

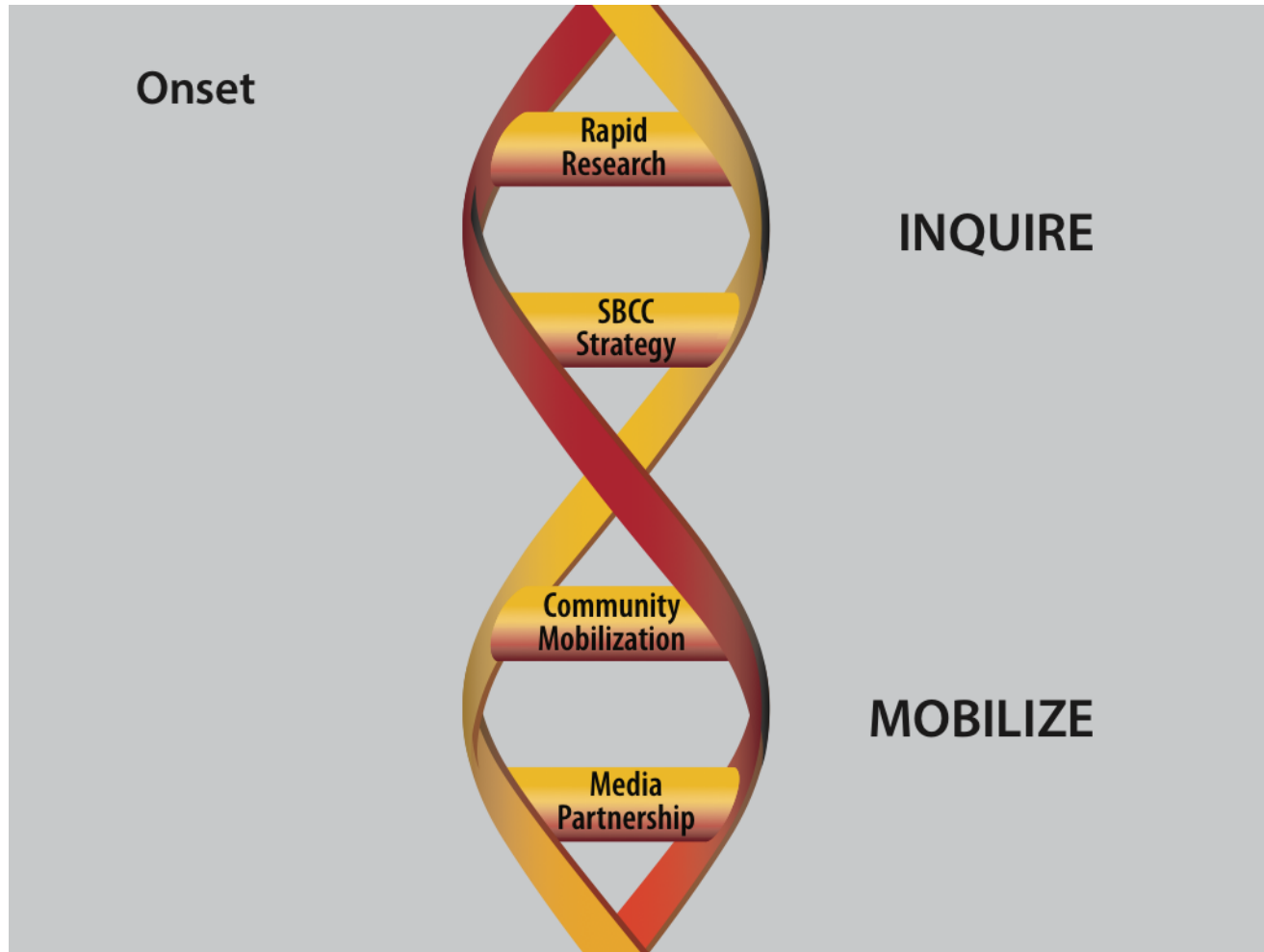
# Formative & operational research during a public health emergency

