

# **Social Mobilization Communication Brief**

*“Protect yourself and your family.*

*Take actions to prevent cholera. Let’s work together”*

## **1. Background**

The Government of Zimbabwe, in collaboration with the Reserve Bank, will be conducting a nationwide social mobilization blitz to augment the current cholera response efforts for the prevention of the spread of cholera and treatment of cholera illness. There will be national distribution of information and education materials and trainings on the prevention, control, and treatment of cholera through Provincial, District, Ward, and Village structures to enhance the current efforts and support the clinical and community prevention, control, and treatment activities.

## **2. Cholera Signs and Symptoms**

Severe watery diarrhea sometime with vomiting that leaves to the loss of large amounts of body fluids which in turn leads to severe dehydration, body weakness, and death.

## **3. Target Population**

The target populations of the social mobilization blitz are:

- (a) Everyone in Zimbabwe
- (b) Everyone experiencing diarrhea

## **4. Behavioral Objectives**

The major behavioral objectives of the social mobilization blitz are to:

1. Prevention of cholera illness
2. Prevent of cholera deaths.

## **5. Communication Objectives**

The major communication objectives of the social mobilization blitz are to:

1. Strengthen community capacity to prevent, control, and treat cholera
2. Promote all households to drink water that has been treated or boiled
4. Promote hand washing at key times
5. Promote home management of cholera symptoms with ORS
6. Promote early treatment seeking behaviors to reduce deaths from diarrhea

## **6. Key Communication Messages for Preventing Cholera Illness**

1. Drink only treated or boiled water
2. Store all treated or boiled water in a clean and covered container
3. Wash hands with soap or ash under running water

- After using the toilet
  - After disposing of children's feces
  - Before preparing food
  - Before eating
  - Before feeding children
  - After handling the sick
4. Eat fresh hot cooked food
  5. Wash fruits and vegetables with treated or boiled running water
  6. Build and use toilets and keep them clean
  7. Do not defecate near water sources

## **7. Key Communication Messages for Preventing Cholera Deaths**

1. At the first sign of diarrhea prepare and drink ORS or prepare sugar salt solution, using treated or boiled water
2. Once ORS has started seek health care immediately

## **8. Social Mobilization Channels**

1. Mass Media: Radio, television, newspaper, billboards, mobile phones
2. Small Media: Posters, flyers, leaflets, guidelines, training materials, stand alone banners, identification regalia
3. Interpersonal Communication: Chief's meetings, group meetings, clinic waiting rooms, meetings of Faith-based groups, school classes, funerals and large gatherings, formal training sessions, informal training sessions, other community venues

## **9. Example of Partners**

1. Private businesses
2. Faith-based organization
3. Musicians of Zimbabwe
4. Community-based organizations
5. Schools
6. Civil Protection Units
7. Other government agencies

## **10. Social Mobilization Lead**

Zimbabwe Ministry of Health and Child Welfare