



Mosquito Awareness Week 2018

Support and reference document on the general guidelines for Mosquito Action Week 2018. The following proposals and recommendations should be adapted to the specific local context of each country.

Mosquito Awareness Week, an effort of the countries and territories in the Region of the Americas, is being promoted by the Pan American Health Organization (PAHO) to raise awareness about the connection between mosquitoes and the diseases they transmit, such as dengue, chikungunya, Zika, yellow fever, and malaria, and to work with the community to prevent mosquito breeding.

PAHO's slogan this year is: **Fight the bite, destroy mosquito breeding sites**

Rationale

In the Region of the Americas, vector-borne diseases (VBDs) represent a high morbidity and mortality burden for people, families, and communities living in risk areas.

In September 2016, during the 55th Directing Council of PAHO, the Member States approved a strategy to control arboviral diseases, including Zika, dengue, chikungunya, and yellow fever. This new strategy recommends working on strengthening the links between the health sector, communities and families by promoting active involvement and access to information, so that communities and families are able to play an active role in measures aimed at the prevention and control of arboviral diseases.

In the last 30 years, dengue in the Americas has been characterized by recurring epidemic cycles every three to five years. Cases of dengue have been increasing since the year 2000. In 2017, a total of 483,208 cases and 253 deaths from dengue in the Region were reported to PAHO (15). There is evidence that dengue transmission has recently spread to new geographical areas, including parts of the southern United States, while the vector *Aedes aegypti* has been found at even higher levels in some Andean cities and towns. *Ae. albopictus* is another potential vector of dengue that is now widespread in the Region.

The chikungunya virus appeared in the Region in 2013-2014 and the Zika virus in 2015-2016. In 2017 there were more than 180,000 cases of chikungunya. The cumulative number of suspected cases of Zika in the

period from January 1, 2015 to January 4, 2018 was 583,451, and there were 223,477 confirmed cases, as well as 20 confirmed deaths and 3,720 confirmed cases of congenital Zika syndrome (CZS). Zika and chikungunya infections have been associated with cases of Guillain-Barré syndrome. As mentioned above, Zika infection also poses a serious risk to pregnant women and infected newborns, which underscores the need for coordination between maternal and child health services and vector control programs.

In the Americas, PAHO estimates that 145 million people in 21 countries live in malaria risk areas, with *Anopheles darlingi* being the principal vector found in the Region. Elimination of malaria transmission is a current objective in the Americas. Argentina and Paraguay are in the process of obtaining elimination certification, and Belize, Costa Rica, Ecuador, El Salvador, Mexico, and Suriname are close to eliminating the disease. Coordinated bilateral and international efforts are being made to end the transmission of malaria and lymphatic filariasis (LF) in Haiti and the Dominican Republic. However, the expansion of gold mining and lack of proper management and assessments of vector control measures or malaria prophylaxis and treatment, have led to local malaria epidemics in the Guyana Shield region of Venezuela and some Central American countries. In 2017, PAHO was notified of approximately 680,000 cases of malaria in the Americas.

The Mosquito Awareness Week initiative began in 2014 during the 17th meeting of the Heads of Government of the Caribbean Community (CARICOM), when a proposal to establish an annual Mosquito Awareness Week in the Caribbean was adopted.

The first Mosquito Awareness Week in the Americas took place in 2016 in the context of the health emergency caused by the Zika virus outbreak. The main actions of the media campaigns launched in different countries focused on eliminating the vector *Aedes aegypti*, the principal transmitter of dengue, chikungunya, urban yellow fever, and Zika, with special emphasis on personal protection measures recommended for pregnant women to reduce their risk of contracting Zika. During that week, 27 countries and territories implemented different advocacy, communication, and awareness-building activities with the population and the authorities at different levels.

The Mosquito Awareness Week initiative took place from May 9 to 15, 2016 in the Caribbean countries and territories, with the slogan "*Small bites, big threats. Fight the bite, destroy mosquito breeding sites.*" The activity was supported by PAHO and the Caribbean Public Health Agency (CARPHA).

In the other countries of Latin America, the initiative was implemented on different dates between August and December, with the slogan "*Together we can beat mosquitoes.*" High-level authorities from the government, the Ministries of Health, and other stakeholders at the state and local levels participated in the launch of the national events.

