



# VHF QUICK REFERENCE GUIDE FOR SOCIAL MOBILIZATION TEAMS

## General Notes:

- Messages should be concise, action oriented (i.e. prompting specific preventive behaviors), and focused on the information and emotional needs of people and communities.
- Messages should always be adapted to the local context and realities of the VHF in focus.
- Plan and implement public awareness, risk communication, and community engagement activities for the Viral Haemorrhagic Fever(VHF) in focus. These activities can be implemented via TV, Radio, Social and Print media channels.
- Identify and engage existing networks and partners needed for possible collaborations e.g. professional associations, media houses, religious groups, local associations, civil society groups, etc.
- Contact the Communications Team of the Nigeria Centre for Disease Control (NCDC) to align messaging with epidemiological data.

## BEFORE AN OUTBREAK

### COMMUNITY

- Adapt or develop training materials for health educators.
- Train community volunteers to increase community and family knowledge of VHF transmission and behavior change to prevent infection.
- Train community volunteers to learn the key principles for effective communication for education in communities.
- Mobilize community volunteers to know and apply behavioral changes that will prevent the spread of the VHF in focus.
- Focus community messages on raising public awareness of VHF recognition, early reporting as well as transmission, prevention and control measures, and where to find help.

### HEALTHCARE WORKERS

- Plan and conduct health worker sensitization activities.
- Messages should encourage adherence to infection prevention and control.
- Messages should raise level of suspicion for VHF and reporting.

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## DURING AN OUTBREAK

### COMMUNITY

- Train community volunteers to increase community and family knowledge of VHF transmission and behavior change to prevent infection.
- Community members should know the key phases of behavior change, and how these changes can prevent the spread of the VHF in focus.
- Train community volunteers to know the phases of grief, so they are prepared to handle different phases of grief, if they are working in communities that have already had deaths from the outbreak.
- Advocacy targeted at policy makers, regulators, opinion leaders and leadership at all levels for behavioral change.

### HEALTHCARE WORKERS

- Plan and conduct health worker sensitization activities.
- Messages should encourage adherence to infection prevention and control.
- Messages should raise level of suspicion for VHFs and reporting.

## AFTER AN OUTBREAK

### COMMUNITY

- Review strategy based on field experience and recommend best practices to be incorporated into strategy
- Revise as needed and implement activities outlined in 'before an outbreak' above.

### HEALTHCARE WORKERS

- Review strategy based on the field experience and recommend best practices to be incorporated into strategy
- Revise as needed and implement activities outlined in 'before an outbreak' above