



Chikungunya Communication Toolkit 2008



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1. General Overview

1.1 The contents of the toolkit

Welcome to the ECDC Chikungunya Communication Toolkit 2008, which has been prepared by Burson-Marsteller Brussels in close cooperation with experts from ECDC. The aim of the toolkit is to assist European health authorities in raising awareness and limiting the spread of the Chikungunya virus.

The toolkit offers basic tools aimed at providing key audiences with information on Chikungunya so they can play an active role in preventing the spread of Chikungunya fever in Europe.

This toolkit contains draft materials and suggested key messages for the target audiences as well as suggested tactics for getting the messages across to different audiences. This information will aid the target audiences to develop an understanding of Chikungunya fever, how it is spread, what to do in case of infection and how to limit the spread of the vector.

> For Member States where the vector is present, prototype materials contained in this toolkit include:

Travellers	General Public	Healthcare Professionals
<ul style="list-style-type: none"> • Factsheet • Poster 	<ul style="list-style-type: none"> • Factsheet • Brochure • Presentation 	<ul style="list-style-type: none"> • Factsheet • Presentation • Questionnaire

> For Member States where the vector is **not** present, prototype materials contained in this toolkit include:

Travellers	Healthcare Professionals
<ul style="list-style-type: none"> • Factsheet • Poster 	<ul style="list-style-type: none"> • Factsheet • Presentation • Questionnaire

For the list of countries where the vector is present, please see www.ecdc.europa.eu

The mosquito logo has been created for the Chikungunya Communication Toolkit 2008 and can also be used for national initiatives if desired.

The documents contained in the toolkit have been tested for use by the general public and healthcare practitioners in six European countries.

1.2 How to use the toolkit

This Chikungunya Communication Toolkit 2008 builds on examples of communications activities currently underway in some EU Member States and existing materials produced by the ECDC. The toolkit has been developed with a view to either complementing existing national initiatives or to provide the basis for the launch of new activities. As such, it contains the basic communications materials to be adapted to national needs where necessary.

The materials will be provided to all communicators as “freeware”, or software free of any copyright, which will be on a CD Rom containing the templates and information that may be adapted to national needs. For more information on this, see Section 2.3 on “Developing and adapting materials in Member States”.

1.3 ECDC’s role and responsibilities

Established in 2005 and based in Stockholm, Sweden, ECDC is a European Agency whose mandate is to strengthen Europe’s defences against infectious diseases through identifying, assessing and communicating current and emerging threats to human health posed by infectious diseases and by promoting the exchange of best practice in disease prevention. Where threats are identified, ECDC supports the national and EU level public health authorities responding to them. In order to achieve this mission, ECDC works in partnership with national health protection bodies across Europe to strengthen and develop continent-wide disease surveillance and early warning systems. By working with experts throughout Europe, ECDC brings together Europe’s health knowledge so as to develop authoritative scientific opinions about the risks posed by current and emerging infectious diseases. This toolkit has been developed by ECDC to support the EU-wide response to the threat posed by Chikungunya fever.

1.4 Key contacts

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2. Toolkit Materials

2.1 Overall strategy and objective of the toolkit

The overall objective of the Chikungunya Communication Toolkit 2008 is to assist EU Member States in raising awareness about the health risks of Chikungunya amongst the selected target audiences and in encouraging the adoption of practices to help reduce the risk of spreading the virus.

The strategy chosen to meet this objective is to provide practical advice and template materials that communicators in EU Member States can use in line with their own campaigns and individual needs.

Whether communicators choose to adapt and use some or all of the draft materials included in this toolkit, the materials will be most effective if they are part of a strategically targeted and timed campaign to raise awareness of the Chikungunya virus and the vector. For example, in countries where the Chikungunya fever virus is present, the brochures and factsheets aimed at the general public will be more effective if they are distributed just before and during the warmer seasons when the mosquito is likely to be breeding.

