

Communication Challenges

Background

- In September 2005 the UN System Influenza Coordination is created to achieve synergy of the UN System work to support of national, regional and global efforts to address the threats posed by avian and human influenza.
- Communication for behaviour change identified as a key gap of the global response.
- UNICEF received the mandate to lead UN organizations in CBC taking advantage of its:
 - Strengths in supporting action and empowerment at community level.
 - Extensive field presence in over 140 countries.

Communication on the API context

**Outbreak
Communication**

**Communication
for
Behaviour Change**

Communication on the API context

Outbreak Communication

Guide appropriate public participation to support the rapid containment of an outbreak, thus limiting morbidity and mortality.

Communication for Behaviour Change

Communication on the API context

**Outbreak
Communication**

**Communication
for
Behaviour Change**

Build resilience among individuals and communities by promoting the adoption of protective behaviours and preventive practices

Communication on the API context

**Outbreak
Communication**

**Emergency
Intervention**



World Health
Organization



**Communication
for
Behaviour Change**

Communication on the API context

**Outbreak
Communication**

**Communication
for
Behaviour Change**

**Continuous
Interventions**

unicef 
unite for children

Communication on the API context



**Inter-Agency
Coordination**



Communication on the API context

- **Translate medical guidelines into community action.**
- **Create inter-sectoral partnerships.**
- **Improve early reporting.**
- **Promote accurate media reporting.**



বাঁড় ফু রোগ থেকে বাঁচার উপায়

عبد الصبور
وانقلوزا الطيور

NOUVEAU TYP
DE GRIPE
A (H1N1)

¿Cómo se transmite
la Influenza?

¿Cómo puede usted disminuir
el riesgo de propagar la gripe?

Prevengase
de la Gripe
Porcina

Beating
H1N1
together

إحمى نفسك من وباء الأنفلونزا

Since 2005, animal and human health practitioners have moved from understanding communication as producing materials

1. Wash
Wash your hands
frequently and
thoroughly with
soap and water

2. Avoid
Avoid close
contact with
people coughing

el virus influenza
A (H1N1)
aprende a to
Cubrese la cavidad
de la nariz con el
pañuelo y no se
toca la nariz con
los dedos.

Men
Cómo
Deje que
Aprenda a
Site de
Para mayor
información

Imprima y péguese volar

Pregnant & FLU
PROTECT
yourself & your
unborn child

and others from H1N1:
Cover
Stay
Ventilate
Together

Health
unicef

EL FILTRO ESCOLAR
para los alumnos
SEP
unicef

Global distribution of reported human cases of Pandemic H1N1 2009
16.07.09 (07:00 GMT) – World Health Organization

WHO Region	Number of countries	Confirmed cases	Confirmed deaths
AFRO	13	168	6
AMRO	44	84,125	674

to recognizing communication
as a fundamental component
of any successful containment
strategy

Today, there is a clear understanding that communication interventions:

- Go beyond providing information.
- Are a two-way process.
- Use a range of tools and approaches.
- Foster political commitment.
- Empower individuals and communities to improve their lives.

Lessons so far:

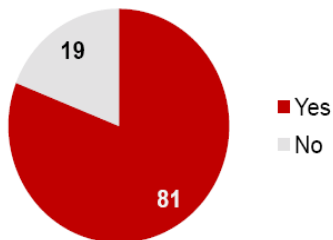
Communication interventions have been able to generate knowledge and create awareness.



Post- Assessment of the H1N1 Media Campaign

Behavioral Change

Post seeing the campaign, did it change your behavior?



WHO?



UNICEF Egypt.

