quarantine facilities and infrastructure
Supporting Info.1.3 Disseminate information through PPL & Poskeswan (Animal Health Posts)	**Supporting Info.2.3** Train Poskeswan and Quarantine officers	**Supporting Info.3.3** Good recording of smuggling data and practices

2. Cock Fighting

Message Map Cock-Fighting	**Stakeholder Question or Concern : 1** **Why does cock fighting have the potential to spread Avian Influenza?**

Key Message 1 (15 words max.) Cock fighting is a source of AI virus spread	**Key Message 2** (15 words max.) Cock fighting causes AI virus movement	**Key Message 3** (15 words max.) Cock fighting equipments could spread AI virus

Supporting Info.1.1	Cock fighting as a major source	**Supporting Info.2.1**	Cock fighting chickens come from many places	**Supporting Info.3.1**	Cock fighting equipments are not disinfected
Supporting Info.1.2	Cock fighting as a source of AI virus spread	**Supporting Info.2.2**	Cock fighters come from many places	**Supporting Info.3.2**	AI viruses could survive on cock fighting equipments
Supporting Info.1.3	AI virus could infect both poultry and human	**Supporting Info.2.3**	No health inspection facilities in cock fighting locations	**Supporting Info.3.3**	Cock fighting equipments are (kisa, taji) used for many chickens in many different places

Message Map Cock-Fighting	**Stakeholder Question or Concern : 2** **What are authorities doing regarding cockfighting and other similar practices in relations with AI?**

Key Message 1 (15 words max.) Always use poultry from AI free areas	**Key Message 2** (15 words max.) Sanitize location	**Key Message 3** (15 words max.) Protect self from virus contamination

Supporting Info.1.1	Use healthy birds	**Supporting Info.2.1**	Provide sanitation facility at location	**Supporting Info.3.1**	Use adequate protection
Supporting Info.1.2	Birds come from a healthy flock	**Supporting Info.2.2**	Sanitize location	**Supporting Info.3.2**	Participants should be healthy
Supporting Info.1.3	Involve animal health officers in such practices	**Supporting Info.2.3**	Sanitize event facilities and infrastructure	**Supporting Info.3.3**	Wash hands after event

Message Map Cock-Fighting	Stakeholder Question or Concern : 3 **What is the relationship between cockfighting and AI?**

Key Message 1 (15 words max.) Tajen (cock fighting) uses chicken tools	Key Message 2 (15 words max.) Tajen is a place where sick and healthy animals could mix	Key Message 3 (15 words max.) Gamblers have high risk of AI infection

Supporting Info.1.1	Chickens could carry virus	**Supporting Info.2.1**	Chickens' health status are uncontrolled	**Supporting Info.3.1**	Gamblers have direct contact with chicken
Supporting Info.1.2	Chicken feces and blood in tajen could spread virus	**Supporting Info.2.2**	Chicken's origin is unclear	**Supporting Info.3.2**	Gamblers do not protect themselves from the risk of infection
Supporting Info.1.3	Flying feathers could also have virus	**Supporting Info.2.3**	Cleanliness of transportation tools is not guaranteed.	**Supporting Info.3.3**	Food sold have high risk of virus contamination

3. Specialty Birds for Ceremonies

Message Map Specialty Birds for Ceremonies	Stakeholder Question or Concern : 1 **Is it safe to use birds for traditional ceremonies in Bali?**

Key Message 1 (15 words max.) Birds could transmit AI	Key Message 2 (15 words max.) Humans could be infected by AI	Key Message 3 (15 words max.) AI has the potential to cause a pandemic

Supporting Info.1.1	Birds could have AI viruses without showing clinical signs	**Supporting Info.2.1**	Many people are involved within a ceremony	**Supporting Info.3.1**	AI pandemics have happened several times
Supporting Info.1.2	There are many traditional ceremonies in Bali	**Supporting Info.2.2**	There is a high number of AI human cases	**Supporting Info.3.2**	AI could be transmitted between humans before any clinical sign is apparent
Supporting Info.1.3		**Supporting Info.2.3**	There is no medicine effective to treat AI	**Supporting Info.3.3**	People will be quarantined and isolated if a pandemic occurs

Message Map Specialty Birds for Ceremonies	**Stakeholder Question or Concern : 2** **What do experts know about the usage of birds in traditional ceremonies in Bali?**

Key Message 1 (15 words max.) Bird could transmit AI	**Key Message 2** (15 words max.) Strict monitoring could reduce the risk of transmission	**Key Message 3** (15 words max.) Measures to prevent AI

Supporting Info.1.1	AI transmission could happen through improper handling of birds	**Supporting Info.2.1**	Buy birds from a clear source	**Supporting Info.3.1**	Only use healthy birds for ceremonies
Supporting Info.1.2	AI could be transmitted from fresh blood	**Supporting Info.2.2**	Separate new and old birds	**Supporting Info.3.2**	Use masks when processing birds
Supporting Info.1.3		**Supporting Info.2.3**	Process birds hygienically	**Supporting Info.3.3**	Wash hands and tools after finished processing waste

Message Map Specialty Birds for Ceremonies	**Stakeholder Question or Concern : 4** **What have authorities done to mitigate risk?**

Key Message 1 (15 words max.) Increase public awareness against AI	**Key Message 2** (15 words max.) Monitor bird traffic	**Key Message 3** (15 words max.) Good poultry management

Supporting Info.1.1	Communicate and socialize to stakeholders	**Supporting Info.2.1**	Issue Governor Decree on poultry importation to Bali	**Supporting Info.3.1**	Apply zoning (separate selling of different poultry species)
Supporting Info.1.2	Education: film, books	**Supporting Info.2.2**	For monitoring team	**Supporting Info.3.2**	Biosecurity measures
Supporting Info.1.3	Information: Brochures, leaflets	**Supporting Info.2.3**	Certify poultry	**Supporting Info.3.3**	Surveillance

Message Map **Specialty Birds for Ceremonies**	**Stakeholder Question or Concern : 5** **What should people do?**

Key Message 1 (15 words max.) Always use healthy birds for ceremonies	**Key Message 2** (15 words max.) Proper handling of birds	**Key Message 3** (15 words max.) Proper waste management

Supporting Info.1.1	Recognize signs of a sick bird	**Supporting Info.2.1**	Separate newly purchased birds	**Supporting Info.3.1**	Bird wastes from ceremonies should be burned or buried
Supporting Info.1.2	Only buy healthy birds	**Supporting Info.2.2**	Use protective equipments when processing birds	**Supporting Info.3.2**	Use personal protection when handling waste
Supporting Info.1.3	Know where the birds come from	**Supporting Info.2.3**	Thoroughly cook birds	**Supporting Info.3.3**	Wash hands and all tools used after processing birds

Message Map **Specialty Birds for Ceremonies**	**Stakeholder Question or Concern : 6** **Why is public support so important?**

Key Message 1 (15 words max.) Public aware of AI	**Key Message 2** (15 words max.) Reduce the risk of infection	**Key Message 3** (15 words max.) Maintain culture

Supporting Info.1.1	Available supply of healthy birds for ceremonies	**Supporting Info.2.1**	Use of healthy birds	**Supporting Info.3.1**	Ceremonies are still held
Supporting Info.1.2	Give safe feeling during ceremony	**Supporting Info.2.2**	Hygienic processing	**Supporting Info.3.2**	Brings peace
Supporting Info.1.3	Ceremony is more intense	**Supporting Info.2.3**	Proper waste management	**Supporting Info.3.3**	Happy both body and soul

Message Map Specialty Birds for Ceremonies	Stakeholder Question or Concern : 7 Where can people obtain additional information?

Key Message 1 (15 words max.) Media	Key Message 2 (15 words max.) Government institutions	Key Message 3 (15 words max.) Informal bodies

Supporting Info.1.1	Printed press: newspaper, tabloids, brochures	**Supporting Info.2.1**	Livestock Service Office	**Supporting Info.3.1**	NGO
Supporting Info.1.2	Electronic: TV, radio, internet	**Supporting Info.2.2**	Health Office	**Supporting Info.3.2**	Cultural Body
Supporting Info.1.3	Entertainment: local art performance	**Supporting Info.2.3**	University and AI-CMU	**Supporting Info.3.3**	Physicians and veterinarians

4. Traditional Bali Food Using Raw Blood/Meat

Message Map Traditional Bali Food	Stakeholder Question or Concern : 1 Is it possible to change the ritual of using red lawar made from birds?