When devising a communication strategy key considerations include, but are not limited to, the following:

- Key messages (these should be refined to meet local needs)
- Timing (such as seasonal factors, existing awareness campaigns and news stories)
- Price (both budget and costs)
- Products (types of materials used in the communications which can also include physical products (such as mosquito repellent) or services (health checks))
- Distribution (how and where to circulate the messages/materials)
- Additional channels (incorporating advertising, public relations, promotions and media advocacy)
- Potential allies/partnerships (such as NGOs, medical associations, doctor groups, travel companies, airlines, airport authorities and other such professional groups)

2.2 Key messages

The key messages have been devised to relate specifically to three key audiences:

1. Travellers visiting affected areas
2. The general public in areas where the vector is present
3. Health practitioners in areas where the vector is present and in areas where the vector is **not** present

The key messages for travellers visiting affected areas relate to preventing mosquito bites and being aware of symptoms.

1. Key messages for travellers visiting areas where the vector is present:

Precautions to avoid mosquito bites should be taken when staying in risk areas:

- Wear long-sleeved shirts and long trousers
- Use mosquito repellents, coils or other devices that will help fend off mosquitoes
- If possible, sleep under bed nets pre-treated with insecticides
- If possible, set the air-conditioning to a low temperature at night - mosquitoes do not like cold temperatures

Be aware of the Chikungunya symptoms:

- In case of sudden onset of high fever, severe joint pain, muscle pain and headache occurring 1-12 days after travelling in affected areas consult a doctor and avoid further mosquito bites.

Key messages for the general public in areas where the vector is present also focus on limiting the risk of mosquito bites but also on reducing the vector's breeding spaces.

2. Key messages for the general public in areas where the vector is present:

Special precautions to avoid mosquito bites should be taken when staying in risk areas:

Avoid water gathering in open containers especially in the vicinity of your house – be aware of :

- left-over water in flower pots
- wading pools
- drain pipes
- watering cans

Protect yourself from mosquito bites:

- Wear long-sleeved shirts and long trousers
- Use mosquito repellents, coils or other devices that will help fend off mosquitoes
- If possible, sleep under bed nets pre-treated with insecticides
- If possible, set the air-conditioning to a low temperature at night - mosquitoes do not like cold temperatures

The key messages for healthcare professionals are focused on ensuring that the healthcare professionals are able to recognise symptoms of local or imported cases of Chikungunya and have sufficient knowledge to handle possible cases of Chikungunya in order to support effective surveillance and containment efforts. For healthcare professionals in affected areas, early diagnosis is critical so that advice can be given on how to prevent further transmission.

3. Key messages for health practitioners:

Early diagnosis is a key factor in disease containment efforts

- **Symptoms** – Patients present with sudden onset of high fever, headache, back pain, myalgia, severe arthralgia and possibly maculo-papular rash
- **Diagnosis** – Laboratory diagnosis of Chikungunya should be considered for all cases presenting clinical symptoms
- **Severe complications** – Include gastro-intestinal complications, cardiovascular decompensation, or meningo-encephalitis
- **Treatment** – Only symptomatic treatments are available (non-steroid anti-inflammatories, non-salicylic analgesics)

For further information on adapting or adding new messages to the prototype materials included in this toolkit, see Section 2.3 “Developing and adapting materials in Member States”.

2.3 Developing and adapting materials in the Member States

To ensure maximum outreach and resonance with the target audiences, each Member State may choose to adapt the template materials to each particular audience. This task may include:

- translation of materials into the official language(s) if not already available
- adapting the materials in view of your knowledge of the local level of awareness of Chikungunya fever and behaviour and attitudes of your national audiences
- pre-testing of adapted materials with national target audiences prior to wider dissemination to ensure the messages/visuals speak to the national target audience

In delivering these key messages, the materials put forward in this toolkit (such as the factsheets and the brochure) have been drafted in a format designed to ease duplication and dissemination and take into account adaptability and respect for cost considerations.

Member States should recommend establishing points of contact for the general public and healthcare practitioners in case of further questions on Chikungunya specific to their country.

2.3.1 Adapting & Adopting New Messages

The prototype materials contain the key messages, were chosen for their effectiveness in surveillance and containment of the virus, and allow for easy implementation at minimal costs.

