

MID-BCC – Communications for Change in Infectious
Diseases in Greater Mekong Subregion

Highlights of Accomplishments

Oct 2009- Sept 2012

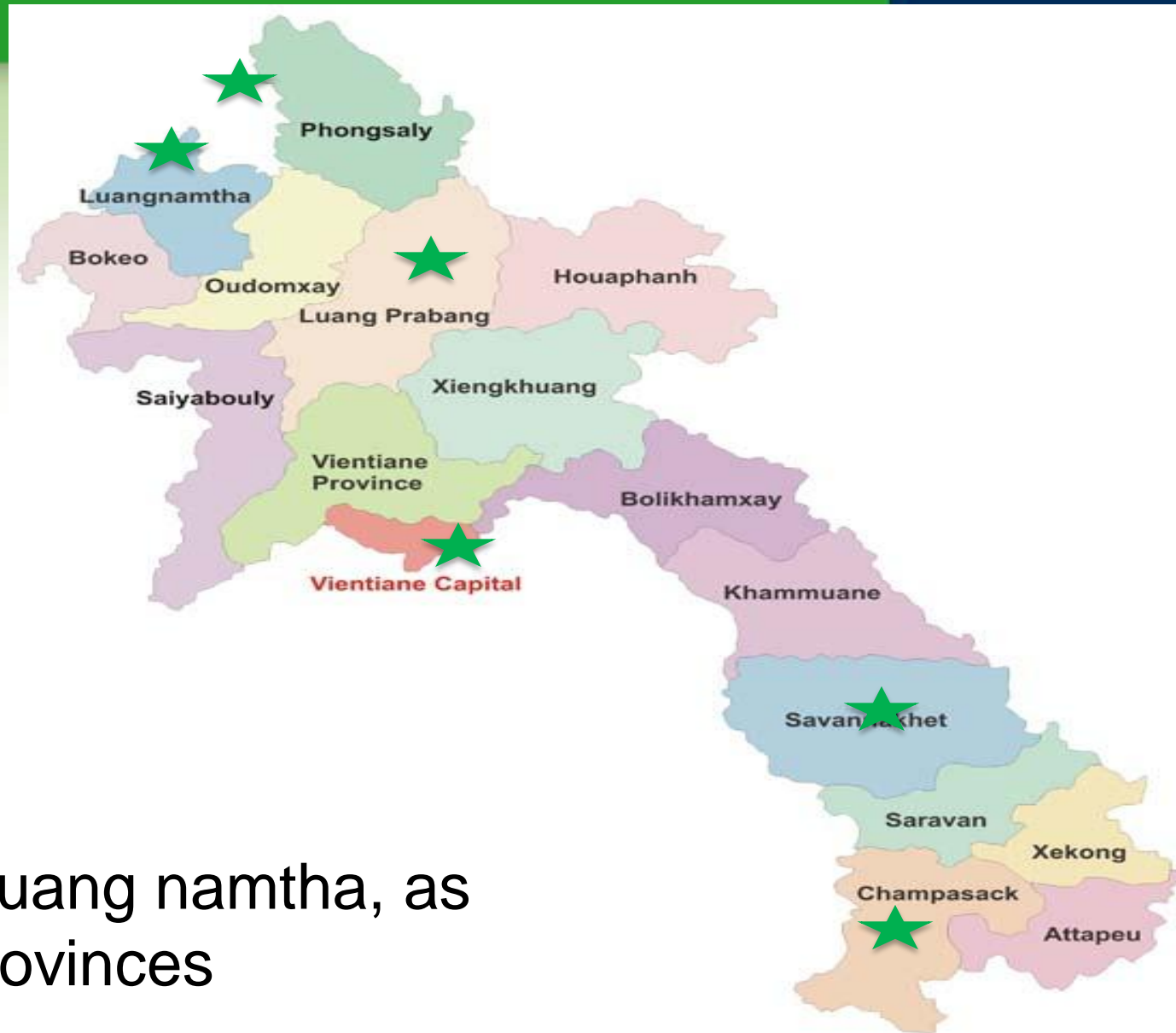
Lessons Learned Forum
September 5-6, 2012
Mercure Hotel, Vientiane Capital