Key Message 1 (15 words max.) Red lawar from birds could transmit AI	Key Message 2 (15 words max.) Red lawar ritual needs to be adjusted to current developments	Key Message 3 (15 words max.) Red lawar ritual with no risk of AI transmission

Supporting Info.1.1	Raw poultry meat has high risk	**Supporting Info.2.1**	AI virus is virulent	**Supporting Info.3.1**	Discuss with religious leaders
Supporting Info.1.2	Raw blood has high risk of transmitting AI	**Supporting Info.2.2**	AI virus could kill humans	**Supporting Info.3.2**	
Supporting Info.1.3	Humans handling poultry are at risk of being infected	**Supporting Info.2.3**	AI viruses could easily mutate	**Supporting Info.3.3**	

Message Map Traditional Bali Food	Stakeholder Question or Concern : 2 **What problems could arise from uncooked lawar?**

Key Message 1 (15 words max.) Poultry blood and meat could cause AI in humans	Key Message 2 (15 words max.) Sick poultry could transmit AI to humans	Key Message 3 (15 words max.) White lawar is highly recommended

Supporting Info.1.1	Cook meat well	**Supporting Info.2.1**	Half cooked meat could transmit AI	**Supporting Info.3.1**	White lawar is safe for consumption
Supporting Info.1.2	Douse blood with hot water	**Supporting Info.2.2**	Fresh poultry blood has high risk of transmitting AI	**Supporting Info.3.2**	Lawar culture could be maintained
Supporting Info.1.3	Cook lawar mix	**Supporting Info.2.3**	Only slaughter healthy birds	**Supporting Info.3.3**	Reduce the risk of AI infection

Message Map Traditional Bali Food	Stakeholder Question or Concern : **Could raw blood and meat in lawar transmit AI?**

Key Message 1 (15 words max.) Lawar ingredients should be thoroughly cooked	Key Message 2 (15 words max.) Select healthy birds for lawar	Key Message 3 (15 words max.) Consume white lawar

Supporting Info.1.1	Thoroughly cook chicken meat for lawar	Supporting Info.2.1	Buy chicken from AI-free farms	**Supporting Info.3.1**	Buy chicken meat that is from poultry slaughterhouses
Supporting Info.1.2	Douse blood with hot water to eliminate AI	Supporting Info.2.2	Buy fresh meat and blood that is from poultry slaughterhouses	**Supporting Info.3.2**	Cook all lawar ingredients
Supporting Info.1.3	Cook lawar mix	Supporting Info.2.3	Slaughter own chicken that is healthy	**Supporting Info.3.3**	Lawar without blood is still delicious

AI Message Maps Specific for Bali Interacted with Eleven Selected Topics/Objects

Four important issues specific for Bali are:

1. Bird smuggling,
2. Cock-fighting,
3. Specialty birds for ceremonies, and
4. Traditional Bali food using raw blood/meat,

The issues are then related with 11 topics/objects through questions; the topics are:

1. Animal health
2. Human health
3. Children
4. Economy/financial
5. Religion
6. Trust and organizational
7. Food safety and food handling
8. Agriculture
9. Law and regulation
10. Tourism
11. Education

From eleven questions related to the selected topic, 3 questions deemed most important are selected to be made into Avian Influenza (AI) Message Maps for Bali.

Topics / objects could be expanded accordingly for AI message development.

1. Bird Smuggling

Topic/Object:		Question
1.	Animal health	Are all smuggled poultry infected by AI?
2.	Human health	Why is smuggled poultry dangerous for human health?
3.	Children	Is it dangerous for children to play with smuggled chickens?
4.	Economy/financial	**How could bird smuggling disturb the economy?**
5.	Religion	If there is an outbreak, could smuggled chickens still be used for religious ceremonies?
6.	Trust and organizational	With bird smuggling, has public trust on officers/authorities lessen?
7.	Food safety and food handling	Are well-cooked smuggled chickens still dangerous for health?
8.	Agriculture	**What is the effect of smuggling on chicken production in Bali?**
9.	Law and regulation	Why is sanction/punishment for smugglers not optimally applied?
10.	Tourism	**Does bird smuggling have an effect on tourism in Bali?**
11.	Education	

Message Map Bird Smuggling to Bali	Stakeholder Question or Concern : 04 How could bird smuggling disturb the economy?

Key Message 1 (15 words max.) Ayam selundupan mengganggu harga unggas lokal	Key Message 2 (15 words max.) Penyelundupan unggas mengurangi gairah beternak di Bali	Key Message 3 (15 words max.) Penyelundupan unggas mengurangi pendapatan pemerintah

Supporting Info.1.1	Harga unggas local menjadi menurun	**Supporting Info.2.1**	Populasi ayam local menurun tetapi harga menurun	**Supporting Info.3.1**	Berkurangnya jumlah karkas yang dikirim ke Bali
Supporting Info.1.2	Peternak local banyak yang alih usaha	**Supporting Info.2.2**	Biaya produksi perunggasan local meningkat	**Supporting Info.3.2**	Omzet penjulan pakan ternak menurun
Supporting Info.1.3	Penyelundupan unggas meningkatkan pengangguran	**Supporting Info.2.3**	Peternak local menjadi rugi	**Supporting Info.3.3**	Industri perunggasan di Bali terganggu

Message Map Bird Smuggling to Bali	Stakeholder Question or Concern : 08 What is the effect of smuggling on chicken production in Bali?

Key Message 1 (15 words max.) Bird smuggling reduces the will to farm native chickens and ducks in Bali	Key Message 2 (15 words max.) Bird smuggling is hazardous for the health of birds in poultry farms in Bali	Key Message 3 (15 words max.) Loss of will to farm poultry decreases the use of local feed ingredients from local farms

Supporting Info.1.1	Native chickens and ducks could be obtained quickly/ instantly without rearing	**Supporting Info.2.1**	Birds enter through coastlines which also has houses/farms that raise birds	**Supporting Info.3.1**	Corn production is for local chicken feed, smuggled chickens are raised outside of Bali
Supporting Info.1.2	Profit of chicken / duck farmers are suppressed because smuggled birds are cheaper (culled birds)	**Supporting Info.2.2**	Smuggled birds are distributed through public roads that also pass through poultry houses of local farmers	**Supporting Info.3.2**	Production of rice hull powder is for local chicken feed, smuggled chickens are raised outside of Bali
Supporting Info.1.3	Several local farmers have closed down because of serious loss	**Supporting Info.2.3**	Smuggled birds meet with local birds at markets and unsold birds are brought back home /to farm.	**Supporting Info.3.3**	Cassava production is for local chicken feed, smuggled chickens are raised outside of Bali

Message Map Bird Smuggling to Bali	**Stakeholder Question or Concern : 10** **Does bird smuggling have an effect on tourism in Bali?**

Key Message 1 (15 words max.) Bird smuggling could introduce AI	**Key Message 2** (15 words max.) Smuggled birds could transmit AI to humans	**Key Message 3** (15 words max.) Transportation tools for bird smuggling could carry AI

Supporting Info.1.1	Smuggled birds could carry AI virus	**Supporting Info.2.1**	Smuggled birds could carry AI virus from outside of Bali	**Supporting Info.3.1**	Transportation tools are not sanitized
Supporting Info.1.2	Local birds could be infected with AI virus	**Supporting Info.2.2**	Smuggled birds have the potential of spread AI virus	**Supporting Info.3.2**	The tools could carry the virus everywhere
Supporting Info.1.3	Infected local birds could be a concern for tourists	**Supporting Info.2.3**	AI infected smuggled birds could be a concern for tourists	**Supporting Info.3.3**	Tourists could be concerned with these tools

2. Cock Fighting

	Topic/Object:	Question
1.	Animal health	How can cockfighting spread AI?
2.	Human health	**How to avoid AI transmission from cocks to humans?**
3.	Children	How could children be infected by AI at cockfighting arenas?
4.	Economy/financial	How far is the effect of cockfighting to the economy?
5.	Religion	**What is the relation between cockfighting and Hindu religion?**
6.	Trust and organizational	How far does the government prohibit/permit cockfighting?
7.	Food safety and food handling	How to correctly handle cocks that lost?
8.	Agriculture	What is the effect of cockfighting to agricultural activities?
9.	Law and regulation	What is cockfighting?
10.	Tourism	**Does cockfighting have an effect towards tourism?**
11.	Education	What is the effect of cockfighting towards education?

