ASEAN Plus Three Emerging Infectious Diseases Programme

ASEAN Plus Three Initiative for Healthy Tourism and Travel

Asia-Europe Foundation (ASEF) Network for Public Health
Expert Meeting on Regional Integration and Infectious Diseases
18-20 May 2010, Luxembourg

Presented by:
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ASEAN Plus Three EID Programme
Outline

- The ASEAN Plus Three EID Programme list of studies
- Background on the ASEAN Plus Three Initiative on Healthy Tourism and Travel
- Assessment Visit Results
- ASEAN Healthy Tourism Framework
Background

Managed by:
Programme Coordination Group representing the ASEAN Member States, Plus Three Countries, ASEC, AusAID and Technical Organisations (WHO, FAO and OIE)

Implementer: ASEAN Secretariat
Funding: AusAID

ASEAN Plus Three Emerging Infectious Diseases Programme
January 2007-December 2009

The ASEAN Plus Three Initiative for HEALTHY TOURISM AND TRAVEL
September 2008-July 2009

Background

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The ASEAN Plus Three EID Programme

Endorsed by the ASEAN Plus Three Health Ministers in the Health Ministers’ Meeting in Yangon, Myanmar, June 2006

**Goal:** reduce the economic, social and disease burden that results from emerging infections that threaten the region

**Objective:** to enhance regional preparedness and capacity through integrated approaches to prevention, surveillance and timely response to emerging infectious diseases

**Overall programme thrust:** to improve cooperation and coordination of efforts at the regional level, across sectors, donors, programmes and initiatives
ASEAN Plus Three EID Programme

Most of the studies done are used as basis for recommendations for policies, frameworks
Mostly are assessment / rapid appraisal surveys

• Assessment of the ADSnet website – focus group discussions, survey questionnaire
• Assessment of ASEAN Communication Channels- focus group discussions, survey questionnaire
• KAP Survey on Dengue – pre-IEC development, pre-testing of IEC and evaluation
• Rapid assessment of the Programme Outcomes
ASEAN Plus Three EID Programme

Assessment visits of ten pilot tourist destinations
Capacity Building on the conduct of KAP surveys
Research Studies:
• Gender and social issues related to EIDs
The ASEAN Plus Three Initiative for HEALTHY TOURISM

**OBJECTIVE:** To promote protection of the nationals and tourists from emerging infectious disease outbreaks and avoid negative impact of diseases to the tourism industry

- To provide a forum for closer interaction and communication between the public health and tourism sectors
- To identify action priorities to promote health and safety of travelers and host communities
- To conduct research on the current needs and resources for promotion of Healthy Tourism
- To develop guidelines on Healthy Tourism (vector control, sanitation and hygiene, prevention of zoonotic diseases)
First Joint Workshop of Public Health and Tourism Sectors

• held in Bangkok on 17-18 September 2008 and jointly hosted by the Ministry of Public Health (MOPH) and Ministry of Tourism and Sports (MOTS) of Thailand

• attended by health and tourism sectors and partner organisations (UNSIC, UNWTO, AusAID, etc.)
Major Agreements Between Health and Tourism Sectors (Workshop Results)

Existing systems/mechanisms for strengthening collaboration and partnership between the health and tourism sectors identified

Priority infectious diseases identified as well as priority actions to promote protection of tourists from infectious diseases

Priority pilot cities per country identified

Strengthening partnership through: simulation exercises, appointing coordinators/focal persons for ‘Healthy Tourism’, establishing minimum standards, joint advocacy activities, strengthening public communication

Respiratory infections transmitted by person to person contact; vector borne diseases; food and water borne diseases; zoonosis; HIV, sexually transmitted diseases (IHR and disease burden)

Bandar Seri Begawan, Siem Reap, Bali, Luang Prabang, Malacca, Mandalay, Baguio, Singapore, Phuket, Ha Long, Beijing, Mount Fuji, and Jeju Island. Some destinations require further discussion with the countries.
Assessment Visits in Ten ASEAN Pilot Tourist Destinations

- Agreed by Programme Coordination Group on 5-6 August 2008 in Siem Reap, Cambodia and by the health and tourism officials in the ASEAN Plus Three Workshop on Healthy Tourism, 17-18 September 2008 in Bangkok, Thailand

- The Senior Researchers: Dr. Brent Powis and Dr. Robyn Bushell of the University of New South Wales, Australia

