

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

## Avian Influenza Communication Campaign in Champasack, Lao PDR

Lessons Learned Forum  
Sept 5-6, Mercure Hotel, Vientiane



# Objectives

FHI360 provided technical assistance to the Provincial Health Department of Champasack to mount a health communication campaign with the following objectives.

- ❑ To help strengthen the provincial effort to reach greater segment of the population during communication campaigns for health.
- ❑ To promote the key messages of hygiene and protection against bird flu infection during festival celebration.





# Provincial Campaign Team



Right photo: From left - Dr Siphay Vongxuangtham from CIEH; Ms Sommay Thiphakaysone, head of Champasack IEC Office; Ms Viengsavanh Phiphisenh, EPI staff; Ms Souphon Sinnachak, IEC office staff



Left photo: From left - Siamphone Mahindhoraep from FHI360 poses with the Champasack provincial and district health staff led by Director, Dr Vath Konkeo.



# Result- materials distributed





# Result - High audience participation



An old woman sang a traditional song from the south





# Result - Message strengthened





# Result - Political support generated



The launch was opened by Director Vath Konkeo. with the presence of other committee members like the head of Pakse district health office, Dr Damnine, representative from CIEH, provincial agriculture and forestry, provincial information and culture, diseases surveillance and respond division.



# Lessons Learned

- ❑ Festivals are good avenues for programs to communicate important messages to people
- ❑ Festivals are good channels for government programs to gain high visibility
- ❑ Preparation for the event needs collaboration and support of relevant partners; collaboration is strengthened through complementation/ synergy of resources by partners involved.