RESPONSE HIGHLIGHTS

UNICEF is taking action in 21 countries at both community and policy level, to control the spread of Zika and mitigate its impact, leveraging our comparative advantage and partnerships - through community engagement, vector control, care and support for affected children and families, and driving the much needed development of easy-to-use tools to diagnose infection and vaccines to prevent its transmission.

UNICEF is raising awareness and sharing timely information on the spread of disease, and how it can be prevented through personal protection and community-based vector control measures – including through the use of innovative technology, such as U-report.

122 million people have now been reached with preventive messages through mass, social and digital media in 12 countries, with highest outreach in Brazil, Mexico, Colombia, and Cuba.

In the absence of a cure and with vaccines, for at least 18 months away even with accelerated development and fast tracking, there is an even more urgent need to continue implementing vector control measures.

Taking into account the start of the Zika outbreak in many countries in the region, an increase in cases of microcephaly and other neurological conditions in new-born babies is anticipated in the coming months.

In Colombia and the Dominican Republic reported cases of Guillen-Barre Syndrome have dramatically increased.

A monitoring and evaluation framework is being created by the Regional Office to help with the reporting of activities and cases of Zika and support a robust evaluation.

SITUATION OVERVIEW

ZIKV continues to spread: 60 countries around the world report continuing mosquito-borne transmission; 39 of these countries are in the Latin American and Caribbean (LAC) region.

New LAC countries reporting ZIKV cases include: Argentina and Peru.

5 LAC countries have reported person-to-person ZIKV transmission, probably via a sexual route.

Over 307,647 suspected and confirmed ZIKV cases in the LAC region as of 19 May 2016.

1,339 confirmed cases of microcephaly and other foetal malformations reported in five countries: Brazil, Colombia, Martinique, Panama and Puerto Rico.

122 million people reached with preventive messages through mass, social and digital media in twelve countries, with the highest public reach in Brazil, Mexico, Colombia and Cuba.

PHOTO - “MORE THAN JUST NUMBERS” - Alice [not her real name] is 15 years old. She holds her four-month old baby boy born with microcephaly in Recife. She had a fever, was red and itchy during the first two months of her pregnancy. She had never heard of ZIKV though and she was unaware that she had suffered from the virus. “We don’t know exactly what will happen to him, but I do know he will depend on me his entire life, that’s for sure.”
1. **EPI UPDATE**

- **The Zika virus (ZIKV) continues to spread, and will have a long term presence:** To date, 60 countries around the world report continuing mosquito-borne transmission; 39 of these countries are in the Latin American and Caribbean (LAC) region.
- **One new country has reported ZIKV transmission since the last ZIKV Situation Report of 22 April:** Argentina.
- **Approximately 500 million people are at risk of ZIKV infection in the LAC region, according to the Pan-American Health Organization (PAHO).**
- **Five countries have reported microcephaly and other fetal malformations** (1,339 confirmed cases). As an increase in reported microcephaly cases is only expected about six to nine months after the first reports of ZIKV cases, it is anticipated that **some countries have not yet started reporting cases.**
- **Twenty-one LAC countries and territories have reported confirmed and suspected ZIKV cases in pregnant women:** Barbados, Brazil, Bolivia, Colombia, Costa Rica, Dominica, Dominican Republic, Ecuador, El Salvador, Guyana, Guadeloupe, Guatemala, Honduras, Martinique, Mexico, Nicaragua, Panama, Paraguay, Puerto Rico, Saint Martin, and Venezuela.
- **Seven LAC countries and territories have reported an increase in the incidence of Guillain-Barré syndrome (GBS) and/or GBS cases with confirmed ZIKV infection:** Brazil, Colombia, Dominican Republic, El Salvador, Honduras, Suriname and Venezuela.
- **Five countries have reported evidence of **person-to-person ZIKV transmission**, probably via a sexual route.
- Sequencing of the virus in *Cabo Verde* shows similarities with the Brazilian virus, indicating the spread of the current ZIKV pandemic to Africa.