Message Map Cock-Fighting	**Stakeholder Question or Concern : 02** **How to avoid AI transmission from cocks to humans?**

Key Message 1 (15 words max.) How can CF select a healthy chicken	**Key Message 2** (15 words max.) How should a CF handle birds	**Key Message 3** (15 words max.) Can I get infected from …

Supporting Info.1.1	Learn symptoms: weak, bluish, …, no activity	**Supporting Info.2.1**	Don't give energizer …	**Supporting Info.3.1**	Use clean tools / cages
Supporting Info.1.2	Get bird from legitimate source (not smuggling)	**Supporting Info.2.2**	Wear protective clothing when handling	**Supporting Info.3.2**	Do not use same cage for different chickens
Supporting Info.1.3	Don't bring bird to endemic area	**Supporting Info.2.3**	Dispose of dead bird correctly or …	**Supporting Info.3.3**	Clean the arena after the event

Message Map Cock-Fighting	**Stakeholder Question or Concern : 05** **What is the relation between cockfighting and Hindu religion?**

Key Message 1 (15 words max.) Tabuh rah through cockfighting is a Hindu religious ceremony in Bali	**Key Message 2** (15 words max.) Cockfighting with gambling is prohibited by religion	**Key Message 3** (15 words max.) Cockfighting could spread AI virus

Supporting Info.1.1	For tabuh rah ceremony use chickens that are healthy and free of AI	**Supporting Info.2.1**	Cockfighting could make people suffer	**Supporting Info.3.1**	Gamblers /bebotoh could be infected by AI viruses
Supporting Info.1.2	Disinfection must be done to prevent AI spread in the tabuh rah arena	**Supporting Info.2.2**	Cockfighting could reduce religious activities	**Supporting Info.3.2**	The family of bebotoh/ gamblers could die due to AI infection
Supporting Info.1.3	Chickens used should come from AI free areas or do not use smuggled chickens	**Supporting Info.2.3**	Cockfighting could disturb the intensity of prayer	**Supporting Info.3.3**	AI could cause chicken demand for ceremonies increase and be more expensive

Message Map Cock-Fighting	**Stakeholder Question or Concern : 10** **Does cockfighting have an effect towards tourism?**

Key Message 1 (15 words max.) Cockfighting could transmit AI	**Key Message 2** (15 words max.) AI could infect human	**Key Message 3** (15 words max.) AI transmission to human could disturb tourism

Supporting Info.1.1	More intense poultry/chicken movement	**Supporting Info.2.1**	AI virus is zoonotic	**Supporting Info.3.1**	Tourism is very sensitive to health issues, so AI could damage tourism
Supporting Info.1.2	Greater possibility of contact between chickens from many areas	**Supporting Info.2.2**	Contact between the fighting chickens and gamblers are very intense	**Supporting Info.3.2**	AI is very feared by tourists because it is very fatal
Supporting Info.1.3	Blood spilled from cock fighting could very much transmit AI	**Supporting Info.2.3**	Handling of chickens that lost is very incorrect	**Supporting Info.3.3**	Tourist objects in Bali are usually not free from poultry / chickens

3. Specialty Birds for Ceremonies

	Topic/Object:	**Question**
1.	Animal health	**How to distinguish sick birds from healthy birds for use in ceremonies?**
2.	Human health	**What should be done to prevent AI infection from birds?**
3.	Children	Is it safe for children to participate in the preparations of ceremonies?
4.	Economy/financial	When will the price of live poultry return to normal?
5.	Religion	Could religious leaders give recommendations for the use of birds in ceremonies?
6.	Trust and organizational	
7.	Food safety and food handling	Are birds used in ceremonies safe for consumption?
8.	Agriculture	Where can people get healthy birds for ceremonies?
9.	Law and regulation	Is there a rule that allows changing birds in ceremonies?
10.	Tourism	**Is it safe for tourists to attend ceremonies?**
11.	Education	Is there any government or cultural program that works on reducing the risk of AI transmission through birds used in ceremonies?

Message Map Specialty Birds for Ceremonies	Stakeholder Question or Concern : 01 How to distinguish sick birds from healthy birds for use in ceremonies?	
Key Message 1 (15 words max.) Chicken/bird looks healthy	**Key Message 2** (15 words max.) Birds are from a trusted source	**Key Message 3** (15 words max.) Birds have been inspected by animal health officers
Supporting Info.1.1 Shiny feathers	**Supporting Info.2.1** Bought from a healthy bird market	**Supporting Info.3.1** Birds free from AI
Supporting Info.1.2 Active movement	**Supporting Info.2.2** There is separation between different species of birds sold	**Supporting Info.3.2** Birds have met health requirements
Supporting Info.1.3 Clear eyes	**Supporting Info.2.3** Trusted bird vendor	**Supporting Info.3.3** From a certified farm

Message Map Specialty Birds for Ceremonies	Stakeholder Question or Concern : 02 What should be done to prevent AI infection from birds?	
Key Message 1 (15 words max.) Use personal protective equipment	**Key Message 2** (15 words max.) Maintain personal hygiene and environment	**Key Message 3** (15 words max.) Proper cooking
Supporting Info.1.1 Mouth and nose cover	**Supporting Info.2.1** Wash hands with soap and running water	**Supporting Info.3.1** Separate raw ingredients from cooked dishes
Supporting Info.1.2 Hand cover	**Supporting Info.2.2** Wash tools with detergent	**Supporting Info.3.2** Cook poultry until well done
Supporting Info.1.3 Footwear	**Supporting Info.2.3** Bury / burn all waste from poultry slaughter	**Supporting Info.3.3** Protect the cleanliness of cooked dishes

Message Map Specialty Birds for Ceremonies	**Stakeholder Question or Concern : 10** **Is it safe for tourists to attend ceremonies?**

Key Message 1 (15 words max.) Birds used in ceremonies are healthy birds	**Key Message 2** (15 words max.) Proper handling of birds during preparation	**Key Message 3** (15 words max.) Proper handling of ceremony waste

Supporting Info.1.1	Only use healthy birds for ceremonies	**Supporting Info.2.1**	Use mouth and nose cover when processing birds for ceremonies	**Supporting Info.3.1**	Proper packing of ceremony wastes
Supporting Info.1.2	Birds are bought from a trusted source	**Supporting Info.2.2**	Use hand cover	**Supporting Info.3.2**	Wastes are burned and buried
Supporting Info.1.3	Birds have been inspected by animal health officers	**Supporting Info.2.3**	Use footwear	**Supporting Info.3.3**	Ceremony location is cleaned and disinfected

4. Traditional Bali food Using Raw Blood/Meat

	Topic/Object:	Question
1.	Animal health	Irrelevant
2.	Human health	**Is it safe to consume lawar that uses fresh poultry blood?**
3.	Children	Is it safe to consume lawr that uses fresh poultry blood?
4.	Economy/financial	Irrelevant
5.	Religion	**Could fresh blood be substituted by other coloring agents that are safe for consumption?**
6.	Trust and organizational	Irrelevant
7.	Food safety and food handling	Could handling lawar with fresh blood be harmful to our health?
8.	Agriculture	Irrelevant
9.	Law and regulation	Is there a law that prohibits the use of fresh poultry blood in lawar?
10.	Tourism	Could not using fresh blood in lawar change Bali culture and thus decrease tourism?
11.	Education	**How to explain to people that consuming lawar with fresh blood is a risk for AI infection?**

Message Map Traditional Bali Food	Stakeholder Question or Concern : 02 **Is it safe to consume lawar that uses fresh poultry blood?**

Key Message 1 (15 words max.) Fresh blood could contain AI viruses	Key Message 2 (15 words max.) Lawar with fresh blood must be hygienically handled	Key Message 3 (15 words max.)

Supporting Info.1.1	AI viruses could survive in fresh blood	**Supporting Info.2.1**	Wash hands	**Supporting Info.3.1**	
Supporting Info.1.2	Birds without symptom could carry AI viruses	**Supporting Info.2.2**	Wash tools	**Supporting Info.3.2**	
Supporting Info.1.3	AI viruses could not be killed by spices	**Supporting Info.2.3**	Sanitize waste	**Supporting Info.3.3**	

Message Map Traditional Bali Food	Stakeholder Question or Concern : 05 **Could fresh blood be substituted by other coloring agents that are safe for consumption?**

Key Message 1 (15 words max.) Red colored lawar is needed in ceremonies	Key Message 2 (15 words max.) Lawar for consumption does not have to use fresh blood	Key Message 3 (15 words max.)

