

**HEALTH  
COMMUNICATION  
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Local voices. Global change.

A SOMETIME LIVES IN ANIMALS LIKE MONKEY  
EAT

CLEAN ENVIRONMENT. HEALTHY PEOPLE.



YOU EAT THEM YOU M  
EBOLA

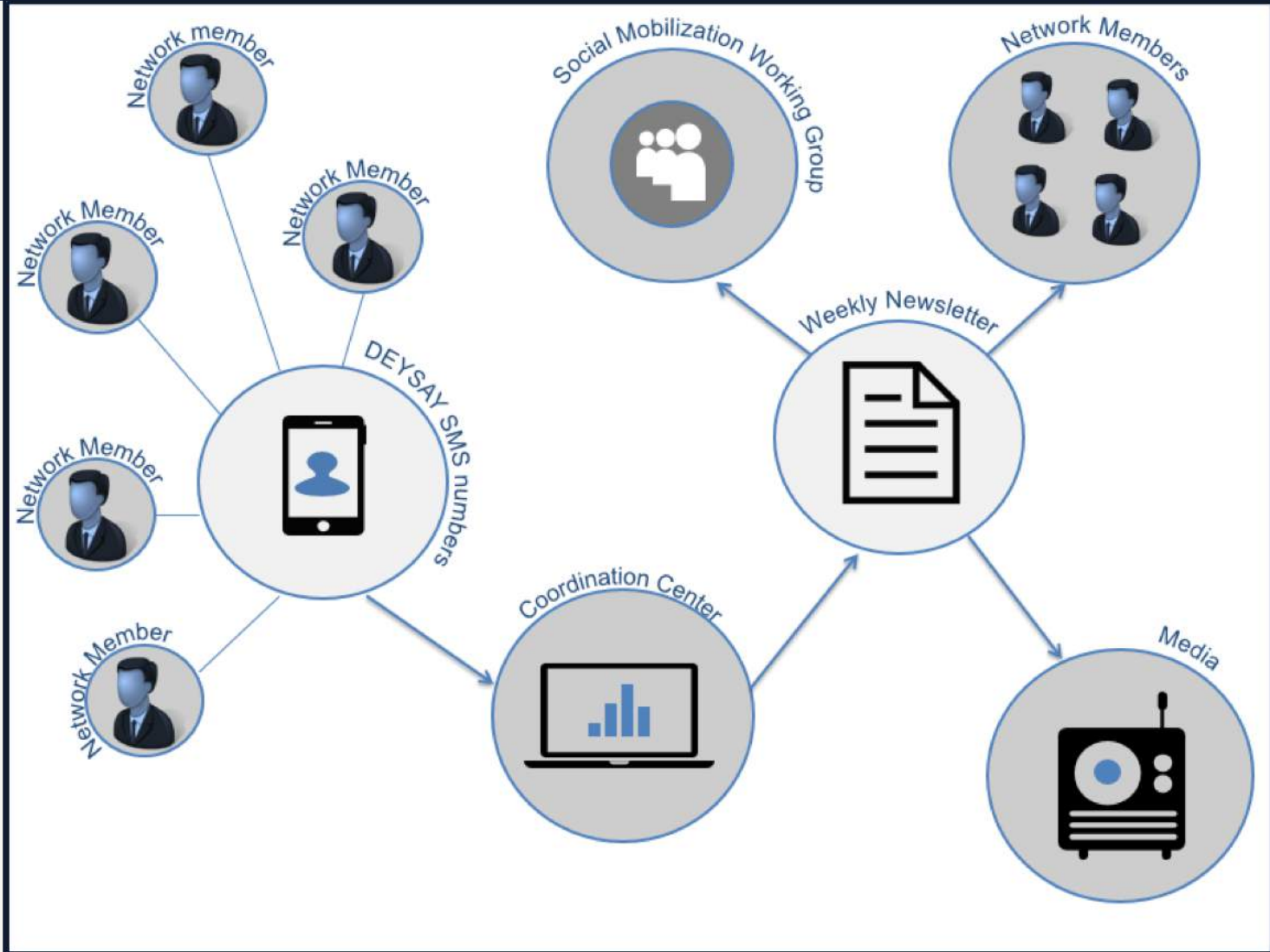


# Information Saves Lives 2015

Tracking and correcting DeySay about Ebola



# DeySay Information Flow





# Community Radio a trusted source of information



# Information Saves Lives 2016

Telling the story about Liberia's many  
health concerns

# Tracking Health Concerns



# Speaking and listening to residents in West Point



***“Many illnesses are caused by dirt and waterborne diseases.”***

***“There is an increase in cases of malaria, tuberculosis and typhoid.”***

***“No TB drugs were available in the past month.”***

**- Mr. Coker, West Point**



# Journalism training

- Formal training workshops
- Field reporting grants
- Roundtable discussions with scientists, service providers and community health teams
- Intensive mentoring
- Website to showcase stories