To keep the momentum going, the countries of the Region implemented Mosquito Awareness Week once again in 2017. The English-speaking Caribbean territories operated under the same slogan and focused on building awareness in the community, while the Latin American countries included doctors, nurses, and health workers, in addition to the community. These campaigns were specifically directed at health workers, with the message: "*In the fight against mosquitoes, your words lead to action.*"

This approach included activities aimed at the medical sector, with trainings and awareness-building on the important role that doctors play during health checkups, when they should advise their patients on how to eliminate mosquito breeding sites in and around their homes to protect themselves from mosquito bites and prevent the transmission of diseases to families and friends.

Given the situation caused by the increase in various diseases transmitted by different vectors, Mosquito Awareness Week 2017 also included activities and campaigns focused on the *Anopheles* mosquito that transmits malaria, as in the case of Haiti, Costa Rica, and Nicaragua.

Reports on the activities implemented by the countries in 2017 describe the work done with partners such as the United Nations Children's Fund (UNICEF) and World Vision and with new partners (including the Inter-American Development Bank, Save the Children, and national USAID projects), as well as the reactivation and strengthening of partnerships with other groups. The involvement of different groups and sectors, including the private sector, has been essential in the implementation of this initiative, and has clearly shown the need for countries to have their own financial and human resources.

Mosquito Awareness Week is an event that requires strong political commitment and social mobilization in the countries. Although most Member States are interested in this activity and willing to implement it, it is important to continue working on leadership and political advocacy in order for the initiative to form part of institutional planning in the Ministries of Health and other related institutions, including education, labor, environment, agriculture, tourism, and social development.

Given the challenges posed by vector-borne diseases for the Member States and the previous commitments made, PAHO will continue to provide technical support to strengthen integrated and sustainable disease prevention strategies, including communication. One of these strategies is through the planning and implementation of Mosquito Awareness Week activities.

General objective

To promote greater political will to support the management of vector-borne diseases and the participation of all sectors of the countries at the national, subnational, and local levels, to eliminate and control breeding sites. This includes promoting and adopting sustainable behavioral changes in different population groups, especially families and young people living in endemic and at-risk areas.

Specific objectives

1. Raise the level of importance of implementing Mosquito Awareness Week for decision-makers, with the commitment to promote and implement policies to improve the conditions that facilitate the prevention and control of *Aedes aegypti* and *Anopheles* mosquitos.
2. Implement Mosquito Awareness Week in all countries of the Region, as part of the official agenda of annual health promotion and VBD prevention activities, in conjunction with a regional media campaign.
3. Promote the provision of information, social mobilization, and the participation and empowerment of the community in *Aedes aegypti* and *Anopheles* vector control activities, by eliminating their principal breeding sites (see glossary in the Annexes).

4. Facilitate intersectoral coordination between the public sector, private sector, international cooperation agencies, nongovernmental organizations, and civil society groups, in order to implement joint activities aimed at VBD prevention and control.
5. Promote the support and inclusion of the tourism sector in the dissemination of information at the national, regional, and local levels, as well as in other VBD prevention actions, including providing supplies for personal protection against mosquito bites.
6. Support awareness-raising among doctors and primary care health workers regarding the role of health care providers in disseminating information to patients on personal protection and breeding site elimination measures.

Audiences

Political/Institutional	Expected outcomes
<ul style="list-style-type: none"> • Ministry of Health authorities 	15 national Mosquito Awareness Week activities implemented in the countries of the Region and included in the annual planning of institutional social mobilization and advocacy strategies.
<ul style="list-style-type: none"> • International cooperation agencies (national and local level) 	Delivery of financial and logistical resources to be used to implement communication and social mobilization activities.
<ul style="list-style-type: none"> • Other ministries such as Education, Tourism, Foreign Affairs, Social Development, Environment, etc.; civil society organizations, faith-based institutions (churches, etc.) 	Establishment of a national and/or local network for the organization and implementation of mosquito breeding site elimination and vector-borne disease prevention activities.
<ul style="list-style-type: none"> • Regional, municipal, district authorities 	At least one high-level representative of each institution is participating in the week's social mobilization activities.
<ul style="list-style-type: none"> • Private sector: tourism (hotel associations, travel and guided tour agencies), agriculture, industry, transportation, and commerce 	A national and/or local network is established to implement specific mosquito breeding site elimination activities, as well as educational activities for employees, clients, and communities.
Scientific and technical	
<ul style="list-style-type: none"> • Primary care health workers in public and private health services 	At least one national and/or local training workshop (based on endemic areas) conducted on their role in disseminating adequate information to patients on personal protection and mosquito breeding site elimination measures; and on relations with the media and other stakeholders with whom they work to achieve these objectives.

