Risk communication for Zika virus disease response

IHR notification: "strongest evidence to date of an association between Zika infection and microcephaly"

WHO announces public Health Emergency of International Concern (PHEIC)

Global Strategic Response Framework and Joint Operations Plan launched by WHO

Short - circuit process for knowledge pack & technical guidance on
- Interim case definition on Zika virus
- Prevention of potential sexual transmission of Zika virus
- Maintaining a safe and adequate blood supply during
- Zika virus outbreaks
- Breastfeeding in the context of Zika virus etc...

Phase 1

1. Disseminate info to 9000 journalists via World Federation of Science Journalists (WF SJ)
2. World radio day campaign
3. Guideline to PAHO member states on KAP surveys
4. First weekly inter-agency teleconference for risk communication (UNICEF, IFRC, USAID, CDC, etc)
5. 100+ partners & individuals on the weekly call by the end of February

Phase 2

1. Interim guidance on Risk communication
2. Generic knowledge attitude practice (KAP) surveys for partners
3. Zika animation video with Scientific animations without borders (SAWBO)
4. Zika app for healthcare workers ready in IOS/android system (EN, ES, POR, FR available)
5. 3 training videos tailored for healthcare workers

Outputs

1. Zika virus factsheet published in 7 languages
2. Zika video
3. Zika disease webpage (PED) developed in 5 days
4. 9000+ shares 252k views on WHO Facebook within 24 h
5. 100,000 visits to WHO Zika page broadcast via 400+ radio stations
6. 57.5 Million impressions (delivery of the post) on twitter

Impact

*PED: Department of Pandemic and Epidemic Diseases