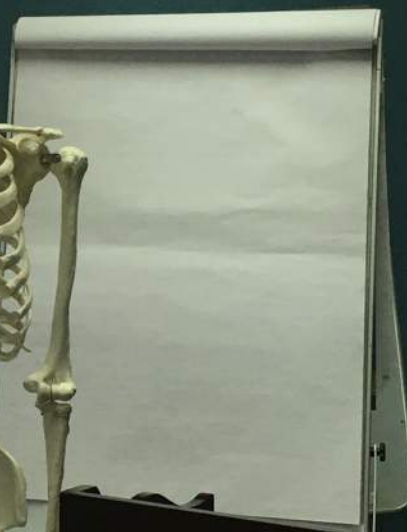


## Information Saves Lives

a project by Internews in Liberia

with funding from USAID through

John Hopkins University's Health Communication Capacity Collaborative (HC3) program



# First health media website for Liberia



a platform dedicated to news, information and in-depth reporting on public health and medicine in Liberia

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[About](#)



## Antoinette Y. Sendolo

Antoinette Y. Sendolo is a reporter at the Inquirer newspaper, one of Liberia's leading daily newspapers. She extensively covered the recent Ebola outbreak, particularly focusing on the impact on women and children. She is secretary general of the Female Journalists Association of Liberia (FEJAL) and youth representative of the Young Women's Christian Association of Liberia (YWCA). When she is not reporting, she studies at the University of Liberia, where she is a senior majoring in Mass Communications.

GET IN TOUCH

We'd love to hear from you!

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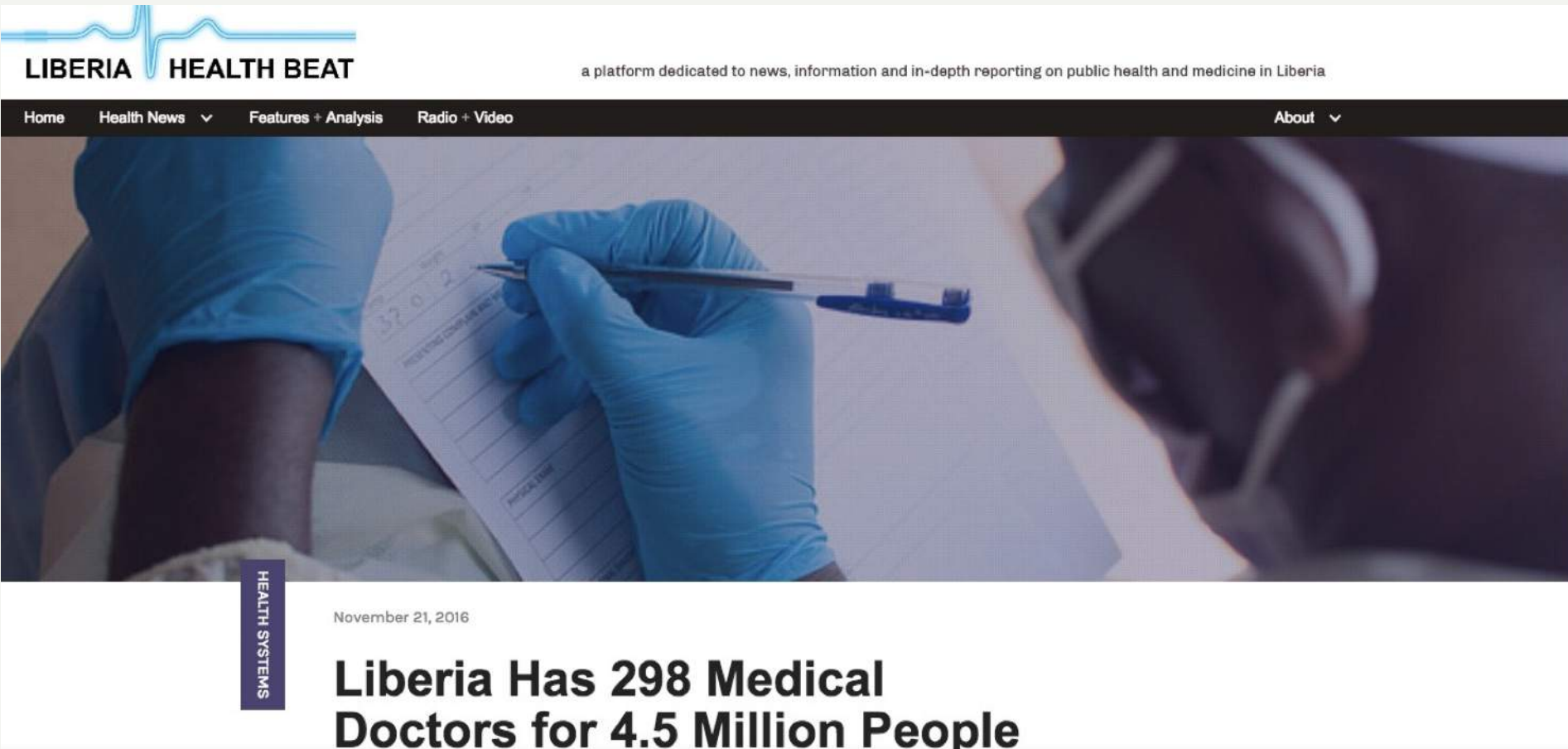
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*Liberia Health Beat is a new platform dedicated to news, information and in-depth reporting on public health and medicine in Liberia.*

