



# Field Insights to Strengthen Risk Communication & Community Engagement (RCCE) for Avian Influenza

Between April 16–30, 2026, Jalin Foundation conducted field data collection in Serang (Banten), Bogor (West Java), and Malang District (East Java), engaging 101 participants through 6 FGDs and 56 Key Informant Interviews (KIIs), including community members and representatives from District Health and Animal Husbandry Offices. This activity is part of the RCCE component under the EpiC project and aims to ensure that RCCE toolkits for Avian Influenza are grounded in audience behaviors, local system, and field realities. Findings highlight several constraints affecting zoonotic disease communication and response. At the system level, surveillance and response roles across livestock, health, and market actors are not clearly defined. Coordination among District Health Offices, animal husbandry services, Puskesmas, hospitals, and market stakeholders appears limited, with stronger collaboration observed for diseases such as rabies and leptospirosis than for poultry-related zoonoses.

At the institutional level, exposure to avian influenza–specific information is limited. No respondents reported receiving dedicated training, and understanding of transmission pathways remains inconsistent. At the community level, many participants perceive avian influenza as a low or non-human health risk. Even among those aware of potential transmission, uncertainty persists due to the absence of visible or firsthand cases.



*The research team is in discussion with Farid, a backyard poultry farmer from Serang City, Banten. He currently raises around 60 laying hens at a coop located directly behind his house.*

Household poultry handling practices are largely shaped by personal experience rather than standardized guidance, creating variability in risk behaviors. The communication presents additional constraints. Digital media access and use remain uneven in several study locations, and existing online health messaging has limited reach and engagement. Variations in openness, education, and socio-economic background required adaptive facilitation approaches, reinforcing the need for practical, context-sensitive communication tools to support rapid outbreak response.