Base (Those who claimed that they changed their behavior) 209

Figures in %

Cleaning my hands continuously as it is the main source of transmitting the flu	30
Care for the home hygiene more than before	32
Decreased the frequency of going out in crowded places	23
I became more cautious than before	16
I stopped too much intimacy in greetings	14

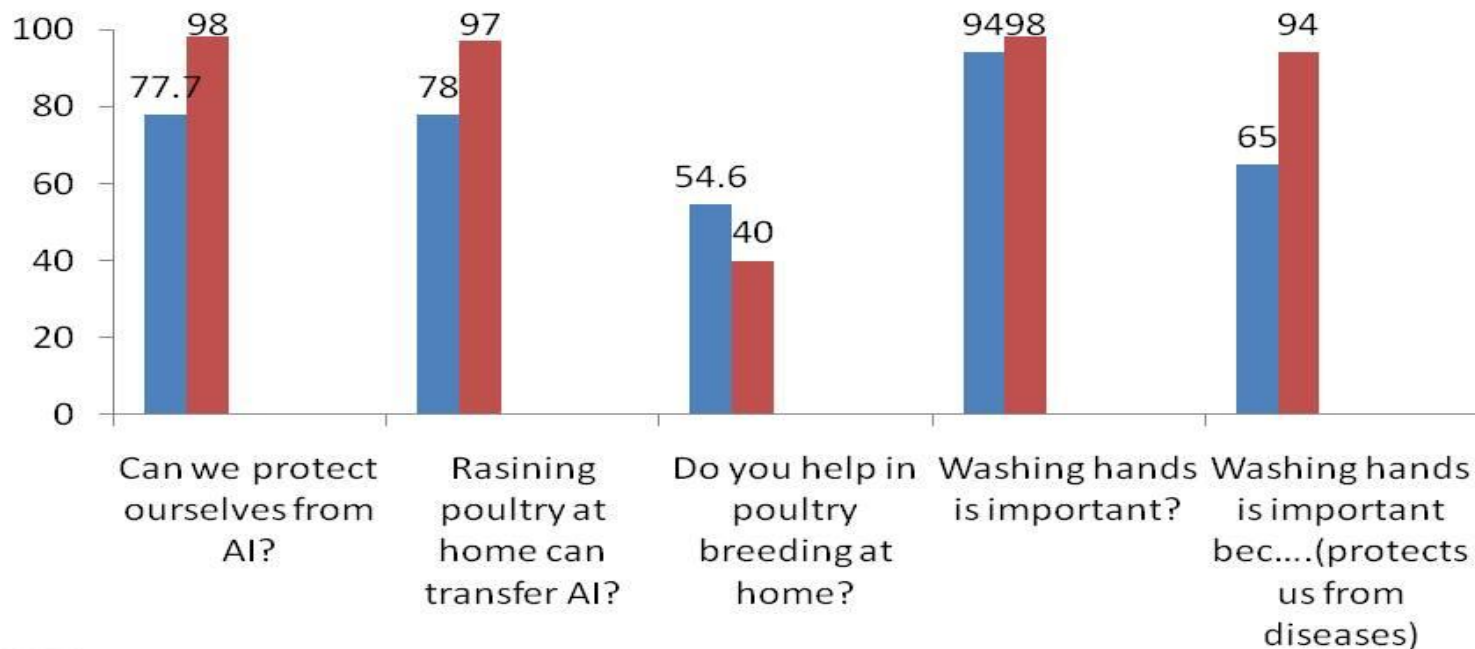
Base (Those who didn't change their behavior) 50

Figures in %

Because these hygiene aspects are the norms already	78
Because I usually care about my health	10
Because I didn't see anyone yet with the flu	6

Increases in knowledge do not necessarily translate into permanent behaviour changes.

Knowledge Gained as a Result of Exposure to UNICEF Communication for Development Interventions in Primary Schools: 2008 & 2009* Pre and Post Comparison



N = 3240

* Reported indicators are statistically significant (.001)

Communication interventions –especially in the public health domain- have contributed to reduce the case fatality ratio among those infected.

Comparison of H5N1 Human Cases in Egypt and All Other Countries

Indicator	Egypt	All other countries
Total human cases (Mar 06-May 09)	78	182
Average cases per month (Mar 06-May 09)	2.0	4.7
Average days from symptom onset to hospitalization	2.4	5.2
Average case fatality rate	35%	66%

Andrew Clements (2009), Analysis of H5N1 Poultry Outbreaks and Human Cases in Egypt, Avian and Pandemic Influenza Unit USAID/Washington.

