

# 10 Proposed steps to launch a National Healthy Food Markets Programme

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*(Extract from the report of the Expert Mission to Support Develop a National Action Plan to Prevent and Control the Spread of the Avian Influenza Virus in Wet Markets, Jakarta, Indonesia, January 2006)<sup>29</sup>*

## **STEP 1: Familiarize stakeholders with the Healthy Food Markets concept and ensure broad political commitment and active stakeholder participation**

It is envisaged to first hold a two / three day meeting / workshop of all stakeholders to familiarize them with the Healthy Food Markets concept and obtain their commitment and active support in developing a National Healthy Food Market Programme (HFMP). The participation of all key stakeholders is recommended. Actions to be taken include:

- ◆ Constitution and empowerment of a National Multisectoral HFM Task Force for initiation, coordination and monitoring of the HFMP and of Core Groups for regular oversight of respective HFM Pilot Projects;
- ◆ Costing of national HFMP and pilot HFM projects and provision of funds from the private sector and donors.

## **STEP 2: Raising public awareness for preventing and controlling Avian Influenza**

Based on WHO's advice on prevention and control of Avian Influenza, the HFMP task force to develop risk based messages in local / regional languages for different target segments viz. consumers, live or wet animal market personnel and authorities (national, provincial and local). The risk communication strategy to disseminate Avian Influenza prevention messages needs to be worked out by the Task Force, keeping in view the priorities and availability of funds.

## **STEP 3: Capacity building of Wet Market Place Stakeholders in Healthy Food Market concept**

The multisectoral HFMP Task Force, in close association with donor agencies, should organize a 'Training of Trainers' programme to familiarize stakeholders including consumer representatives / consumer associations with Healthy Food Markets concept.

## **STEP 4: Conduct local participatory situation analysis of the existing market conditions and identify gaps.**

In order to plan activities in the identified Healthy Food Market Place Projects, the

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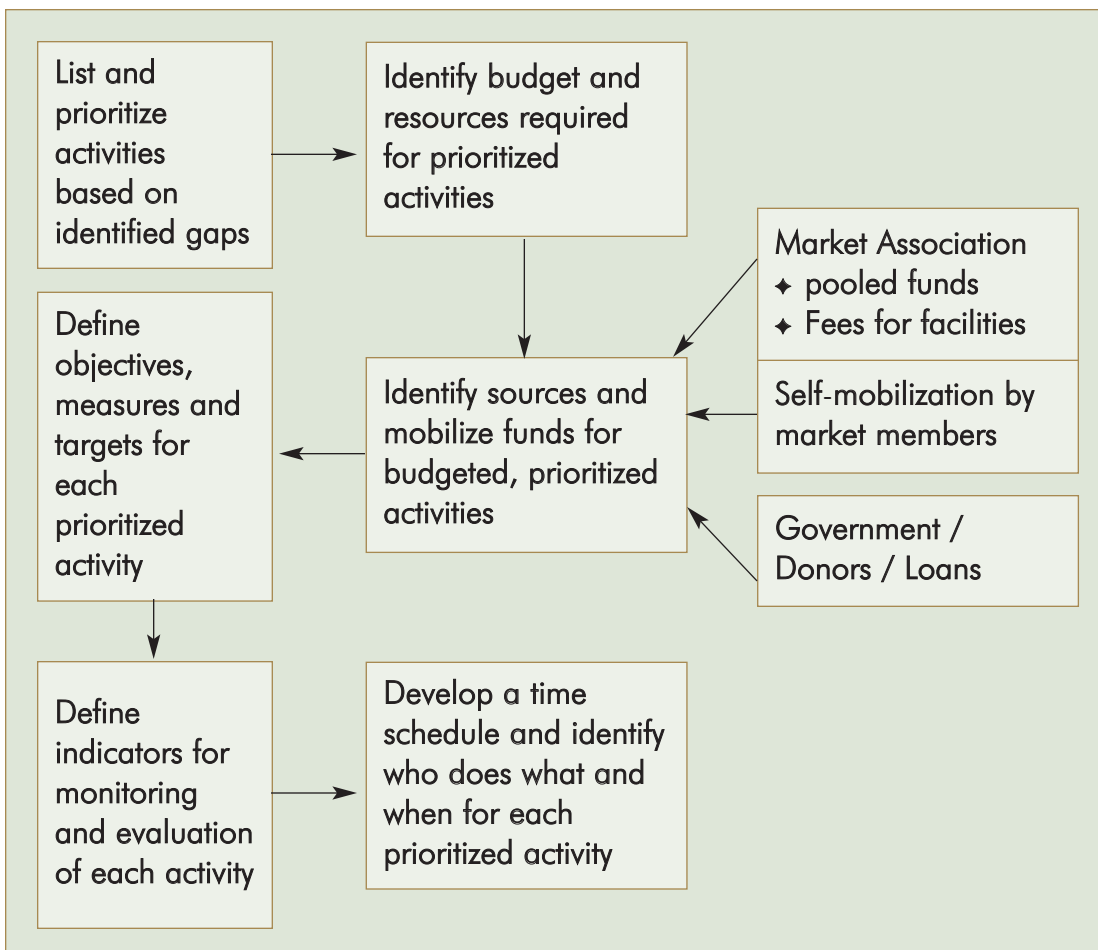
<sup>29</sup> For more information contact [Hildebranda@searo.who.int](mailto:Hildebranda@searo.who.int) at WHO SEARO

respective core group of pilot projects should conduct a detailed situational analysis to identify the needs of the partners. The core group should conduct a survey among the 'wet market' community members, consumers and live animal suppliers to identify health and safety concerns and possible solutions from their point of view. Complete the list of concerns and solutions based on the elements from the tables below. Based on the survey, the core group is required to identify the gaps in

the physical and operational environment of the market setting.

**STEP 5: Prioritize the actions and develop work plans with budgets for respective pilot projects.**

Based on the identified gaps, the respective core groups to prioritize actions based on risk and develop work plans in association with the HFMP task force. The key processes involved in developing the work plan are depicted as under:



### **STEP 6: Implement the workplans**

Keeping in view the priorities, the workplans should be implemented by the empowered core groups for the respective pilot project in a participatory way. Before and during the implementation process it is essential that the ownership of the stakeholders is ensured. The wet market community and live animal suppliers should be actively involved throughout all stages of the planning process, as many changes and improvements in the market's physical and operational environment will require their cooperation as well as resources.

Relocation decisions, if necessitated, should be taken only with the involvement of the market community.

### **STEP 7: Monitor implementation and conduct periodic evaluation**

With a view to make the Healthy Food Market projects successful and sustainable, it is imperative that regular monitoring and periodic evaluation is undertaken. Therefore,

it is important that the HFMP task force and core group together establish milestones to be achieved in the short, medium and long run. Consequently, it is also important that appropriate and measurable indicators are identified and incorporated in the workplans.

The marketplace managers need to be empowered to monitor the implementation of all controls and to take corrective action as necessary. Corrective action needs to be developed for each control in conjunction with the person undertaking the control.

### **STEP 8: Draw from lessons learnt**

The evaluation process comprising collation of data and analysis would reveal the milestones achieved and the shortfalls. It is important to find out which activities did not succeed and why so that the lessons learnt can be incorporated into the National Healthy Food Market Programme. This would facilitate timely, effective and efficient replication of the project.