Improving Public Health Emergency Programs with SBCC

Juliet Bedford, PhD

*Anthrologica*

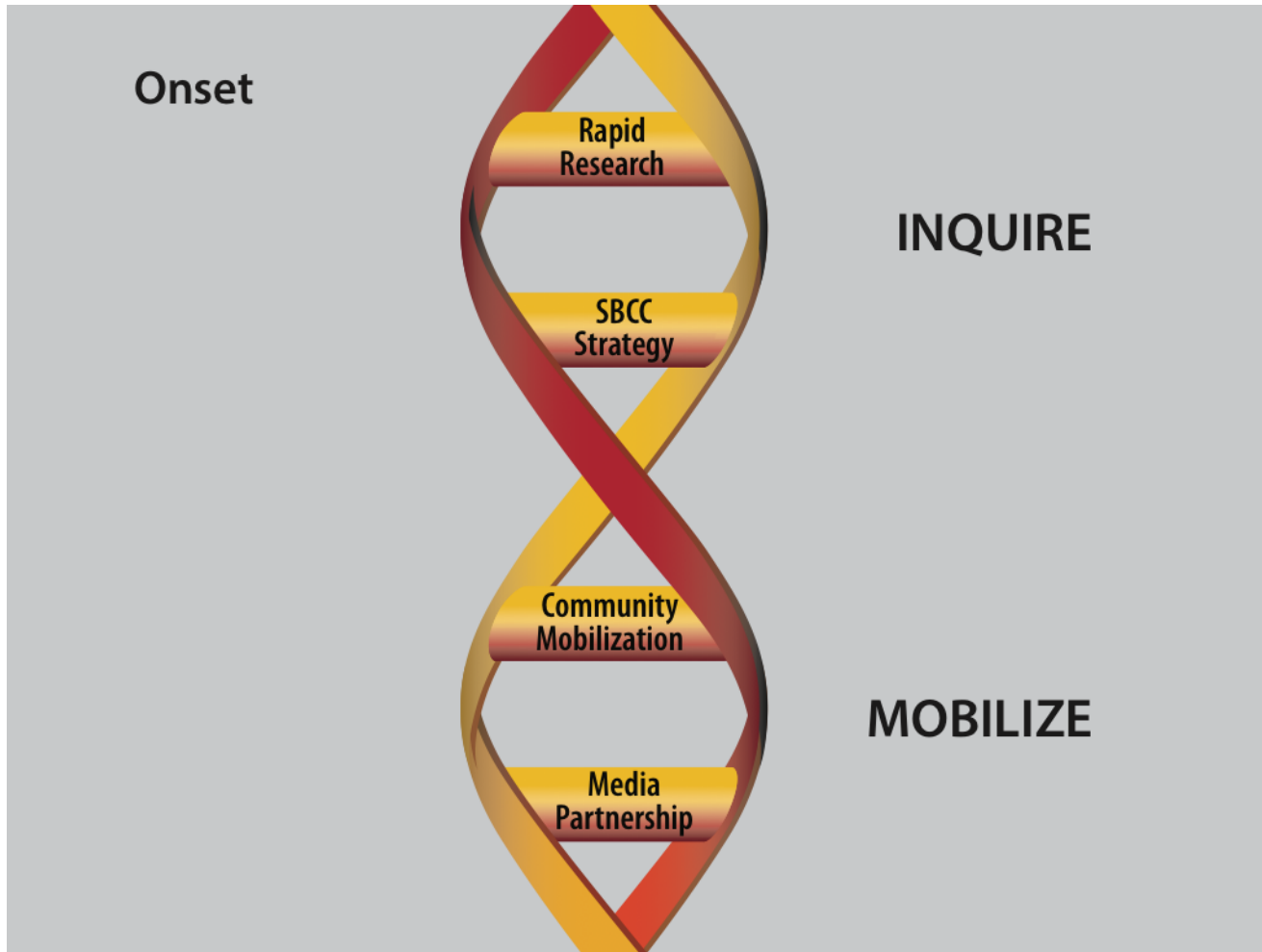
# Formative & operational research



# Formative & operational research

- Preparedness – pre-positioning (geographic, thematic, interventions)
- Mesh existing knowledge with emerging issues
- Rapid research
- ‘Good enough’ data
- Longer-term, rigorous research
- Operationalise data - critical