Continuing partnership



Formal ceremony of MOU signing with NEIDCO, March 3, 2011

Framework for Cross-border Initiatives



Bokeo and Luang namtha, as additional provinces

Main strategies

□ Research



Main strategies

□ Targeted communication



Main strategies

□ Information sharing



Research to inform



PAR in Luang namtha and Bokeo

- Health issues appeared to be of no concern in these isolated families, and their health-seeking behaviors were almost non-existent
- Seasonal flu naturally occurred during the cold season from November through January
- Women in each household were tasked with taking care of the sick people in their family.

PAR in Bokeo and Luang namtha

- ❑ Research findings in Bokeo pointed to the need to enhance the sharing of information among women for early detection of possible disease outbreak.
- ❑ Findings made us aware of the local decision making in the community, mobilizing local support to address local problems
- ❑ Insights from the PAR also led to continue providing training opportunities to village leaders -- the village chief and the village councils.
- ❑ Findings led us to continue training health volunteers because their role is recognized in the community yet they have fewer opportunities to keep themselves updated on health issues.

Targeted communication

- Trained 574 Community leaders



Targeted communication

- Used festivals other special events to engage the general population



Targeted communication

- Engaged in relatively limited mass media intervention



Targeted communication

- Pursued partnership with the Market working group to reach out market administrators, poultry traders, vendors and slaughterers



Targeted communication

- Technical assistance to NEIDCO to expand the dissemination of the EID guidelines in the school and community



Targeted communication

- Strengthening the capacity of medical professionals to manage cases of dengue
- Providing health workers job aids to confidently and accurately discuss dengue and its preventive measures to clients
- Mobilization of community leaders and volunteers to destroy breeding grounds of dengue mosquito

Targeted communication



- Orientation in 30 factories in Vientiane representing 9 districts
- Training media practitioners on the issues of dengue and responsible reporting about dengue cases

Targeted communication

- Advocacy training for the Ministry of Agriculture to generate support for avian influenza programming



Information sharing

- Using SMS technology to share information, observe and monitor potential outbreak in poultry and human



Information sharing

- Strengthened district level information sharing on communicable diseases among provinces - Champasack and Ubon Ratchatani , and Savannakhet and Mukdahan



