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Rising community awareness of rabies prevention and dog population management impact on One Health

Silvia D'Albenzio

WOAH CC for Veterinary Training and Capacity Building

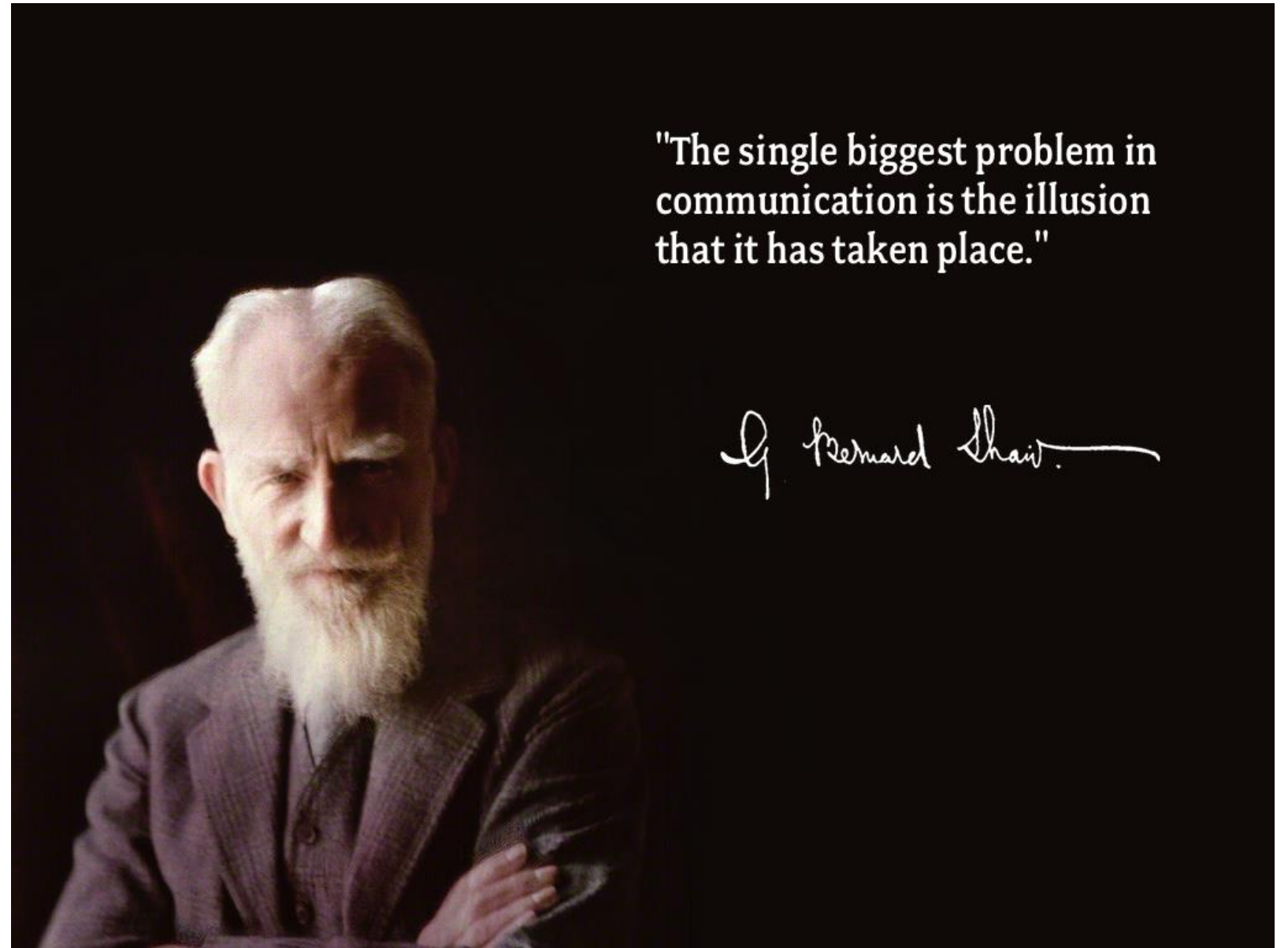
Tbilisi, Georgia, 26th – 28th September 2023

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"The single biggest problem in communication is the illusion that it has taken place."

