

Global Communication & Marketing

Avian Influenza (AI) Communication Activities

- Objectives**
- Risk Communication technical assistance
 - Emergency Communication response
 - Gather psychosocial, behavioral and economic information about targeted audiences
 - Provide technical assistance to ministerial communication planners
 - Assist in formulating effective communication surveillance to prevent the spread of Avian Influenza (AI)
-
- Background**
- Millions of lives can be saved annually through simple behavior change; something that global health marketing is expert at addressing.
-
- Activities**
- Developed leader guide and support materials for training sessions on communication surveillance
 - Trained Nigerian health workers and information officers to conduct intercept interviews, key informant interviews, and message testing related to Avian Influenza
 - Collected and analyzed more than 700 intercept interviews, key informant interviews, and message testing to better understand sources related to Avian Influenza
-
- Message Medium**
- Live (face-to-face) informational sessions for health workers and information officers
 - Following training, trainees conducted intercept interviews, message testing and key informant interviews
-
- Partners**
- CDC's National Center for Infectious Disease
 - Nigerian Ministry of Information and National Orientation, Ministry of Health, and Ministry of Agriculture and Rural Development
-
- Evaluation Methods**
- "Knowledge, Attitude & Behavior Questionnaire for Avian Influenza", "Message Testing Template and Interviewer Guide" and "Key Informant Interview Guide and Summary Template" to yield internationally comparable AI data
-

Activities to Date

- Develop and test dissemination of hospital infection control training through face to face vs. Elearning strategies in Kenya
- Conduct a Train the Trainer Activities for 80 participants from the WHO Pan American Regional Office and Ministries of Health and Education
- Conduct a workshop for Pandemic and Avian Influenza communications among Ministries of Health and Agriculture for five WHO regional offices
- Facilitate knowledge sharing videoconference regarding avian and pandemic influenza risk communication among 245 Ministry of Health and WHO participants from the Southeast Asia Regional WHO office
- Provided technical support for a global WHO tabletop exercise on pandemic influenza outbreak communication, plus provide technical support to WHO member states to document, modify and identify gaps in existing risk communication guidelines and tools.

Expected Outcomes

- Develop communication surveillance capacity within Nigerian Ministry of Health, Ministry of Agriculture and Rural Development , and Ministry of Information and National Orientation
- Information gained from surveys and message testing will be used to plan AI communications and informational materials appropriate for the general public
- A paper summarizing survey findings is expected to be published by December 2007

Cited References

- Barry R. Bloom, Catherine M. Michaud, John R. La Montagne, and Lone Simonsen, "Priorities for Global Research and Development of Interventions." 2006. *Disease Control Priorities in Developing Countries (2nd Edition), ed.* , 103-118. New York: Oxford University Press. DOI: 10.1596/978-0-821-36179-5/Chpt-4.

Contact Us

Global Communication and Marketing Team Website
<http://www.cdc.gov/healthmarketing/ihtm.htm>

Email Us:
globalcomm@cdc.gov