<ul style="list-style-type: none"> Entomologists and vector control specialists 	At least one training workshop conducted on their role in disseminating adequate information to the communities.
<ul style="list-style-type: none"> Community 	
Community leaders	Participation of at least one representative of each community in activities to organize and coordinate Mosquito Awareness Week, and in new activities to get the population actively working on eliminating mosquito breeding sites and implementing these activities throughout the year.
<ul style="list-style-type: none"> Civil society organizations, community volunteer teams, neighborhood associations 	Direct participation of one member of each group in the coordination and implementation of prevention activities and breeding site elimination in the communities.
<ul style="list-style-type: none"> Families and key population 	Participation of at least 10% of the population in activities to eliminate vector breeding sites and prevent vector-borne diseases in and around their homes.

Communications plan

2018 campaign slogan and image

In order to disseminate information to the countries—one of the objectives of Mosquito Awareness Week—a campaign slogan and image need to be developed, based on the priorities identified in the Region. To this end, PAHO/WHO proposes that campaign slogans and images be in line with all communication activities in the Region, although the countries are free to use a different image and slogan, based on their specific needs and priorities.

Each year the communication campaign focuses on coming up with a slogan that calls the targeted audiences to action. The slogan for 2016 focused on pregnant women and women of childbearing age and their partners to prevent congenital Zika syndrome in newborns; the 2017 slogan focused on increasing the level of responsibility of health care workers in hospitals and primary care clinics, so that they would disseminate information and talk to patients about mosquito breeding site elimination and personal protection measures to prevent the transmission of diseases such as dengue, chikungunya, Zika, yellow fever, and malaria.

In 2018, the communication campaign is focused on reaching: male and female heads of households and young people, in two main areas: a) Raising awareness about how to prevent mosquito bites; and b) Raising awareness about how to prevent proliferation of mosquito vectors.

Slogan: Fight the bite, destroy mosquito breeding sites

For prevention in the home, male and female heads of households are called on to reduce the number of key mosquito breeding sites found in homes, which may include barrels and basins with accumulated uncovered water, plastic items and/or waste placed outdoors that have accumulated water, and flowerpots with water that has accumulated for more than one week. In the case of malaria, personal protection includes use of mosquito nets and spraying of the inside walls of homes with insecticide.

The slogan is a call to movement, organization, work, responsibility, and learning about and protecting against the mosquito vectors that transmit disease, which includes eliminating their principal breeding sites and avoiding contact with adult vectors.

It also calls out to health workers, doctors, government officials, community leaders, and representatives of business associations and other agencies and organizations involved in disease prevention and environmental protection.

Each country will implement communication and social mobilization strategies based on their specific priorities and audiences. However, in the regional communication plan, two different sociodemographic audiences have been prioritized:

- *Heads of households*: for prevention in the home and in communities that have not historically received institutional attention, it has always been more effective to appeal to parents and heads of households who bear the brunt of organizing, parenting, cleaning, and educating in the home in a high percentage of the countries where this action is being implemented.
- *Adolescents and young people (12 to 21 years of age)*: with an emphasis on mosquito bite prevention and education. The young people of today will be the adults of tomorrow. The objective is to raise awareness to prevent risk situations, using funny messages primarily through digital media, animated GIFs, and hashtags.

Events

Each country will determine the best practices for reaching their target audiences during Mosquito Awareness Week in order to achieve greater integration and awareness-raising in all sectors. Each country's work plan will include the implementation of some of the following actions, including the entomology/vector control teams' work with the communication and health promotion team:

Mobilization at the national level:

- *Mosquito Action Week launch event*, at the national level, with the participation of high-level government authorities, including Presidents and Ministers of Health, as well as other Ministers of State, Governors, representatives of cooperation agencies and civil society, local authorities and leaders, students, and the general population.
- *National entomological survey* conducted by the Ministry of Health's entomology/vector control team prior to Mosquito Awareness Week, which consists of assessing the entomological risk of cities and neighborhoods by estimating vector density and profiling the types of breeding sites. In the survey, sample homes will be checked to calculate mosquito densities. This which will help determine the areas of a city which may have the highest density of mosquitoes and the most

common types of breeding sites. For example, *if it is determined that the highest rates are found in the trash, this would provide a guideline for people and local government leaders as to where, what, and how to engage in social mobilization and how to engage in community participation.*

