



# ZIKA PROGRAM

## SOCIAL AND BEHAVIOR CHANGE

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). Social and Behavior Change (SBC) for Zika prevention has been a primary pillar 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

USAID has been promoting public understanding of Zika and its consequences and encouraging at-risk populations to take the most effective actions to protect themselves and their families. Our SBC programming has worked at multiple levels through diverse channels to:

- Support governments of affected countries to design, implement, and evaluate quality SBC interventions for Zika and other vector borne diseases;
- Provide accurate information to target populations about Zika risks and empower them to practice key preventive behaviors; and
- Improve the evidence base for effective SBC programming for Zika, other vector borne diseases, and future emergency responses.

## PARTNERS

- Breakthrough-Action, implemented by the Johns Hopkins Center for Communication Programs, provided specialized technical assistance for strategic SBC programming and facilitated technical exchanges among stakeholders in the Zika response, including host-country governments and other implementing partners.
- Breakthrough-Research, implemented by the Population Council, generated rapid, high-quality evidence to enhance SBC programming, as well as documented lessons learned from SBC in the Zika response.
- Support for International Family Planning and Health Organizations II, implemented by Population Services International, launched regional mass media campaigns in Central America and a radio and print campaign in the English-Speaking Caribbean to increase awareness of the risks of Zika during pregnancy and promote the adoption of Zika prevention measures.
- UNICEF developed capacity building resources for multi-layered communication around personal protection, vector control, and care and support to families; assisted governments to update ongoing national and subnational risk communication and community engagement (RCCE) plans; conducted formative research for RCCE; and engaged in advocacy with national and local media to keep Zika salient.
- Community Engagement Partners (Save the Children Federation, CARE, Global Communities, Medical Care Development International, and International Federation of Red Cross and Red Crescent Societies, Sustainable Sciences Institute) implemented a range of community-based SBC approaches to increase awareness of Zika and its risks and improve prevention practices at the community, household and individual levels.



Over  
**78 million**  
individuals reached with Zika  
awareness and prevention messaging

### 7 Key Prevention Behaviors Prioritized

<p style="text-align: left; margin: 0;"><u>Remove mosquito eggs from water storage container walls weekly</u></p> 	<p style="text-align: left; margin: 0;"><u>Apply mosquito repellent during pregnancy</u></p> 	<p style="text-align: left; margin: 0;"><u>Use condoms during pregnancy</u></p> 	<p style="text-align: left; margin: 0;"><u>Cover water storage containers</u></p> 
<p style="text-align: left; margin: 0;"><u>Remove standing water weekly</u></p> 	<p style="text-align: left; margin: 0;"><u>Seek prenatal care</u></p> 	<p style="text-align: left; margin: 0;"><u>Seek family planning counseling</u></p> 	

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