- Visits to ten priority tourist destinations - February 2009, late May and early June 2009

- The results of the study, with their recommendations on promoting Healthy Tourism in ASEAN Plus Three Countries were presented in the Regional Meeting of the health and tourism sectors in August 2009
Pilot Destinations

- Bali, Indonesia
- Bohol, Philippines
- Brunei Darussalam
- Ha Long Bay, Viet Nam
- Luang Prabang, Lao PDR

- Melaka, Malaysia
- Phuket, Thailand
- Siem Reap, Cambodia
- Singapore
- Yangon, Myanmar
Process

• Briefings – ASEAN Secretariat

• Meetings
  – Ministries of Health and Ministries of Tourism personnel at national and local level
  – Some additional Ministries such as Environmental Health, Primary Industries
  – Local government
  – Private sector – associations and operators
  – Education and training providers

• Site Visits: observations and discussions
  • Tourism
    – Infrastructure – all sectors
    – Attractions
    – Information centres
    – Developments
    – Visitor activity and behaviour
  • Communities
  • Health services, facilities
What Were Found

• Confusion re ‘Medical’/ ‘Health Tourism’ and ‘Healthy Tourism’
  – Not a ‘type’ of tourism
  – Rather it is an approach to all tourism planning and development
    ➢ Integrating tourism practice with health protection and promotion

• Enthusiasm for the concept once explained
What Were Found

• Common Risks at the Health/Tourism interface

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## What Were Found

- **Common Risks at the Health/Tourism interface**

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What Were Found

- Common *Healthy Tourism Entry Points: needs/opportunities*

**Infectious Diseases**
- Food & Water safety/ hygiene
- Safe Sex
- Vector control
- Climate change – assessment
  - impacts
  - mitigation
- Risk management eg Zoonoses
- HPAI and Pandemic Influenza

**Non Communicable Diseases**
- Lifestyle
  - diet
  - smoking
  - exercise
- Air quality
- Traffic control & congestion
- Poverty alleviation
Entry Points

- Entry Points need to
  - be relevant:
    - to health priorities
      ie aligned to morbidity and mortality rates
      so they are important to local authorities and people
    - to tourism
      contribute to improved quality of tourism ‘product’ experience
      and hence viability of businesses
    - to visitor safety and their perceptions
      - build local resiliency
      - be preventative
What Can Be Improved?

- Lack of awareness of the important relationships between health and tourism at government as well as private sector level
- Under-utilised
  - Collaboration across Health and Tourism portfolios
  - Data sharing
  - Integration and joint strategic planning to ensure tourism planning and development is consistent with health priorities
- Food and water borne infection still prevalent despite food safety training &/or accreditation &/or inspection programs
What Can Be Improved?

- **Gaps in training programs**
  - needs comprehensive review – greater health and safety emphasis
  - require public/customer awareness programs to link quality with accreditation processes
  - need incentives to encourage more participation where not mandatory or more incentive to comply where mandatory

- **Lack of enforcement**
  - planning and development controls
  - environmental health and environmental management issues
  - water quality control
  - safe food handling and storage practices
  - waste management and disposal practices
  - OH&S controls/standards
What Can Be Improved?

- Need to address local poverty issues if health issues are to improve
  - better living conditions
  - education
  - employment

- Lack of appropriate health and safety advice to visitors
  - non existent
  - not easily found
  - not available in several languages
  - tendency to want to reduce public awareness of problems including health risks and health impacts
What Can Be Improved?

- Lack of time/resource – financial and human
  - to institute new programs
  - to address challenges and opportunities
  - assistance needed – financial and expertise

- Need to use indicators to measure and reward success of Healthy Tourism approaches
  - health outcomes
  - inter-sectoral collaboration
Learning from Good Practices

– Phuket – post Tsunami
  • risk management
  • collaboration and communication

– Melaka - Home Stay
  • Revenue to local community
  • Partnership health & tourism departments
Learning from Good Practices

– Singapore – Hawker Food Centre management
  - Quality control
  - Accreditation
  - Training

– Bali – Indonesian Travel Health Association
  - Collaboration – government, health sector and Universities
Learning from Good Practices

- Myanmar – surveillance
  - Port of entry health checking

- Brunei – introduction of QA
  - Food safety training such as HACCP in hotels

- Bohol – protection of the environment
  - Multi sector ecotourism strategy
Learning from Good Practices

- Ha Long Bay – promotion of the environment
  - World Heritage

- Luang Prabang – ‘Stay Another Day’ program
  - encouraging responsible behaviour amongst operators and visitors

- Siem Reap – hotel school training
  - partnerships between public and private sector - including operator and visitor philanthropy
Learning from Good Practices

Sala Bai Hotel and Restaurant School

Every year, Sala Bai trains around 100 disadvantaged Cambodians on hospitality and life skills, so that they achieve economic independence and improve the living conditions of their families.