Bernard Shaw

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Introduction

Rabies is a major public health problem

World Health Organization

Fatal once symptoms appear

One death every 15 min worldwide

99% human cases result from dog bites

4 out of 10 deaths are in children

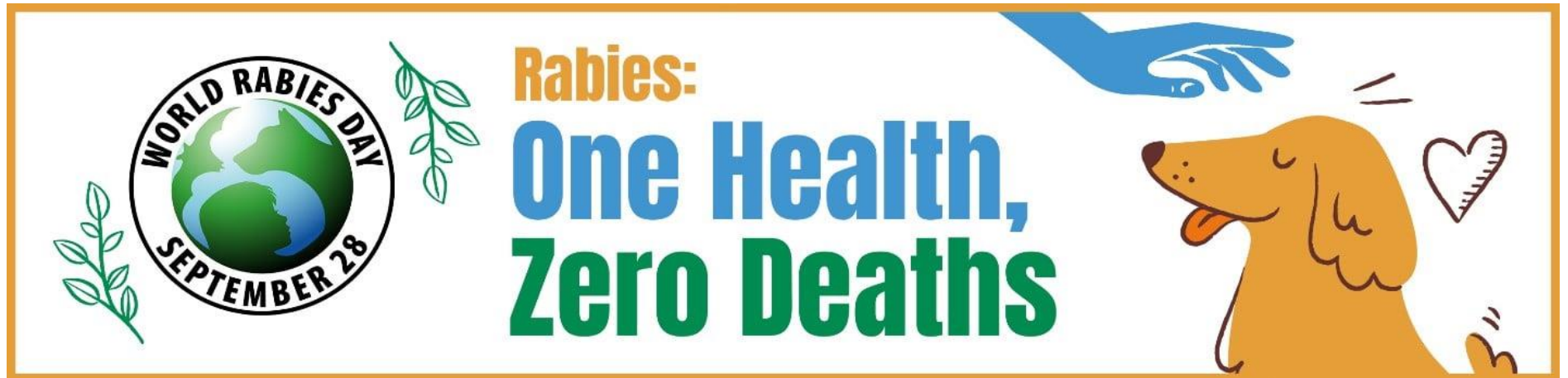
Zero by 30
28 September - World Rabies Day

The infographic features a teal and yellow color scheme. It includes a skull icon for the fatality rate, a clock icon for the death frequency, a silhouette of a family (mother, child, and dog) for the 99% statistic, and a silhouette of a girl walking a dog for the 4 out of 10 statistic. The WHO logo is in the top right corner.

Introduction

In 2018, the Tripartite and the Global Alliance for Rabies Control (GARC) developed the **Global Strategic Plan to end human deaths from dog-mediated rabies by 2030 (Zero by 30)**.

Central to this strategy is the **One Health approach**, which recognises the intimate links between human, animal and environmental health, and promotes intersectoral collaboration to tackle public health challenges.



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Introduction

The COVID-19 pandemic has made One Health a policy priority in relation to future pandemic preparedness and the design of disease prevention and control strategies.

Rabies control represent a model for One Health implementation, as its proven methodologies demonstrate the effectiveness of collaboration at the human-animal interface, including at community and municipal level.

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Introduction

- A recent survey found that rabies workforce capacity and financial resources were redirected toward COVID-19. **Movement restrictions** limited access to health care facilities, and overwhelmed health systems had **less capacity** to treat cases of rabies exposure.
- Community outreach, including **rabies prevention programs** in schools, **were suspended** and the disruption of medical supply chains resulted in **restricted PEP** access for exposed individuals.
- The biggest impact on rabies control has been the **cancellation or postponement of mass dog vaccination campaigns**.

(source: UnitedAgainstRabiesForum:The OneHealthConceptatWork - <https://www.frontiersin.org/articles/10.3389/fpubh.2022.854419/full>)

Introduction

The One Health capacity-building required for rabies control will ensure that countries have a **skilled workforce** to respond to both **new and existing public health challenges**, while **alleviating healthcare inequities** and helping to break the cycle of neglect.

Addressing rabies can also contribute to **improved animal welfare, food security, healthier ecosystems and healthier cities**. Rabies education and awareness help promote **responsible dog ownership, humane dog population management** and build **more positive community relationships with dogs**.



(source: UnitedAgainstRabiesForum:The OneHealthConceptatWork - <https://www.frontiersin.org/articles/10.3389/fpubh.2022.854419/full>)

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Rising awareness



Be aware that “the effectiveness of communication is not defined by the communication but by the response”

(Source: Milton Erikson)

The etymology of "communication"

The etymology of "communicating" dates back to the verbs:

- Greek “koinoo” and “koinonéo”, both linked to the idea of koiné (community)
- Latin "cummenia" (exchange of gifts within “common walls”)



The etymology highlights a meaning that is often in the background in our culture: the common space of “being us”, members of a **community not isolated individuals**

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Zulu greetings as a paradigm

