Zika response and social science inputs

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# PHEIC – Response timeline

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
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<tbody>
<tr>
<td>May 2015</td>
<td>Incident management established by PAHO May 2015</td>
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<tr>
<td>May-Dec 2015</td>
<td>Regular sitreps issued by PAHO and HQ on spread of Zika Virus, Microcephaly and GBS</td>
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<tr>
<td>26 Jan 2016</td>
<td>WHO declared Grade 2 Emergency and established IMS</td>
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<tr>
<td>1 Feb 2016</td>
<td>DG declares Public Health Emergency of International Concern</td>
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<tr>
<td>3-4 Feb 2016</td>
<td>Strategic plan reviewed with GOARN and IASC partners</td>
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<tr>
<td>8 Feb 2016</td>
<td>$2.3 million released from Contingency Emergency Fund</td>
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<tr>
<td>Feb 2016</td>
<td>All Regional Offices appoint Incident Managers</td>
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<tr>
<td>17 Feb 2016</td>
<td>WHO releases Strategic Response Plan</td>
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<tr>
<td>8 Mar 2016</td>
<td>Second meeting of IHR Zika Emergency Committee</td>
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Strategic Response Framework

Investigate and respond to the cluster of Microcephaly and other neurological complications that could be linked to Zika Virus infection, whilst increasing preventive measures, communicating risks and providing care to those affected.

http://apps.who.int/iris/bitstream/10665/204420/1/ZikaResponseFramework_JanJun16_eng.pdf?ua=1
ZIKA: Strategic Response Framework and Joint Operations Plan

**SURVEILLANCE**
Provide up to date and current information on Zika virus and associated complications.

**RESPONSE**
Help communities respond to the virus, increase access to prevention and control, and provide guidance to pregnant women and families.

**RESEARCH**
Investigate complications associated to Zika virus and fast-track research and development of diagnostics, vaccines and therapeutics.

Break down of requirements by response strategy

- Surveillance: 7.1M
- Community engagement and risk communication: 15.4M
- Vector control: 6.4M
- Care for those affected: 14.2M
- Research: 6.4M
- Coordination: 6.1M

**FUNDING**
56 Million US$ to complete the strategic response

**TIME FRAME**
Implementation period: 6 months

**PARTNERS**
23

**SCOPE**
From affected countries and globally to participate in Zika virus response

Working with partners to ensure a global response with region specific strategies
Response strategy and partnerships

**SURVEILLANCE**

[GOARN partner network]

- Provide up to date and accurate epidemiological information on Zika Virus, neurological syndromes and congenital malformations

**RESPONSE**

[UN and NGO operational partners]

- Engage communities to communicate the risks associated with Zika Virus and promote protective behaviours, reduce anxiety, address stigma, dispel rumors and cultural misperceptions
- Increase efforts to control the spread of Aedes and potentially other mosquito species as well as provide access to personal protection measures equipment and supplies
- Provide guidance and mitigate the potential impact on women of childbearing age and those who are pregnant, as well as families with children affected by Zika Virus

**RESEARCH**

[Technical networks R&D partners]

- Investigate the reported increase in incidence of Microcephaly and neurological syndromes including their possible association with Zika virus infection
- Fast-track the research and development of new products (e.g. diagnostics, vaccines, therapeutics)
Risk communications

1. **Public communication** via the use of media and social media communications

2. **Translational communication** by tailoring scientific information into communication understood by stakeholders

3. **Stakeholder coordination** to ensure consistency of messaging

4. **Community engagement** to empower those affected to participate

5. **Dynamic listening** to understand and respond to people’s perceptions
Risk coms and community engagement

Guidance to support Governments and partners in the development and implementation of research driven, adaptable and context-driven risk communication and community engagement interventions. These interventions will help increase the understanding of the Zika Virus and its potential consequences, prevent its spread, mitigate the impact on individuals and families, in particular women, and communities and contribute to ongoing research to improve response activities and control efforts.

Social science inputs

- Networks of anthropologists and social scientists activated
- Crowd source information
- KAP resource pack
KAP Resource Pack

Knowledge, Attitudes and Practice surveys
Zika virus disease and potential complications
Resource pack

Word / PDF / Excel

English
http://apps.who.int/iris/bitstream/10665/204689/1/WHO_ZIKV_RCCE_16.2_eng.pdf?ua=1

Spanish
http://apps.who.int/iris/bitstream/10665/204900/1/WHO_ZIKV_RCCE_16.2_spa.pdf?ua=1

Portuguese
http://apps.who.int/iris/bitstream/10665/204689/5/WHO_ZIKV_RCCE_16.2_por.pdf?ua=1
Social science inputs

- Networks of anthropologists and social scientists activated
- Crowd source information
- KAP resource pack
- Rapid research
Puerto Rican Pregnant Women’s Assessment of Vector Control Strategies and Personal Protective Behaviors for Zika prevention

Preliminary Report

Christine E. Prue, MSPH, Ph.D,
Associate Director for Behavioral Science

International Risk Communication Partners Group
April 11, 2016
Social science inputs

- Networks of anthropologists and social scientists activated
- Crowd source information
- KAP resource pack
- Rapid research
- Mapping social science and operational research
## Soc.Sci / operational research mapping

### Organisation and location of study
- Country
- Organisation conduction study
- Geographic location

### Methods, tools and timeframe
- Type of study (quant/qual)
- Methodology
- Key stakeholder / respondent groups
- Timeframe for study
- Date when findings could be shared
- Share research tools (yes/no)

### Contact details
- Focal point
- Email address
- Phone number

### Other
- Other comments

### Funding
- Approximate budget
- Source of funding
- Funding secured (yes/no)
Contacts

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