



Haiti Cholera outbreak



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Haiti - Context



Haiti – Context

There is no apparent order in the country...but
Haitians get along well.

The posters are full of colors and shapes. Just
watch in the streets the taxis called **TAP TAP**.



Haiti - context



Context

Garbage is everywhere.

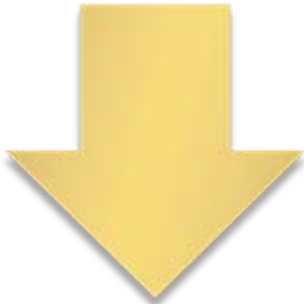


Camps



Haiti – different levels information

The subject experts



The lay public

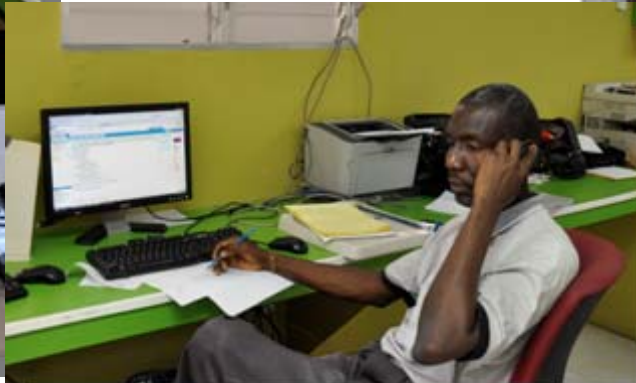
MoH

The Ministry of Health operates in a tent



Call Center

Call centers are cell phones that remained with people. They provided services where they actually were but were vital to address rumors. Many questions were asked regarding cholera contamination.





Press Room

Always accessible press conference rooms, with topics that were in the media the day before. For example, one day they talked about contamination, so they brought a person that day to talk about cholera contamination.



Press Room

Strong media interest in the graphic materials produced.



Challenges

1. Haiti had known cholera. For the population it is a new, unknown disease.
2. This Fact, combined with several others.
3. Cholera is not perceived as being a “ natural” nor preventable disease.
4. Prevention messages are sometimes difficult to convey in the communities
 1. Violence have been committed against CTC
 2. People were lynched on suspicion or poisoning water supplies
 3. Stigmatisation of cholera patients



Beliefs And Perceptions:

- ▶ This popular Haitian proverb means “Microbes do not kill Haitians”, indicating there is a belief that Haitians are so use to microbes, and have become so resistance, that no microbes can kill them anymore
- ▶ *“We have been living in these conditions for many years and we did not get cholera” “Cholera does not exist in our country. It is something else which is killing us”*
- ▶ The feeling that cholera is part of an international plan



How to integrate risk communication with context's culture



- ▶ Plan A
- ▶ Plan B
- ▶ Plan C

- ▶ Mobile Communication

Perception...On the way cholera is transmitted

- ▶ risk communication:
 - ▶ the emotional response to the hazard



- ▶ Air
- ▶ Hands
- ▶ Sex
- ▶ Skin Contact
- ▶ Mosquitoes
- ▶ Dusts

Cholera can be cured

- ▶ ORS is known as “serum” but misperceptions on how to use it. Sometimes use like as a prevention.
- ▶ CTC are seen as a source of cholera.. And as spreading the disease.
- ▶ Haitian want antibiotics to cholera, not water! Serum!
- ▶ Having a lot question:
 - ▶ Why i can get antibiotics
 - ▶ We need to know how to stop the spreading of the disease



Feelings

- ▶ Unclear understanding on how cholera is transmitted
- ▶ Unclear on how cholera can be treated
- ▶ Cholera is unknown disease in the country
- ▶ Fast.. Death can occur in just a few hours
- ▶ While earthquake has solidarity and unity in the population, cholera generate division and tensions
- ▶ Isolation from a large part of the population.
- ▶ Shame





Challenges: Decision Making

- ▶ Emerging as challenges in terms of guidance and assistance that is needed, at the sub-national and community levels
- ▶ Some of the important strategic approaches and some challenges
- ▶ Some of the tools and resources need to be developed in the local reality.
- ▶ Inter-agency collaboration is most essential - technically and operationally - for strengthening core communication capacities in countries



Haiti - What Works !