---

*Table 1: Cumulative ZIKV suspected and confirmed cases reported by LAC countries and territories, (2015-2016)*

<table>
<thead>
<tr>
<th>Suspected ZIKV</th>
<th>Confirmed ZIKV</th>
<th>Deaths among ZIKV cases</th>
</tr>
</thead>
<tbody>
<tr>
<td>268,284</td>
<td>39,363</td>
<td>10</td>
</tr>
</tbody>
</table>


---

*Graph 1: Cumulative ZIKV suspected and confirmed cases reported by LAC countries and territories, (2015-2016)*

Source: Own elaboration based on PAHO/WHO, 19 May 2016.

---


2. HUMANITARIAN RESPONSE STRATEGY

UNICEF is responding to ZIKV in 21 countries in the region so far. Leveraging its comparative advantage and partnerships, UNICEF is taking action at community level and also working with national and local governments on their policies. The response involves mass and social media communication, communication for development (C4D), community engagement, vector control and care and support for affected children and families to prevent and control the spread of ZIKV and mitigate its impact.

UNICEF is working with local and national government counterparts to support the implementation of their strategies and plans and the strengthening of their capacities. Partnerships are in place with WHO, Pan American Health Organization (PAHO), UNFPA, International Federation of the Red Cross and Red Crescent Societies (IFRC), the US Centers for Disease Control and Prevention (CDC) and others. UNICEF is currently supporting capacity strengthening in 1,127 municipalities in eight countries through the development of multi-sectoral response strategies.

UNICEF country offices continue raising awareness and sharing timely information on the spread of ZIKV and how it can be prevented through personal and family protection and community-based vector control measures. Approximately 122 million people have been reached to date with preventive messages through mass, social and digital media in twelve countries, with the highest outreach in Brazil, Mexico, Colombia, and Cuba. In addition, 10,211 children and adolescents have been trained and are actively participating in social mobilization in Honduras, El Salvador, Guatemala, Mexico, and Brazil. Culturally adapted prevention actions are being implemented in some countries, including Bolivia, Mexico, Peru and Colombia, for targeting specific high risk groups and reinforcing interpersonal and group communication activities.

The added value of C4D and vector control strategies for promoting behavioral change of individuals and families is being promoted by UNICEF and advocacy undertaken to include these strategies in the agenda of key public sectors and local governments. Reinforcement of capacities is necessary at all levels along with documentation of countries’ experiences and accurate monitoring and evaluating systems. Formative research continues to be a challenge as only seven countries have developed research to inform C4D and community engagement strategies.

The roll out of vector control measures is urgently needed, in the absence of a cure and a vaccine in the short term. UNICEF is supporting community-based interventions such as clean-up campaigns to eliminate mosquito breeding site in homes, work places, markets, and schools.

UNICEF is working with schools and teachers to support the efforts of national authorities and local school administrators to educate children about ZIKV and its prevention. The involvement of children as ambassadors to fight ZIKV contributes to the plan to strengthen community engagement.

The number of microcephaly cases are expected to increase in the coming months, according to the epidemiological trends. UNICEF continues to learn about the full spectrum of conditions associated with ZIKV and is supporting communities and governments to prepare for the care and support of affected families, which will require holistic and multi-disciplinary support for many years to come.

UNICEF is supporting the organization and training in, amongst others, early stimulation and care of support groups of mothers and families with babies with microcephaly in countries such as Brazil.

National health systems and fiscally sustainable social protection schemes need to be further strengthened to ensure adequate support of individuals and families affected by ZIKV and associated diseases. UNICEF will leverage its strong relationships with national governments and counterparts to advocate for and support their efforts to strengthen their national health and social protection systems.
UNICEF response in community engagement and personal protection and/or prevention