*We bring stories to you from a team of journalists throughout the country, covering topics from post-Ebola issues to health system rebuilding, chronic diseases and maternal health.*



# First health media website for Liberia



**What do Dey Say  
now?**

## Methodology:

Focus group discussions

2 Male groups

1 Female group

Key informant interviews











# Dey Say ...

***“We only discuss Ebola any time we hear news about an Ebola outbreak or a case of Ebola that has been reported, or on the radio when people give the history of Ebola, but it is hard to just discuss Ebola here at this forum.”***

Nathaniel Brown, Friends of Friends Intellectual Forum, Monrovia

***“Up to now people are still talking that Ebola is dangerous and can transfer from place to place and the thing we can do to prevent ourselves is to put God first.”***

Solomon Jalloh, West Point



# Dey Say ...

***“Up to now, I believe the virus was not real. It was a man-made virus. It was something that the governments agreed to: the Guinea President, the Sierra Leone President, and the Liberia President in 2012. This meeting was held in Liberia and about USD 4 million was given for this experiment.”***

Clearance Kennedy, Cow Field Community, Du Port Road

***“I saw the facts and the reality, travelling everywhere ...and I saw the ambulance travelling in various communities, in various districts, taking away the symptoms (sick people) from among the people who were not affected because this disease is a disease that transmits from one person to another.”***

