

House to House Family Sensitization on Ebola Campaign ('Ose to Ose Ebola tok')

Background

- Since the start of the outbreak in May 2014, the EVD outbreak has spread to more districts.
- As of 3rd September 2014 a cumulative number of Laboratory confirmed cases are **1,174** while confirmed death is **404** with a Case Fatality Rate (CFR) based on confirmed cases of **34.4%**.
- **Some of the reasons fuelling transmission are attributable to:**
 - Inadequate knowledge and **misconceptions** of communities about the disease
 - high exposure to Ebola virus in the communities through **household care** and **customary burial procedures**
 - denial, mistrust and stigmatization of EVD infected and affected persons
- Given the above scenarios, Sierra Leone falls under **Objective 1** of the recent WHO Ebola Response Roadmap of 28th August 2014 which is:
 - **To achieve full geographic coverage with Ebola response activities in countries with wide spread and intense transmission.**

AIMS/OBJECTIVES

- **This campaign activity aims to achieve the following;**
 - Community engagement to implement complementary approaches thereby instilling ownership and participation in the response
 - Full community engagement in contact tracing and transmission risk mitigation through provision of adequate information using interpersonal communication and dialogue
 - Lay foundation for health sector recovery through confidence building using the 'APOLOGIZE' approach
- **Main objective:**

To reverse the trend of new Ebola cases and infected areas within 3 months
- **Specific Objectives:**
 - To reach 100% of households with correct information on EVD
 - To increase community acceptance of EVD affected persons especially children
 - To promote hand washing with soap at household level
 - To rebuild public confidence and trust in the health system
 - To install neighborhood watch structures at community level

Interventions at household level

- A 6-step approach of **Inspire** ('apologize'), **Listen**, **Acknowledge**, **Empathize**, **Inform**, and **call to action** will be used to:
 - Find out family knowledge and concerns on Ebola and provide correct information
 - Answer any questions on Ebola and dispel rumors
 - Explain the need for avoiding contacts with body fluids of infected persons/dead bodies
 - Explain what to do when family member is sick during the EVD outbreak and the need to report early to Health facilities
- Promote hand washing with soap
- Pasting and distribution of IEC materials

PREVENT **EBOLA!**

Call **117** if you or someone you know has **EBOLA** symptoms



PREVENT **EBOLA!**

Don't touch dead body, call **117**



PREVENT **EBOLA!**

Wash hands frequently with soap to protect you from **EBOLA**



Campaign Strategies

From Thursday 18th September the activity will kick off with a Presidential speech to the nation

- providing an overview of the EVD situation and government response
- Announce the 3 days activities being a joint effort between the government, community and partners
- declare a 'sit at home' days (19-21) for family reflection, prayers and education while families will be visited by campaign teams
- Council Chairmen, paramount chiefs and town chiefs will replicate the presidential speech at various levels

From 19th -21st September 2014

- trained teams (health workers, community volunteers and other NGO partners) will move from house to house to disseminate information on Ebola virus Disease and enlist family/community support and participation to the response

Campaign Strategies

- Promote Hand washing with soap in each household by initially providing soap tablet to facilitate the process.
- Households visited will be marked by a small sticker with EVD prevention message
- About 7,000 teams of 3 (21,408) trained volunteers will be involved in the house to house sensitization activity, the training will be carefully planned and implemented to ensure correct response and messaging at households
- The training will incorporate safety measures for the teams
- The community volunteers will be selected and deployed with the teams in their own communities
- Intensive social mobilization messages will be undertaken to create awareness on the campaign at all levels

Campaign Strategies

- Training will be conducted at national, district and chiefdom levels to enhance quality, this will include training on setting up neighborhood watches.
- A team of 3 (health worker, community volunteer and one partner) will constitute a team for the three days campaign.
- There will be an independent monitoring by trained monitors outside the district to ensure that standards are followed and all communities and households are reached
- All the community volunteers will be trained and eventually constitute the teams for their local community neighborhood watch
- The activities will be coordinated through the traditional MCHW coordination body but with expanded partnerships outside MOHS to include Ministry of Local Government and Ministry of Youths and sports.

Responding to the effects of the campaign

- Likely Ebola cases identified, or dead bodies will be referred to contact tracing, referral or burial teams
- Sick persons not compliant with case definition will be referred to health facilities
- Increased demand for services as a result of above is anticipated and the following measures will be in place to respond:
 - Expansion of holding centers
 - Increased logistics support (Vehicles and ambulances)
 - Increased supplies of PPEs to Health facilities (both complete and light (gloves/masks) protective equipment)
 - Training and re-orientation of health workers
- A team of neighborhood watch community members (youths) will be installed to continue support response issues in their communities

Partnerships

- MOHS-National and DHMTs
- Ministry of Local Government
- Ministry of Youth and sports
- District *councils/paramount* chiefs
- UN Agencies
- CSOs (INGO/NGO/CBOs)

Proposed Dates

- 18th -21st September 2014

Budgets

- Grand Total cost
 - Le **6.5 b**
 - USD 1.5 M