- *Dissemination of entomological survey results:* use the results of the survey and map the information to show where the principal breeding sites and most critical areas are located, and disseminate the information to communities and government agencies.
- *Training workshops and dissemination of messages through the different professional networks and medical associations, targeted to health workers* (doctors, nurses, and medical students) on the prevention of diseases transmitted by the vector *Aedes aegypti*, prioritizing professionals working in endemic areas.
- *Basic training and awareness-raising workshops on social mobilization and communication for entomologists and vector control*, so that they can work on advocacy and mobilizing different audiences on personal protection and vector breeding site elimination.
- *Informational, awareness-raising, and advocacy activities with different municipal units and areas* (waste collection, water and water supply systems, parks, cleaning, recreation, sports, social development, cemeteries, etc.) for implementation of vector breeding site elimination activities.
- *Informational meetings and coordination with the private sector* including corporate social responsibility associations, florist and tire businesses, mortuary services and private cemeteries, and the construction, industry, tourism, transportation and other sectors, on the consequences of disease on the population and the economy, in order to successfully implement the proposed joint activities that will help reduce potential breeding sites of the *Ae. aegypti* and *Anopheles* vectors.
- *Communication activities coordinated with the tourism sector focused on disease prevention* in airports, bus terminals, along borders, as well as on land and air travel routes to the main tourist destinations where disease-transmitting vectors are found.

Mobilization at the subnational or community level:

- *Entomological surveys conducted at the community level*
- *School and recreational events such as parades*, drawing contests, story-telling, theater, and music to teach children and young people about methods of protection against mosquito bites and measures for eliminating the breeding sites of vectors that transmit diseases such as dengue, chikungunya, Zika, urban yellow fever, and malaria.
- *Community events*, including the dissemination of information on protection and mosquito breeding site elimination measures at job fairs, health fairs, education fairs, scientific exhibitions, sporting and cultural events, as well as the organization of talks for specific groups of pregnant women or women of childbearing age, the elderly, and families.
- *Video tutorials by well-known Instagramers* on how to identify and eliminate vector breeding sites in and around the home.
- *Scientific events* on the mosquito life cycle for children and parents, which could include mounting a long-term or temporary exhibit in a museum of natural sciences, scientific center, or educational facilities, coordinated by the Ministry of Health and supported (or sponsored) by cooperate entities and the private sector.

Sharing of innovative activities in the countries

Successful country proposals implemented during previous events which could be replicated in the Region. Each VBD or communication focal point will provide more details on the initiatives.

- **Cuba:** The concert *Cuida tu Sueño* [Protect Your Sleep] by Silvio Rodríguez was targeted to pregnant women as part of the prevention of Zika virus. This event was organized and coordinated by several government institutions and supported by UNICEF and PAHO/WHO. Through this initiative, action scenarios were diversified to include to school, labor, community, and religious settings and had a cultural approach, building synergy with the work done by the health sector, other sectors, and grassroots organizations.
- **Chile:** Informational video on protection from the *Aedes* mosquito and the diseases transmitted by it, which was shown during flights to and from Easter Island, a Chilean tourist destination where this vector is present.
- **Panama:** Display of 3D images depicting vector-borne disease prevention, shown in busy neighborhoods and plazas in Panama and Cuba.
- **Caribbean Public Health Agency (Trinidad and Tobago):** Game demo at a shopping center in Trinidad and Tobago. In this game people had to find the most dangerous animal in the world, while the individuals who were trying to find it went about identifying all possible vector breeding sites.
- **Uruguay:** Informational campaign using key words and geolocation data to send information to people through social networks, and to people arriving at Montevideo international airport (after connecting to Wi-Fi, the first thing they would see on their cell phones was preventive information about the vector).
- **Argentina:** Recreational/educational activity “*Los Dengadores*”, aimed at children and families in the Tecnópolis science-technology park. The game consists of each person receiving a sheet of paper on which they have to write down each question the facilitators ask them, and whoever gets the most receives a prize. Each of the questions and their answers are intended to inform people about the preventive measures they can take to eliminate vector breeding sites.

