The UNICEF Communication for Development (C4D) response to the Ebola Virus Disease (EVD) outbreak began in early April 2014, a week after the first case was detected in Lofa County.

The C4D response supported the national social mobilization response whose aims are/were: 1) To Stop Ebola virus transmission in Liberia through scaling up effective, evidence based outbreak control measures; 2) To break the transmission of Ebola by empowering communities with the necessary knowledge and capacity to take preventive and protective action; 3) To prevent the spread of EVD to neighboring, at-risk counties through strengthening epidemic preparedness and response measures. UNICEF has had teams on national and subnational levels; and on the community level, it directly supports and works through partners, deploying a total of 2,757 persons covering all counties. Liberia has since been declared Ebola free.

The National KAP study’s (quantitative and qualitative) results from selected counties indicate a high level of individual and community knowledge and awareness of Ebola, and over 90% of the respondents reported to have changed at least one behavior. As we have entered into the restoration phase, the UNICEF is supporting the national intervention of restoration of health and social services, most notably in immunisation campaigns, schools reopening, and cross border EVD interventions.

**Rapid response social mobilization**
UNICEF, in coordination with partners, established rapid response teams across the country to complement community mobilization activities when responding to new outbreaks. In December, UNICEF engaged the entire Ebola outbreak areas and surrounding communities in Sinoe, Margibi, Nimba, Grand Cape Mount and Bong.

**Coordination and partnerships**
UNICEF C4D has been supported the government in coordinating with partners on both national and county level through co-chairing of weekly social mobilization task force meetings, and participating in various processes. Furthermore, UNICEF is in formal partnerships with groups/organisations that worked with religious leaders, women groups, youth groups, community and traditional leaders; and city corporations (Monrovia and Paynseville).

**Capacity building**
UNICEF C4D built capacity among partners, country health teams, community groups for effective community engagement through trainings and organizational strengthening.

**Materials and message development**
UNICEF C4D was involved in the message development processes for mass media products – providing material and technical support to partners.

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**Key Achievements**

- 202,820 Religious and traditional leaders reached through community discussions
- 331,407 Communication materials produced and disseminated across the country
- 565,697 Households reached through Door to Door visits by UNICEF and its implementing partners
- 1,010,557 Men, women, children reached through community discussions
- 7,370 Front-line mobilizers trained by Ministry of Health with support from partners
- 5,994 Teachers trained through UNICEF financial and materials support
- 67 FM & Community Radio Stations airing EVD messages for at least 1 hour everyday
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**Social Mobilization Process Indicators Update**

- Number of District Mobilization Coordinators (DMCs) recruited and deployed: 91
- Number of County Mobilization Coordinators (CMCs) recruited and deployed: 34
- Number of Regional Mobilization Coordinators (CMCs) recruited and deployed: 3
- Number of gCHVs deployed in Montserrado: 579
- Number of Social Mobilization personnel deployed: 2,757
- Number of Social Mobilization partner’s committee/working group meeting weekly: 15
- Percentage of Districts reporting to the county mobilisation coordinators: (100%)
- Percentage of counties collecting rumors of the week: (100%)
- Percentage of Counties gathering information on security incidences against Ebola workers per week: (100%)
- Percentage of Counties reporting community resistances per week: (100%)

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The report period ending 4th June 2015

For more information visit unicef-org/liberia