<table>
<thead>
<tr>
<th>Area of work</th>
<th>Indicators</th>
<th>Reached</th>
<th>Change since last report</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prevention of ZIKV transmission through community engagement and communication for development (C4D)</td>
<td>Public Outreach Number of people reached with preventive ZIKV messages through mass, social and digital media communication campaigns.</td>
<td>122,933,334</td>
<td>▲</td>
</tr>
<tr>
<td></td>
<td>Community Engagement Number of departments/municipalities in the region reporting the implementation of communication strategies for individual and community empowerment for control and prevention of ZIKV.</td>
<td>1,127</td>
<td>▲</td>
</tr>
<tr>
<td></td>
<td>Number of families reached with social mobilization and interpersonal communication ZIKV prevention sessions.</td>
<td>86,920</td>
<td>▲</td>
</tr>
<tr>
<td></td>
<td>Child and Adolescent engagement Number of children and adolescents participating as agents of social mobilization at community level.</td>
<td>42,562</td>
<td>▼</td>
</tr>
<tr>
<td>Personal protection, in particular for Pregnant and Lactating Women (PLW) and adolescent girls of childbearing age.</td>
<td>Number of pregnant women who have benefited from UNICEF-supported interventions to prevent ZIKV infection.</td>
<td>1,872</td>
<td>▲</td>
</tr>
<tr>
<td></td>
<td>Number of students enrolled in schools where ZIKV UNICEF-supported interventions activities are implemented.</td>
<td>10,125</td>
<td>▲</td>
</tr>
<tr>
<td>Vector control (reducing breeding sites/vector density) through C4D activities and national capacity development of government institutions and NGO partners.</td>
<td>Number of people who have benefited from UNICEF-supported environmental management interventions.</td>
<td>81,760</td>
<td>▲</td>
</tr>
<tr>
<td></td>
<td>Number of people whose districts implement active vector control programs supported by UNICEF.</td>
<td>8,105</td>
<td>▲</td>
</tr>
</tbody>
</table>

3. FUNDING

UNICEF is appealing for total of US$ 24.1 million. This request includes its response in the Latin American and Caribbean (LAC) region, amounting to US$ 8.8 million, and its global outreach effort in preparedness, research and development, amounting to US$ 15.3 million.

Against the UNICEF Humanitarian Action for Children (HAC) requirement of US$ 8.8 million for the Latin America and the Caribbean, UNICEF LACRO has received US$ 1.9 million (21 per cent) in addition to which it has reallocated US$ 685,000 from regular resources to meet the immediate humanitarian needs of children and families.

Fundraising efforts are ongoing with the support of UNICEF National Committees and UNICEF Headquarters. International donors, public and private sectors donors are targeted in the effort to find additional source of funding for the response. The Regional Office has developed a *Global Pitch for Donors for this purpose*. The Regional Office is also developing technical proposals based on evidence and innovative approaches and methodologies. As the emergency response develops and the focus increases on care and support, new fundraising opportunities may open up.

<table>
<thead>
<tr>
<th>Latin America and the Caribbean</th>
<th>2016 Requirements (US$)</th>
<th>Funds received (US$)</th>
<th>Funding Gap (US$)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social mobilization and response activities in affected countries</td>
<td>4,560,000</td>
<td>1,865,223</td>
<td>6,954,777</td>
</tr>
<tr>
<td>Rapid Response Teams</td>
<td>2,520,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Regional support to countries</td>
<td>1,740,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>TOTAL</td>
<td>8,820,000</td>
<td>1,865,223</td>
<td></td>
</tr>
</tbody>
</table>

2 The table is based on a set of indicators developed to monitor the progress of the regional response.
4. LEADERSHIP AND COORDINATION

- National governments are leading the country responses. The MoHs are leading the response in close collaboration with the communication and education ministries in most countries.
- UNICEF is supporting national governments with the coordination of their ZIKV prevention communication plans, including the MoH in Argentina, Bolivia, Honduras, Nicaragua, El Salvador, Mexico and Peru.
- UNICEF, in close collaboration with other UN agencies (PAHO/WHO), is also assisting national and local governments with the coordination of vector control programs and care and support strategies in Bolivia, Brazil, Cuba, El Salvador, Mexico, Peru, Venezuela and Suriname.
- Inter-agency groups to coordinate the ZIKV response have been created with UNICEF support in some countries, including Mexico and Peru. A national task force lead by MoH has been created in Cuba.
- In Bolivia and Brazil, UNICEF is supporting coordination to ensure epidemiological vigilance in border areas.
- UNICEF has played an important role in the organization of ZIKV workshops in several countries. In Cuba, UNICEF has worked closely with MoH and PAHO to coordinate a workshop on planning for impact on conduct (COMBI) to promote the prevention of ZIKV, dengue and chikungunya in two regions of Cuba. In the Dominican Republic UNICEF has helped coordinate the efforts of the Ministry of Education, youth municipalities and youth networks to plan outreach activities with youth and adolescents.

5. PROGRAMME RESPONSE

5.1 RESPONSE

PREVENT TRANSMISSION OF ZIKA VIRUS THROUGH PERSONAL PROTECTION AND VECTOR CONTROL.

