

Module 3 : Informing and mobilizing the community

Title	Informing and mobilizing the community
Responsible/facilitators	Agency medical coordinator
General Objective	To foster behaviours that decrease the risk of transmission/mortality from influenza.
Specific Objectives	<ul style="list-style-type: none"> • Understand what communities need to do to protect themselves from getting influenza from birds/animals and from other human beings. • Understand what communities need to do to take care of their sick at home • Understand the way to give these messages to the community
Methodology	Presentation: Power point or printed in A3 (laminated).
Instructions for facilitators	Included in body of module
Messages to retain	<ol style="list-style-type: none"> 1. Cover mouth and nose (especially coughs and sneezes) 2. Keep your distance (at least 1 metre) 3. Wash hands frequently with soap & water/ash
Contents	See text
Documents	Power point or printed in A3 presentation
Bibliography	none

- Duration = 1 hour 15 minutes

*Note: This module is addressed to the front line essential staff (health, water, sanitation, food etc) including community workers.

SLIDE 1

**Pandemic influenza preparedness and mitigation in
refugee and displaced populations.
WHO training modules for humanitarian agencies.**

Module 3 Informing & mobilizing the community



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SLIDE 2

Objectives for module 3

- Understand what communities need to do to protect themselves from getting influenza from birds/animals and from other human beings.
- Understand what communities need to do to take care of their sick at home
- Understand the way to give these messages to the community

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Introduction

- A pandemic can start when **three conditions** are met
 - A new influenza virus subtype emerges
 - It infects humans, causing serious illness
 - It spreads easily and sustainably among humans

It is important to be prepared and to inform people so that they know and understand what to do.



Information for communities during bird/animal influenza outbreaks

- **About the Virus**
 - The illness and symptoms
 - Mode of transmission
- **What everyone needs to DO to protect themselves**
 - Report sick or dead bird/animals; keep away from sick or dead bird/animals
 - Cook food thoroughly and clean preparation surfaces with soap & water
 - Cover mouth and nose for coughs and sneezes
 - Keep your distance from others (at least 1m)
 - Wash hands regularly with soap & water / ash
- **What everyone needs to KNOW**
 - How to**
 - protect yourself and loved ones
 - care for the sick
 - seek access to healthcare*
 - keep informed*
 - keep in touch with family members, relatives & friends*

What to expect from authorities and what to expect as the situation changes, (i.e. pandemic has started, potential shortages, imposition of measures out of the ordinary).*

* These need to be well-planned and communicated according to the local context

About the Virus: The Symptoms of Influenza

- **Fever** 38.5°C / chills
- **Dry** (non-productive) **cough**
- Headache / body aches
- Sore throat
- Shortness of breath/ difficulty breathing
- Vomiting, diarrhoea, encephalitis more in children

What to do if sick or dead birds/animals are found

- Report immediately to authorities
- Don't touch sick or dead birds/animals or their faeces
- Keep everyone away
- Do not kill, pluck or prepare sick birds/animals for sale or food

WHY?

- Sick birds may have a dangerous "bird flu"
- When sick/dead birds are found, it means there is a bird influenza outbreak
- Contact with sick/dead birds increases the chance that a person will become sick and die from this dangerous "bird flu"
- There is no cure or treatment or vaccine so prevention is the only way

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What else should you do during bird/animal influenza outbreaks?

- No contact with sick or dead birds/chickens
- No contact with faeces of sick or dead birds/chickens
- No plucking, preparing sick or dead birds/chickens for food
- No eating sick or dead birds/chickens
- Cooking chickens or eggs thoroughly before eating
- Washing hands with soap and water or ash after preparing food
- Washing surfaces/pots used to prepare food thoroughly

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Information for communities during a PANDEMIC

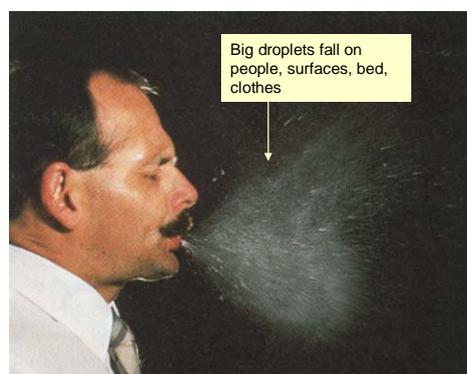
- **About the Virus**
 - The illness and symptoms
 - Mode of transmission
- **What everyone needs to DO to protect themselves**
 - Cover mouth and nose for coughs and sneezes
 - Keep your distance from others (at least 1m)
 - Wash hands regularly with soap & water / ash
- **What everyone needs to KNOW**
 - How to**
 - protect yourself and loved ones
 - care for the sick
 - seek access to healthcare*
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About the Virus: Mode of Transmission