Supporting Info.1.1	In accordance with the religious teachings of five colors	**Supporting Info.2.1**	Not using fresh blood does not reduce the delightfulness of lawar	**Supporting Info.3.1**	
Supporting Info.1.2	Only for ceremonies, not for consumption	**Supporting Info.2.2**	Healthier	**Supporting Info.3.2**	
Supporting Info.1.3	Use blood from healthy chickens	**Supporting Info.2.3**	Reduces the risk of getting disease, including AI	**Supporting Info.3.3**	

Message Map	Stakeholder Question or Concern : 11

Traditional Bali Food	How to explain to people that consuming lawar with fresh blood is a risk for AI infection?

Key Message 1 (15 words max.) Formally	Key Message 2 (15 words max.) Informally	Key Message 3 (15 words max.) Through mass media

Supporting Info.1.1	School	**Supporting Info.2.1**	Paguyuban (social group)	**Supporting Info.3.1**	Printed press (newspaper, magazine, poster, etc)
Supporting Info.1.2	Extensions from related institutions	**Supporting Info.2.2**	Dharma Wacana	**Supporting Info.3.2**	Electronic media (TV, radio, internet)
Supporting Info.1.3	Seminar, training, workshop	**Supporting Info.2.3**	NGO	**Supporting Info.3.3**	Local art performance

Appendix 4
Workshop Follow Up

Appendix 4a
Proposed Highly Pathogenic H5N1 Avian Influenza Communications Plan for Bali with Reference to Indonesia National Strategy

I. PURPOSE

The goal of the proposed Highly Pathogenic H5N1 Avian Influenza (HPAI) Communications Plan for Bali is to develop recommendations for multilateral coordination of animal health communication and public awareness initiatives to combat HPAI in a manner that complements the National Strategy for Indonesia, which currently does not directly address the unique communications challenges in Bali.

II. OBJECTIVE (STATEMENTS OF PROBLEMS)

Strategic Communications Assumptions :

1. HPAI H5N1 is endemic in Bali.
2. Currently, it occurs sporadically in almost all districts in Bali.
3. The media lacks understanding about avian influenza in birds.
4. The public and/or villagers lack understanding about avian influenza and how it spreads among birds.
5. Smuggling, ceremonies, and cockfighting are issues not addressed in national strategy – these issues are unique to Bali.
6. The key sectors in Bali are sector 4 (village) farmers and sector 3 (small commercial farms) – neither of whom are easily accessible through formal channels.
7. Early reporting is very important in Bali for disease control and to protect human health.
8. Significant HPAI under reporting is likely to exist.
9. Up to the present time (December 2007) two confirmed human AI cases were found and both ended fatally.

Operational Communications Assumptions :

1. Lack of a communications capacity – there are no formally trained animal health communicators available to work on this issue full-time.
2. Lack of financial support to carry out technical efforts to effectively eradicate.
3. Lack of coordination with all stakeholders and government agencies at all levels.
4. Communications activities are not coordinated, integrated, or standardized for specific audiences in Bali.

III. CONTROL

The highly infectious and serious nature of HPAI in birds and its likely endemic status in Bali means a very comprehensive and inclusive communications strategy is needed. This plan recognizes that many players have and will continue to have key roles in communicating early reporting and bio-security information on a rapid and mass scale to enhance disease control and protect human life. Particular emphasis is appropriate on sector 3 and sector 4 farmers at the village level.

The principal elements of communications control and key leadership team include:

1. Strategic communications
2. Risk communications
3. Animal health communications
4. International coordination
5. Social mobilization

IV. THE TARGETS

1. Endemic areas
2. Low incidence areas
3. Disease free areas

V. KEY ISSUES

1. **Bird smuggling**
2. **Cock fighting**
3. **Specialty birds for ceremonies**
4. **Traditional Bali food using raw blood/meat**
5. Bio-security
6. Handling sick or dead birds
7. Disposal of dead birds
8. Vaccination
9. Recover/restocking
10. Compensation or other incentives to ensure compliance by villagers
11. Funding sources
12. Home slaughter of birds bought from markets is common
13. Bali has few major live bird markets but many local ones, and markets, rather than direct spread between farms, are likely to be major sources of infection.
14. Pet birds
15. Traditional markets
16. **Tourism**
17. Lack of information to farmers
18. Communicating actions of Bali government

VI. COORDINATION

An effective communications strategy will require coordination at all levels in order to ensure an effective outcome or positive impact on the specified audience. All levels of government in Indonesia and Bali, as well as key stakeholders and international partners must coordinate and plan all communications activities so that there is an integrated approach to addressing the many issues that Bali faces. Without coordination, the communications activities cannot be effectively measured, evaluated or adjusted to address the problems.

In order to ensure the necessary coordination, Bali will form an Avian Influenza Working Group (AIWG) which will focus on control and eradication of the HPAI H5N1 virus. The Bali AIWG will be co-chaired by Animal Health Subdivision of Provincial Livestock Services and DIC Denpasar.

Membership would include technical and communications experts from the following organizations:

Government:

1. Komnas FBPI
2. CMU, Directorate of Animal Health, Jakarta
3. Team PPPAI Bali (Bali Team for HPAI prevention, control and eradication)
4. Bali Provincial Livestock Services (LDCC, Provincial Livestock Services)
5. Disease Investigation Center Denpasar (RMU, Disease Investigation Center Denpasar)
6. Bali Animal Quarantine
7. Dinas (Department) of National Education of Bali Province,
8. Udayana University
9. District Livestock Service Heads (9)

10. Bali Provincial Health Services
11. BITD (information and telecommunication body)
12. Bali Dinas (Department) of Tourism
13. Communications experts

Non-Government Organisations:

1. Indonesia Veterinary Association (PDHI)
2. PPAB (Bali Poultry Association)
3. Indonesia Medical Association (IDI)
4. PGRI (Indonesia Association of School Teacher)
5. Bali Tourism Board
6. Religious organization (Parisada Hindu, Majelis Ulama Indonesia)
7. etc.

International Partners:

1. FAO
2. USAID (CBAIC)
3. USDA
4. UNICEF
5. OIE
6. AUSAID
7. WHO
8. International Red Cross (PMI)

The shared chair will be responsible for organizing and ensuring that:

1. A project plan is written (SMART: Specific, Measurable, Achievable, Reasonable, and Time bound);
2. A budget is drafted;
3. Donor contributions organized;
4. Agendas are set;
5. Responsibilities are apportioned appropriately amongst members ;
6. Milestones are met;
7. Appropriate reports are circulated;
8. Projects are evaluated and adapted to audience needs;
9. There is coordination with Komda FBPI; and
10. All stakeholders in Bali are involved.

VII. COMMUNICATIONS GOALS

Target Audiences

There are several distinct audiences to be addressed by the Highly Pathogenic H5N1 Avian Influenza Communications Plan for Bali with reference to Indonesia.

1. Government authorities (decision makers, Ministries of Agriculture, Komnas FBPI, Livestock Services, Animal Quarantine, DIC, Ministries of Health, etc.)
2. Media
3. Private sector/industry/stakeholders
4. Backyard producers
5. Educators and other influential multipliers, such as village leaders
6. General public
7. Religious leaders (organization)
8. Poultry Traders and Poultry Trader Associations
9. Wet live bird markets
10. Children
11. Animal health workers
12. Public health workers

All of these audiences have specific as well as common concerns and issues which will require a targeted communications effort to establish and maintain trust and manage their expectations during highly pathogenic avian influenza outbreaks. Bali, in coordination with Komda FBPI, will work with FAO, OIE, UNICEF, USDA, USAID-CBAIC and other multilateral organizations to coordinate the communication efforts, utilizing each organization's expertise. Table 1 described the audience, their issues, and suggested lead entities for communicating with them.