Jasper Francis, Du Port Road

# Dey Say ...

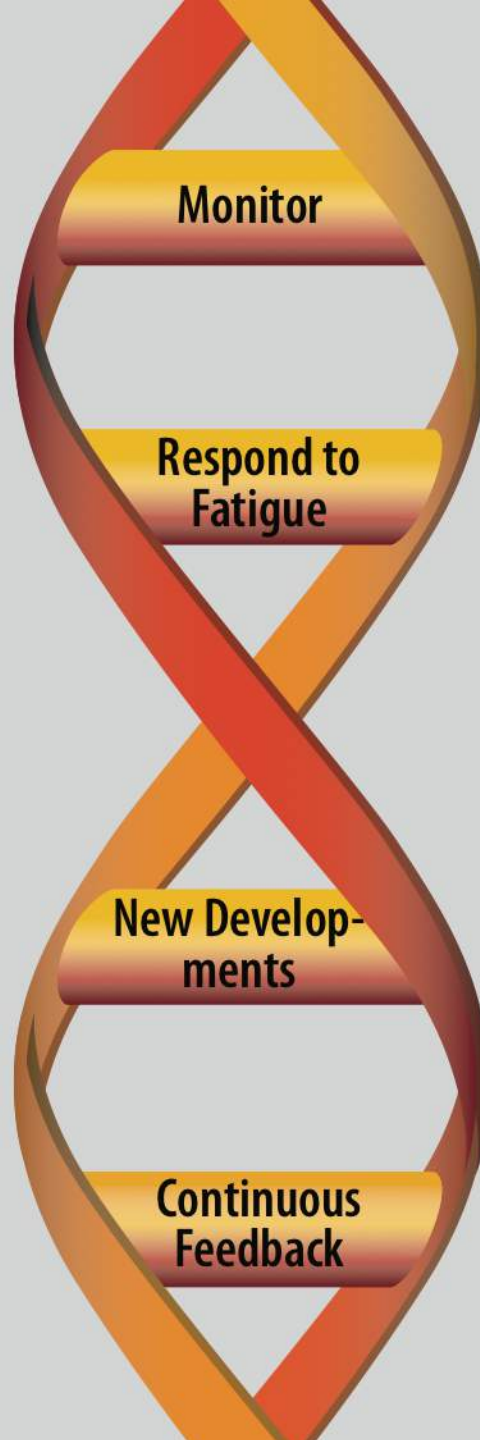
*“I used to work for the task force during the Ebola time. The ‘DeySay’ we used to hear is that Ebola entered Liberia through a child from Guinea. So even right now if my child is sick I will be afraid because people always say that child can bring Ebola and that child brought Ebola to Liberia.”*

Helena Khan, Rock Spring Women’s Forum

# **New Developments in Science**



**Response**



**SUSTAIN**

**ADAPT**

**What about man and  
woman business?**









# The sexual transmission of Ebola

***“I don’t believe that a survivor can re-infect another person after 180 days of his post Ebola life.”***

Prosper Perkins, Residents of Paynesville Intellectual Forum

***“This information we are discussing now will help me to feel that it is not completely finished because you don’t know how long it is in that man.”***

Tisheal Gaye, Rock Spring Women’s Forum

# The sexual transmission of Ebola

***“... when you survive it still remains in your system as the doctor people told us that it stays in your system for almost six months... so when you start doing man and woman business it possible that it transfers to another person.”***

Samuel L. Tarpeh, Resident of Monrovia

# The sexual transmission of Ebola

*“ ... during those days of Sodom and Gomorrah was the time Ebola came to this world. So Ebola is not a disease for us to overlook. Myself I’m a victim of Ebola.”*

Willimena Dennis, Rock Spring Community Women’s Forum





# The sexual transmission of Ebola

***“... all that we hear about Ebola is just rumor and people are saying that when somebody survived from Ebola after 90 days they are ok to have sex, and later again they said after 180 days they are free to have sex.”***

Brown, Friends of Friends Intellectual Forum, Monrovia

# The sexual transmission of Ebola

*“I heard that male survivors can transfer the Ebola virus, so that is why when the person survives the virus, they tell them to not have sex until after 90 days ... they are exact. They want you to stay away from sex”.*

Giftee Cooper, Rock Spring Community Women's Forum









# The sexual transmission of Ebola

***“... I know that it can happen, so I always tell my friends to stick with one partner, because the information came that the virus can make up to 48 days in a person after the person is cured.”***

Anonymous, Friends of Friends Intellectual Forum, Monrovia

# The sexual transmission of Ebola

*“What I believe is the people are looking for the real answers but they don’t have it yet. So for now they are just guessing.”*

Konnah Kupee, Rock Spring Community Women’s Forum

# What the experts say

**“From our studies, sexual transmission would be a rare event of high consequence”. – Dr. Mosoka Fallah, Principle Investigator III, NIH**

# What the experts say

**“Sometimes rumors spread faster than the facts. This is a big dilemma, but it is better to report it than to leave it to international media or to speculation.”**

- Dr. Soumitra Roy, C4D Specialist, Unicef in Liberia



# What the experts say

**“I would be concerned that stigma against survivors may be an issue if this is broadcast. Report delicately” – Parker Williams, International Rescue Committee, Liberia Program**

# Guidance to journalists

- **Know the science, know the scientists** (Science Buddies)
- **Know and prepare your audience** (Continue to track rumors and concerns)
- **Track the media coverage**
- **Report the science, but keep it simple** (No acronyms, find metaphors)
- **“Report delicately”**







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