2.3.2 Types of Materials

The materials provide various vehicles for communicating the key messages. The multiple tools are designed to ensure that the targeted audiences not only have access to the degree of information they may require, but also in recognition that only by repeated delivery are the messages registered.

Factsheets

The factsheets included in this toolkit provide concise key information. As such, there is more information in factsheets than for example in the poster and they will require greater attention from their intended audiences.

For Member States where the vector is present, please refer to the factsheet for the general public in areas where the vector is present and the factsheet for health practitioners.

For Member States where the vector is **not** present, please refer to the factsheet for travellers and the factsheet for health practitioners.

Factsheet for travellers

The factsheet for travellers allows for all European travellers to prepare ahead of journeys into Chikungunya risk zones in Europe or elsewhere. The factsheet is presented in a manner that highlights the key messages in a clear and concise way. It provides information relevant to epidemiology, prevention, symptoms and advice on what travellers should do if they suspect to have contracted the virus while travelling.

Factsheet for the general public in areas where the vector is present

The factsheet for the general public in areas where the vector is present provides information aimed at limiting the vector's presence in the area and, as a result, limiting the risk of spreading Chikungunya virus. The factsheet is presented in a clear and concise manner which highlights the key messages and allows for the general public to be able to easily identify how to reduce the risk of contracting Chikungunya virus around their homes. The same messages are presented in the PowerPoint slide deck for the general public where the vector is present and can be used together or separately.

Factsheet for health practitioners

The factsheet for health practitioners provides more detailed medical information than the previous two factsheets. This factsheet is aimed at use in both Member States where the vector is present as well as where it is not present. The information contains the key messages related to diagnosing and treating patients who present with the Chikungunya symptoms - within risk zones or as imported cases. The same messages are presented in the PowerPoint slide deck for healthcare professionals and can be used together with this or separately. Furthermore, the factsheet can also be used as a follow up to the interviews that may be held based on the questionnaire.

Presentations

The presentations included in this toolkit provide the same information as is presented in the factsheets. The aim of the presentations is to be able to provide a more visual briefing to the audience and provide an more interactive environment. It is recommended that the presenter is fully briefed on all the key issues beforehand and that the slide decks are presented to small-medium sized groups to enable an informative discussion between the participants.

PowerPoint Presentation for the general public in areas where the vector is present

The presentation for the general public in areas where the vector is present provides information aimed at limiting the vector presence in the area and, as a result, limiting the risk of spreading Chikungunya virus. The slides allow for the general public to be able to easily identify how to reduce the risk of contracting Chikungunya virus in their communities and around their homes as the messages are illustrated in a visual and concise manner. The same messages are presented in the factsheet for the general public where the vector is present and can be used together with this or separately.

PowerPoint Presentation for health practitioners

The presentation for health practitioners provides more detailed medical information than the previous presentation. The information contains similar key messages to the factsheet but in a more visual way. The information outlines the diagnosis and treatment of patients who present with the Chikungunya symptoms. Like the factsheet, this presentation is aimed at both Member States where the vector is present and where it is not present. The slides containing advice on vector control in areas where the vector is present may be included or deleted as appropriate before presenting to the audience. The presentation can be used together with the factsheet or separately.

Poster

This toolkit includes a prototype A2 sheet which can be used as a poster (displayed/hung). As the poster is intended to be hung on walls or displayed in windows in public spaces and airports, it presents the basic facts on Chikungunya and prevention of mosquito bites in a way so that it can be read and understood quickly. The poster design is consistent with the other campaign materials. More detailed information is available for travellers through the factsheet for travellers.

Brochure for the general public

The four page A5-size brochure provides similar messages as the factsheet for the general public, but in the brochure the information is formatted so as to highlight the key messages, with emphasis on the actions to be taken by the reader.

Questionnaire for assessment of health professionals prior knowledge of Chikungunya

The questionnaire is targeted for use by national authorities during interviews to health practitioners in order to assess their knowledge on Chikungunya in general and specifically on prevention, diagnosis, and treatment. The interviews based on the questionnaire can be carried out over the telephone or in face-to-face meetings and will also provide an opportunity to establish if the health practitioner would be interested in receiving more materials from the Chikungunya communication toolkit.

