

# Communication campaign related to Avian Influenza in Vietnam: from technocratic to more deliberative approaches?

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Hãy tự bảo vệ gia cầm nhà bạn,  
gia đình và cộng đồng  
để không bị nhiễm cúm  
**A/H5N1**

BAN CHỈ ĐẠO QUỐC GIA  
PHÒNG CHỐNG CUM GIA CẦM

World Health  
Organization  
Western Pacific Region

FAO

UNDP

unicef

JAPAN

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# Framework of the presentation

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1. Why doing the research on Communication Strategy on Avian Influenza?
2. Theoretical background
3. Findings of researches relating to communication on AI in Vietnam from 2004 – 2009
4. Discussions



# 1. Why doing the research on Communication Strategy on Avian Influenza?

- Highly Pandemic Avian Influenza (HPAI is a global health risk which is characterized by uncertainty, systematic and complexity
- Governance in Global Risk Society (Beck, 1999)
- Communication and Global Risk Governance (Renn, 2008)
  - Risk communication becomes the center of risk governance in democratic societies
  - Effective communication has to be the core of any successful activity to assess and manage risks

## 2. Theoretical background: risk management models

### Technocratic model

In Renn, 2008



**Figure 1.3** *The 'technocratic' model*

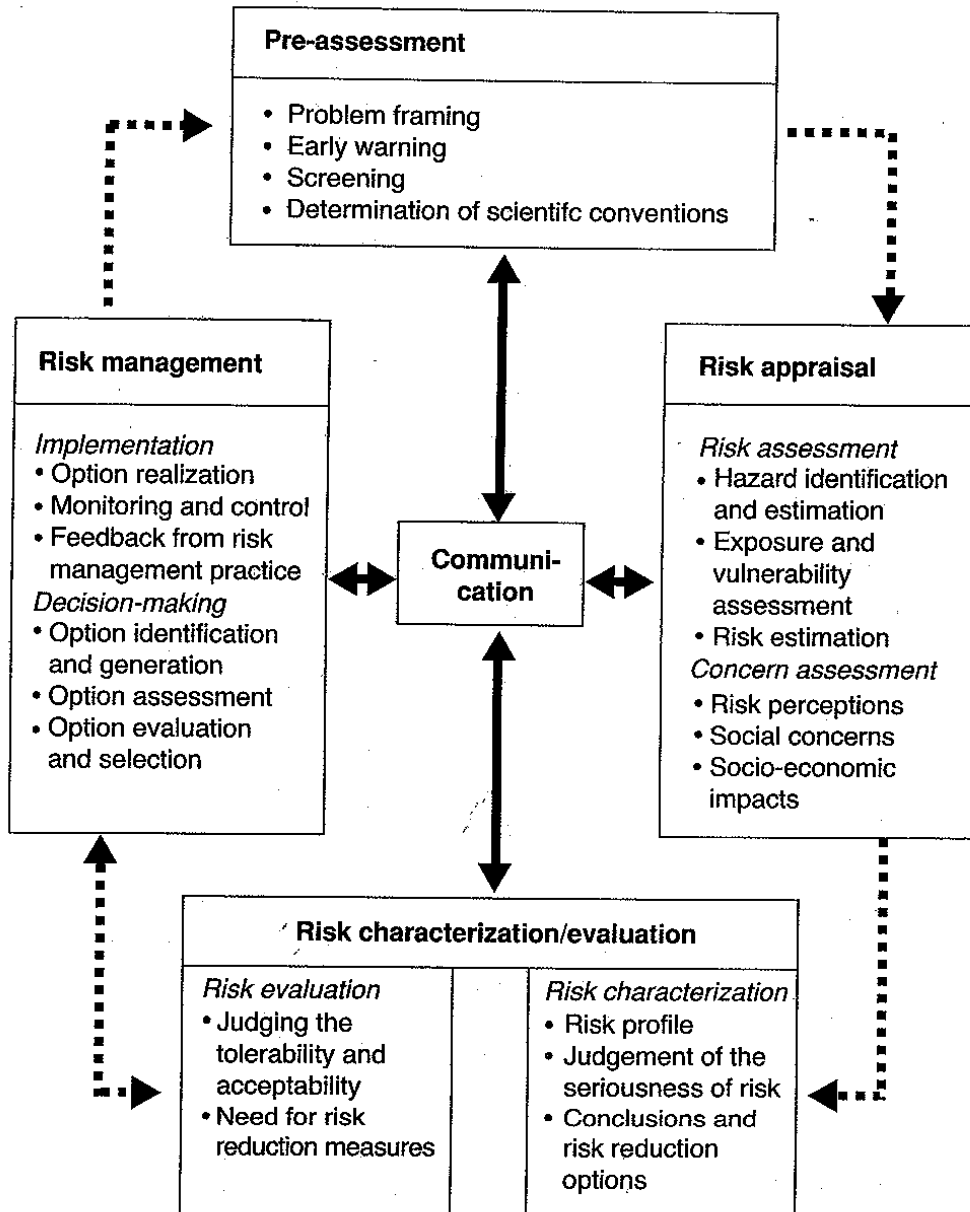
Source: adapted from Millstone et al, 2004