- **Droplets in the air when sneezing and coughing** (main way of transmission).
- **Direct Contact**
 - Touching hands, which will lead to self-contamination
- **Indirect Contact**
 - Contaminated surfaces or objects, which will lead to self-contamination



What everyone needs to do during a pandemic

- **Cover mouth and nose** (especially coughs and sneezes)
- **Keep your distance** (at least 1 metre)
- **Wash hands** frequently with soap and water or with ash



- Given that the majority of transmission will be due to large respiratory droplets when people are in close contact with each other, keeping distance from others, respiratory etiquette and hand hygiene are key preventive measures.
- The application of these behaviours by individuals on a large scale will have broad public health benefits.

What everyone needs to do (1)

Cover mouth and nose (especially coughs and sneezes)

- A mask or a piece of cloth used as a scarf by a sick person to cover their cough/sneeze can protect others from catching the influenza virus
- People in close contact with patients with respiratory symptoms should also use a mask or tightly-fitting scarf/piece of cloth to cover their mouth and nose

WHY?

- When people cough, droplets containing bacteria and viruses are sprayed into the air. Covering your mouth and nose with a mask or scarf or piece of cloth when in close contact with others can limit the spread of respiratory diseases.

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What everyone needs to do (2)

Keep your distance (at least 1m)

- Stay at home as much as possible
- Limit presence in public places where large crowds are present, (schools may be closed during a pandemic)
- Designate one person to collect rations
- If possible, care for sick people away from healthy family members

WHY?

- The virus is spread by close contact with a person with respiratory symptoms (generally within 1 metre)
- The infection can spread easily in places where there are many people
- The more people you meet, the higher the risk of getting infected
- Children, elderly, pregnant women or those who have chronic illnesses may get sick more easily

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What everyone needs to do (3)

Wash

- Wash **hands** frequently with soap and water especially after:
 - coughing/sneezing onto them
 - before and after food preparation or eating
 - before and after feeding children
 - after touching or caring for sick people
 - after touching objects or surfaces that may be contaminated with someone else's cough or sneeze
 - after going to the toilet.
- Wash **food preparation areas and surfaces** that could be contaminated by coughing/sneezing

WHY?

● **Hand hygiene is an important measure to prevent the spread of infection. This will kill the influenza virus.**

HOW?

● **Hands should be cleaned by washing with soap and water, rubbing hands for 20 seconds before rinsing**
 ● **Scarves should be washed with water and soap**

What you need to tell them (1)

How do I know if I have influenza?

- Symptoms can appear **suddenly**, beginning with headache and general malaise, followed by:
 - **fever (>38 °C)**
 - **dry cough**
- You may also experience:
 - muscle aches and pains
 - tiredness
 - sore throat
 - chills
- Signs of severe disease and of need for additional support:
 - **shortness of breath**
 - **difficulty breathing**
- You are more likely to have severe disease if you
 - **have a chronic illness or are pregnant**
 - **are a child or elderly**

What you need to tell them (2)

How do I protect myself and my family?

1. Cover mouth and nose (especially coughs and sneezes)
2. Keep your distance (at least 1 metre)
3. Wash hands frequently with soap & water/ash

What you need to tell them (3)

How do I care for sick people?

1. Use as few caregivers as possible
 - This will minimize exposure to the illness
2. The sick person should remain in bed and cover mouth and nose with a piece of cloth or scarf while in contact with the caregiver
3. Give liquids,
 - This will help replace the liquids lost due to fever & transpiration
 - Feed normally
 - Don't stop breast-feeding , (sick mothers should wear mask / scarf)
4. Give medicine for fever, i.e. paracetamol
5. Cured people are not likely to be contagious

How you need to tell them

- **Listen carefully** – respond sympathetically to concerns expressed and give time for people to ask questions
- **Be reassuring** – people may be frightened and confused
- **Use simple language** and avoid complicated technical terms
- **Repeat and reinforce messages** several times – people are likely to forget or misinterpret during a crisis
- **Show by example – walk your talk!** People are much more likely to value what you say if you are already doing what you advise them



- It is important understand prior beliefs and concerns of the community so that messages and information can be adapted appropriately.