Table 1: Audiences, issues and lead communications program agency

Audience	Issues	Lead Agency
Govt authorities (decision makers, Ministries of Agriculture, Komnas, Livestock Services, Animal Quarantine, DIC, Ministries of Health, etc.)	The government officials and politicians of Bali lack a basic understanding of AI as a disease among birds and the threat that the HPAI H5N1 virus poses on public health. Government officials during an avian influenza event in Bali will include coordination with the Indonesian National Government as well as with the international organizations (the United Nations System Influenza Coordinator (UNSIC), Food and Agriculture Organization, World Organization for Animal Health, World Health Organization (WHO), United Nations International Children's Education Fund (UNICEF), World Bank, U.S. Government, APEC, etc.) that play a coordinating role in a global response to highly pathogenic avian influenza outbreaks. Communication with these international partners will focus on coordination of efforts to contain existing highly pathogenic avian influenza outbreaks and steps to be taken to prevent spread of the outbreak to areas with healthy animal populations. This communication will involve coordination with the FAO, OIE, multilateral animal health communicators' network members, and WHO on issues such as travel restrictions between areas and any subsequent impact on international trade relations due to the outbreak.	Will be discussed further
Media	The media can have a dramatic impact on any situation, particularly during a crisis. Communicating with the media early and establishing a partnership could help ensure their cooperation in getting information to the public and should help prevent transmission of incorrect information to the public. There are issues – superficiality, want bad news for good story. It would be good to list the good and bad side of media and how we can maximize their potential (eg they do tend to have very wide audiences)	Journalists associations for international, national, regional, and local newspapers, radio, Internet and television; cable television with public access; corporate and professional publications; and traditional theater and arts.
Private sector/industry/stakeholders	The private sector and industry can play an integral role in a community response to highly pathogenic avian influenza outbreaks by mitigating its impact on the functioning of society and on the economy. The private sector and industry could play an essential role in mitigating the potential disruptions caused by highly pathogenic avian influenza outbreaks. Sector 3 is very important because they are embedded in the villages with little bio-security but thousands of birds. Many such birds must enter the market. They vaccinate but not necessarily well, and they tend to keep their disease status secret.	Provincial Livestock Services
Backyard producers and sector 3 industry	Backyard producers can help with the management of highly pathogenic avian influenza outbreaks. They know when birds are sick or dying, and can be of tremendous help to the emergency responders managing an outbreak. It is important that they report sick or dying birds as soon as possible to the local livestock services officer so that quick action can take place. Backyard producers also can increase their bird populations for local consumption in order to off set the demand for more birds from other provinces due to local shortages in Bali.	Provincial and Districts Livestock Services
Educators and other influential multipliers, such as village leaders	Teachers and village leaders can play an extremely important role in educating children and the villagers about why highly pathogenic H5N1 avian influenza is different than New castle disease and how they can protect their birds as well as themselves during outbreaks. The information that they provide can be life-saving for the people, their birds and the welfare of their village.	Will be discussed further

Audience	Issues	Lead Agency
General public	During a highly pathogenic avian influenza outbreak, the general public will likely look to several sources for information, including the government, PDS/PDR, village women's groups, media, their health care providers, Internet, peers, family, community leaders, and national, professional, and community-based organizations. The public will want information quickly about the status of the outbreak, what to do to protect their birds, and how to protect themselves, their families, their communities, their food sources, and their livelihoods. Most importantly, the Government of Bali and Indonesia will need to take the necessary measures to ensure that accurate information is available and disseminated in a timely and efficient manner. If this is not done, rumors, myths, and misinformation could lead to unnecessary hysteria and could result in mistrust for the measures recommended and carried out to save lives.	Will be discussed further
Religious leaders	Religious leaders serve an important role as influential leaders, spiritual caregivers and guides for their followers. Birds frequently are part of Hindu ceremonies, so they are vital to disseminating information to their followers when handling birds that could be sick or dying from highly pathogenic avian influenza. Priests can help educate their followers about how to properly slaughter, prepare, and cook their healthy birds for ceremonies, as well as proper care of their birds during outbreaks.	Provincial and Districts Government
Poultry Traders and Poultry Trader Associations	Legal bird trading can be a potential source of spread of highly pathogenic avian influenza during outbreaks. Poultry traders and their associations have a responsibility to ensure that they trade only healthy birds and not engage in illegal trade which causes further spread of the highly pathogenic avian influenza virus during outbreaks. Proper education about bio-security and bird import regulations must be conveyed to this audience in order to help control the spread of highly pathogenic avian influenza during outbreaks.	Provincial Livestock Services and Animal Quarantine
Wet live bird markets	To date, Bali does not have any healthy live bird markets. The directors of the live bird markets must be educated about proper bio-security, slaughter and movement of birds in their markets. Proper education through train-the-trainer programs, workshops and dissemination of information is key to controlling the spread of highly pathogenic avian influenza.	Provincial and Districts Government
Children	School children are encouraged to raise birds and are exposed to them frequently as part of their daily lives. Children must know about how to raise healthy birds and should know not to touch sick or dead birds. Children can learn about proper bio-security and reporting through puppet shows, plays, and in school. They also can serve an important role in educating their parents.	Provincial and District Public Health Services
Animal health workers	As first responders and caregivers of birds, animal health workers need to know the most current science and policies concerning the highly pathogenic avian influenza outbreak.	Provincial and District Livestock Services, DIC Denpasar, Animal Quarantine
Public health workers	Public health workers need to understand the differences between avian influenza as a disease among birds versus a human pandemic influenza. Health care providers are frequently sought for advice by people when necessary. Education about avian influenza in birds can help them convey correct information to their patients about how to protect their birds and themselves during highly pathogenic avian influenza outbreaks.	Provincial and District Public Health Services

Spokespersons[1]

Leadership Officials (Leading officials of governments and international organizations)
Ir. Ida Bagus Ketut Alit – Bali Provincial Livestock Services
Drh. Anak Agung Gde Putra, MSc, PhD, SH – DIC Denpasar
Dr. Dewa Ketut Oka – Bali Provincial Public Health Services
Drh. Ketut Diarmita, MP – Bali Animal Quarantine

Public Affairs Officers
Drh. Gde Kertayadnya MSc. PhD – DIC Denpasar
Drh. Ketut Suarda – Bali Provincial Livestock Services

Technical/Subject Matter Experts
Drh. Anak Agung Gde Putra, MSc, PhD, SH –DIC Denpasar
Dr. Drh. I Made Damriyase, MS – Udayana University
Drh. Ketut Suarda – Bali Provincial Livestock Services
Drh. Dewa Made Ngurah Dharma MSc. PhD – DIC Denpasar
Drh. Gde Kertayadnya MSc. PhD – DIC Denpasar
Drh. Wayan Sukanadi – Bali Provincial Livestock Services
Dr. Ketut Subrata – Bali Provincial Public Health Services

Core Communication Functions

1. Regularly provide timely, technically sound, consistent and appropriate information to target audiences.
2. Avoid speculation and conjecture. Dispel rumors, misinformation and misperceptions as quickly as possible.
3. Identify, train and use the most credible spokespersons. Example: veterinarians and scientists for animal health messages, public officials for policy decisions.
4. Apply risk communications principles to all public messaging.
5. Use all available channels of communication.
6. Meet the demands of ongoing 24-hour news cycles through proactive dissemination of information.
7. Coordinate communications across all levels of government and with international and domestic partners.
8. Give informative but positive messages – avoid the doom and gloom syndrome

Roles and Responsibilities[2]

Leadership team – who's making the decisions and formulating the strategy
Ir. Ida Bagus Ketut Alit – Bali Provincial Livestock Services
Drh. Anak Agung Gde Putra, MSc, PhD, SH –DIC Denpasar
Dr. Dewa Ketut Oka – Bali Provincial Public Health Services
Drh. Ketut Diarmita, MP – Bali Animal Quarantine

Media/message team – develops the messages for the targets and specific audiences
Drh. Anak Agung Gde Putra, MSc, PhD, SH –DIC Denpasar
Dr. Drh. I Made Damriyase, MS – Udayana University
Drh. Ketut Suarda – Provincial Livestock Services
Drh. Dewa Made Ngurah Dharma MSc. PhD – DIC Denpasar
Drh. Gde Kertayadnya MSc. PhD – DIC Denpasar
Dr. Ketut Subrata – Bali Provincial Public Health Services
International Communication Expert (TBA)

[1] Names will be reviewed and decided later.
[2] Names will be reviewed and decided later.