*« In this model, objective science is seen to directly inform policy making. Scientists are the best judges of the tolerability of risks and inform policy-makers directly about the way to do » (Renn, 2008)*

→ **Old version of Risk Communication:** experts tried to persuade laymen of the validity of their risk assessment or risk decision

**RISK-HANDLING SPHERE**  
Decision on and implementation of actions

**ASSESSMENT SPHERE**  
Generation of knowledge



This model stresses the interface between assessment and management. Science, politic, economic actors and representative of civil society are invited to play a role in both assessment and management (source: Renn, 2008)

→ **New version of risk communication:** The main product of risk communication is not information but the quality of the social relationship it support

# 3. Findings of researches related to communication on AI from 2004 – 2009

Several social sciences studies led on AI, Academy of Journalism and Communication in Vietnam and CIRAD since 2004:

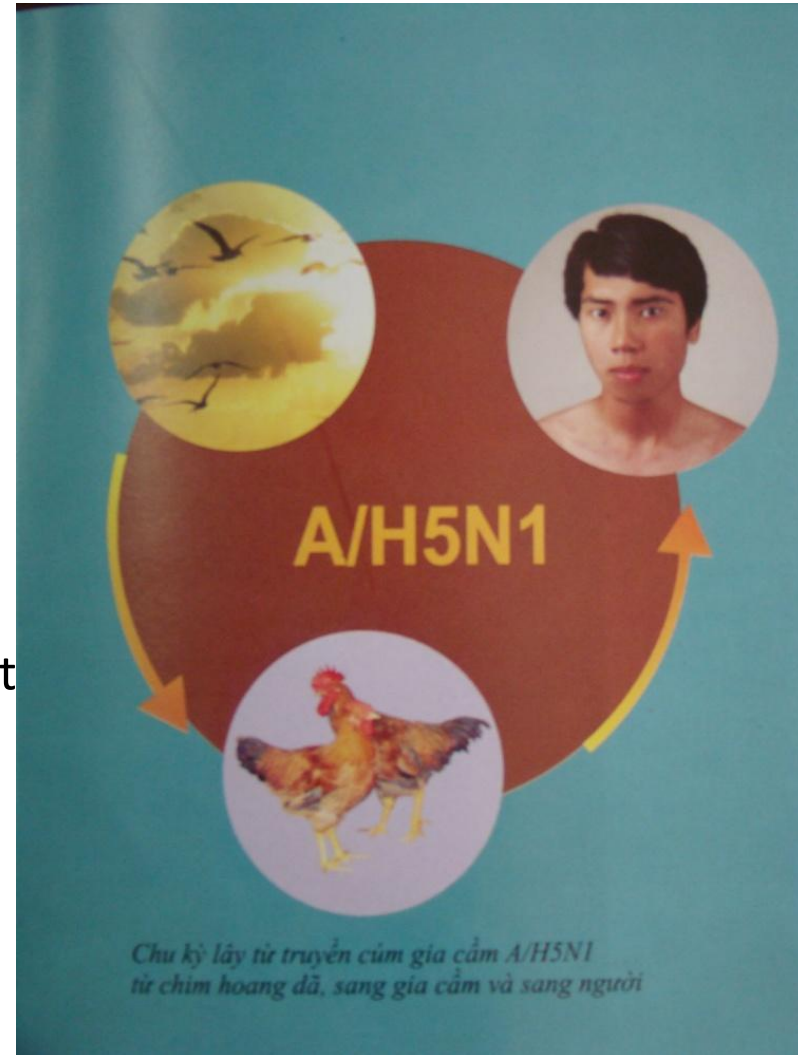
2004: KAP study on Vietnamese consumers regarding AI risk