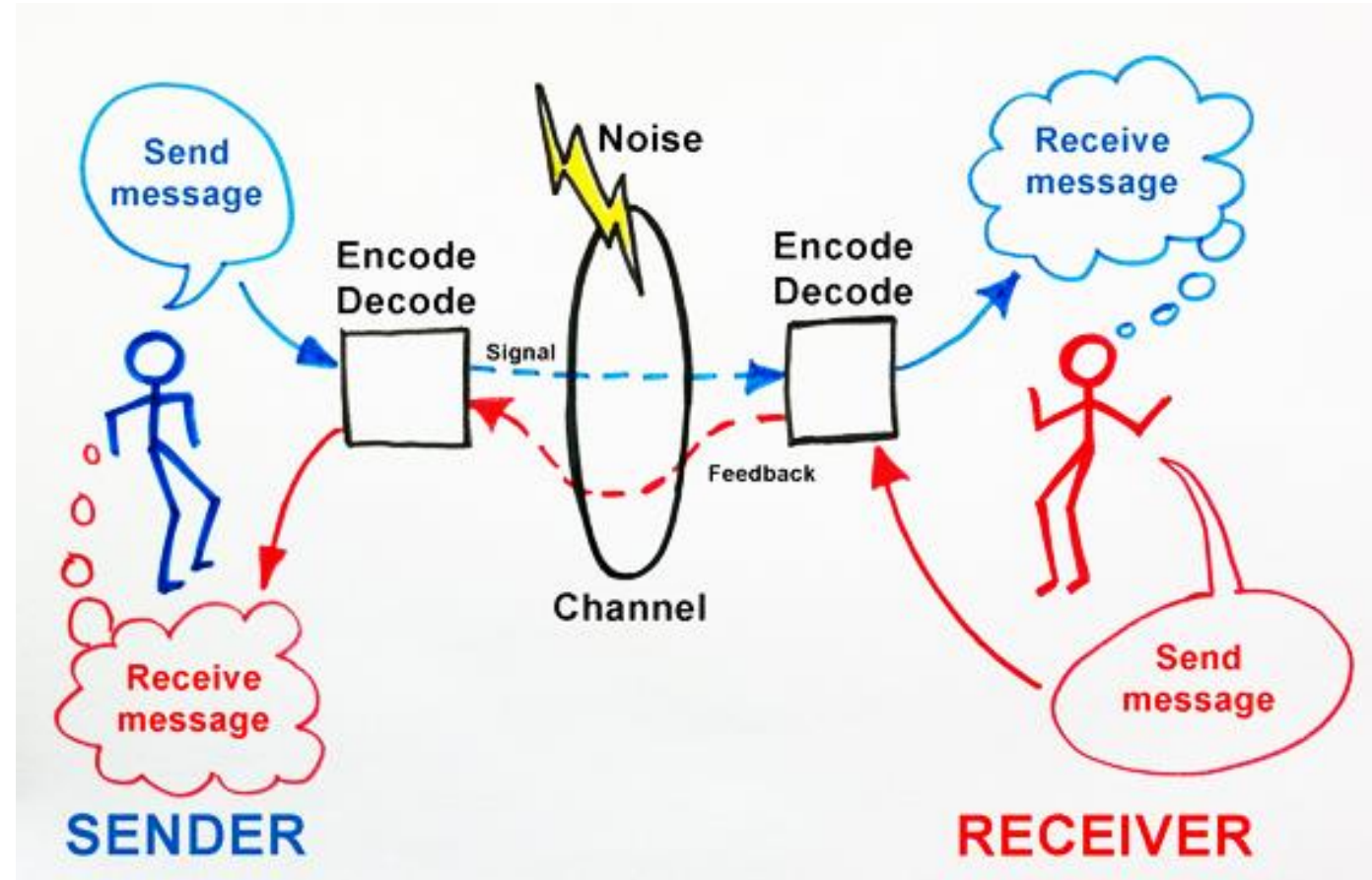
A) SAWUBONA!

I see you!

I am here to be seen!



A Mathematical Theory (The Shannon-Weaver communication model)



Communicating effectively means...

- a) Send a message to a receiver
- b) Take care of how the message is perceived

Therefore, pay attention to:

- The content of the message
- The communication style and channel(s)
- The available time
- Possible interferences (noise)
- The feedback that the receivers send back

The clearer understanding the communicators have about the change they want to see, the better success of a communication campaign is achieved.

