

Mass Media Work Plan for Cholera Response

Venues	Activity	Existing Materials and Items	Topics	Printing and Distribution Strategy	Responsible Party
Radio: Jingles, public service announcements, chat programs, testimonials, instructional programs	Produce TV and radio jingles and air them every 30 minutes during prime time on TV and every 15 minutes on radio in Shona, English, Ndebele, Tonga and Venda Produce catchy vibrant anti-cholera song in all Zimbabwe languages Produce daily 5 minute radio and TV programme to inform people on progress made and caution them on prevention and treatment	Written scripts or prepared audio segments for radio and TV (PSI) Music CD for airtime play (UNICEF) Instructional videos (GAA) Aqua Tabs Instructions (UNICEF) Newspaper cholera messages (ECONET) Text messaging scripts (ECONET)	Cholera information Safe water Aqua Tabs Instructions Washing hands Funeral care Caregivers of the ill ORS preparation Clean-up own environment	MoHCW, MOE, WHO, UNICEF, Community Based Organisations, Zimbabwe musicians, Partners, RBZ	
Television Chat shows, news programs, educational segments	Produce simple scripts and talking points for chat shows Instructional videos for TV, daily cholera spokesperson Partner with health producers on all radio and TV stations to present discussion interactive programs on cholera daily	Materials and Items Needed Fact sheets for newspapers Additional radio and TV Scripts for topic areas Photographs Media packet with talking points for cholera spokesperson Hailers and vehicles	Health workers speaking about treatment and prevention Positive impact of cholera response People who sought care early People who have received successful treatment early People who talk about ease of use of cholera prevention activities	Dissemination Strategy	
Print Cholera alert, newspaper articles, press releases, positive action stories, product stories	Produce written copy for factual newspaper articles, positive role model stories on positive impact of the cholera effort, cholera alerts, instructional print copy for all messages and the use Aqua Tabs Produce written copy on health workers doing good work				
Billboards	Partner with billboard companies on cholera, produce messages for the billboards. Negotiate reduced rates.				
New media Cell phones, internet	Write simple messages for texting				
Mobile Loudhailers	Use of loud hailers/ road shows at points of gathering				

Small Media Work Plan for Cholera Response

Venues	Activity	Existing Materials and Items	Topics	Printing Strategy	Responsible Party
Clinic Public and private buildings Schools Churches Mosques House holds Markets Shops Groups	Production of IEC materials to include cholera package with leaflets, flyers, posters, testimonials to be displayed massively in all conspicuous positions, distributed to all households Production of promotional items and identification regalia for all volunteers to be produced and used during activities: Banners, caps, T-shirts Produce posters and banners for pasting at strategic positions in each district e.g. well, dams and boreholes Partner with advertising companies and host companies to produce and display small media materials	Community Cholera prevention materials with leaflets, flyers (MOH, UNICEF) Community Poster (MOH, UNICEF, WHO) Clinical case management guidelines (COTS DVD) Materials and Items Needed Revised IEC materials : Leaflets, flyers, posters, testimonials Positive role model story leaflets Photographs for materials Identification regalia Banners	Cholera information Safe water Aqua Tabs Instructions Washing hands Funeral care Caregivers of the ill ORS preparation Clean-up own environment Health workers speaking about treatment and prevention Positive impact of cholera response People who sought care early People who have received successful treatment early People who talk about ease of use of cholera prevention activities	Dissemination Strategy	

Interpersonal Communication Work Plan for Cholera Response

Venues	Activity	Existing Materials and Items	Topics	Printing Strategy	Responsible Party
House holds Clinic Public buildings Schools Churches Mosques Markets Shops Groups	Production of supporting materials to compliment discussion of IEC materials at household, door-to-door, and small group sessions Production of community mobilization guidelines for dialogue and discussion using positive deviance Training of drama groups and theater productions in cholera prevention messages Drama group to perform at organized public gatherings To distribute containers, ORS, Aquatabs, soap, jerry cans Resuscitate Healthy Village competition concept, in both rural and urban areas/ community clean up campaigns environments with some incentives. Partner with religious leaders to provide cholera messages during sermons. Orient/sensitize traditional leaders, religious leaders anti cholera campaign To inform, educate all schools about cholera and behavioral messages to ensure they pass on messages home	Community Cholera prevention materials with leaflets, flyers, and flipcharts (MOH, UNICEF) Community Poster (MOH, UNICEF, WHO) Drama groups (PSI) Hardware Items Materials and Items Needed Revised IEC materials : Leaflets, flyers, posters, testimonials Positive role model story leaflets Photographs for materials Identification regalia Banners Incentives Additional soap, etc.	Cholera information Safe water Aqua Tabs Instructions Washing hands Funeral care Caregivers of the ill ORS preparation Clean-up own environment Health workers speaking about treatment and prevention Positive impact of cholera response People who sought care early People who have received successful treatment early People who talk about ease of use of cholera prevention activities	Dissemination Strategy Community based health workers, health workers, teachers, PLWHA, traditional healers, Community mobilizers Use defense forces to lead the campaigns	