# Formative & operational research





# Formative & operational research

- Preparedness – pre-positioning (geographic, thematic, interventions)
- Rapid research
- ‘Good enough’ data
- Longer-term, rigorous research
- Mesh existing knowledge with emerging issues
- Operationalise data
- Two-way communication and flow of information
- Act on what we are being told

# West Africa Ebola

- Approach to burials – tension ‘medcialised’ v. ‘traditional’ burials
- Ambulance sirens
- Learn from communities who self-mobilise

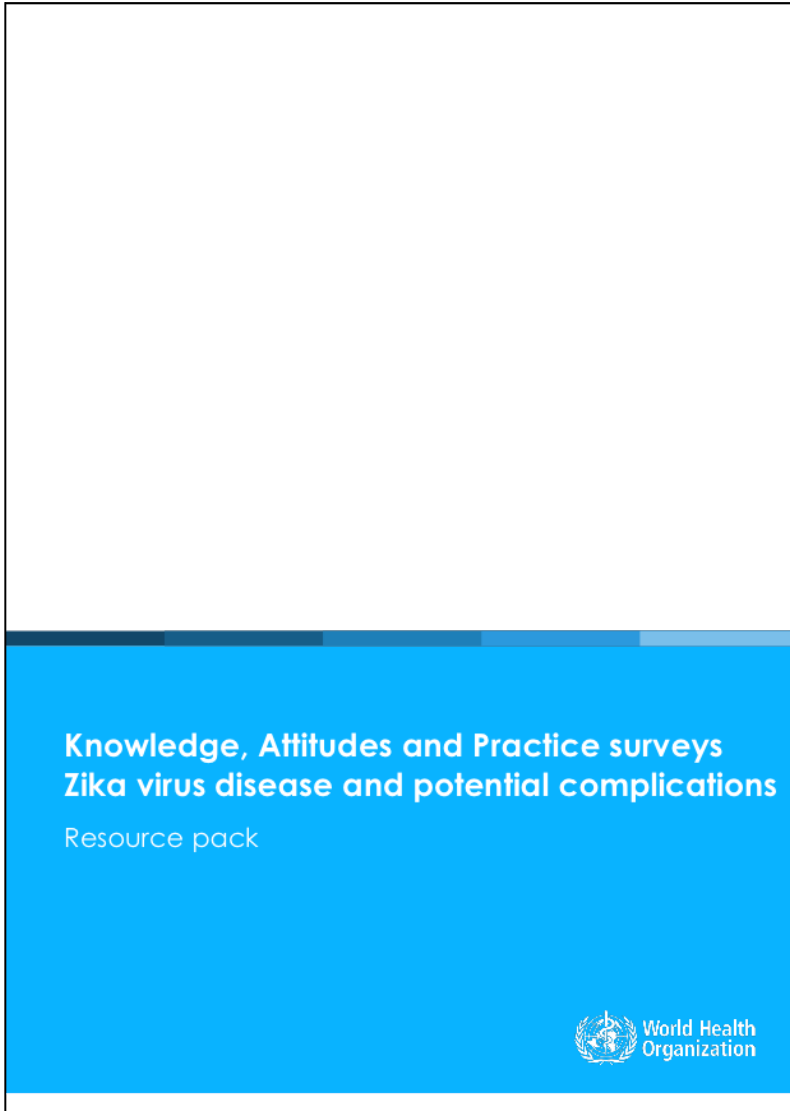
# West Africa Ebola



# Zika

- Social science as area of technical expertise
- Different type of response – local capacity

