



Building Partnerships for the Prevention and Control of Avian Influenza and Pandemic Influenza in the Greater Mekong Subregion (PAI)

A USAID program managed by the Kenan Institute Asia (K.I.Asia)

Request for Proposals FINAL – October 1, 2007

Executive Statement

On behalf of the United States Agency for International Development (USAID), the Kenan Institute Asia (K.I.Asia) is requesting proposals for activities that aim to prevent and control avian and pandemic influenza in the Greater Mekong Sub-region nations of Cambodia, Laos, Thailand and Vietnam. A total of at least USD 430,000 will be granted to Global Development Alliance (GDA) projects to be implemented in FY 2008. Proposals will be considered on a rolling basis, therefore applicants are encouraged to submit the proposals early.

I. Background

Avian influenza remains a major threat, especially in the Greater Mekong Sub-region (GMS) - Burma, Cambodia, China, Laos, Thailand, Vietnam - which has witnessed the greatest impact on humans and poultry. Since the emergence of the highly pathogenic H5N1 avian influenza virus in Vietnam in 2003, the virus has spread across more than 60 countries in Europe, Eurasia, Asia and Africa, resulted in a 60% fatality rate among confirmed human cases, and caused the death or culling of more than 220 million poultry (WHO: 10SEPT07, OIE: 6AUG07).

To date, the human and poultry populations in the GMS remain particularly vulnerable to the H5N1 virus. Human infection cases in the GMS account for 48% of worldwide confirmed cases, with 55% of affected individuals in the region dying after contracting the virus. Among poultry, 72% of global outbreak cases have occurred in the GMS, with Vietnam and Thailand experiencing the highest number of outbreaks at 2,406 and 1,137 cases respectively (OIE: 6AUG07). Overall, H5N1 outbreaks among birds have affected all six GMS countries, with five countries reporting human infections (exception is Burma).

In response to the growing crisis, the U.S. Congress appropriated USD 25 million in FY2005 in emergency supplemental funding to support H5N1 avian influenza prevention and control activities. Since then, U.S. commitment to fighting avian influenza has grown to USD 434 million as of December 2006, with USD 191 million appropriated to USAID to contain the risk of the H5N1 virus by ensuring a coordinated international response; minimizing the risk of animal-to-human and human-to-human transmission; ensuring rapid and effective treatment and containing of infected animals and humans; and preparing for a pandemic. As a result of intervention, the fight against avian influenza in the GMS has achieved significant progress. Vietnam, the GMS country that experienced the highest cases of human infections in 2005 with 61 confirmed human cases and 19 fatalities saw no human cases in 2006 and seven human cases in 2007. Since 2005, the rate of human infections in the GMS has declined by almost 90%, from a high of 78 confirmed cases in 2005 to 13 confirmed cases in 2007 (WHO: 10SEPT07). For more information regarding AI, please refer to USAID's Avian Influenza link on their home page, www.usaid.gov.

Despite significant achievements, the background challenge of controlling the H5N1 avian influenza virus remains imminent. Outbreaks of avian influenza continue to occur throughout the GMS, heightening the risk of the virus to mutate into a form transmissible between humans. Without effective interventions and vigilance, health officials warn that the virus could spread rapidly and develop into a worldwide human pandemic with immense social and economic costs of up to USD 2 trillion (WB: Jun06). The development of public-private partnerships for the prevention and control of avian and pandemic influenza represents a unique opportunity to tap into the resources and knowledge of the private sector to combat a problem that can impact human health; hurt agribusinesses; disrupt food supply, trade and economic growth; and threaten stability in the region.

As avian and pandemic influenza prevention and control moves from an emergency phase to one with medium- and long-term goals, it is important to establish and strengthen cross-border collaboration for early identification of outbreaks and rapid containment involving coordinated surveillance and response. Likewise, individual countries in the region have faced and solved the challenges of avian and human influenza, each has developed certain skills and practices from which other countries in the region could benefit.

II. Global Development Alliance

For this request for proposals, the K.I.Asia is managing USD 430,000 of USAID Global Development Alliance (GDA) grants under the *Building Partnerships for the Prevention and Control of Avian Influenza and Pandemic Influenza in the Greater Mekong Subregion (PAI)* initiative. The GDA approach is to enhance development impact by mobilizing the ideas, efforts and resources of the public sector with those of the private sector and non-governmental organizations. Alliances are formal agreements between two or more parties, with at least one private company partner, created to jointly address a development issue, in this case avian and pandemic influenza. The alliance is required to contribute a one-to-one match of the proposed USAID grant through cash and in-kind contributions. For more information on USAID's GDA please visit www.usaid.gov/our_work/global_partnerships/gda/. In FY 2007, K.I.Asia awarded USD 647,883 worth of grants in Thailand and Vietnam. This leveraged USD 838,350 in partner contributions.

