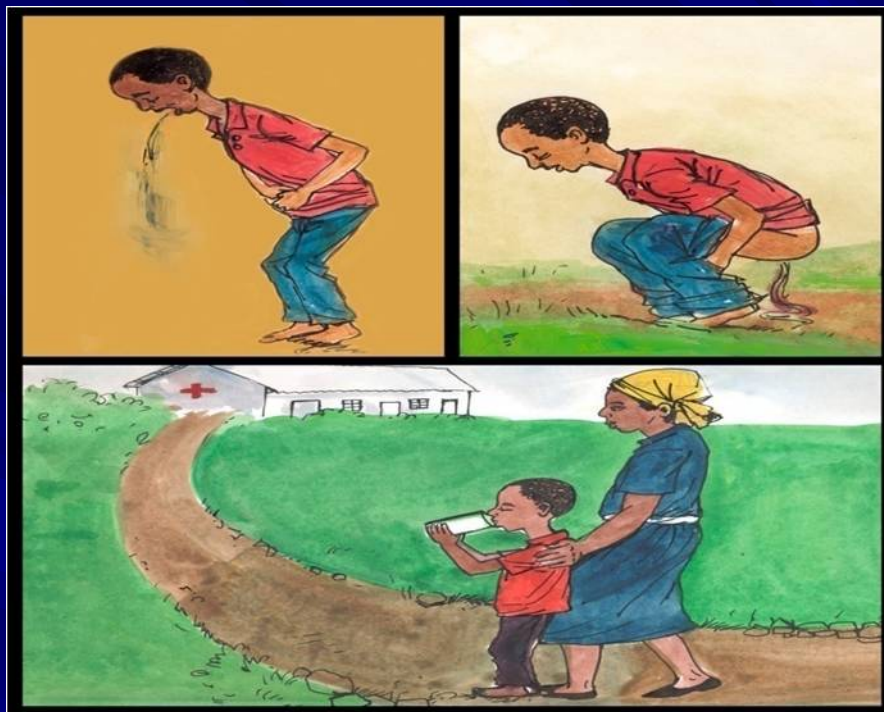


# EXPERIENCES IN IMPLEMENTING A PUBLIC HEALTH RESPONSE TO AWD OUTBREAK IN ETHIOPIA



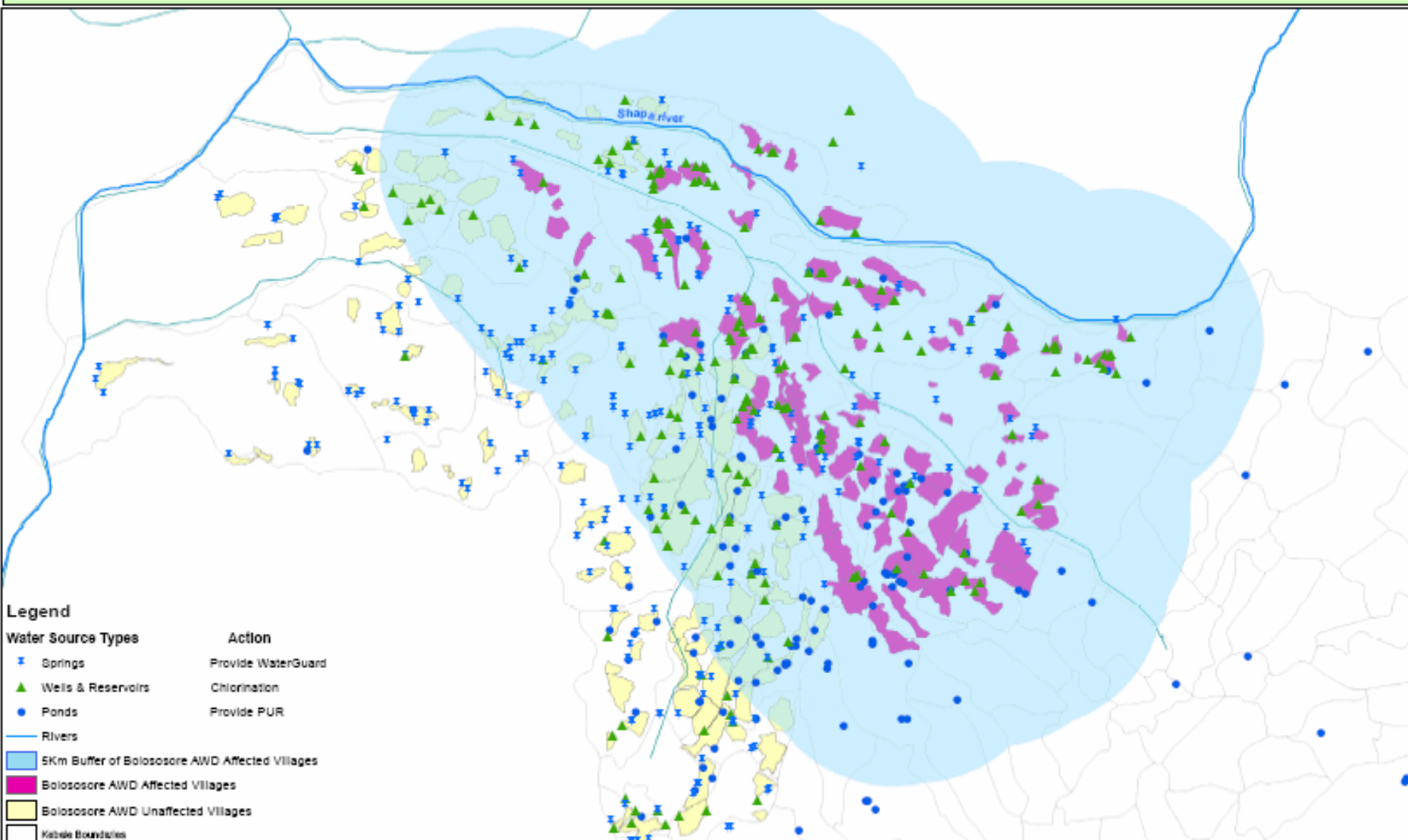
- Pooling Together -

*Third Emergency Environmental Health Forum: Cholera Prevention and Control*  
3- 4 May 2007, Delft, The Netherlands.

# GIS USED TO PROFILE EXTENT & SEVERITY OF THE OUTBREAK AND IDENTIFY POTENTIAL SOURCES

Trend  
Analysis

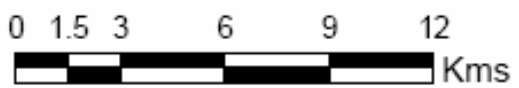
# AWD Outbreak Cases in Bolososore Woreda of Wolayita Zone, SNNPR as of October 23, 2006



**Legend**

Water Source Types	Action
Springs	Provide WaterGuard
Wells & Reservoirs	Chlorination
Ponds	Provide PUR
Rivers	
5Km Buffer of Bolososore AWD Affected Villages	
Bolososore AWD Affected Villages	
Bolososore AWD Unaffected Villages	
Kebele Boundaries	

Projected Coordinate System: WGS\_1984\_UTM\_Zone\_37N  
 Projection: Transverse\_Mercator  
 Geographic Coordinate System: GCS\_WGS\_1984  
 Datum: G\_WGS\_1984



 International Rescue Committee,  
 Ethiopia GIS Unit  
 October 30, 2006  
 Source: IRC GIS Database  
 Created in ArcGIS 9.1 using ArcMap

## GIS MAPS USED TO ENGAGE COMMUNITIES IN OUTBREAK RESPONSE



- ❑ **Communities understood & connected well with data presented**

- ❑ **Discussions from these presentations resulted in communities defining response actions**

- ❑ **Visual outbreak evidence: cases in nearby familiar places induced urgency/immediacy for pre-emptive actions**

## Key gaps in public health education identified during rapid public health assessments



- a) Initial efforts were based conventional hygiene education