Information sharing

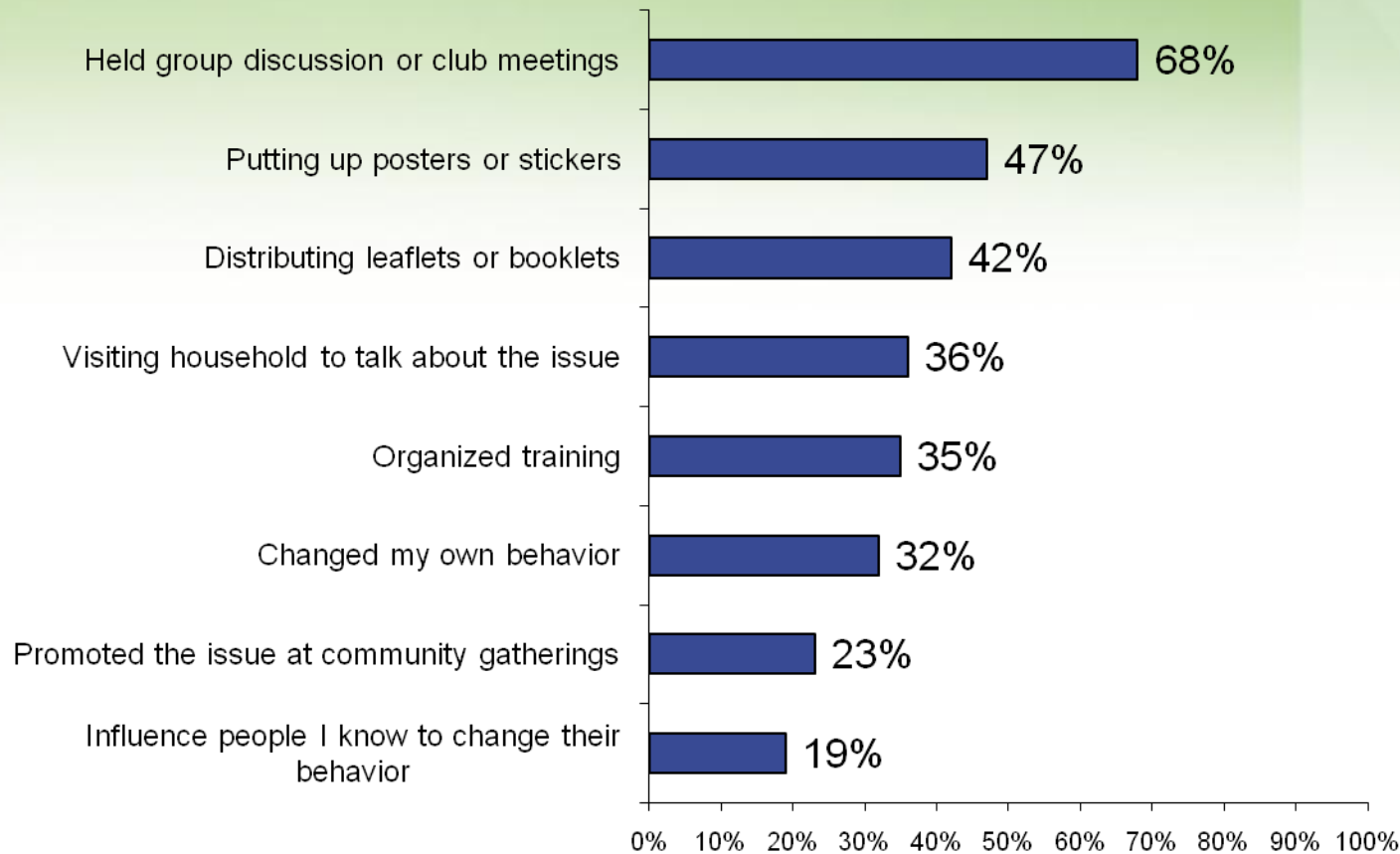
□ Risk communication at the cross-border



Did we make a difference?