1. Focus on the individual and the context
2. Types of approaches to integrate different levels.
3. Have a toolkit approaches
4. Combine media and interpersonal communication
5. Community Empowerment should be the goal



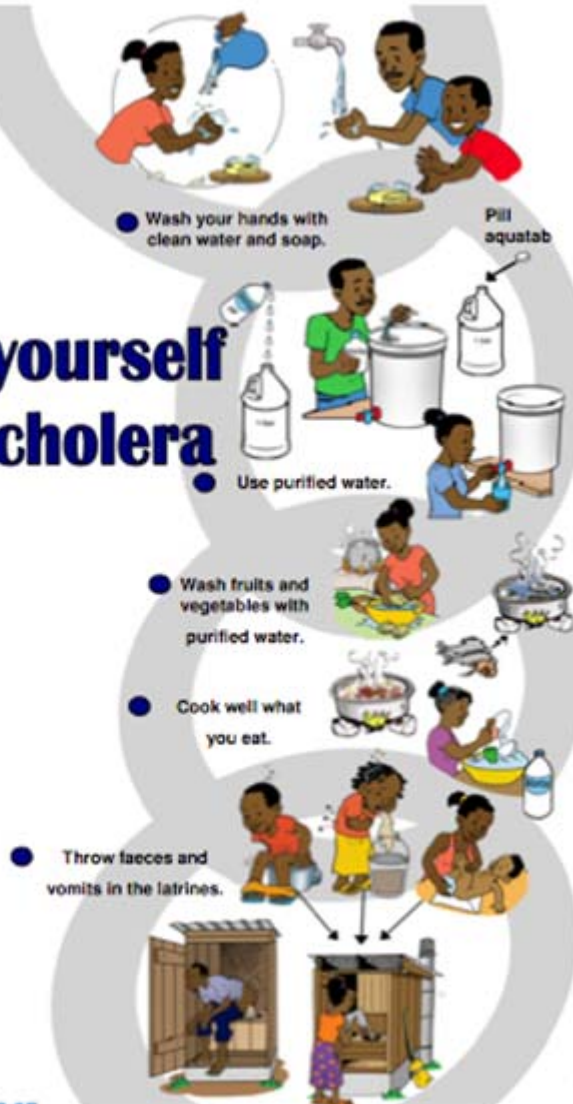
Design



Developing Key Messages - Prevention



Protect yourself against cholera



Pwoteje tèt nou pou n pa trape kolera



Developing Key Messages

what to do if you have diarrhea



Men sa pou nou fè lè yon moun gen dyare



**epi mennen l nan sant sante
san pèditan**

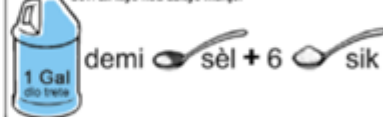
Kijan pou prepare sewòm oral

Lave men, pot, kiyè, bouchon. Mesire yon lit dlo.
(vòle 3 li bouchon kote 2 bouchon gran manje).
Vide dlo nan po a. Vide li sache sewòm oral la nan dlo a.
Bwe li, epi kouvri po a.



Kijan pou nou fè sewòm lakay si pa gen sache sewòm

Mete nan yon galon dlo trete 6 kiyè sik ak demi kiyè sel.
Sèvi ak kiyè nou abitye manje.



What you need to do in case of diarrhea.



Go to the nearest Health Centre.

How to prepare oral serum (for 1 liter):

Wash your hands, 1 pot, 1 spoon, 1 bottle.
Fill the bottle 3 times with clean, purified water and put the water into the pot.
Pour the oral serum in the same pot, mix well and cover.

