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PROGRAM HIGHLIGHT

INTENSIVE MASS MEDIA CAMPAIGN REINFORCES COMMUNITY-LEVEL RISK REDUCTION MESSAGES



Irfan Hakim, right, a popular Indonesian television celebrity, served as the ambassador of the CBAIC mass media campaign and provided a strong link between its on-air and off-air elements. He infused the campaign with energy and stirred public interest in the importance of AI control and prevention.
Photo by Arie Parikesit, CBAIC.

Indonesia accounts for more than one-third of confirmed human AI cases worldwide, and almost half the fatalities. Fortunately, important initiatives are helping to address risky behaviors to reduce or eliminate human cases of AI in the country.

Avian influenza (AI) – bird flu – continues to infect people across the globe. Since 21 July 2005 when the first human case of AI was confirmed in Indonesia, through 10 September 2008, the Indonesian Ministry of Health has reported a total of 137 confirmed human cases, including 112 fatalities – a case fatality rate of over eighty percent. By comparison, dengue fever has a case fatality rate of less than five percent, though the total number of fatalities is higher. Indonesia accounts for more than one-third of all human cases worldwide, and almost half of all fatalities. Fortunately, important steps are being taken to reduce or eliminate human cases of AI infection, and, ultimately, to reduce the likelihood of pandemic influenza evolving from the deadly H5N1 strain of bird flu.

Among the important AI control and prevention initiatives in the country, the USAID-Community-Based Avian Influenza Control Project (CBAIC) designed and implemented a short, intensive behavior change communications strategy. An integrated approach was used that included mass media, print material distribution, and community-level events, with each element serving to reinforce the impact of the others.

On 27 January 2008, CBAIC launched the intensive mass media campaign, which ran through 30 April 2008. A total of 3408 TV spots were aired and 34,991 radio spots were broadcast during the campaign. Using Nielsen media research data, it was estimated that CBAIC reached 96 percent of the targeted audience – men and women aged 22 to 45 across Indonesia. This translates into an estimated 159 million viewers seeing a CBAIC behavior change television spot at least once during the campaign. And according to radio station estimates, CBAIC radio content reached an estimated 31 million listeners nationwide at least once.

While these numbers sound impressive, what do they really mean in terms of risk reduction and behavior change?

Quantitative and qualitative research found that the short, intensive mass media campaign was indeed successful in promoting key behaviors, reinforcing messages that were also delivered directly to the community level. The media evaluation study found that:

- 1) People who saw CBAIC television messages were more likely than those who had not, to burn, bury, burn and bury, and report dead chickens to authorities;



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- 2) The more often people had seen the CBAIC messages, on TV or in print or in person at a variety show, the more likely they were to do these behaviors; and
- 3) A cost-benefit analysis found that an investment of US\$ 1.10 per household per message could affect positive behavior change to reduce the risk of AI transmission.

All campaign message content, from television to radio to print, was completely integrated. Messages focused on two key risk reduction behaviors: **Report** (suspected AI outbreaks) and **Burn and Bury** (dead poultry). The on-air campaign centered around two high-quality, high-impact television public service announcements (PSAs) developed and produced by the project. Radio and additional television content (fillers and sponsorship of popular programs) were also utilized.

Print material included stickers, posters, banners, t-shirts, flyers, and booklets that were produced and distributed in project target areas covering the island of Java – especially the greater Jakarta area, and the islands of Bali and Sumatra. In order

to increase recognition of CBAIC materials and to reinforce key messages, print materials incorporated the same messages, as well as images, colors, and branding that were included in the on-air campaign.

Lastly, AI-themed variety shows were held in high-risk communities to stoke local interest and encourage participation in community-level AI control and prevention efforts. As with the print material, the key messages focused on in the on-air campaign were incorporated into the variety shows, as well as images, colors, and branding to increase recognition of the integrated CBAIC initiatives. In addition, the popular television personality that starred in the educational and entertaining TV filler content appeared at each variety show, raising the level of excitement and interest in each community.

Overall, CBAIC media evaluation results indicate that short, intensive mass media campaigns that are tightly linked with reinforcing print material and community-level activities can be successful in changing behaviors to reduce the risk of transmission between animals and humans.



Shooting a scene from the “Report bird flu” television PSA. *By TCP/TBWA.*



Filming a television filler in North Sumatra with Irfan Hakim. *By Arie Parikesit, CBAIC.*

CBAIC is a USAID-funded project which aims to improve preparedness and capacity for AI prevention and control in Indonesia. The project provides assistance to the National Committee for AI Control and Pandemic Influenza Preparedness, trains and mobilizes community volunteers, and, through a partnership with Johns Hopkins University, develops and implements targeted behavior change communication initiatives.