2005: AI risk perceptions by Hanoi consumers

2006: FAO/CIRAD, Assessment of the pre-Têt IEC campaign

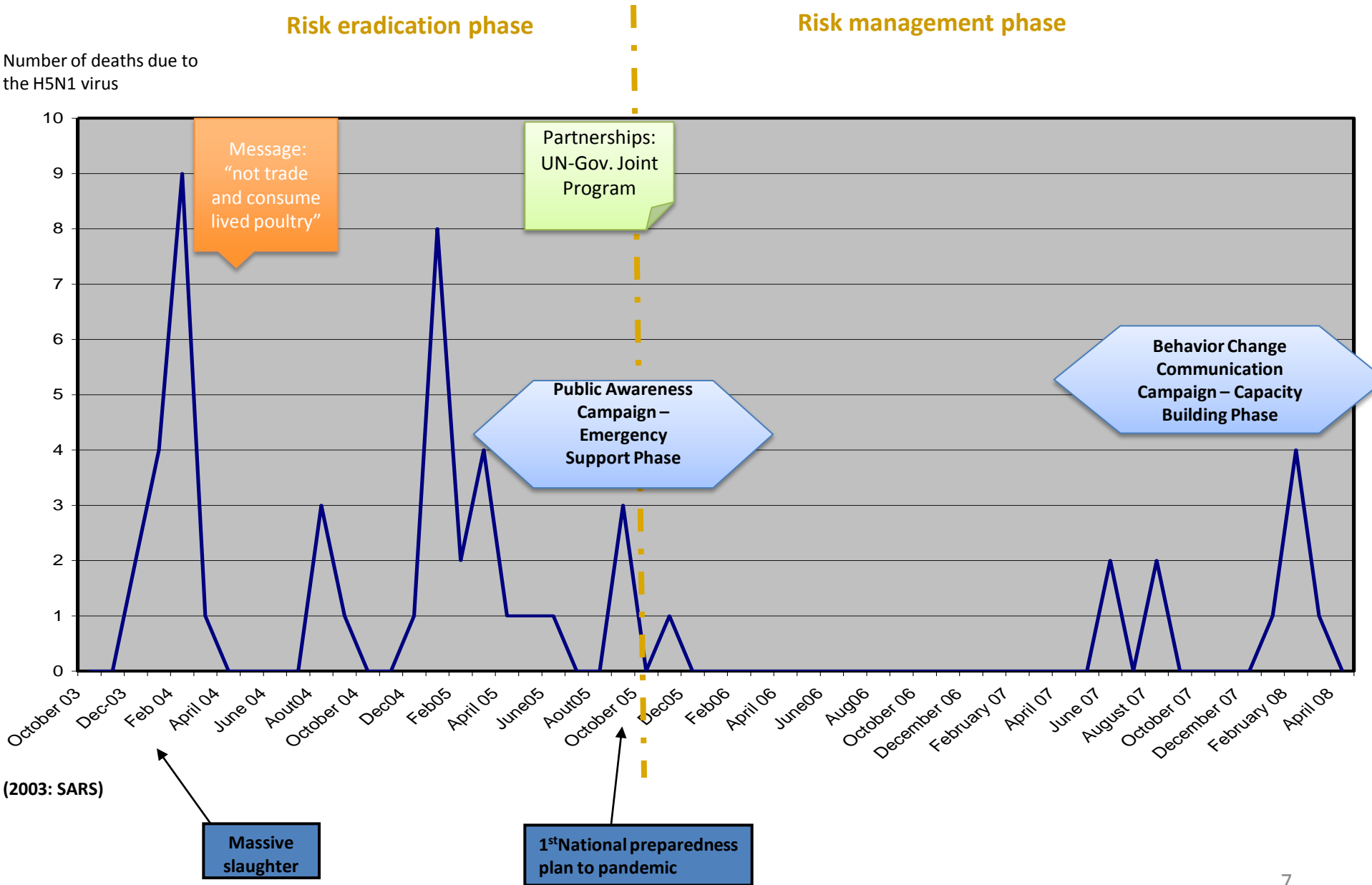
2008: Gripavi, study on risk management policies

