Pandemic influenza preparedness and mitigation in refugee and displaced populations

Training resources for facilitators

(3) Building first line worker and community resilience through preparedness
Importance of preparedness

- A pandemic will cause confusion, anxiety and panic

- Prepared communities can respond quickly and appropriately (they will know what to do, why, how and where to seek further information and help)

- The goal is to limit the negative impact of a pandemic and reduce opportunities for transmission of the virus
Why prepare communities and train staff?
The effects of disasters on the development of prepared and unprepared communities (WHO)

If communities are prepared then the impact may not as devastating and recovery will be quicker
Information communities need to know

- About the virus, its transmission and symptoms
- How to:
  - Protect themselves
  - Care for the sick
  - Access healthcare and what will be provided
  - Keep informed
  - Keep in touch with family members, relatives and friends
- What to expect from authorities and what to expect as the situation changes (e.g. potential shortages, imposition of measures out of the ordinary)
...but information is not enough!

Hear

This simple model shows how behaviours are adopted. Providing information is the foundation for healthy behaviours - but it is not enough.

Inform

Convince

Decide

Act

Re-confirm

Maintain

To enable people to act is complex and needs different kinds of messages and a variety of communication opportunities to allow people to weigh the benefits (also values) of taking action against the costs of carrying them out

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Communities need time to prepare
Key steps for planning social mobilization interventions

- Carry out a situational analysis
  - identify key risky behaviours with communities

- Understand socio-cultural context of risk behaviours

- Develop social mobilization activities
  - for each phase of the pandemic
  - Identify alternative ways of communicating during a pandemic as traditional channels such as gatherings will not take place

- Implement social mobilization activities

- Monitor and evaluate activities
Social mobilization strategies in preparation for a pandemic (1)

Multiple channels and multiple levels BEFORE a pandemic
Social mobilization strategies in preparation for a pandemic (2)

1. Mobilizing decision-makers (including organizational infra-structures)

2. Mobilizing communities

3. Interpersonal communication: mobilizing community advocates

4. Mobilizing local media channels

5. Promotional materials and advertising

* Based on WHO COMBI approach
Communities require appropriate action-orientated messages
Message development: what we need to do

- Promote key behaviours with information
- Understand the audiences
- Define the intended effect
- Pre-test
- Continuously adapt
Three important communication factors

- Build and maintain trust
- Enhance credibility
- Show empathy