Materials development and writing team – draft the materials
Drh. Anak Agung Gde Putra, MSc, PhD, SH –DIC Denpasar
Dr. Drh. I Made Damriyase, MS – Udayana University
Drh. Ketut Suarda – Provincial Livestock Services
Drh. Dewa Made Ngurah Dharma MSc. PhD – DIC Denpasar
Drh. Gde Kertayadnya MSc. PhD – DIC Denpasar
Dr. Ketut Subrata – Bali Provincial Public Health Services

Web team – maintains a current website to ensure accurate, up to date info
Drh. A A Semara Putra – DIC Denpasar
Drh. Rince Morita Butar Butar – DIC Denpasar
Drh. Dinar – DIC Denpasar

Outreach team (oversees and coordinates the outreach communication materials and information)
Drh. Gde Kertayadnya MSc. PhD – DIC Denpasar
Drh. Ketut Suarda – Provincial Livestock Services

Studio/broadcast team – coordinates the production & dissemination of messages through TV/Radio
Drh. Ketut Suarda – Bali Provincial Livestock Services
Drh. Wayan Sukanadi – Bali Provincial Livestock Services
GO team (this team would serve as the eyes, ears & hands in the field or as part of other emergency response functions)

PDS/PDR team

Support team (essential administrative & technical support for emergency response teams)
Drs. Wayan Sudianta – DIC Denpasar

Key Messages

Key messages (chicken smuggling issues, specific live birds for ceremonies, AI effect to tourist industry, cock fighting, and traditional Bali food using raw blood) for specific targets and audiences as shown in Appendix No.3a, b, c, and d and practical application worksheet described in Appendix 4 b of this report. These key messages will be updated according to the progress of disease control and changes of AI in the environment.

Endemic areas:

1. Government authorities (decision makers, Ministries of Agriculture, KOMNAS, Livestock Services, Animal Quarantine, DIC, Ministries of Health, etc.)
2. Media
3. Private sector/industry/stakeholders
4. Backyard producers
5. Educators and other influential multipliers, such as village leaders
6. General public
7. Religious leaders / organization
8. Poultry Traders and Poultry Trader Associations
9. Wet live bird markets
10. Children
11. Animal health workers
12. Public health workers

Low incidence areas:

1. Educators and other influential multipliers, such as village leaders
2. General public
3. Backyard producers

Disease free areas:

1. Educators and other influential multipliers, such as village leaders
2. General public
3. Backyard producers

Note: Current message (based on KOMNAS FBPI guidelines of the national standard message on AI communication in Indonesia).

1. Report, not sell
2. Don't touch
3. Separate
4. Cook and wash
   Note: New message will be developed by KOMNAS FBPI.

Message Dissemination

Special Communications and Non-traditional methods:

1. Industry
2. Community
3. University or schools
4. Media – newspapers, radio, TV, newsletters, Internet, Bloggers
5. Traditional Artists
6. Bali Tourism Board
7. Hotel & Restaurant Association – PHRI

Public Affairs Support/Resources

Currently, there is a lack of communications capacity – therefore, it is recommended that a full-time communicator be hired to help support, develop and manage the highly pathogenic avian influenza communications campaigns and programs.

VIII. OPERATIONS

1. Establish an e-mail group which consists of animal health communicators and technical experts.
2. Compile telephone contact information to be used for emergency conference calls and planning.
3. Establish links between animal health communicators and public affairs spokespersons.
4. Draft sets of talking points for specific target audiences.
5. Draft a core background document which serves as the basis for development of all communications products.

IX. EVALUATION

Evaluation of the communication program will be evaluated regularly in order to identify the effectiveness of the activities in the field.

Apenddix 4b
Practical Application Worksheet for Proposed Highly Pathogenic H5N1 Avian Influenza Communications Plan for Bali with Reference to Indonesia National Strategy

- **Key Issue: Bird Smuggling**
  In endemic, low incidence, and AI free areas.

Target Audience	Strategic communication	Activity	Short term	Mid term	Long term	Message
Trader / smuggler	Education	Public awareness	Interactive dialogue	Traditional performances (arja, wayang)	Distribute leaflets, brochures, booklets, banners, etc.	- The danger of AI for birds and human - The danger of bird smuggling
Law enforcement officer	Capacity building	Training & Workshop	Interactive dialogue	Increase number of officers	Review law on smuggling	Prepare and give strict punishment
Village leaders & general public	Education	- Public awareness - Reward & punishment	Interactive dialogue	- Traditional performances - Media, radio, TV and newspaper	Distribute leaflets, brochures, booklets, banners, etc.	- The danger of AI for birds and human - What should be done (report, reward and punishment)

Key Issue: Bird Smuggling
Risk Communication in endemic, low incidence and AI free areas.

Target Audience	Key Issue	Activity	Short term	Mid term	Long term	Message
Smuggler	Stop smuggling, AI could kill both birds and human	- Public awareness - Education	- Interactive dialogue - Film, - TV, - Radio	- Traditional performance (arja, wayang) - Leaflet, brochure, booklet, banner	-	- The danger of AI for birds and human - Smuggling is against the law - Biosecurity
Quarantine officer	Stop smuggling, AI could kill both birds and human	- Public awareness - Education	Interactive dialogue	- Training - Capacity building	-	Smuggling must be stopped
Law enforcement officer	Enforce the law : AI could kill	- Public awareness - Education	Interactive dialogue	- Training - Capacity building	-	Smugglers must be arrested

Key Issue: Bird Smuggling
Animal Health Communication in endemic, low incidence and AI free areas.

Target Audience	Activity	Strategy (Media)	Message
- Small farmers - Poultry traders - Consumer	Design education and information about AI, clinical signs, biosecurity, and poultry handling (mid & long term)	- Brochure, pamphlet, banner - Demo through traditional performances such as: arja, wayang - Radio / TV	- Stop smuggling - Smuggling could bring in disease and could infect poultry and human

Key Issue: Bird Smuggling
International coordination

Target Audience	Strategy	Activity
- Government - Expert - Importers / exporters - NGO - Poultry traders - Smugglers	- Law enforcement - Information exchange - Research projects - Project proposal	- Seminar/workshop - Training - Find funding for communication activities - Find funding for biosecurity and communication facilities and infrastructure

Key Issue: Bird Smuggling
Social Mobilization

Target Audience	Strategy
General public, through the following groups: - Banjar - Suka-duka - PKK - Informal figures	- Education - Healthy lifestyle - Improve awareness on the dangers of AI - Reduce or stop using fresh blood/meat for lawar

- **Key Issue: Cock-Fighting**

Strategic Communications	Area		
	Endemic	Low incidence	Free
Target Audience	Cock fighters	General public	- General public - Government
Strategy	- Traditional art performance - Demonstration - Simulation	Mass media and electronic	Electronic media
Message	Bring only healthy birds	Sanitize cockfighting locations	Cockfighting could spread AI viruses

Key Issue: Cock-Fighting

Risk Communications	Area		
	Endemic	Low incidence	Free
Target Audience	Cock fighters	Cock fighters and general public	Cock fighters
Strategy	Community meetings and village officers	Socialization through mass media	Socialization through media
Message	Fighting cocks could carry AI viruses	Cock fighting events could cause spread of AI viruses	Buy chickens from outside the area could bring in disease

Key Issue: Cock-Fighting

Animal Health Communication	Area		
	Endemic	Low incidence	Free
Target Audience	Cock fighters	- Cock fighters - General public	General public and government
Communication Strategy	Extensions	Demonstrate proper handling and biosecurity through traditional art performances	Mass media and brochures
Message	Sick and healthy chickens meet and co-mingle at cockfighting events	Conduct sanitation at cockfighting events	Cockfighting uses chickens