Planning/implementation

1. Advocacy and consensus-building at the highest level of the Ministries of Health to organize and implement *Mosquito Awareness Week* in the countries of the Region.
2. Coordination with the Ministries of Health, based on the experience in 2016 and 2017: setting clear and precise objectives and possible dates and launch site for the main event; and identifying target audiences, support and advocacy sectors, and available and required budgetary and human resources to implement the main activities.
3. Advocacy and intersectoral coordination to secure the involvement of other stakeholders who would support vector-borne disease control activities, including: United Nations agencies and other national and international cooperation organizations that have a presence in the priority areas and work with key populations, and the private sector, especially those involved in related activities or activities that affect the environment. Through them, corporate social responsibility organizations or associations established in the country could be reached.

4. PAHO will support the countries of the Region by sharing communication materials, as well as the proposal for technical knowledge events and innovative proposals for raising awareness among the different audiences. In the future, a media kit with key messages will be shared on the main actions for promoting vector control and breeding site elimination measures.

Evidence and evaluation

Each country should prepare a document describing the key results based on indicators (see attached annexes) and taking into account the following items:

1. Report on the launch event for Mosquito Awareness Week
2. Report on the different activities carried out during Mosquito Awareness Week
3. Monitoring of traditional media and social networks (messages, announcements, and news shared; and coverage achieved in the population)
4. Documentation of activities (photographs, videos, news, etc.)
5. Documentation of best practices and lessons learned during Mosquito Awareness Week (copy of audiovisual and print materials used as a communication products)

To implement and evaluate Mosquito Awareness Week, we recommend using the following forms and templates:

Sample Objectives, Audiences, and Strategies

Name of country/territory:

Date scheduled for Mosquito Awareness Week:

Contact for event organization in the country:

Specific needs identified for PAHO support:

LEVEL	OBJECTIVE	AUDIENCE	ORGANIZATIONS AND/OR INSTITUTIONS TO REACH	SPECIFIC STRATEGIES AND/OR ACTIVITIES
NATIONAL/FEDERAL/REGIONAL	EXAMPLE: Intersectoral coordination to organize Mosquito Awareness Week	EXAMPLE: Representatives of ministries, other sectors, businesses, civil society, academia, etc.	EXAMPLE: Number of organizations that participate in planning and organizational activities	<ul style="list-style-type: none"> Work and organizational meetings Preparation of press release on the launch event Media invitation to publicize the event Identification of the activities of each entity involved and evaluation proposal.
LOCAL	EXAMPLE: Organization of educational activities for children.	Children between the ages of 5 and 12	Number of children in the municipality/area	<ul style="list-style-type: none"> Events at educational centers (schools) Children's theater on the topic Launch of the app/video game Contest for murals depicting the topic

Launch Event Template

PLACE	
DATE	
LEVEL National, regional, local	
EXECUTIVE BODY	
SPECIAL GUESTS (authorities, experts, community leaders, etc.)	
AUDIENCE (population that attended the event as spectators)	
OBJECTIVE	
RESPONSIBLE PARTY	

Indicators: Reference Guide

Each country should create its indicators based on the activities carried out. The indicators below take into account the following objectives:

1. Putting this issue on a national agenda for decision-makers committed to promoting and implementing policies aimed at providing and improving conditions that facilitate the prevention and control of the vectors *Aedes aegypti* and *Anopheles*.
2. Implementing Mosquito Awareness Week in all countries of the Region as part of the official agenda of annual health promotion and VBD prevention activities, in conjunction with a regional media campaign.
3. Promoting the provision of information, social mobilization, and community participation and empowerment to control the vector (*Ae. aegypti* and *Anopheles*) by eliminating its main breeding sites.
4. Facilitating intersectoral coordination between the public sector, private sector, international cooperation agencies, and civil society groups, in order to implement joint activities aimed at mitigating VBDs.
5. Promoting support for and inclusion of the tourism sector in regional information dissemination activities and other VBD prevention actions.
6. Support awareness-building among primary care doctors and health workers regarding the role of health providers in disseminating information to patients on personal protection and measures to eliminate mosquito breeding sites.

Obj. 1. Indicators of political priority

- ✓ Number of authorities and representatives of other sectors that helped organize Mosquito Awareness Week and launch events (international, national, regional, or local)
- ✓ Number of national or local public institutions that participated in the organization of actions aimed at controlling and reducing the risk factors for the vectors *Ae. aegypti* and *Anopheles*.

