



Lessons from the Field: The Role of data and evidence in Ebola Outbreak

WORKSHOP ON
COMMUNICATIONS AND INFECTIOUS DISEASES
ORGANIZED BY THE
NATIONAL ACADEMIES OF SCIENCES,
ENGINEERING, MEDICINE.
WASHINGTON, DC

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Map of Liberia



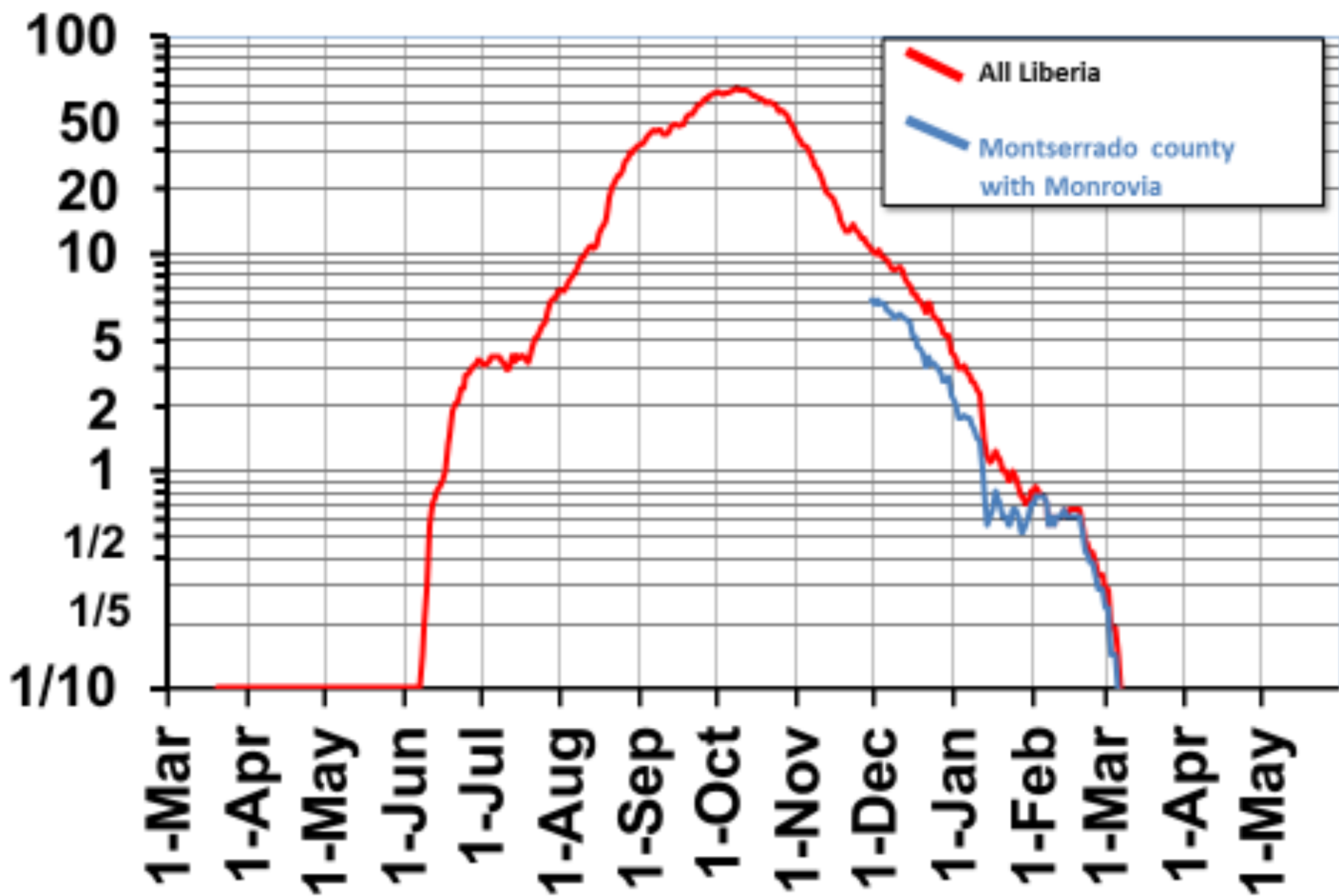
Lessons from the Field

- Struck by an invisible enemy called Ebola.
- Weak health system which was ill prepared to effectively respond to the epidemic.
- Outbreak affected the health system, the people, and the socio-economic system of Liberia.
- Conflicting messages that did not resonate well with the public.
- Misconception, disbelief, Fears, community distrust, and resistance
- Refusal to seek care at ETUs and hospitals
- Religious and cultural practices that affected smooth communication.

EPI Surveillance data : Summary

- First case of Ebola was reported in March 2014 from Lofa County
- **EVD cases:** Over 11,000 cases with 375 cases among Health Care Workers
- **EVD Deaths:** nearly 5,000 with 189 among Health Care Workers
- **Survivors of EVD:** 1,538 Survivors (Male –46% & Female – 54%)

Number of Confirmed Ebola Cases/Day up to 14th May 2015
as moving average per day in the last 21 days



EPI Surveillance data contd.

- Provided information on the communities that were affected.
- Number of people who were on the contact list for followup or being monitored.
- Number of people admitted at the ETUs.
- Reported alert, suspected, and confirmed cases of Ebola and other priority diseases.

Anthropological Studies

- To understand reasons for community fears, distrust, denial, and quality of care that led to delay in seeking care.
- Widespread opposition to cremation and Ebola related stigma.
- ETU services and public concern about patients taken to the ETUs for treatment.
- To better understand why EVD related deaths occurred at home in order to reduce such occurrence.
- Stigmatization of Ebola patients, relatives and close associates
- To understand cultural and religious factors associated with burials and hiding of sick people to improve EVD response.

Knowledge, Attitudes, and Practices (KAP)

- Conducted to explore community perception on the Ebola Virus Disease.
- To determine level of awareness and current practices for prevention and control of the Ebola Virus disease.
- To identify correct and effective practices that would reduce the risk of contracting the virus.
- Understand current state of knowledge and attitudes toward EVD and gauge the success of social mobilization efforts.
- To explore cultural, socio-economic factors influencing the adoption of recommended preventive behaviors.
- Guidance in fine-tuning messages and communication strategy.

KAP on EVD

Key guiding tool in fine- turning our messages

- To identify correct and effective practices to reduce the risk of contacting the virus
- To understand the current status of knowledge and attitude towards EVD and guide the success of social mobilization effort
- To determine awareness level of EVD
- To explore the perception of the community on EVD

KAP on EVD

- To determine awareness level of EVD
- To explore the perception of the community on EVD
- To assess the activities to determine community practices for prevention and control of EVD
- Care seeking
- To explore / initiate culture, socio-economic function influencing adoption of recommended prevention behavior

Rapid Assessment

- Assessment of messages, materials, and activities for the response.
- Gathering of information from intended audiences to redesign our messages.
- Assess Community's involvement and support for the EVD response.

Conclusion and Summary

- Data is important in SBCC to determine if messages are resonating with audiences.
- Provides factual information as a basis for planning and decision-making.
- Assess needs for improved communication, messaging, community engagement, and strategies to mitigate public fears.
- Increase demand for care or services

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