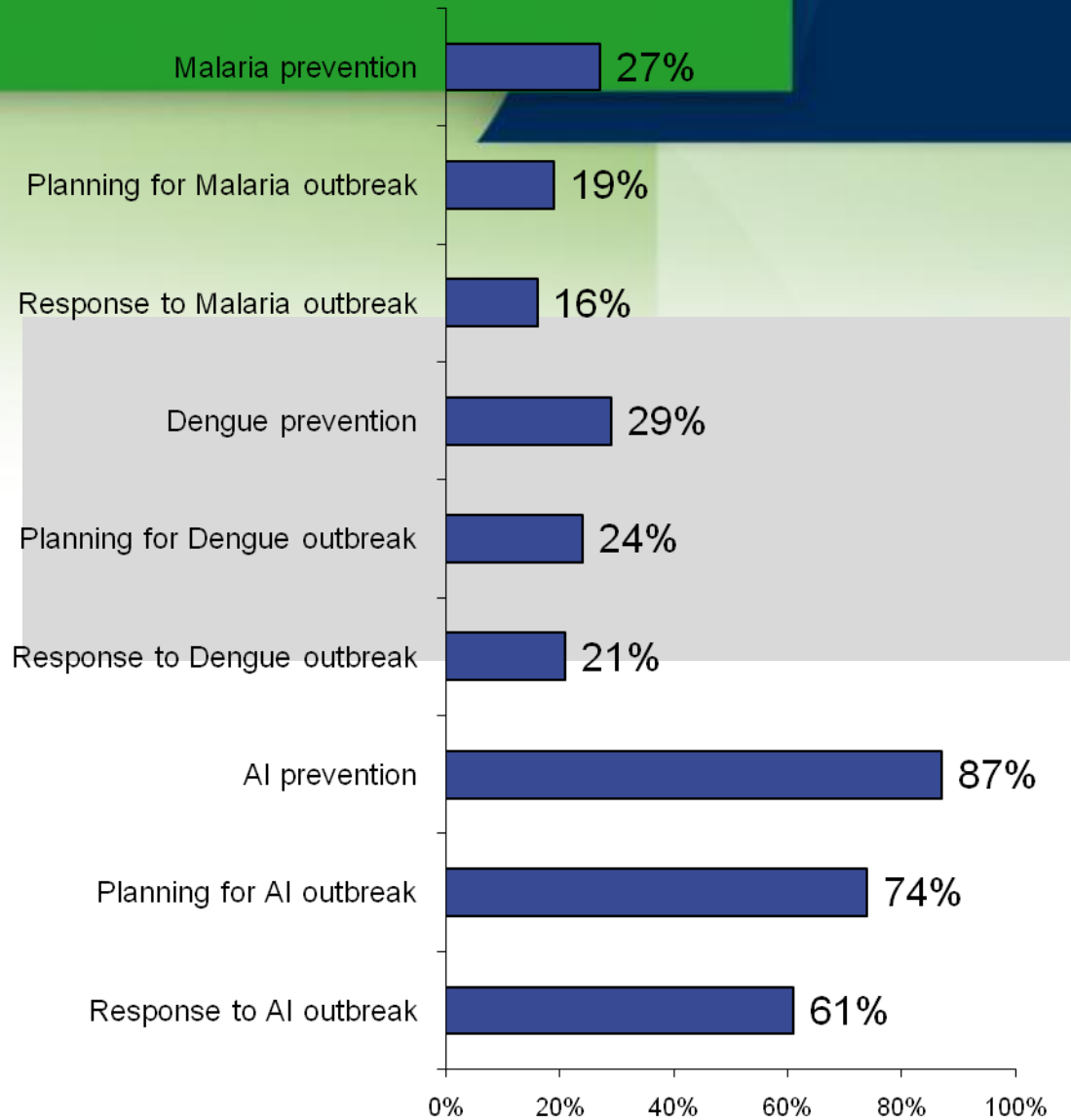


Activities Undertaken – Overall



Base: Those taking action, n=265

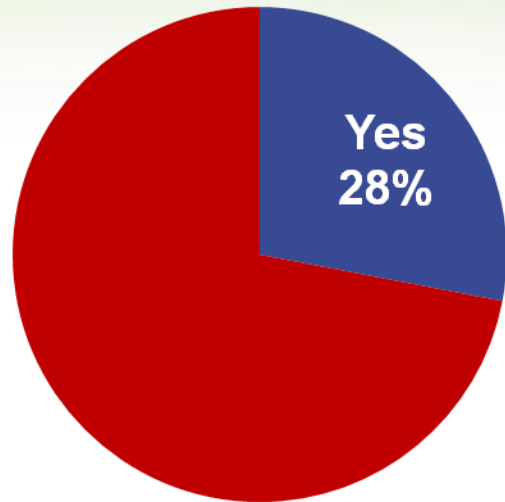
Communication Messages – Overall



Base: Those taking action, n=265

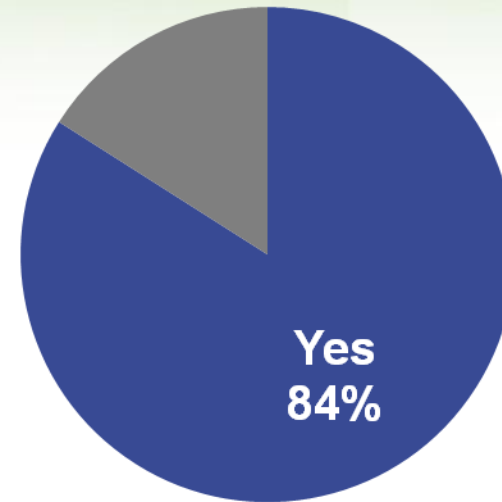
Putting Dengue Case Management Into Practice

Clinician or Doctor



Base: All respondents, n=272

Case Study to Share



Base: Clinician and doctors, n=75

Hear more in the next session ...

Thank you.