



ZIKA PROGRAM COMMUNITY ENGAGEMENT

UPDATED MARCH 2020

In February 2016, the World Health Organization declared that clusters of Zika-associated microcephaly and other neurological disorders detected in Brazil constituted a Public Health Emergency of International Concern. USAID has been responding to the Zika virus epidemic and its devastating effects in at-risk countries throughout Latin America and the Caribbean (LAC). Community Engagement has been a cross-cutting approach within USAID's response strategy. Program implementation began in June 2016 and the overall USAID Zika program is expected to end by June 2020.

STRATEGIC OBJECTIVES

When communities are empowered with the right tools and information, they are more likely to take Zika response and preparedness into their own hands, both today and in the future. USAID has worked with community partners and leadership to disseminate key Zika prevention messages and reduce Zika-carrying mosquito populations through low-cost interventions in homes, schools and neighborhoods. USAID has mobilized communities to protect themselves from Zika by:

- Mounting community-led *Aedes aegypti* vector control and management initiatives;
- Engaging at-risk communities with tailored Social and Behavior Change interventions; and
- Strengthening the role of community and local actors in national outbreak response systems.

PARTNERS

USAID has worked with a suite of partners across the LAC region, selected for their expertise in community level work and experience within the relevant local context(s).

- CARE – *Juntos Ante el Zika (Ecuador and Peru)*
- Global Communities – *Nuestra Salud (Honduras)*
- International Federation of Red Cross and Red Crescent Societies – *Caribbean Zika Response (Eastern and Southern Caribbean and Jamaica)*
- Medical Care Development International – *Zika Community Response (El Salvador and Guatemala)*
- Save the Children Federation, Inc – *Community Action against Zika (Colombia, Dominican Republic, El Salvador, and Honduras)*
- Sustainable Sciences Institute - *Innovative Use of the Care Group Model with mHealth to Reduce Zika Virus Transmission and Improve Community Engagement Response (Nicaragua)*

WHAT WE HAVE DONE

USAID has been bringing at-risk communities together to educate each other about Zika, and to battle Zika-carrying mosquitoes through low-cost home and community-based actions. In schools, USAID has mobilized youth to teach their friends and family about Zika, map their communities to identify mosquito breeding sites, and lead community clean-up campaigns to eliminate opportunities for mosquitoes to thrive. Students have also contributed to public fairs, where communities learn about Zika and how to prevent it through interactive activities such as games and educational plays.

USAID has also reached people where they live. Trained volunteers and health workers have been conducting house-to-house visits, spreading information about Zika and promoting behaviors that would keep their communities free of mosquitoes. Using low-tech monitoring devices such as “ovitrap”, households are engaged to play an active role in tracking the mosquito population within their own communities. By putting solutions in the hands of those on the front lines, USAID has empowered communities to protect themselves from Zika and future epidemics.

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RESULTS