Key Issue: Cock-Fighting
International Coordination

Area	Risk communications		
	Short term	Mid term	Long term
Endemic	Project: - Provide vaccine - Provide funding - Compensation - Provide PPE - Media Fund source: - Emergency funds - National budget/Regional budget - Grant Issue: Need quick and coordinated action	Project: - AI Control - Surveillance Fund source: - National budget/Regional budget - Grant, loan - Private Issue: - Prepare human resources - Increase understanding about AI	Project: - AI Freedom - Training and socialization - Surveillance - Prepare facilities Fund source: - National budget/Regional budget - Grant, loan - Private Issue: Increase understanding about AI
Low incidence	Project: - AI Control - Simulation - Surveillance - Socialization Fund Source: - National budget/Regional budget - Grant / loan Issue: Increase understanding about AI	Project: - AI Freedom - Training - Surveillance - Socialization Fund Source: - National budget/Regional budget - Grant, loan - Private Issue: - Understanding of AI - Prepare more complete socialization materials	Project: - Socialization - Training & TOT - Surveillance - Provide healthy places Fund Source: - National budget/Regional budget - Grant, loan - Private Issue: - Understanding of AI - Preparation of integrated socialization materials
Free	Project: - Socialization - Training - Surveillance Fund Source: - National budget/Regional budget - Grant / loan - Private Issue: Understanding of AI and its spread	Project: - Socialization - Simulation - Surveillance Fund Source: - National budget/Regional budget - Grant / loan - Private Issue: - Understanding of AI and its spread - Prepare more complete socialization materials	Project: - Socialization - Create regulations - Surveillance Fund Source: - National budget/Regional budget - Grant / loan - Private Issue: - Understanding of AI - Regulation on cockfighting, approval from the Regional Parliament I (DPRD I) - Preparation of integrated socialization materials

- **Key Issue: Specialty Birds for Ceremonies**

Areas	Target Audience	**Strategic Communication**		
		Short term	Mid term	Long term
Endemic	- Religious leaders - Village educator / village chief - General public - Bird markets - Media	Dharma wacana (spiritual guidance)	Safe handling (biosecurity)	Improve communication skills
Low incidence	- Village educator / village chief - Government - General public - Media	- Share messages - Establish incident communications plan	Improve communication skills	Improve law enforcement
Free area	- General public - Government - Village educator / village chief	Improve law enforcement	Establish incident communications plan	Improve communication skills

Key Issue: Specialty Birds for Ceremonies

Areas	Target Audience	Risk Communication		
		Short term	Mid term	Long term
Endemic	- Government - Religious leaders - Village educator / village chief - Private	- Training of technical experts of concepts - Develop key messages to lower or eliminate risk to identified audiences - Program implementation	Monitoring & evaluation of implemented program	-
Low incidence	- Government - Religious leaders - Village educator / village chief - Private	- Training of technical experts of concepts - Develop key messages to lower or eliminate risk to identified audiences	Monitoring & evaluation of implemented program	-
Free area	- Government - Religious leaders - Private	- Develop key messages to lower or eliminate risk to identified audiences - Preparation for awareness	Local specific village regulation	-

Key Issue: Specialty Birds for Ceremonies

Areas	Target Audience	Animal Health Communication		
		Short term	Mid term	Long term
Endemic	- Animal health workers - Public health workers - Backyard producers - Poultry traders - Wet live bird markets	-	- Biosecurity practices - Movement and control - Use certified healthy birds - Educate about AI as disease among birds	- Educate about AI as disease among birds - Movement and control - Actions of villagers responsible for spread of the virus - Biosecurity practices
Low incidence	- Animal health workers - Public health workers - Backyard producers - Poultry traders - Wet live bird markets	-	- Biosecurity practices - Movement and control - Use certified healthy birds - Educate about AI as disease among birds	- Educate about AI as disease among birds - Movement and control - Actions of villagers responsible for spread of the virus - Biosecurity practices
Free area	- Animal health workers - Public health workers - Poultry traders - Backyard producers - General public	-	- Educate about AI as disease among birds - Biosecurity practices	- Actions of villagers responsible for spread of the virus - Biosecurity practices

Key Issue: Specialty Birds for Ceremonies

Areas	Target Audience	International Coordination		
		Short term	Mid term	Long term
Endemic	- Government authorities - Media - Private sector	- Networking - Channel & coordinate funding resources	Program implementation	- Program follow up - Monitoring & evaluation
Low incidence	- Government authorities - Media - Private sector	- Networking - Channel & coordinate funding resources	Program implementation	- Program follow up - Monitoring & evaluation
Free area	- Government authorities - Media - Private sector	- Networking - Channel & coordinate funding resources - Training of communication	Program implementation	- Program follow up - Monitoring & evaluation

Key Issue: Specialty Birds for Ceremonies

Areas	Target Audience	Social Mobilization		
		Short term	Mid term	Long term
Endemic	- General public - Government	-	-	- Develop regulation based on issue of bird usage in religious ceremony & raw blood consumption in traditional food. - Biosecurity - Socialization of regulation
Low incidence	- General public - Government	-	-	- Develop regulation based on issue of bird usage in religious ceremony & raw blood consumption in traditional food. - Biosecurity - Socialization of regulation
Free area	- General public - Government	-	-	- Develop regulation based on issue of bird usage in religious ceremony & raw blood consumption in traditional food. - Biosecurity - Socialization of regulation

- **Key Issue: Traditional Bali Food using Raw Blood/Meat (lawar).**

Areas	Target Audience	Strategic Communication		
		Short term	Mid term	Long term
Endemic	- Religious leaders - General public	- Red lawar is a risk to AI transmission - Poultry blood and meat could cause AI infection in humans - Sick birds could transmit AI to humans - White lawar is highly recommended	Red lawar rituals need to be adjusted with the latest technology development	Handling of red lawar rituals with no risk of AI transmission
Low incidence	- Religious leaders - General public	- same as above	- same as above	- same as above
Free area	- Religious leaders - General public	- same as above	- same as above	- same as above

Key Issue: Traditional Bali Food Using Raw Blood/Meat (lawar).

Areas	Target Audience	Risk Communications		
		Short term	Mid term	Long term
Endemic	- Religious leaders - General public	- Red lawar is a risk to AI transmission - Poultry blood and meat could cause AI infection in humans - Sick birds could transmit AI to humans - White lawar is highly recommended	-	-
Low incidence	- Religious leaders - General public	- same as above	-	-
Free area	- Religious leaders - General public	- same as above	-	-

Key Issue: Traditional Bali Food using Raw Blood/Meat (lawar).

Areas	Target Audience	Animal Health Communications		
		Short term	Mid term	Long term
Endemic	- General public	-	- Sick birds could transmit AI to humans - Slaughter only healthy birds - Slaughter your own birds that are healthy - Buy chicken from AI free farms	- same as in mid term
Low incidence	- General public	-	- same as above	- same as above
Free area	- General public	-	- same as above	- same as above

Key Issue: Traditional Bali Food Using Raw Blood/Meat (lawar).

Areas	Target Audience	International Coordination					
		Short term		Mid term		Long term	
		Project	Funding	Project	Funding	Project	Funding
Endemic	- Religious leaders - General public - Restaurant and hotel managers	<u>Emphasize on AI:</u> 1. Workshop with religious leaders 2. Socialization 1. Workshop 2. Training (TOT) 3. Socialization	USDA / UNICEF/ USAID / AUSAID/ JICA / USDA / UNICEF/ USAID / AUSAID same as above	<u>Emphasize on technology development:</u> 1. Workshop 2. Socialization 1. Workshop 2. Training 3. Socialization	USDA / UNICEF / USAID / AUSAID / JICA / USDA / ASAID same as above	- same as in mid term	- same as in mid term
Low incidence	same as above	same as above	same as above	same as above	same as above	same as in mid term	same as in mid term
Free area	same as above	same as above	same as above	same as above	same as above	same as in mid term	same as in mid term

Key Issue: Traditional Bali Food Using Raw Blood/Meat (lawar).

