

UNICEF Sierra Leone Social Mobilization Response

The UNICEF C4D response to the Ebola outbreak began in April 2014, immediately after case detection in Liberia. The C4D response has grown exponentially since then. UNICEF supports the Health Education Division (HED) of MoHS in coordinating the National Social Mobilization Pillar by providing technical support in designing district specific social mobilization plans to ensure community engagement, increase participation by implementing culturally relevant interventions, as well as mass mobilization using a multi-media approach guided by the evolving epidemiological context at different stages of the response. National KAP study results indicate a high levels of knowledge and awareness of the means of EVD transmission and how to prevent it. This may suggest the effectiveness of the combined national social mobilization response.

Key Achievements to date

825, 063

Households Reached through Door to Door visits by UNICEF and its implementing partners.

18,792

Traditional & Religious Leaders oriented to support community engagement

7000

Teachers trained through UNICEF financial and materials support

6 C4D Specialist & **14** FSOs have been guiding and coordinating the SM Pillar across 14 districts

16,034

People triaged at the

CCCs. **71%**

of these were informed about CCCs by social mobilizers/community meetings/religious leaders

2,473,536

People Reached through Community Meetings & Discussions

over **30,000** front-line mobilizers trained by MOHS & partners. UNICEF provided training materials.

64

FM & Community Radio Stations airing EVD messages for at least 1 hr/day.

850,000

Communication materials, i.e. posters, flipcharts, training manuals produced and disseminated across the country, reaching approx.1million people