Communication and social media

Communication campaigns using mass media (television, radio, and press) and different social media strategies to create ZIKV awareness at national and local levels are being implemented by UNICEF, in coordination with the national health ministries, in several countries. To date, more than 122 million people have been reached with preventive messages. Brazil, Mexico, Colombia, Cuba, El Salvador, Honduras, and Venezuela are the countries with the greatest reach.

- Mexico: To date, approximately six million people have been reached with two radio spots, which have been broadcasted five times a day since February through 18 local and community radio stations in nine states. Two radio spots and two Sesame Street PSA have been disseminated to 57 radio stations in 30 states through an alliance with the Mexican Network of Educational and Cultural Radios and Television. These spots are expected to reach 85 million people. In addition, prevention information has been sent to 47,000 U-Reporters. Also, Prospera Digital are still sending SMS messages on ZIKV prevention to pregnant women participating in the conditional cash transfer program.
- Colombia: A ZIKV communication campaign, developed by the MoH and UNICEF, is ongoing. The campaign focuses on the ZIKV signs and symptoms, home and personal prevention, care for pregnant women and the rights of children with microcephaly.
- Dominican Republic: A national campaign for ZIKV prevention and control was launched by UNICEF and the MoH on 28 April. The campaign involves several public and private sector institutions, as well as civil society. More than 40 directors from provincial health offices from all over the country attended the launch and have committed to work at local levels. Sixteen representatives from private companies, universities and NGOs have committed to disseminate educational messages through their channels. Churches and grocery stores in both urban and isolated rural areas are also involved in the campaign.
- Venezuela: A ZIKV communication campaign was launched on 16 May by UNICEF in partnership with MoH and PAHO. The largest mobile company in Venezuela has been involved in the campaign and is texting four messages to all its clients during this month, reaching 16 million people.
- Honduras: A mass and social media communication campaign has been designed. Animated comics, radio soap operas, photo stories, and banners with professional football teams are being validated and produced. In addition, communication manuals for priests and pastors, community leaders, children’s communicators, and
for radio broadcasters have been produced. Partnerships with 30 media (radio and television) owners nationwide have been ensured by UNICEF and the government to support the diffusion of all audiovisuals.

**Promoting behavioral changes at individual, family and community level based on vector control**

Communication for Development (C4D) strategies have been designed and are being implemented by UNICEF country offices in the LAC region. The integrated approach of these strategies is implemented in close coordination with the vector control strategies. Key stakeholders, such as municipalities, schools, health services, local leaders, children, adolescents and their families are involved in the promotion of behavioral changes to protect the population and in particular children, adolescents, and women of childbearing age and pregnant women, from ZIKV.

Educational activities for women with children with microcephaly have been designed and are implemented by UNICEF in Brazil and Colombia. Communication materials are culturally adapted for indigenous families and local media is being used to reach vulnerable populations at risk of ZIKV in several countries, including Mexico, Brazil, Bolivia, and Peru. To achieve commitment of the education sector is a challenge, Children and adolescents have been trained as agents for social mobilization by UNICEF in Honduras and Peru.

- **Brazil**: Capacity building and community engagement events have reached 12,741 people in 856 municipalities in the most vulnerable regions. The events have focused on the elimination of breeding sites and other prevention measures against the mosquito. Participants of the events are expected to share their knowledge in their communities. In addition, 9,000 children and adolescents have been sensitized on prevention measures and related diseases transmitted by the *Aedes aegypti* mosquito through sports and arts caravans.

- **Honduras**: A self-training platform for teachers is being developed and expected to be launched in July. The online course will be included in the official MoE online platform (SACE) and expected to reach about 35,000 teachers. Communication and education materials like booklets and games are being adjusted and validated by MoE, MoH, UNICEF, PAHO, and other partners. Their field validation will take place end of May.

- **Jamaica**: The “clean up for health’s sake” campaign is using an existing platform to encourage behavioral change and vector control. The government has selected the national Labor Day, which is observed on 23 May, to mobilize the population for community clean-up activities across the country. The MoE is also using this occasion to engage communities and implement a clean-up campaign in public schools, including early childhood, primary and secondary schools.