Areas	Target Audience	Social Mobilization		
		Short term	Mid term	Long term
Endemic	- General public	-	-	1. Buy poultry meat from slaughterhouses that has met the minimum standards and has been certified by the government, therefore the government must regulated and facilitate establishment of poultry slaughterhouses 2. Regulate bird markets and distribution of poultry and poultry products by the community with facilitation and advocate from the government
Low incidence	- General public	-	-	- same as above
Free area	- General public	-	-	- same as above

Appendix 5
List of Participants

List of Participants for Training of Trainers for Avian Influenza Communication, held at Inna Grand Bali Beach Hotel Sanur Denpasar, 11-13 March 2008

No.	Name	Institution
1.	Drh. Anak Agung Gde Putra, MSc,PhD,SH	Disease Investigation Center Denpasar
2.	Drh. Dewa M.N. Dharma, MS, PhD	Disease Investigation Center Denpasar
3.	Drh. Gede Kertayadnya, MSc, PhD	Disease Investigation Center Denpasar
4.	Drh. Ni Made Arsani	Disease Investigation Center Denpasar
5.	Drh. Ketut Sarjana, MM	Disease Investigation Center Denpasar
6.	Drh. Putu Gede Widiarsana Putra	Bali Animal Quarantine Agency
7.	Drh. Dewa Made Muditha	Bali Province Livestock Services
8.	Drh. Wayan Sukanadi, MMA	Bali Province Livestock Services
9.	Drh. Ni Made Sukerni	Bali Province Livestock Services
10.	Drh. I G.A.A. Putri Jayaningsih, Msi	Bali Province Livestock Services
11.	Drh. I Ketut Muliarta	Bali Province Livestock Services
12.	Drh. I Nyoman Suastika, MSi	Jembrana District Livestock Services
13.	Drh. I G A Endang P	Buleleng District Livestock Services
14.	Drh. Ni Nyoman Ayu Ratningsih	Tabanan District Livestock Services
15.	Drh. I Gde Asrama, MMA	Badung District Livestock Services
16.	Drh. Luh Suri Urpini	Denpasar District Livestock Services
17.	Drh. I Wayan Wira Pribadi	Gianyar District Livestock Services
18.	Drh. I Ketut Denda	Bangli District Livestock Services
19.	Drh. Ida Bagus Juanida	Kelungkung District Livestock Services
20.	Drh. I Made Ari Susanta	Karangasem District Livestock Services
21.	I Gusti Ngurah Raka Wijaya Guna	Bali Province Public Health Services
22.	Ni Made Astiti, SKM	Bali Province Public Health Services
23.	Dr. Drh. I Made Damriyasa, MS	Fac. of Vet. Med, Udayana University
24.	Dr. I Wayan Weta, MS	Fac. of Medicine, Udayana University
25.	Ni Ketut Adi Arini, SSos	Sanglah General Hospital
26.	Drh. I Gusti Ngurah Badiwangsa Temadja	Bali, Indonesian Veterinary Association
27.	Ir. Anak Agung Istri Iriani, MSi	Bali Province Livestock Services
28.	Drh. Yuliani Antariksaningsih	Bali Province Livestock Services
29.	Ir. Suryawan Dwimulyanto, MM	PPAB (Bali Poultry Association)
30.	Drh. Ketut Suarda	Bali Komda FBPI
31.	Prof.Dr.Ir. Nyoman Supartha, MS	Bali Komnas Working Group
32.	Drh. Arfiani	CMU Jakarta / DGLS
33.	Drh. Krisnandana	CMU Jakarta / DGLS
34.	Drh. Rabiatul Adewiyah	CMU Jakarta / DGLS
35.	Drh. Albertus Teguh Muljono	CIVAS Bogor

Other Participants

No.	Name	Institution
1.	Dr. Vincent Covello	Center for Risk Communication, New York
2.	Ms. Angela Harless	USDA Washington DC
3.	Dr. Chuck Lambert	USDA Washington DC
4.	Mr. Andrew White	USDA Washington DC
5.	Drh. Bimo Wicaksono	USDA Jakarta
6.	Mr. Getu Reta	USAID Jakarta
7.	Dra. Utami Widijawati	USAID Jakarta
8.	Dr. Rachmat Pambudi	Institute Pertanian Bogor
9.	Ms. Esther Hutabarat	FAO Jakarta
10.	Dr. Ronald Thorthon	FAO Denpasar
11.	Drh. Siti Retno Wulandari	CIVAS Bogor
12.	La Ode Nur Ilham Ndoaka	CIVAS Bogor
13.	Junius	CIVAS Bogor
14.	Drh. Riana Aryani Arief	CIVAS Bogor
15.	Drh. M.D. Winda Widyastuti	CIVAS Bogor
16.	Nurul Hadiristriyantri, SPt	Organizing Committee
17.	Ir. Ni Putu Mas Adi	Organizing Committee
18.	Drh. I Made Candra	Bali Province Livestock Services
19.	I Wayan Gede Pasek, S.Pt	Bali Province Livestock Services
20.	I Km. Satria, S.Kh	Bali Province Livestock Services
21.	Km. Yuliadewi Kader, S.Pt	Bali Province Livestock Services
22.	Sukadani, S.Pt., MMA	Bali Province Livestock Services
23.	I Wayan Suki	Bali Province Livestock Services

List of Participants for Avian Influenza Messages Development Workshop Specific for Bali, held at Inna Grand Bali Beach Hotel Sanur Denpasar, 13-15 March 2008

No.	Name	Institution
1.	Ir. Ida Bagus Ketut Alit	Bali Province Livestock Services
2.	Drh. Etty Wuryaningsih	Directorate of Veterinary Public Health, Jakarta
3.	Drh. Elly Sudiana, MSc	CMU / DGLS, Jakarta
4.	Drh. Tjahyani	CMU / DGLS, Jakarta
5.	Dr. drh. Heru Setijono	Komnas FBPI, Jakarta
6.	Drh. Ida Bagus Ekaludra	Bali Animal Quarantine Agency
7.	Drh. Anak Agung Gde Putra, MSc,PhD,SH	Disease Investigation Center Denpasar
8.	Drh. Dewa M.N. Dharma, MS, PhD	Disease Investigation Center Denpasar
9.	Drh. Gede Kertayadnya, MSc, PhD	Disease Investigation Center Denpasar
10.	Drh. Ni Made Arsani	Disease Investigation Center Denpasar
11.	Drh. Ketut Sarjana, MM	Disease Investigation Center Denpasar
12.	Drh. Ketut Suarda	Bali Province Livestock Services
13.	Drh. Dewa Made Muditha	Bali Province Livestock Services
14.	Drh. Wayan Sukanadi, MMA	Bali Province Livestock Services
15.	Drh. Ni Made Sukerni	Bali Province Livestock Services
16.	Prof. Dr. Ir. Ida Bagus Sudana	Bali Animal Husbandry Association
17.	Drh. I Wayan Sutapa, MSi	Bangli District Livestock Services
18.	Ir. I Gusti Ngurah Sanjaya, MSi	Jembrana District Livestock Services
19.	Ir. Dewa Made Ngurah	Denpasar District Livestock Services
20.	Dr. Ketut Subrata	Bali Province Public Health Services
21.	Dr. Drh. I Made Damriyasa, MS	Fac. of Vet. Med., Udayana University
22.	Dr. Sri Budayanti, SpMK	Medical Faculty, Udayana University
23.	Drh. Albertus Teguh Muljono	CIVAS Bogor
24.	Ir. Suryawan Dwimulyanto, MM	PPAB (Bali Poultry Association)

Other Participants

No.	Name	Institution
1.	Dr. Vincent Covello	Center for Risk Communication, New York
2.	Ms. Angela Harless	USDA Washington DC
3.	Dr. Chuck Lambert	USDA Washington DC
4.	Mr. Andrew White	USDA Washington DC
5.	Drh. Bimo Wicaksono	USDA Jakarta
6.	Mr. Getu Reta	USAID Jakarta
7.	Dra. Utami Widijawati	USAID Jakarta
8.	Prof. Ida Bagus Adnyana Manuaba	Medical Faculty, Udayana University
9.	Ms. Esther Hutabarat	FAO Jakarta
10.	Mr. Anthony Burnett	FAO Bangkok
11.	Dr. Ronald Thorthon	FAO Denpasar
12.	Drh. Siti Retno Wulandari	CIVAS Bogor
13.	La Ode Nur Ilham Ndoaka	CIVAS Bogor
14.	Junius	CIVAS Bogor
15.	Drh. Riana Aryani Arief	CIVAS Bogor
16.	Drh. M.D. Winda Widyastuti	CIVAS Bogor
17.	Nurul Hadiristriyantri, SPt	Organizing Committee
18.	Drh. IKG Nata Kesuma, MMA	Organizing Committee
19.	Ir. Ni Putu Mas Adi	Organizing Committee
20.	Drh. Yuliani Antariksaningsih	Bali Province Livestock Services
21.	I Km. Satria, S.Kh	Bali Province Livestock Services
22.	Km. Yuliadewi Kader, S.Pt	Bali Province Livestock Services
23.	Sukadani, S.Pt., MMA	Bali Province Livestock Services
24.	I Wayan Suki	Bali Province Livestock Services
25.		


11 - 15 March 2008