However, important gaps remain:

- Limited coordination in implementation at national and sub-national levels.
- Communication interventions have primarily focused on preventing human infections. Very limited efforts to prevent and contain infection among poultry.
- Low compliance with control measures due to limited public engagement and dialogue, particularly with affected stakeholders.

Challenges

Strong public engagement is critical for success in preventive and containment efforts.

- Implement community-based initiatives that promote dialogue and ensure feedback to build trust among the public and the affected stakeholders in particular.
- Harmonize and plan for longer-term mass media interventions and community-based initiatives.

Challenges

Sustainability is critical for success in containment efforts.

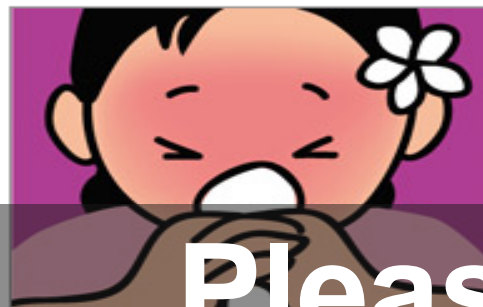
- Shift from an **emergency** communication mode to a **long-term** integrated communication approach to address high impact threats to human health and economic well-being.
- Complement behavioural interventions with multi-year funding investments fulfilled by development partners and governments.

Challenges

- **International organizations** keep providing strategic technical direction and sustained support to countries' initiatives.
- **Countries** continue to include pandemic risk considerations into sustainable development policies.
- **All** thrust on intersectoral linkages - for “beyond health”...



Overview



This inter-agency resource centre, developed under the aegis of the UN System Influenza Coordinator (UNSIC), aims to provide users with communication strategies, products, information, and tools developed around the globe to respond to the **avian influenza (H5N1) virus**, the highly pathogenic

animal influenza (H5N1) virus, and to prepare for future influenza pandemic.
Hanoi Declaration on Animal and Pandemic Influenza

The [7th International Conference on Animal and Pandemic Influenza](#) was held from 19-21 April 2009 at Hanoi, Vietnam. Participants from more than 70 countries reached consensus on the way forward in responding to avian influenza, preparing for pandemics and tackling newly emerging infectious diseases. The [Hanoi Declaration](#) proposes a multisector array of national and public health measures to reduce the extent of H5N1 and H1N1 and to respond to future diseases that may cross from animals to humans. [[UN Press Release](#)].

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[Behavioural interventions for reducing transmission and impact of the current outbreak of Influenza A\(H1N1\) virus](#), WHO/UNICEF, June 2009

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[Wiggles Support Handwashing](#)

Please visit:

www.influenzaresources.org

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[By country](#)

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evaluation

Creative Products

By country

By audience

By language

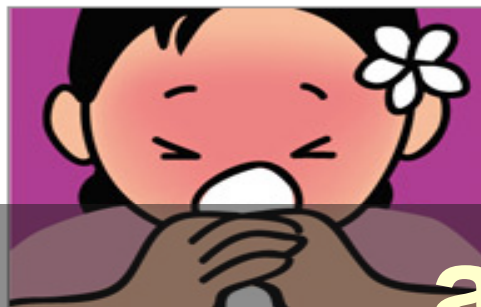
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coming soon...

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By audience

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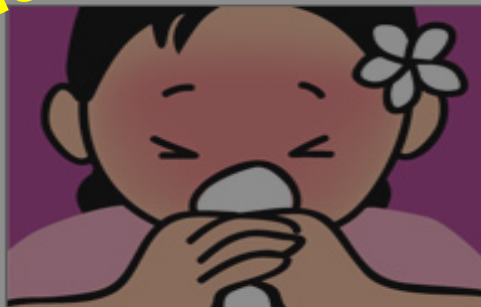
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Photo essays and video clips of creative materials

Collaborative space for UN partners to share good practices, upload and review materials