

# Public Awareness and Social Mobilization for HPAI in ESAR

UNICEF ESARO

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South Africa

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# UNICEF Focus in the last 12 months

- Supporting implementation of AI formative research (quantitative and qualitative)
- Strengthening the communication capacity
- Revision of the current communication strategies
- Review and revision of existing messages and communication materials

# AHI formative research underway and in various stages

Uganda, Zambia, Ethiopia, Namibia,  
Malawi and Zimbabwe, Tanzania,  
Lesotho

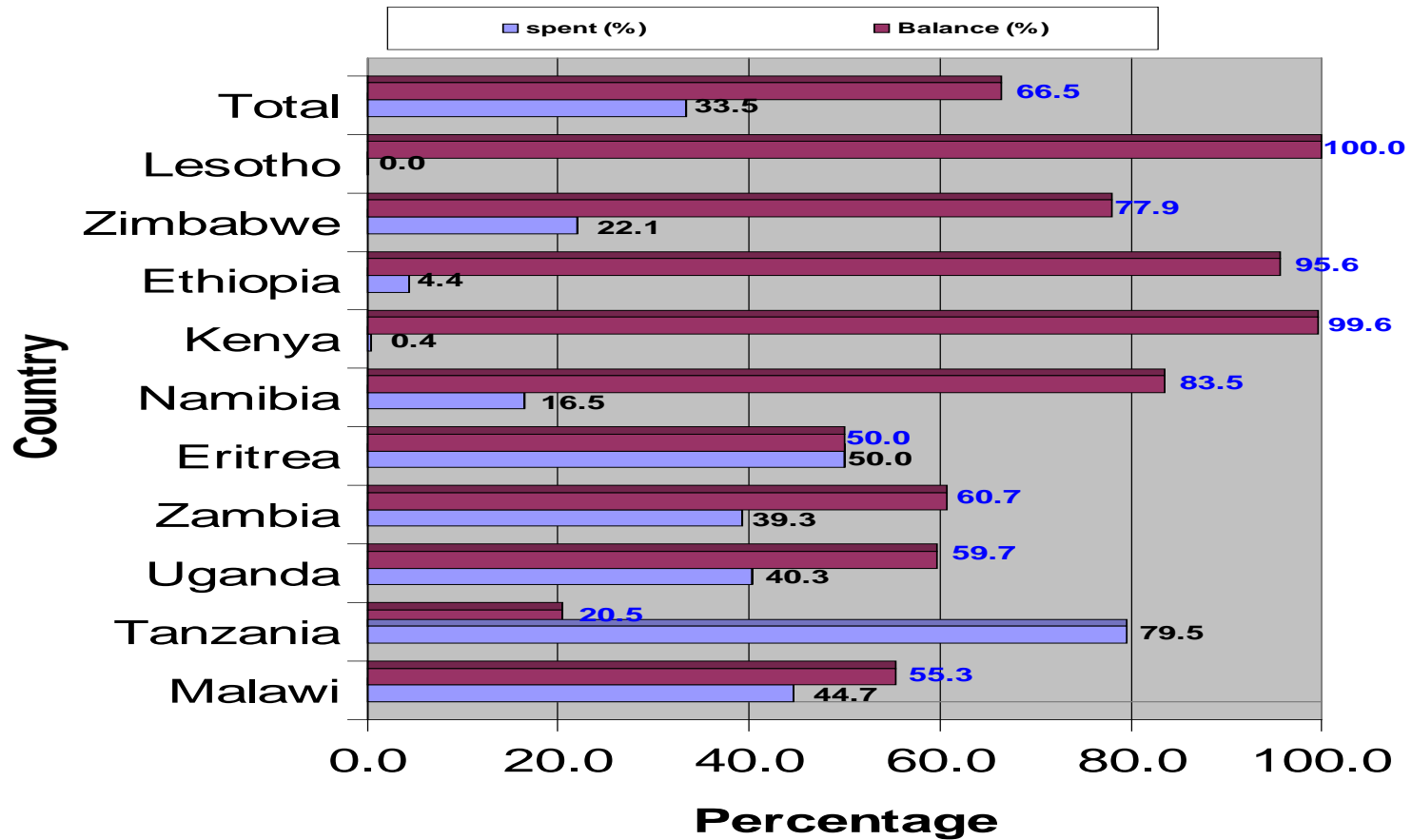
In Kenya, Eritrea to be done through a  
Contractor being recruited by UNICEF  
ESARO.

# The objectives of the AHI Formative Research

- To identify AHI knowledge, attitudes, practices among audiences
- To identify factors that act as barriers to Behaviour
- Identify the preferred channels and sources of information to maximize reach
- Establish baselines

# Funding and Utilization

The distribution of countries in ESAR by expenditure and balance of the GoJ AHI funding as of December 31, 2007



# AHI Communication Activities

- Leaflets and posters distributed
- Media Workshops
- Radio and TV campaigns
- Awareness raising in communities and schools (theatre/films)
- Training workshops for community leaders, community health workers, health officers, livestock officers

# Zimbabwe: Recommendation arising from AHI Formative Research Draft Report

- There is need to step up awareness campaigns on Avian Influenza,
- Give distinctions between Avian Influenza and Newcastle disease
- Engage organizations working at grassroots, traditional leaders, religious leaders
- Develop a policy for compensation for farmers, households and vendors,

# Issues to Note

Funding/Donor efforts not sufficiently co-ordinated

Insufficient collaboration/sharing of field activities...duplication,

HPAI Communication confined at Individual country level (no cross border teaming/harmonization)

# Lessons Learnt

- Balancing the delivery of timely and accurate information with the need to prevent panic and scare amongst the general public is critical;
- Many emergencies that have occurred this year like the floods, Ebola, cholera which have taken priority over A/H1 that is not perceived as requiring immediate response..



*Thank you !*