# KAP resource pack



- English
  - Spanish
  - Portuguese
  - Chinese
  - Arabic
  - Russian
- 
- <http://www.who.int/csr/resources/publications/zika/kap-surveys/en/>

# Coordination

- KAP resource pack
- Mapping social science and operational research

<http://www.who.int/risk-communication/zika-virus/rcce-activities/en/>

# Interactive map



Guatemala



Honduras



Dominican Republic



El Salvador

## MoH with UNICEF support

**Type of study:** Qualitative

**Methodology:** Focus groups

**Key focus:** KAP regarding personal protection

**Key stakeholder:** Pregnant women and women of reproductive age

**Timeframe:** September 2016

**Status:** DRCO is reviewing the TOR with the MoH

## World Vision

**Type of study:** Quantitative

**Methodology:** KAP (smartphone)

**Key focus:** TBC

**Key stakeholder:** Adult/Adolescent community members

**Timeframe:** July 2016

**Date when findings could be shared:** September 2016

**Status:** Data collection concluded. Analysis started 15 August

For more information please **contact:** Adriana Yepes (adyepes@hotmail.com)

## Health Communication Capacity Collaborative (HC3 - USAID)

**Type of study:** Qualitative

**Methodology:** Interviews

**Key focus:** Rapid assessment of communication in USAID priority countries

**Key stakeholder:** Key stakeholders

**Timeframe:** March-April 2016

**Status:** Report available

at <http://www.zikacommunicationnetwork.org/zikacomresource/hc3-landscaping-summary-report-zika-coordination-communication-four-countries-honduras-el-salvador-dominican-republic-guatemala-march-april-2016>

**For more information please contact:** Gabrielle Hunter - John Hopkins Centre for communication programs (gabrielle.hunter@jhu.edu)

**Type of study:** Quantitative

**Methodology:** SMS Survey

**Key focus:** Perceptions on Zika modes of transmission, use of preventive measures, risks of Zika during pregnancy

**Timeframe:** August 2016

# Key partners

- Action Aid
- CDC
- HC3 (JHU)
- IFRC
- PAHO
- PSI
- Save the Children
- UNDP
- UNICEF
- UNFPA
- World Vision
- USAID
- Wellcome
- NIH
- DFID
- EU
- Governments



# Coordination

- KAP resource pack
- Mapping social science and operational research  
<http://www.who.int/risk-communication/zika-virus/rcce-activities/en/>
- Network of anthropologists / social scientists activated
- Crowd-source information
- Temporary Interest Group, Society for Medical Anthropology  
<https://www.facebook.com/groups/1650483251869010/>  
<http://www.americananthro.org/AttendEvents/Content.aspx?ItemNumber=2143&navItemNumber=637>

# Focal Countries

- Argentina
- Barbados
- Belize
- Bolivia
- Brazil
- Brunei
- Cape Verde
- Colombia
- Costa Rica
- Dominica
- Dominican Republic
- Ecuador
- El Salvador
- Guatemala
- Haiti
- Honduras
- Hong Kong
- Jamaica
- Mexico
- Mozambique
- Nicaragua
- Trinidad & Tobago
- Panama
- Peru
- Philippines
- Samoa
- Saudi Arabia
- Suriname
- USA
- Venezuela

# Findings

- Transmission (vector / sexual transmission)
- Risk
- Prevention (individual, household, community, authorities)
- Decision making in context of Zika (pregnancy and SRH)
- Management of complications
- Health systems
- Political-economy analysis – relevance of context

# Recommendations

- Relevance and feasibility of messaging and recommended actions
- Better adapt communications to reflect new information
- Targeted messaging – gender bias
- Sexual transmission – need to increase visibility and information
- Prevention strategies – awareness of link with dengue and chikungunya re. behaviours
- Communication channels – increase social media use
- Shift focus towards ‘care and support’
- Increased support to different cadres of health-workers
- Psychosocial support

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