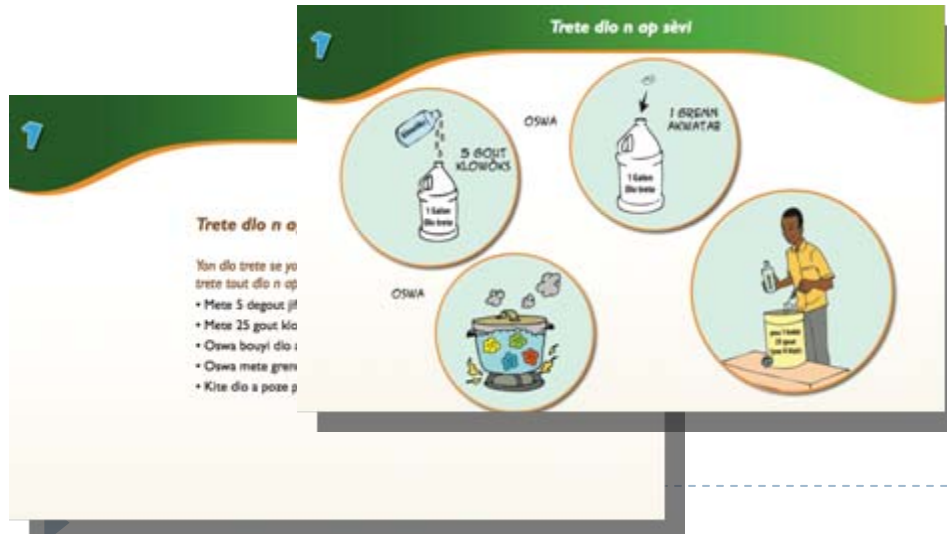
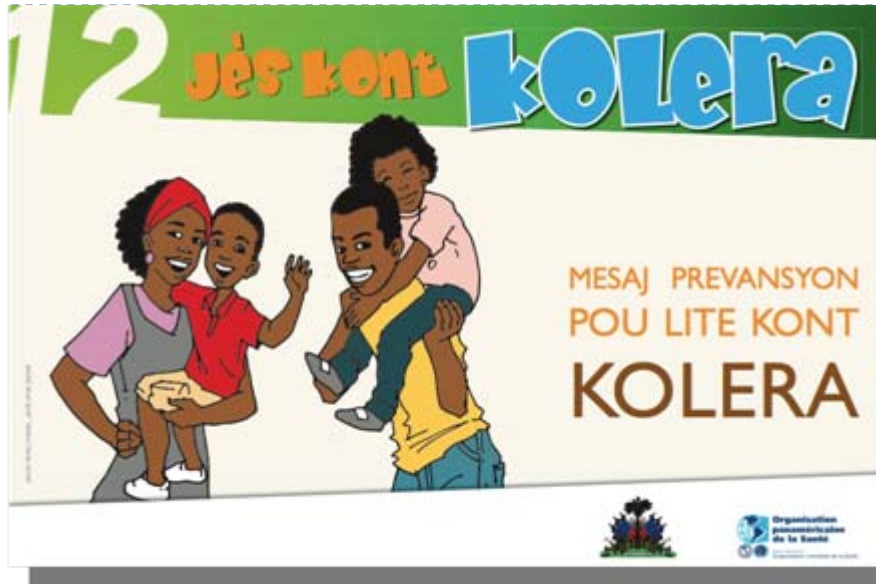


How to prepare home-made serum when no oral serum is available.

In a gallon of clean, purified water, pour 6 spoons of sugar
and one half spoon of salt. Use the same spoon you use for
eating soup.



Developing Key Messages – Flip Chart to Social Mobilization





Developing Key Messages –

How to help his family in hospital

Koman moun ki mennen malad nan sant sante yo dwe ede yo jwenn swen

1



SONJE TOUJOU LAVI MEN NOU

Moun ki mennen malad nan sant sante yo dwe ede pèsanèl sante yo ranplase dlo malad la pou, nan bal sèwim oral sòlitan malad la vle a yon gòd an plis chak fwa li fin dyare. Sonje lave men nou li nou fin mennen malad la.

2



SONJE TOUJOU LAVI MEN NOU

Moun ki mennen malad nan sant sante yo dwe ede pèsanèl sante yo kenbe malad la pou li pa bouje twòp li y ap mete fil sèwim nan pòpèt li. Sonje lave men nou li nou fin mennen malad la.

3



SONJE TOUJOU LAVI MEN NOU

Chak malad la soti li kapab twò (li li rapen kab ki li), moun ki li pa nan sèwim anki, moun ki mennen malad nan sant sante yo dwe bal bal sèwim oral (dousman o kòmmanman) otan ke li kapab twò. Sonje lave men nou li nou fin mennen malad la.

4



Li malad li ap touren biye li, kòmmanman 2 pou bal bal sèwim oral yo mete nan bwat li. Sonje lave men nou.

Moun ki gen kolera ap jwenn soulajman (24 èd tan) ke li grav, ke li pa grav



Developing Key Messages – ...we can quickly get well...

Ou kapab GERI BYEN VIT si w gen KOLERA

DEPI OU SWIV KONSÈY SA YO

1 BWÈ SEWÒM ORAL

Moun ki gen dyare a pèdi anpil dlo pou sa li dwe bwè sewòm oral pou ranplase dlo li ap pèdi a

OSWA

OSWA

DEMI SÈL + SIK

SÈVI AK KIYÈ NOU ABITYE MANJE

2 MENNEN MALAD LA VIT NAN SANT SANTE

Mennen maladi sa nan pèdi ta nan sant sante pandan n ap kontinye bal bwè sewòm oral

NIMEWO TELEFÒN POU RELE POU KONNEN PLIS SOU KOLERA

***300**

ANBILANS POU MALAD

3482-7636 • 3851-5331


  **MSPP**

Developing Key Messages – Washing hands



Developing Key Messages – what ..to do when we leave the hospital

Kisa pou nou fè lè nou tounen lakay.




