

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

Mobilizing Health Workers and Community Leaders for Dengue Prevention and Control

Mercure Hotel, Vientiane, Lao PDR
April 29, 2011



Background

In 2010 dengue cases had been reported in the entire country. Among provinces, Vientiane Capital reported the most number of cases particularly affecting the student population, aged 15-24.



- ❑ In the last quarter of 2010, AED supported the Provincial Health Department of Vientiane Capital in the development and printing of dengue posters, booklets and pocket-size guide.
- ❑ Materials production is part of the health department's plan to pursue a dengue campaign at the start of 2011.

Generating support



Present at the opening were Mr Southany Saignasane, Deputy Director of Education Department , Mr Anton Schneider, AED Regional BCC Specialist, Dr Phonepraseurth Ounaphon, Deputy Director of Vientiane Provincial Health Department, and Mr Bounthom from the Lao Youth mass organization.

Generating Support

Education Sector

“Teachers can help to prevent and control dengue. Our department expresses its support to this activity because we know that our students are at risk any time. If we provide them the correct messages, they can relay these to their parents and family.”

*---Southany Saignasane
Deputy Director, Dept of Education
Vientiane Capital*



Generating support

Lao Youth Union

“Our organization has been part of the government’s advocacy for AI, H1N1, other health issues and now dengue. We appreciate being invited to this event, after which we can take home the messages and materials and share them with our members.”

--- *Bounthom Phuthavongsa*
Head, Lao Youth Union
Vientiane Capital



Generating support

USAID

“USAID has funded our activities on infectious diseases like AI, H1N1 and dengue since 2006. We have worked closely with many partners including the health care workers who are close to the people in the community.”

*----Anton Schneider
Senior BCC Specialist
AED Bangkok*



Training the Front Line



With technical assistance from AED, the health department prepared a one-day training for 20 health workers to equip them with correct information, messages and materials to support the dengue campaign this year.

The community champions



Joined by Lao Youth Leaders from 9 districts of the city

The community champions



The Lao Women Union representatives from 9 districts

The educators



Teachers and district supervisors in secondary schools, Vientiane Capital

Messages and materials



Introduction and distribution of the dengue posters, booklets and pocket-size guides

Communicating effectively



Messages must be clear and consistent . They must provide clear details on managing one's illness, while encouraging not to panic. People seldom panic if they have enough accurate information.”

AED Country Coordinator, Dr Cecile Lantican provided a session on communicating the risk of dengue effectively.

Vector control



Dr Phonepaseurth Ounaphon showed a checklist of mosquito breeding sites to be surveyed, monitored and destroyed.

Planning the campaign



By sector, participants chart their campaign plans for the next two months.



Drafting the district campaign plans



Monitoring and Reporting



Vientiane Capital Health Department takes the lead in monitoring the campaign until June 2011.

More encouraging support

How can we protect ourselves against dengue fever?

The approach of the rainy season serves as a reminder to remain vigilant against the spread of which one of the more dangerous is dengue fever. Each year, countless numbers of people fall dengue. In the lead-up to the wet season, people must be on their guard against the dengue

Bounfaeng Phaymanivong

A medical student, Ms Souphalack Intthapatha: Well, it's recommended that we clear out any areas where mosquitoes can lay eggs and breed. People also



need to exercise regularly to keep the body in balance. If we're healthy the virus may not affect us as badly. Importantly, we have to eat and relax properly to ensure good health. Putting up a mosquito net to sleep under is essential, especially an insecticide treated net. If you fall sick you must go to see a

doctor for a correct diagnosis. I've had dengue fever before but luckily my parents took good care of me. Anyway, cleaning your house and around it regularly will help to control mosquitoes.

A businessman, Mr Vatsana Volakits: An effective way to protect ourselves from dengue fever is for people to cooperate with each other to clean places in their



village that are favoured by mosquitoes for breeding. In the rainy season water easily collects and can become

breeding sites for infectious mosquitoes. The authorities should spread the message of dengue fever prevention by distributing posters, leaflets and handouts to highlight the dangers. In neighbouring countries local authorities work with villagers to get rid of mosquitoes. I think it'd be good for us to cooperate with each other to prevent dengue fever. I suggest that people who become ill go to see a doctor rather than treating themselves at home.

A company employee, Mr Vankham: It's crucial for us to take good care of our health at this time of year because there are many kinds of diseases that can occur, especially in crowded communities. Vientiane is a crowded city where the mosquito population can rapidly increase. Therefore, we have to take action to prevent dengue fever. Avoiding mosquito bites is important as mosquitoes



can spread diseases. Both working areas and homes need to be cleared of places where mosquitoes can hide and breed. Climate change leads to increasing numbers of mosquitoes, so it's important for us to remain up to date on prevention and protection measures.

An office employee, Ms Panisa Syvanthong: Dengue fever has long been a global

issue, not just in Laos. The authorities have been working hard to address the problem but members of the public should also help in the fight against dengue fever. In the rainy season people easily get sick because of the change in the weather. I think the hazards posed by dengue fever are definitely severe; people can die from the virus if they don't get proper treatment. Many

Head Tips
Get rid of stagnant water to prevent dengue fever



The Aedes aegypti mosquito carries dengue fever.

Monday, May 2, 2011

Vientiane T



Officials pose together at the training course in Vientiane.

Vientiane officials take dengue prevention course

Bounfaeng Phaymanivong

Over 50 representatives from health, education, the Vientiane Youth Union and other relevant sectors met in Vientiane on Friday to discuss dengue fever prevention.

The course aimed at promoting participation in campaigning activities, specifically spreading the message of dengue fever in various communities

throughout the capital.

Participants learned about protecting, tackling and controlling dengue fever and will spread information about its dangers.

The public will have to cooperate with local health officials to prevent and control the spread of the disease.

Posters and pamphlets for prevention were distributed to the participants to help them

expand public knowledge on dengue prevention.

Vientiane Party Committee and Vientiane Youth Union Secretary Mr Bountham Phouthavongsa attended the launch ceremony. Behaviour Change Communication regional specialist from the Academy for Educational Development in Bangkok, Thailand, Mr Anton Schneider, and other officials were also in attendance.

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Opinion

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