- **Mexico**: A communication strategy tailoring ZIKV prevention messages for 20 indigenous community radio stations is being developed by UNICEF jointly with the government entity responsible for policies focusing on the indigenous population (CDI), the National Institute of Indigenous Languages (INALI), MoH, and Civil Protection. The radio stations are expected to reach about 2.7 million listeners. A ZIKV awareness workshop will be organized with INALI translators and indigenous radio broadcasters of six vulnerable states in the south of Mexico, which have been most affected by ZIKV, to translate and produce culturally adequate ZIKV prevention messages for dissemination through the CDI indigenous radio stations and other community based channels such as megaphoning or community gatherings.

- **Bolivia**: UNICEF is working closely with municipalities and local health services and has supported the printing of about 50,000 educational materials and 600 posters and booklets for teachers and children in Amazonia.

- **Dominican Republic**: A community campaign directed to 12,000 households living in vulnerable urban areas in high risk provinces has been worked on with a local partner.

- **Paraguay**: Actions are being implemented particularly in peri-urban settlements, which have been affected by the floods. Awareness raising campaigns are carried out through the “schools free of vectors” and “shopping free of vectors” initiatives in these areas to promote the elimination of potential vector breeding sites in schools and commercial establishments.

**Vector control**

UNICEF continues to support vector control strategies of national governments in several countries, including the implementation of environmental methods to reduce the vector infestation rates and the promotion of personal protection practices to avoid mosquito bites, especially among pregnant women and children.

Transformation of the vector habitats is one of the environmental methods implemented by UNICEF together with its partners. This includes the routine elimination of breeding sites in homes and communities with participation...
of communities and authorities. The chemical control actions implemented by the national governments are complemented with a range of other activities, including the promotion of community participation for vector control through mass media and other approaches, such as the dissemination of awareness materials and door-to-door visits.

- **Bolivia**: UNICEF will support the strengthening of waste management education and communication to promote the elimination of breeding sites, once the fumigation campaign in the Department of Cobija has been finalized.
- **Cuba**: Vector infestation rates have reduced due to the strict countrywide vector control campaign. UNICEF is supporting the government with social communication.
- **Dominican Republic**: UNICEF is supporting the promotion of community engagement through the training of community workers, who will carry out home visits to provide basic information on ZIKV, to give practical demonstrations on breeding sites elimination and on personal protection practices, including the use of mosquito nets, repellents and protective screens.
- **Suriname and Guyana**: Community focused integrated vector control actions are carried out among vulnerable populations in rural areas with support of UNICEF and its local partners. UNICEF also supports the health ministries with their vector control actions in urban areas, including the purchase and distribution of capping systems for water barrels. In addition, agreements have been signed with local partners in both countries to promote personal protection practices among pregnant women and children, including the distribution of mosquito repellents.
- **Paraguay**: UNICEF is supporting environmental transformation methods to permanently change the vector habitats. The provision of safe water and sanitation facilities and hygiene education in mobile schools is also supported through the Education in Emergency Programme.
- Vector control planning and implementation at municipal level is also promoted with UNICEF support. For example, three municipalities in Belize have completed risk response plans, while UNICEF Brazil has proposed to award municipalities that have demonstrated the best community engagement and vector control activities for ZIKV prevention. The awards and specific criteria are under negotiation between UNICEF and its government partners.

PROVIDE CARE AND SUPPORT TO FAMILIES AFFECTED BY ZIKA VIRUS

- **UNICEF** is focusing on training MoH and/or health workers about identifying caring and supporting babies and children with special needs in several countries in the region, including **Guyana, Paraguay** and **Suriname**. In Guyana, this activity is linked to the provision of psycho-social support to clinic attendees, individuals, families and communities. In Paraguay, this also involves the identification of children born with disabilities related to ZIKV.
- **UNICEF Paraguay and Dominican Republic** are engaging with government departments to advocate for ZIKV affected children and their families through existing programs where possible.
- **Paraguay**: A guide is being published for parents with ZIKV affected children.
- **Jamaica**: The MoH is trying to strengthen key health services, including ventilators and patient monitors. Defective machines are being repaired.
- **Brazil**: A two-day workshop was organized by UNICEF Brazil, in partnership with MoH, involving key partners, including PAHO/WHO, UN Women, UNFPA, local and state secretariats of health, and civil society to create a methodology to work with pregnant women, care providers and families with children with microcephaly. This methodology is directed at health professionals to improve psychosocial care services, and at families and care providers to improve care techniques for babies with microcephaly in their own households. The preliminary observations from the discussions and focus groups indicate the following priorities: (i) improve the capacity of health professionals in primary care, focusing on a humanized approach and psycho-social attention: (ii) create or strengthen support groups of mothers and families with microcephaly babies: (iii) create care strategies for mothers and care providers: and, (iv) create mechanisms for the early stimulation and care at the household level.
5.2 ZIKV RESPONSE IN ECUADOR AFTER THE EARTHQUAKE

