Healthy Chickens Need No Antibiotics

At the intersection of research, communications and policy, Healthy Chickens Need No Antibiotics is an effort in Vietnam to persuade local veterinary pharmacists to stop recommending antibiotics for disease prevention in chickens.

This concerted effort, scheduled to take place from March through May 2019, is part of a wider project called ViParc. ViParc is a randomized controlled before-and-after study of 112 chicken farms in Vietnam’s Mekong Delta between 2016 and 2017, which aims to help farmers safely reduce antibiotic usage.

Vietnam’s Mekong Delta

Map of Vietnam

Media advertising

Targeted communications via YouTube, Television and Simple Message Services (SMS) will be directed towards local veterinary pharmacists, with the main content being the following animated video:

The video starts with three chicks. In front of a veterinary pharmacist, questioning the use of colistin to prevent salmonellosis in chickens. The chicks then cite international and national documents to argue against antibiotic prophylaxis and propose what true disease prevention should mean. The pharmacist finally agrees that Healthy Chickens Need No Antibiotics.

150 pharmacy owners will be invited to a series of small workshops, where resources from the ViParc study are to be made available to local veterinary pharmacists and to make the economic and scientific case against antibiotic prophylaxis in chickens.

Letters

The Sub-Department of Livestock Production and Animal Health in Dong Thap Province, Vietnam, will issue a letter to the six most influential veterinary pharmacists, requesting their cooperation in not recommending antibiotics prophylactically in ViParc’s study farms. The letters will emphasize removing prophylactic antibiotic use as a component of Vietnam’s 2017 National Action Plan on Antimicrobial Resistance.

Acknowledgements

- Mr. Doan Huong Thu (Ho Chi Minh City, Vietnam)
- Sub-Department of Livestock Production and Animal Health, Dong Thap Province, Vietnam
- Colours Studio, Ho Chi Minh City, Vietnam
- Wellcome Trust, London, United Kingdom