Kontinye bwè sewòm oral lakay nou pandan de (2) jou.


SONJE TOUJOU LAVE MEN NOU

Toujou sonje jan pou nou prepare sewòm oral.










OSWA



Toujou sonje jan pou nou prepare sewòm oral.



Kontinye jere pòupou, vomisman ak fatra yo.



Developing Key Messages – Rural sector - salt and rice fields

**Mesaj prevansyon
pou jere Kolera
nan sektè agrikòl la**

Nou ka travay nan chan yo kè poze,
depi nou swiv prekosyon sa yo :



SONJE TOUJOU
LAVE MEN NOU

Organisation
panaméricaine
de la Santé

MARNDR

MSPP

Lè nou lan chan diri

Lè nou fin travay nan plantasyon diri yo, nou sipoze ijyèn yo, pa poupou nan chan yo, pa lave kouchèt ti yo, sèvi ak dlo trete. Menm prensip sa yo dwe apli tankou tomat, patat e latrèye. Nou ka manje tout p san kè sote, depi yo byen kwit paske chalè touye tout fwi yo ak dlo trete ak jif.

Lè n ap keyi diri

Si yon moun gen dyare, li pa sipoze travay nan d nan sezon rekòt la.

Lè n ap chode diri

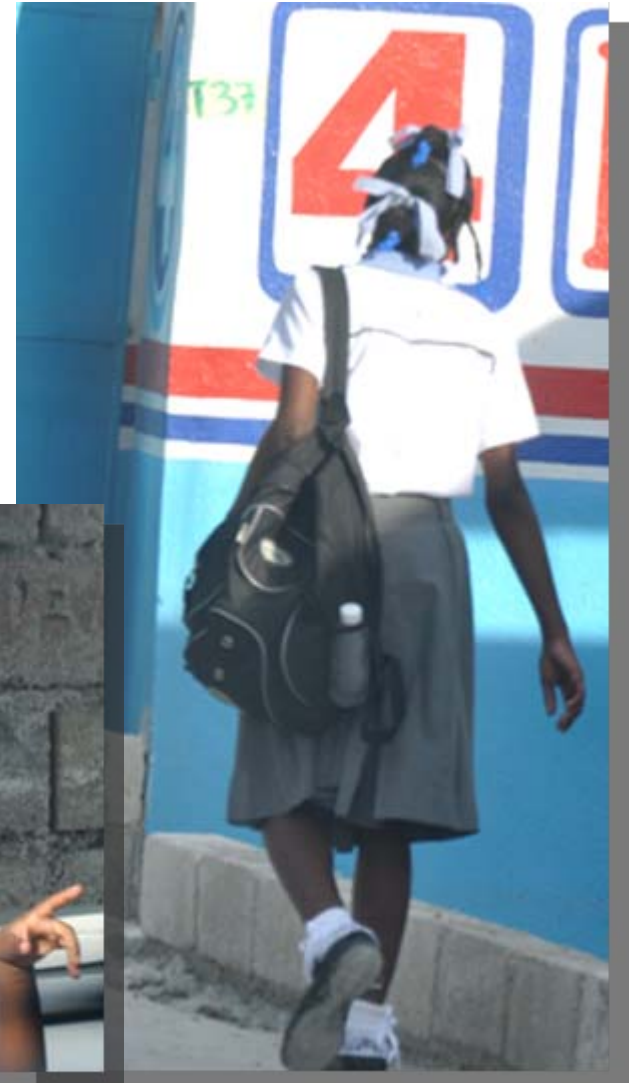
Ranmase tout vye fatra bò kote n ap chode diri, lè rekòt la chèch li pa kontamine, byen lave veso nou pral mete rekòt yo, kite rekòt yo fè yon ti tan nan solèy pou mikwòb yo ka mouri, pa kite fatra bò kote lòt kilti yo tankou tomat, patat e latrèye.

Lè nou lan min sèl

Nan min sèl yo, li difisil pou nou pran maladi kolera paske mikwòb la paka viv kote sèl la fò anpil. Men fòk nou toujou kenbe prensip ijyèn yo, pa poupou, pa jete fatra, pa lave kouchèt tibebe nan min sèl yo.

Hope !

...Light at the end of the tunnel



Hope !

...Light at the end of the tunnel



Thanks

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<http://www.comunicacaoderisco.com>

Log Base

