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.
- **2,473,536** People Reached through Community Meetings & Discussions.
- **18,792** Traditional & Religious Leaders oriented to support community engagement.
- **7000** Teachers trained through UNICEF financial and materials support.
- **2,473,536** People Reached through Community Meetings & Discussions.
- **850,000** Communication materials, i.e. posters, flipcharts, training manuals produced and disseminated across the country, reaching approx. 1 million people.
- **16,034** People triaged at the CCCs.
- **71%** of these were informed about CCCs by social mobilizers/communit y meetings/religious leaders.

### KAP Study Results

- **AGREE - avoid contact with blood and body fluids**:
  - KAP 1: 87%
  - KAP 2: 92%
  - KAP 3: 94%
- **AGREE - person with Ebola has higher chance of survival if s/he immediately goes to a health facility**:
  - KAP 1: 91%
  - KAP 2: 93%
  - KAP 3: 95%
- **AGREE - avoid funeral or burial rituals that require handling the body of someone who died of Ebola**:
  - KAP 1: 85%
  - KAP 2: 94%
  - KAP 3: 96%

### KAP 1: Avoid contact with blood and body fluids

- **33%** reject alternatives to traditional burials/funerals not involving touching or washing of the corpse.

### KAP 2: Avoid funeral or burial rituals

- **11%** of respondents reject alternatives to traditional burials/funerals not involving touching or washing of the corpse.