2009: ARDGrip, study on evolution of the communication regarding health related risks



# Historic of Avian Influenza H5N1 in Vietnam

Number of deaths due to the H5N1 virus



# A Poster warned to beware the risk of Avian Influenza before 2006



“H5N1 **Dead danger**”

Actively preventing High Pandemic Avian Influenza



# Failure of technocratic communication

Ex: study on Vietnamese consumers regarding AI risk in 2004

The study had found the indispensableness of consuming lived, native chicken for worship and for people's taste in all cultural and religious events in Vietnamese families and communities → people kept consuming the lived native chicken sneakily, in spite of decreasing the quantity (similar with the finding of research done by Phan Thi Giac Tam in 2008)



# Analysis of Communication Campaign in Vietnam

## ex: the pre-Têt IEC campaign in 2006

### Coverage and channels:

People have received a significant amount of information regarding AI from different sources  
The campaign succeeded in reaching a large audience, thanks to the combined use of media (television, posters, radio, loudspeakers)

## Key Messages of the 2006 communication:

*“Cook poultry meat thoroughly”*

*“If you slaughter poultry at home, use a mask and gloves”*

*“Wash hands with soap”*

*“Change your chopping board”*

*“Do not eat blood pudding”*

*“Report sick animals to a vet”*

*“Avoid contact with sick/ dead poultry”*

*“Children should not play near poultry”*



*“If you slaughter poultry at home, use a mask and gloves*

- Social limit to adopt this recommendation at home
- Then, people were often confident themselves in selecting the lived poultry
- => Significant number of respondents do not agree with this recommendation



- “Report sick animals to a vet” & “Avoid contact with sick poultry” were considered as effective, yet infeasible
- Farmers: *the campaign neglects their competency to manage sick animals.*
- A demand for recommendations: *“how to handle sick poultry safely”, “how to bury dead animals safely”, “how to manage the waste of poultry slaughter...”*



- the research findings would evidence that:
  - Some recommendations in this campaign neglected social and cultural practices → they somewhat failed to get widely number of people follow
  - The communication model kept be designed by technocratic approach (the top-down model) which imposed public people following recommendations without feedback mechanism.
  - As a result, some recommendations would not be appropriate to apply or be denied to practice

## 4. Discussion

- From State communication to multi stakeholder communication.
  - International organizations
  - NGOs (save the children)
  - Private sector tries to join (ex: Coca-Cola wanted to fund the prevention poster “wash your hands” last year)
- Change in communication channels: from one public media channel to various types
- Changes in the message: behavior change vs education; positive vs blaming
- But always a technocratic model; communication still the last step of risk management process.



**Thank you for  
your attention**