- b) Communities found the messages too 'heavy' to take in and implement immediately
- c) Messages not new, hence communities do not feel the urgency

**IRC, Oxfam-GB, IFRC, PSI, ECRS, MSF-B, MoWR, MoH, UNICEF and others came together to develop an emergency community education and engagement plan with more targeted cholera specific messages. Outputs endorsed at federal level.**

## Key features of the repackaged messaging

1. AWD/cholera Focused
2. Community oriented
3. Rapidity
4. Maximum reach
5. Cost effective
6. Message positioning



## Key themes of the repackaged cholera messaging



1. Safe excreta/vomit disposal - safe = contained \*
2. Hand washing – breaking the chain - rub it off with ash or soap \*
3. Treatment of drinking water at point of use - before drinking, treat it! \*
4. Food hygiene - no raw food during the outbreak period\*
5. Home-based oral rehydration - replenish lost fluids as you walk to the nearest health post remember that what goes out must go back in

Flash cards, School pamphlets, Posters

## ***LESSONS LEARNED & RECOMMENDATIONS***

- 1. GIS – a useful tool for evidence-based outbreak response programming**
- 2. Outbreak-specific IEC messages essential for rapid onset public health emergencies responses**
- 3. Use of local resources (e.g. Local O.R.S formulations & local visual images) improves community engagement**
- 4. Emphasis on home-based oral rehydration is critical in IEC messages in cholera outbreak response**
- 5. Collaboration early on & rapid roll out of a uniform outbreak- specific community engagement plan**

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