

## **Perceived value surveillance of zoonotic animal diseases? The example of H5N1 HPAI in Vietnam**

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**Background:** Animal health surveillance systems are usually considered as public goods, as they are critical components of control programs of contagious and zoonotic animal diseases. Developing countries are facing higher animal diseases burden while constrained with limited resources. In order to optimize investments in animal health surveillance, there is a need to identify the nature of the costs and benefits perceived by actors of the surveillance systems, and how these costs and benefits are accounted for in the current disease outbreaks information sharing process.

**Method:** A study was conducted to address the specific case of perceived value of information on H5N1 HPAI surveillance in Vietnam. Surveys were conducted in 3 provinces of Vietnam, Hải Dương, Đồng Nai and Long An. First groups of poultry producers and government veterinarians were interviewed and then a snowball sampling approach was applied to interview all other types of actors concerned with information sharing on disease outbreaks. Semi-structured interviews and participatory tools were used to assess the perception of participants of costs and benefits associated with the sharing of information within the official surveillance system.

**Results:** Actors contributing the most to information diffusion were private stakeholders of the upstream sector (medicine retailers and agribusiness companies) and public Medias. Various non-monetary costs and benefits associated with surveillance systems were highlighted during the study. On one hand private actors anticipated impacts of information diffusion on poultry market prices. On the other hand, they draw benefits from information diffusion, as adapting mean to help them adapt disease prevention measures. No benefits of surveillance were perceived in term of public health, and the net perceived benefits derived from the intervention of authorities, with culling of sick and dead birds, depended on the study areas.

**Conclusion:** Despite the zoonotic nature of the disease, information sharing on HPAI outbreaks with the official surveillance system was associated with high perceived costs for the poultry production sector that exceed perceived benefits. Nevertheless private actors of the upstream poultry sector and public Medias enabled, to a limited extent, the diffusion of outbreak information. Cost-effectiveness of surveillance systems of public health threats, such as HPAI, could be improved by building bridges with informal information sources.