



EAST AFRICAN COMMUNITY

STRATEGY FOR A COMPREHENSIVE RIFT VALLEY FEVER (RVF) PUBLIC AWARENESS CAMPAIGN AT COMMUNITY, NATIONAL AND REGIONAL LEVEL IN EAST AFRICA.

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**STRATEGY FOR A COMPREHENSIVE RIFT VALLEY FEVER (RVF)
PUBLIC AWARENESS CAMPAIGN AT COMMUNITY, NATIONAL AND
REGIONAL LEVEL IN EAST AFRICA.**

1. PREAMBLE

The RVF has so far led to over 159 people dead in EAC by 5th March, 2007. The disease in animals broke out in the endemic areas of Kenya and Tanzania. Currently 33 districts in Kenya and 8 districts in Tanzania have reported the disease. East Africa is particularly vulnerable as Rift valley traverses EAC Partner States.

Considering the potential impact of RVF on the public health, national, regional and international trade and food security of the Partner States, it is important that necessary steps be taken as a priority to prevent this disease from spreading. It is also critical that appropriate arrangements are made for early detection and control of the disease. In view of the above situation, the EAC Secretariat has developed a 5 year strategy for a comprehensive public awareness campaign for RVF, AI, and other human/ animal Transboundary diseases at community, national and regional levels to compliment national efforts.

A strong public awareness campaign is a critical component for early detection of the disease and timely response in both animal and human populations. This will minimize the transmission, spread and impact of the disease within the region.

The success of the Regional Strategy will rest on clear and consistent communication about the outbreaks and the risks it poses to the population as well as the status of response activities. This will be achieved through strengthening the capacity for information, education and communication at all levels and among all stakeholders in the Partner States as outlined in the Work plan (attached).

Specific target groups must be identified and messages elaborated for wide, efficient and effective dissemination using appropriate media channels across the EA region. The communications strategy must cover all sectors and not be limited to the technical level sectors such as Ministries of Agriculture, Health or Wildlife sectors. The media, government, EAC Secretariat and private sector will be involved in the implementation of the strategy.

2. OBJECTIVES

- To ensure that the general public in the EAC Partner States receives correct, specific and relevant information regarding RVF as early as possible and are aware of the steps/actions to be taken in order to prevent the introduction and spread of RVF in humans and animals.
- To ensure that mechanisms exist for coordinated and consistent routine and emergency communications between authorities in all sectors, within and between government agencies, with other organizations and with the public.

3. GENERAL DESCRIPTION OF THE REGIONAL PLAN

Educational messages and materials will be prepared on RVF and disseminated to the public through various media channels. These materials will give background on the current situation in East Africa, and recommended means of communication and action during disease outbreaks in animals and humans.

The EAC Secretariat should coordinate the communication strategy in collaboration with the National Task Force (NTF) of the respective Partner States and produce clear messages for dissemination. Multiple channels of communication shall be adopted, including press briefing and releases and use of mass media (radio, television) as per attached Work plan. The communication strategy will have 3 components:

Community

The objectives are to educate our community to recognize, report, and compliance to the control of the disease and on public health, animal health, environmental and social-economic implications.

National

The objectives are (i) to sensitise policy makers and other stakeholders to recognize, report, prevent and control spread of the disease; (ii) to sensitise the stakeholders on public health, animal health, environmental and social-economic implications; (iii) Train TOTs for national and community level; and (iv) to mobilize support for the programme (eg. political, logistical, legal, financial). This will involve creating awareness to the politicians, Government departments, Service providers, Media and Trade Unions.

Regional

The objectives are (i) to sensitise national, regional and international stakeholders on efforts of Partner States in prevention and control of RVF (ii) to lobby for support of the regional and international RVF control efforts; (iii) To sensitise national governments on activities being implemented for prevention and control of RVF as well other human and animal Transboundary diseases in East Africa.

This will involve creating awareness among EAC legislators, Regional committee, EAC Secretariat, regional and international organisations (WHO , FAO, OIE), GTZ, AU-IBAR, UNICEF, UNEP, UNWTO, IUCN, CITES, CMS, USDA-APHIS, ADB, CDC, USAID, World Bank and international NGO's.

BUDGET FOR INTERGRATED REGIONAL PUBLIC AWARENESS CAMPAIGN STRATEGIES ON PREVENTION AND CONTROL OF RIFT VALLEY FEVER (RVF), AVIAN INFLUENZA AND OTHER TRANSBOUNDARY HUMAN AND ANIMAL DISEASES IN EAST AFRICA

| Level | Target groups | Objectives | Strategies | Activities | Actors | (US\$) | Remarks |
|--------------|---|---|--|---|--|---------------|-----------------------------------|
| Community | Livestock farmers and herders -Consumers Processors Transporters Wildlife hunters Service provider -Institutions (schools, mosques, churches, colleges) | i) To educate community to recognize, report, prevent and control the disease ii) To educate the community on public health, animal health , environmental and social-economic implications | i) Community campaign meetings: local and religious leaders meetings, mass media (e.g radio and rural newspapers) | i)Conduct barasas, seminars, social events such as traditional songs and drama . ii) Dissemination of communication materials (leaflets, posters, radio sessions)) | Administrators, veterinary, Police, Trade, Health, wildlife, legal council, CBOs, NGOs, Local and Religious leaders, School teachers, etc | | As per national plans and budget |
| National | -Politicians -Government Department -Service providers -Media -Trade Unions | i) To sensitize policy makers and other stakeholders to recognize, report, prevent and control spread of the disease ii) To sensitize the stakeholders on public health, animal health environmental and social-economic implications iii) Train TOTs for national and community level iv) Mobilization of support for the programme (eg. political, logistical, legal, financial) | i) Stakeholders workshops, seminars, meetings and campaigns: local and religious leaders meetings, mass media e.g Television, radio national newspapers. | i)Conduct meetings, seminars at National level ii) Preparation and dissemination of communication materials (leaflets, posters, radio and Television) Interview- press releases | National task force, Political leaders, Relevant government departments, NGOs, Development partners, Media, professional organizations, Business community, , transporters, Parliamentarians | | As per national plans and budgets |

| Level | Target groups | Objectives | Strategies | Activities | Actors | (US\$) | Remarks |
|--------------|---|---|--|--|--|---------------|--|
| Regional | EAC legislators, Regional committee, EAC secretariat, regional and international organisations such as: WHO , FAO, GTZ, AU-IBAR, UNICEF, UNEP, UNWTO, ECSAHS, OIE, IUCN,USDA-APHIS, ADB, CDC, USAID, World Bank international NGO's and tourists. | i) To sensitize national, regional and international stakeholders on efforts of Partner States in prevention and control of RVF. ii)To lobby for support of the regional and international RVF control efforts iii) To sensitize national governments on activities being implemented for prevention and control of RVF | Regional and international meetings and workshops, Regional consultative meetings, National TV, EAC website, Regional And international newspapers (East African), National newspapers | i)Conduct meetings, seminars at regional level ii) Disseminate harmonized sensitization messages at regional level iii) Newsletters. | Regional Expert Task Force on RVF, EAC desk officers, Regional Coordination Committee, EAC Legislative Assembly members, Media, EAC Secretariat, | 240,000 | As per the regional work plan and budget |