2.3.3 Template Information

The documents available on this CD-ROM are professional design files that can be easily translated and adapted for multiple uses. The documents are available in Adobe Indesign and Illustrator formats (.ind, .eps) for professional use. The individual graphics and fonts are also attached separately for easy application.

These materials include:





- Factsheet for travellers
- Poster
- Factsheet for the general public
- Brochure for the general public
- Factsheet for healthcare professionals
- Questionnaire for healthcare professionals

These materials are free from copyright and can be adapted according to language, cultural differences and campaign focus. This website contains the necessary tools and files in order to facilitate their adaptation and use according to the individual purposes of each national campaign.

The graphics used in the materials in this toolkit are all in a resolution of 300 dpi, CMYK colours. The files are provided in PDF flattened format for easy reproduction, as well as in Adobe Indesign and Illustrator format.

The fonts used for the production of materials are Din regular, Din bold. These are fonts that are adaptable to various alphabets and specific characters. Normally, these fonts are part of any word processing system but in case they are not, a folder in the toolkit contains these fonts as well.

The font colours used in the templates are as follows:

-  Pantone 280
-  Pantone 368
-  Pantone 367
-  Pantone Cool gray 1

2.4 Identifying and reaching out to your audiences

An important element of any health communication strategy is to identify and know the target audiences. The materials included in this toolkit are designed to direct the key messages at the three specific, pre-identified audiences: the general public, travellers and health practitioners. In recognition of the varying level of prior knowledge and opportunities for responding to the threat among these groups, the materials have been adapted accordingly – while preserving consistency in the messaging.

The advantage of creating an overarching approach for a particular target group is that it creates a basis for consistency. This allows for the possibility of further tweaking the information to reach individual subgroups within a target population.

This section gives some key considerations for each target group. Additional suggestions on how to further tailor a communications campaign are included below.

Travellers

The aim of communications targeted at travellers is to raise awareness of the risk of contracting Chikungunya virus when travelling to areas where the vector/virus is present and to encourage travellers to take preventive measures. This aims to reduce the number of incidences of Chikungunya infections as well as to limit importing cases to the home country by encouraging the adoption of preventative measures and early identification of the symptoms.

Materials developed include:

- Factsheet for travellers
- Poster

In terms of the dissemination of materials, it is advisable to explore channels and venues that offer a natural link to the travelling community such as:

- Airports
- Train stations
- Travel information booths/websites
- Travel clinics
- Doctor's waiting rooms
- Pharmacies
- Travel agencies

General Public

The aim of communications targeted at the general public in regions where the vector is present is to create a significant level of awareness and understanding of the need to preventing the spread of Chikungunya.

Materials developed include:

- Factsheet for the general public where the vector is present
- Presentation for the general public
- Brochure

These materials are intended to deliver clear and simple messages in a visually interesting way to capture the audience's attention. They have been created with a view to communicate with as broad an audience as possible.

In terms of the dissemination of materials, it is advisable to explore channels and venues that offer a natural link to the local community or where citizens may seek health advice such as:

- Community centres
- Libraries
- Schools
- Hospital/Doctor's waiting rooms
- Pharmacies
- Health websites

Health Practitioners

The aim of communications targeted at health practitioners, in both Member States where the vector is present and where it is not present, is to ensure correct and timely diagnosis of Chikungunya by increasing health practitioners' awareness of the symptoms and options for diagnosis and treatment. Health practitioners are also encouraged to provide advice on vector control where necessary.

Materials developed include:

- Factsheet for healthcare professionals
- Presentation for healthcare professionals
- Questionnaire

These materials are intended to deliver clear and simple messages to ensure a clear understanding by the health practitioner with regard to diagnosis and treatment, as well as to allow for the advice to be transferred in a coherent manner to the patient by the health practitioner.

In terms of the dissemination of the factsheet, it is advisable to explore channels and venues that offer a natural link to the healthcare professional community such as:

- Direct mailing to hospitals/practicing doctors
- Healthcare symposiums/events

With regard to the questionnaire and presentation, health authorities will be required to directly interact with the health practitioners by encouraging them to participate in the discussion and offering information/advice that may aid the national campaign.