Obj. 3. Indicators of provision of information

- ✓ Number of television announcements on Mosquito Awareness Week broadcasted on national or local channels.
- ✓ Number of radio announcements on Mosquito Awareness Week by national or local stations

- ✓ Number of website announcements on Mosquito Awareness Week by national or local broadcasters
- ✓ Number of outside or alternative announcements about Mosquito Awareness Week by national or local broadcasters
- ✓ Number of communication products disseminated for Mosquito Awareness Week
- ✓ Number of journalists who are sensitized and informed about the main protective measures against mosquito bites and the objectives of Mosquito Awareness Week
- ✓ Number of articles on Mosquito Awareness Week published in the national and local press
- ✓ Number of messages on Mosquito Awareness Week activities disseminated through the Ministry's official channels (Ministry website, Minister's Twitter account, etc.)
- ✓ Number of people participating in conversations about Mosquito Awareness Week on social networks

Obj. 3. Indicators of public awareness and confidence in health services

- ✓ Number of people interviewed on Mosquito Awareness Week about their knowledge of diseases transmitted by the vectors *Ae. aegypti* and *Anopheles*, as well as associated risks, elimination of breeding sites, visits to health services, etc.
- ✓ Number of people interviewed about the information they received from health services on vector-borne diseases and how to prevent them, and about timely treatment by health workers in cases related to diseases such as malaria, Zika, dengue, chikungunya, and urban yellow fever.

Obj. 4. Indicators of intersectoral/interinstitutional coordination

- ✓ Number of meetings held to organize Mosquito Awareness Week
- ✓ Number of agencies and organizations that have participated in the activities included in Mosquito Awareness Week
- ✓ Number of events organized by local health centers, civic organizations, private businesses, and municipalities to educate and motivate the public on measures to use to protect themselves from mosquito bites.

- ✓ Number of volunteers/activists that participated in Mosquito Awareness Week

Obj. 5. Indicators of coordination with the tourism sector

- ✓ Number of meetings held with the different groups, trade unions, and government and commercial institutions for inclusion of activities related to Mosquito Awareness Week
- ✓ Number of groups and organizations that are part of the mosquito-borne disease prevention network
- ✓ Number of materials and joint events organized on mosquito-borne disease prevention and breeding site elimination

Obj. 6. Indicators of training provided

- ✓ Number of doctors educated about the importance of their role in disseminating information on mosquito breeding site control and protection measures
- ✓ Number of nurses and primary care staff educated about the importance of their role in disseminating information on mosquito breeding site control and protection measures
- ✓ Number of forums, seminars, and conferences attended by the academic community on subjects related to mosquito breeding site control and protection measures
- ✓ Number of health workers working in health promotion areas who were trained in vector control during Mosquito Awareness Week

Obj. 6. Indicators of *Ae. aegypti* borne disease prevention activities

- ✓ Number of clinics, hospitals, and/or health services that offered talks to women of childbearing age on the risks of Zika and other mosquito-borne diseases
- ✓ Number of people informed about the warning signs of dengue, chikungunya, Zika, and yellow fever at community and school events

- ✓ Percentage of municipalities with vector control and breeding site elimination plans that include community mobilization activities
- ✓ Number of health centers that participated in Mosquito Awareness Week activities
- ✓ Number of events organized in the community demonstrating how to eliminate mosquito breeding sites and the impact of mosquito-borne diseases

Glossary:

Social mobilization

Social mobilization is the process of bringing together all feasible and practical intersectoral social allies, to raise people's awareness of dengue prevention and control, to assist in the delivery of resources and services, and to strengthen community participation for sustainability and self-reliance.

Social mobilization expands the concept of "community" to include not just householders, villagers, or urban settlements, but many other social allies such as heads of state and other political leaders, various ministries, district and local government authorities, community and religious leaders, businesses, environmentalists, NGOs, service clubs, journalists, filmmakers and artists, to name the most common examples.

Social mobilization campaigns have often been used to mobilize local resources around a proposed social or health action, whether a service-related activity, such as drug distribution or immunization, satisfying a community identified need, or correcting societal injustice.

http://www.who.int/immunization/hpv/communicate/planning_social_mobilization_and_communication_for_dengue_fever_prevention_and_control_who_cds_wmc_2004.pdf

Community engagement

At the Alma-Ata Conference in 1978, community engagement was considered the process by which individuals and families assume personal responsibility for individual and collective health and well-being, which enhances their ability to contribute to their own and the community's economic development (World Health Organization. Alma-Ata, 1978).

http://www.scielo.org.ve/scielo.php?script=sci_arttext&pid=S1011-22512008000200003