Sokmeng is a great example of how far one can go with the right opportunities. Since its inception in 2002, Sala Bai has trained over 400 disadvantaged young Cambodians.

“Before studying at Sala Bai, I had nothing and knew nothing,” says Chum Sokmeng, who learnt Front Office training in 2003. He continues, “I had no money to go to school but this school accepted me. That was a great opportunity in my life.”

Sokmeng, calls Sala Bai his second family. He found employment immediately. His first job at ‘Le Méridien Angkor Hotel’ on Front Desk earning US$50 per month. He was named as “employee of the month” in 2005 and was promoted to Senior Front Desk Agent. Most recently, he was promoted to Sales Executive in January 2008, earning almost ten times as much as his first job.
Healthy Tourism is a concept which seeks to integrate tourism planning and practice with health protection and promotion.

Healthy Tourism needs to provide mechanisms to protect visitor health and is seen as a tool for community development.
Emerging Elements of Healthy Tourism (The 5 C’s)

1. Commitment
   - establishing a health ethic within tourism planning and operation
   - health protection and health promotion of both the tourist and host community should be built into the goals and objectives of tourism planning and operations

2. Collaboration
   - establishing working relationships between key stakeholders
   - development of public – private partnerships to promote health and well being of tourists and community
Emerging Elements of Healthy Tourism (The 5 Cs)

3. Community Engagement
Empower community to engage in setting a shared vision and goals and to take a lead role or participate in decision making, implementation and evaluation of tourism activities where health and well-being benefits can be realised.

4. Communication
Communicative strategies to promote health and well-being of tourists and community
With associated need to build trust, transparency and to be inclusive of all stakeholders in health protection, promotion and tourism
Emerging Elements of Healthy Tourism (The 5 C’s)

5. Capacity Building

Financial, human and institutional resources to implement Healthy Tourism

Development of community and workforces at all governance levels
Strategic Goals of Healthy Tourism

1. Healthy Tourism Policy
   • Political national/local government commitment with policies that integrate health and tourism development.

2. Collaboration and Engagement
   • Inter-sectoral committees/task forces at Regional (ASEAN), National and destination based levels to support the active engagement of public and private sectors.
3. Communication, Promotion and Information Sharing

- Open and effective Communication and Information sharing regarding health risks and promotion of Healthy Tourism best practices.

4. Human Resource Development

- Human resources to adequately implement Healthy Tourism strategies through provision of an appropriately trained workforce.
Strategic Goals of Healthy Tourism

5. *Healthy Tourism Accreditation/Licensing*
   - Implementation of accreditation/licensing systems to develop institutional capacity within tourism activities.

6. *Healthy Tourism Surveillance, Prevention & Control*
   - Effective surveillance, prevention and control systems to manage and monitor health risks in tourist destinations.
Project Sustainability

• Initial steps in bringing together the health and tourism government agencies to promote closer cooperation and interaction

• Knowledge building and information sharing to relevant bodies that could influence policy decisions

• These policies could, in the long-term, pave the way for health and tourism sectors in the promotion of safe travel and healthy tourism

Sustainability through policy development
Next steps…

a. Continuation of Regional dialogue and policy development between key stakeholders

b. Pilot the development, implementation and evaluation of Healthy Tourism Action Plans to support the implementation of the Healthy Tourism Strategic Framework

c. Review existing ASEAN Tourism Standards and ACCSTP (ASEAN Common Competency Standard for Tourism Professionals) to include Healthy Tourism measures.

d. Explore partnerships for ASEAN Healthy Tourism Projects
Acknowledgment

- Prof. Robyn Bushell, UNSW, Australia
- Dr. Brent Powis, UNSW, Australia
- ASEAN Plus Three EID Programme
Thank you!

ASEAN: One Vision One Identity One Community

www.asean.org
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