UNICEF Ecuador has focused its activities on providing response to the areas affected by the earthquake, specifically the northern coast region in the provinces of Manabí and Esmeraldas. The UNICEF ZIKV intervention in Ecuador has a three-prong approach:

- National level: Disseminating messages through national mass media, as already was happening prior to the earthquake, in coordination with MoH and the Ministry of Communication and Information. A new effort to disseminate messages through mass media will be negotiated in June.
- Regional level: UNICEF will maintain its focus on two cantons with the highest ZIKV incidence: the cities of San Lorenzo and Esmeraldas. The approach targets approximately 650 pregnant women and their surrounding environment. Mosquito prevention and personal protection kits will be provided, accompanied by C4D efforts to raise awareness and seek behavioral change in families of pregnant women and their neighbors. Every woman will receive: four water container covers designed by Country Office Ecuador, which are adaptable to different size containers, a bed net (only in pregnant women kits), a brush for cleaning of water containers, and communication materials with key messages and recommendations.
- Earthquake affected areas: The intervention will focus on the most affected areas, especially on the population living in temporary shelters and displaced population in and around the cities of Pedernales, Manta, Jama, Muisne. A mix of interpersonal communication, local media (mainly radio), and WASH activities through engagement and education in schools will be used to promote vector control and protective behaviors.

5.3 MONITORING, EVALUATION AND RESEARCH

- Knowledge, attitudes and practices (KAP) studies have been initiated in several countries, including Mexico, Brazil, Colombia, Honduras and Paraguay. The studies are part of the formative research actions defined in the countries’ C4D strategies.
- Mexico has used the U-Report platform to carry out a KAP study among its users as first country in the LAC region. A sample of 546 U-Reporters participated in the first survey. 67 per cent of the respondents to the poll did not believe they were at risk of catching ZIKV. Women show greater fear of infection, as they are more concerned with catching the virus during their pregnancy. Mosquito bites were identified as the primary infection mechanism by 87 per cent of the respondents.
- Actions to strengthen the surveillance capacity of national health ministries have been initiated in countries such as Bolivia, Brazil and Paraguay. For example, a national workshop to validate guidance on epidemiological surveillance of ZIKV and its complications and to present a protocol for the care of patients with ZIKV associated complications was organized by UNICEF Bolivia together with the Epidemiology and Health Services (maternal and child health) Units of the MoH.

6. SUPPORT TO COUNTRY RESPONSES

- UNICEF Regional Office (LACRO) organized calls with more than 20 UNICEF country offices to discuss their ZIKV response and identify challenges, perspectives and needs for LACRO support in the next months.
- UNICEF regional capacity to support the LAC country offices in C4D, community engagement, U-Report, vector control, and monitoring and evaluation has been strengthened with the arrival of new members in the regional ZIKV cell. Technical analysis of the countries’ response plans has helped identify new support needs.
- Technical orientations on monitoring have been shared with UNICEF country offices to strengthen their reporting through the Country Situation Reports.
- The WASH support mission to Suriname, which also integrated partners from Guyana, has identified several recommendations and support activities, mainly in C4D for vector control prevention and a proposal for a C4D training workshop has been shared with the country office.
- A three-week mission of the C4D specialist to support UNICEF Ecuador with its ZIKV response plan and its activities in areas affected by the earthquake started 16 May.
- Since January 2015, 420,910 social media accounts have been reached through UNICEF LACRO Twitter, Facebook and Youtube sites. Friends of UNICEF, among others Carolina Cruz Osorio and Hernán Viduarre, have joined the campaign on social media explaining how to prevent ZIKV infection and the spread of mosquitoes. UNICEF has started to use a social media listening tool to help focus its social media response to ZIKV in the
LAC region. UNICEF Brazil has coordinated this initiative and LACRO is now looking into the roll out of the tool across the region.