III. Areas of Work

The proposed project must support implementation of national avian and pandemic influenza plans in Greater Mekong Sub-region countries of Cambodia, Laos, Thailand, and Vietnam encompassing one or more of the following areas:

Preparedness and Planning

Support for coordination and collaboration of preparedness planning especially for private companies. These activities must be multisectoral, bringing together the human and animal health sectors as well as other parts of the government that will play critical roles in addressing the current avian influenza situation. In addition, proposals may include support for pandemic preparedness planning.

Animal Surveillance and Response

Activities may include:

1. Enhancing domestic animals surveillance at the national, district, and village/community level;
2. Enhancing the surveillance of wild and migratory birds;
3. Promoting effective and timely animal outbreak response activities;
4. Ensuring better biosecurity practices in commercial and family poultry raising settings; and,
5. Providing technical assistance in establishing new animal husbandry practices, and training of agricultural workers.

Human Surveillance and Response

Activities may include:

1. Enhancing human surveillance at the village/community level;
2. Increasing capacity in laboratory diagnosis;
3. Developing and maintaining human surveillance capability within the formal health sector; and,
4. Developing and implementing case management and infection control procedures for health facilities.

Communications

Activities should be related to behavior change and communications (BCC) from both the animal and human health perspective. Activities may include:

1. Disseminating public education materials;
2. Arranging media campaigns—TV, radio, text messages, delivering public awareness and education campaigns.
3. Delivering public awareness and education campaigns.

IV. Program Criteria

To qualify for funding under this USAID’s GDA program managed by K.I.Asia, the program criteria are as follows:

- The alliance must be formed between one or more private companies and a non-governmental, government, or academic organization to collectively contribute to the prevention and control of avian and pandemic influenza.
- *Geographic Location* - The proposed project should be implemented in the Greater Mekong Subregion, including one or more of the following countries: Cambodia, Laos, Thailand, and Vietnam.
- *Types of activities* -The activities should be under the above areas of work. This may include capacity building, technical assistance, material development and distribution, public awareness building and communications aimed at attitude and behavior changes.
- *Matching requirements* - GDA alliances must bring significant new, non-US Government resources, with at least a one-to-one match and at least 25% must come from one or more

private companies. At least 20% of the contribution should be in cash. Matching resources will not always be money-- different partners can contribute different things. In addition to monetary contributions, in-kind resources, intellectual property, implementation know-how, and technical assistance are also valuable contributions. Alliance proposals must clearly specify what each party is contributing.

- All funded GDA projects will be expected to coordinate closely with other USAID-funded avian influenza activities.
- Time permitting, K.I.Asia is open to receiving concept papers and K.I.Asia will try to identify potential partners for companies that have a plan and resources for projects aimed at preventing and controlling avian or pandemic influenza but need a project partner draft proposals. It may work with proposers to strengthen their proposals.
- Final proposals need to demonstrate commitment to the project by the partners. Letters of Intent will need to be signed prior to final approval of the project proposal.
- The applicants must have an established presence, with proper authorization, in the countries where works are proposed.
- Activities must be completed by August 31, 2008.

V. Proposals

Proposals must be limited to 7 pages in length (not including budgets and other attachments), single-spaced, using 12-point font. Proposals should be focused, technically sound, and demonstrate a clear sense of applicant's key objectives and ability to carry out the program. The proposal should include the following information:

1. Cover Page:
 - a. Applicant name
 - b. Partner name (s)
 - c. Total dollar amount of USAID funds requested from K.I.Asia
 - d. Total amount of cost share from alliance partners
 - e. Project contact/ contact person
2. Executive Summary
3. Brief Background
4. Goals and Objectives
5. Program Description/Activities
6. Expected outcomes
7. Explanation of partners' contributions
8. Timeline of the activities
9. Estimated Budget, including leveraged contributions

VI. Proposal Submission

Proposals will be considered on a rolling basis, but all applicants are encouraged to submit proposals early. All proposals must be in English and submitted directly to Darin Phaovisaid, Consultant, Kenan Institute Asia, Queen Sirikit National Convention Center, 2nd Floor, Zone D, Room 201/2, 60 New Ratchadapisek Road, Klongtoey, Bangkok 10110, THAILAND or email: darinp@kiasia.org. K.I.Asia can work with applicants to refine proposals.

Before submitting a proposal, K.I.Asia encourages the applicant to speak with K.I.Asia staff. Please contact Darin Phaovisaid at (66 2)229-3131 Ext. 233 or Richard Bernhard at (66 2) 229-3131 Ext 231. The proposals will be reviewed by a committee comprised of USAID and K.I.Asia staff.

VII. About the Kenan Institute Asia

The Kenan Institute Asia is a US-Thai non-profit foundation based in Thailand that aims to promote partnerships for sustainable development through private sector mechanisms. K.I.Asia was established in 1996 with support from USAID, the Thailand International Cooperation Agency and the Kenan Charitable Trust. K.I.Asia has managed over U.S. \$20 million in USAID grants. The Institute also delivers strategic corporate citizenship training, research, information provision, and program implementation for multinationals from U.S., Asia and Europe. For more information please visit www.kiasia.org