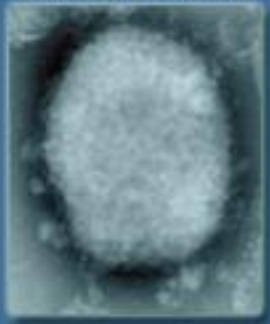


Monkeypox Virus



# Communication & Community Engagement Plan - Monkeypox

**NeSongozwi MuDzanani**  
**HP - NDoH**

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# Objectives of the plan



- Strengthen advocacy to decision makers and opinion leaders,
- Create public awareness about monkeypox, including the signs and symptoms,
- Create awareness for prevention, early health seeking behaviour and treatment,
- Communicate the work that the Department of Health and stakeholders are doing to protect people from contracting the monkeypox virus,
- Promote the use of formative research that involves the audiences in design of messages and materials and
- Measure the impact of the various interventions.

# Implementation Challenges



- The country is still in the middle of the Covid-19 pandemic that has affected everyone mentally, physically and economically,
- Competition for the same and already limited resources to implement the two major communication and community engagement plans should the country experience monkeypox outbreak, and in addition,
- Influenza vaccination campaign is in progress, and it also needs attention,
  - Mitigation measures would be the proper integration of the plans.

# Signs and Symptoms



- Fever
- Headache
- Muscle pains
- Back pains
- Swollen lymph nodes
- Chills
- Exhaustion
- Acute rashes or lesions.

# Key Prevention Messages



- Isolate infected patients from others who could be at risk for infection,
- Wash your hands regularly with clean water and soap,
- Avoid contact with animals that could harbour the virus, including sick and dead animals,
- Avoid direct contact with any materials that has been in contact with sick animal and patient,
- Use appropriate personal protective equipment (PPE) when caring for patients or handling sick animals or animal-by products,
- Do not eat meat from dead animals,
- Visit the nearest health facility for more information or if you suspect any of the signs and symptoms of monkeypox.



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# Target Audience



- General Public,
- Health professionals;
- Health department's health promotion officials, CDC specialists & communicators,
- Relevant stakeholders,
- Decision makers and Opinion leaders,
- Media reporters.



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# Channels to be utilised



## Health talks at the facility level

- Provide health education on monkeypox,
  - Encourage early health seeking behaviour,
  - Attending to questions and inputs from the participants,
  - Distribution of IEC materials.
- ✓ Included here would be other relevant settings such as door to door, roadshows, organized events, schools and other gatherings.



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# Channels – cont..



## Electronic Media

- Develop and Placement of PSA's on radio stations,
- Conduct radio talks,
- Regular release of media statements,
- Placing information, Questions and Answers, on the social media platforms.

## Print Media

- Regular release of media statements to news editors,
- Placing information on newspapers.



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# Channels – cont..



## Information, Education and Communication materials

- Develop, Print and distribute posters, flyers and banners to relevant settings.
- Develop and distribute Questions and Answers to be used during radio talks and other settings.

➤ **Costed Action Plan to be finalised.**

❖ ***NB – This plan is still a draft.***



# Thank you

## Songozwi thavha ya Dzanani



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