- A ZIKV microsite, [http://www.unicef.org/lac/Zika.html](http://www.unicef.org/lac/Zika.html), has been developed and brings together all regional and country information and initiatives in the LAC region. LACRO is designing educational tools, including two videos, infographics, and a bingo game to educate people about how to get rid of mosquito breeding sites as part of vector control.

### 6.1 INFORMATION AND KNOWLEDGE MANAGEMENT

- Four internal technical notes on non-clinical care and support, risk communication and community engagement, vector control and prevention measures, and key messages and actions for ZIKV prevention and control in schools have been developed.
- A webinar on non-clinical care and support and another webinar on vector control were organized with ZIKV focal points and technical colleagues of UNICEF Bolivia, Cuba, Dominican Republic, El Salvador, Guatemala, Guyana, Honduras, Jamaica, Suriname, and Venezuela.
- Preparations for the international technical meeting on vector control in Colombia are ongoing. The workshop will focus on the integration of health promotion and vector control measures in municipal planning. LACRO is supporting UNICEF Colombia with the preparations and promoting the participation of international experts and other countries in the region with similar issues.

### 7. INNOVATIONS

**U-Report**: UNICEF Mexico has used U-Report to undertake a Knowledge, Attitudes and Practices (KAP) exercise. Sixty-seven per cent of the respondents to the poll did not believe they were at risk of catching ZIKV. Other countries will be encouraged to undertake this activity.

UNICEF El Salvador, Guatemala and Honduras continue to look into scaling up U-Report as a social mobilization tool. Multiple countries including Paraguay, Peru and the Dominican Republic are exploring the possibility to utilize U-Report as part of their C4D strategies.

**Partnerships**: UNICEF country offices are exploring numerous partnerships to support the ZIKV awareness campaigns. For example, UNICEF Honduras is working with professional football teams, UNICEF Venezuela with a national telephone provider to send messages to pregnant women, and UNICEF Mexico is collaborating with indigenous radio stations.

**Seal Platform**: UNICEF Brazil has used its innovative Seal Platform, an initiative used to encourage best practice in the region, to promote vector control activities. Municipalities in the semiarid region will gain more points when completing their vector control activities, for which they can receive an award. UNICEF has partnered with the health secretariat of the state of Ceará to leverage this strategy in their state. Municipalities that participate in the Seal Platform and that have demonstrated the best community engagement and vector control activities for ZIKV prevention will be awarded. The awards and specific criteria are under negotiation between UNICEF and its government partners. This type of partnership shows how UNICEF’s work can add value to public policies on fighting the mosquito.

### 8. IDENTIFIED CHALLENGES

Zika is not considered a high risk by the majority of people across the region, and is not being prioritized by many governments, even where cases of Zika or microcephaly are increasing (the exception being Brazil). UNICEF is taking a key role in advocacy and coordinating efforts across the region.

There is currently a noticeable lack of plans for care and support across the region, while this is an area of need that may grow considerably and represents an area of potentially very high need for the long term.

Many countries are continuing with existing vector control methods and plans, which historically have not been successful at eliminating Dengue and Chikungunya. Innovation and new methods are urgently required in this area.

Funding and resource mobilization continue to be the main bottle neck to adequate response to the crisis. Almost all countries are reporting significant funding gaps, and the Regional Office is assisting by submitting funding proposals to relevant donors.
Countries and territories in the Americas with confirmed autochthonous (vector-borne) ZIKV cases, 2015-2016 (as of 19 May 2016)

Source: PAHO Zika-Epidemiological Update, 19 May 2016


Who to contact for further information:

C. Douglas Reimer
Regional Chief of Emergency
LACRO - Panama
Tel. +507 301-7484
Email aalopec@unicef.org

Andres A Lopez
Regional Chief of Communication
LACRO - Panama
Tel. +507 301-7484
Email aalopec@unicef.org

Stefan Stefansson
Regional Chief of Partnerships
LACRO - Panama
Tel. +507 301-7489
Email ssstefansson@unicef.org

LACRO ZIKV Cell
mdeleon@unicef.org
dsimon@unicef.org
rgnunez@unicef.org
jlainez@unicef.org
vmaskell@unicef.org
mdouglas@unicef.org

UNICEF