Basic equation

RABIES: THE FACTS



VIRUS TRANSMISSION



Saliva of infected animals



99% of human cases are caused by **dog bites**

The virus attacks the brain
Rabies is **fatal** once symptoms appear



FATALITIES

Rabies affects **poor rural communities** mostly in Asia and Africa



About **One death** every **9 mins**

40% of the victims are children younger than 15

TREATMENT



Thorough washing of the wound with soap, and, vaccine injections can avoid symptoms and **save lives**.
Seek immediate medical care if bitten.



HOW TO PREVENT RABIES TRANSMISSION FROM DOGS?



Raise public awareness

Learn **dog body language**



NO DOG BITE = NO RABIES

VACCINATING DOGS SAVES HUMAN LIVES

Rabies is **100% preventable**



Vaccinating **70%** of dogs **breaks rabies transmission cycle** in an area at risk

Every dog owner is concerned



28 September • World Rabies Day • #rabies

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Tips

Developing a Single Overarching Communications Outcome (SOCO)



Getting to the point fast (POINT)

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The S.O.C.O.

The SOCO (single overarching communication outcome) is the change you want to see in your audience as a result of your communication.

It is NOT an objective, it is an **outcome**, and must therefore be expressed from the **perspective of the audience**. It must be **explicit** about the **change** you want, and **time-limited**. It must be **realistic** and **achievable**. *It must contribute to a larger programme goal or objective.* It will be the fixed point on which you keep your mind when communicating. Messages are developed to achieve the SOCO only after considering the needs and nature of your target audience(s).

Worksheet 1: S.O.C.O. description

	S.O.C.O.	
Step 1	What is your issue?	
Step 2	Why do you want to focus on this issue and why do you want to focus on it now?	
	Who needs to change their <u>behaviour</u> (audience)?	
Step 3	What is the change that you want to see in your audience as a result of your communication? (THIS IS YOUR SOCO)	

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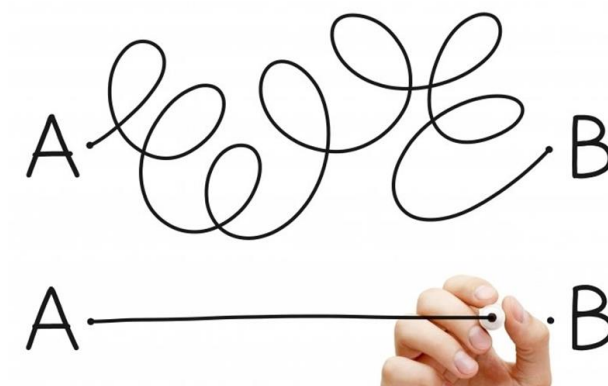
The POINT

Once you are clear about your S.O.C.O., you know where you are going or aiming. **Once you know where you are aiming, you must get there as fast as possible.**

We need to get to our point as fast as possible and explain the supporting information and nuances incrementally and in a decreasing order of relevance and importance to our audience.

Always remember that people receive messages in different ways. Once interested, they will listen to the explanation and other nuances.

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Worksheet 2: the S.O.C.O. definition

Step 1	What is your issue?
Step 2	Why do you want to focus on this issue and why do you want to focus on it now?
Step 3	Who needs to change their <u>behaviour</u> (audience)?
Step 4	What is the change that you want to see in your audience as a result of your communication? (THIS IS YOUR SOCO)

