

Digital Tools for Behaviour Change: Improving Livestock Practices in Northwest Highlands of Vietnam

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Problem statement

Smallholder livestock farmers in Northwest Vietnam face limited access to practical, reliable information on animal health, feeding, breeding, and biosecurity.

Formative research under the Chan-Henh project identified major communication gaps: technical guidance is often difficult to access, not adapted to local languages, and not aligned with farmers' daily practices.



A farmer prepares fermented feed using improved practices promoted by the Chan-Henh initiative in Son La (Photo: ILRI).

The solution

- The Chan-Henh initiative, being implemented in Son La province in Northwest Vietnam, is developing a Strategic Behaviour Change Communication (SBCC) campaign to translate research knowledge into accessible tools for farmers.
- A livestock management web application serves as the core platform, providing practical guidance on:
 - ✓ Animal Health & Biosecurity
 - ✓ Feed, Forage & Nutrition
 - ✓ Genetics & Productivity
- Key communication tools include:
 - ✓ 30 short educational videos demonstrating good practices
 - ✓ Practical manuals and visual guides for offline use
 - ✓ Content organized by animal life cycle and production stage
 - ✓ Materials available in Vietnamese and Thai languages
 - ✓ Outreach through digital channels (Facebook/Zalo)

Expected results and impacts

- Improved farmer access to practical livestock knowledge
- Increased adoption of better health, feeding, and breeding practices
- More inclusive access for women and **ethnic minority communities**
- Strengthened farmer engagement through digital communication tools

Scalability and regional relevance

- The SBCC approach combines digital tools, local languages, and practical training materials, making it scalable for other provinces in Vietnam and, with contextualization, similar livestock systems in Asia.
- The impact on the SBCC campaign on farmer adoption of best practices in livestock rearing will be determined as part of the next phase of the Chan-Henh initiative.

Partners and donors involved

Chan-henh is co-implemented by the International Livestock Research Institute (ILRI), the Alliance of Bioversity International and CIAT (ABC), the Vietnam Institute of Animal and Veterinary Sciences (VIAS), the Vietnam Women's Academy (VWA), and agricultural authorities in Son La Province, in close collaboration with local actors, including women and men livestock keepers.

This work is supported by the CGIAR Animal and Aquatic Foods (SAAF) Science Program, and previously the CGIAR Sustainable Animal Productivity (SAPLING) initiative. CGIAR research is supported by contributions to the [CGIAR Trust Fund](#)

