

**Monitoring and Evaluation
Study Cover Sheet
May 2019**

Newcastle Disease Vaccine Adoption Cluster Studies: India, Nepal & Uganda

At a glance

Aim of study	To monitor changes in the levels of adoption of Newcastle Disease vaccine over time in GALVmed Market Development project areas in India, Nepal and Uganda.
Field study dates	November 2014 – July 2017
Location	India – States of Jharkhand, Odisha, Madhya Pradesh and Chhattisgarh Nepal – Lumbini, Dhaulagiri and Kosi Zones Uganda – Kaberamaido and Dokolo Districts
Total sample size	Approximately 50 households per area. 16 areas in India (~ 800 households interviewed) 3 areas in Nepal (~ 150 households interviewed) 3 areas in Uganda (~ 150 households interviewed)

Study Outputs Available on GALVdox

- Study write up
- Raw data files
- PowerPoint slides for use in presentations

Strategic Context - why did GALVmed undertake this study?

GALVmed's mission is to improve the productivity and livelihoods of smallholders through the use of key animal health products. The proportion of smallholders using these products (the adoption rate) is therefore both a key measure of success and an important determinant of impact.

GALVmed takes a market based approach, meaning that smallholders must be willing to pay the market price and that supply chain players (distributors, retailers, vaccinators) must see a financial incentive in supplying the product. The adoption rate is therefore a cumulative measure of numerous supply and demand factors which are best described in terms of the four A's of Adoption:

- **Awareness:** the smallholder needs to know about the product in question.
- **Access:** the smallholder needs to have physical proximity to buy the product.
- **Advantage:** the product needs to deliver sufficient value to the smallholder.
- **Affordability:** the price needs to be perceived to be right by the smallholder.

GALVmed's early Newcastle Disease (ND) vaccine Market Development projects afforded an ideal opportunity to generate adoption level data. The adoption cluster studies aimed to provide answers to two fundamental questions and which had previously caused considerable debate:

Question 1: What proportion of poultry owning smallholders would typically adopt the vaccine, 5%, 50%, 95%?

Question 2: Would the observed adoption rates change significantly over time? Would they increase gradually, would they decrease (dis-adoption) rapidly etc?

Headline Observations

The adoption cluster studies ranged in location (India, Nepal and Uganda), type of implementing partner (commercial partner, local/international NGO and private limited company), and length of operation (24 to 31 months). Despite these differences, the studies showed, for the most part, high levels of adoption of ND vaccines within a year and little disadoption.

More specifically:

- In India, all locations had attained high adoption levels within a year and maintained broadly the same rates of adoption throughout the studies. In the final year of each cluster, all locations reported vaccination adoption rates of above 80%.
- In Uganda, adoption increased from 0% in three areas to 56%, 75% and 92% within eight months of the baseline. These vaccination rates held relatively steady with some fluctuations between measurements points.
- In Nepal, adoption of ND vaccine varied more widely than in India or Uganda. High adoption rates were achieved relatively quickly but the adoption rates fluctuated substantially over the course of the studies.

Overall, the picture is very encouraging for GALVmed’s ND Market Development activities. The cluster studies demonstrated that ND vaccination is able to penetrate quickly into communities and to persist broadly over time. ND vaccination does not seem to be a one-off fad but rather becomes a sustained practice once smallholders see the benefit.

Further Studies

Further field studies will not be undertaken. The outputs from this study will be useful in assisting future impact modelling exercises where the beneficial impact of a portfolio of products will be considered.

Cross Reference: Other Related GALVmed M&E Studies

Study	Relevance
ND Vaccine and Poultry Productivity Changes Studies	These studies are before and after comparisons of poultry productivity in smallholder households associated with GALVmed’s Market Development field projects. Adopters and non-adopters data collected.
ND Vaccine Dividend Study (India)	Comparing smallholder poultry husbandry practices between adopters and non-adopters of ND vaccine in India. Adopters and non-adopters data collected.
Poultry Productivity Studies	The Poultry Productivity Studies are impact / productivity related studies looking to make a direct comparison between ND vaccine adopters and non-adopters. Adopters and non-adopters data collected.
ND Pilot Project Durability Assessment	This study assessed the long-term commercial viability of the ND vaccine supply chain. Adopters and non-adopters data collected.