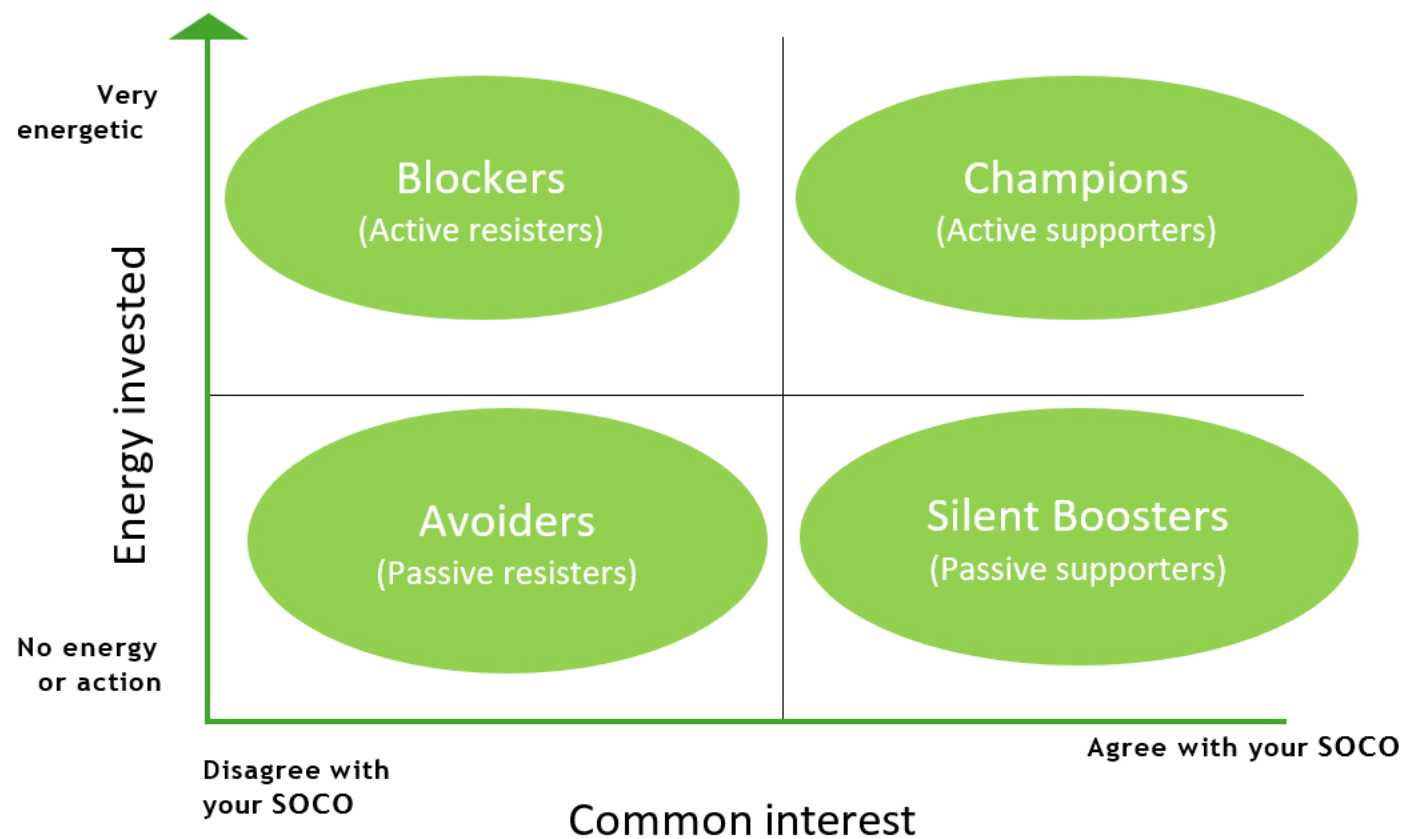
Audience identification and involvement

Neuroscience tells us that adults learn and retain information in particular ways. The following are important aspects of adult learning which are important to remember when communicating with our audiences:

1. Our brains are wired to forget, not to remember. Multisensory communications help slow down the forgetting curve.
2. Use of multisensory communications increases understanding and retention of information.
3. When people have something to do, even if it is to call a number, visit a website, be vigilant, etc., they tend to remember messages more.
4. People remember what is outstanding or things that have particular meaning to THEM.
5. The human brain chunks information into manageable sizes. Most people cannot retain more than seven plus or minus two pieces of information. It is safe not to expect people to remember more than five things. Three is optimal.
6. People understand and retain information if there are regular "breaks". Present one idea at a time and take physical breaks if possible. This could mean presenting an idea and inviting questions or reflection before going onto the next.
7. Great educators, entertainers and salespersons know that people remember the beginning and the end. The middle is often a vast cognitive wasteland.

Audience analysis

YOUR S.O.C.O.



Worksheet 3: audience analysis

	Share the objective	Invested energy	Communication strategy
Champions	YES/NO	Support publicly/vocally	<ul style="list-style-type: none"> • Give them information • Appreciate + acknowledge their contribution • Let them champion your cause
Silent boosters	YES/NO	Support silently	<ul style="list-style-type: none"> • Educate, enable, inform and motivate • Energize them by involving champions they admire
Avoiders	YES/NO	Oppose silently	<ul style="list-style-type: none"> • Inform or ignore • Get critical mass of champions to influence them
Blockers	YES/NO	Oppose loudly	<ul style="list-style-type: none"> • Ignore if they are not influential • Confront if their influence is significant • Counteract by giving facts and enlisting champions • Monitor what they say and who is listening to them

Write down your primary target audience(s) here: _____

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Communicating risks

Risks are directly related to the nature and magnitude of the hazards, but the public (or others at risk) perceives risks based on many other factors (fear, concern, intense emotional engagement).

RISK = HAZARD + OUTRAGE

Risk communications experts have observed the following factors as affecting how risk is perceived. They all contribute to the development of a sense of outrage.

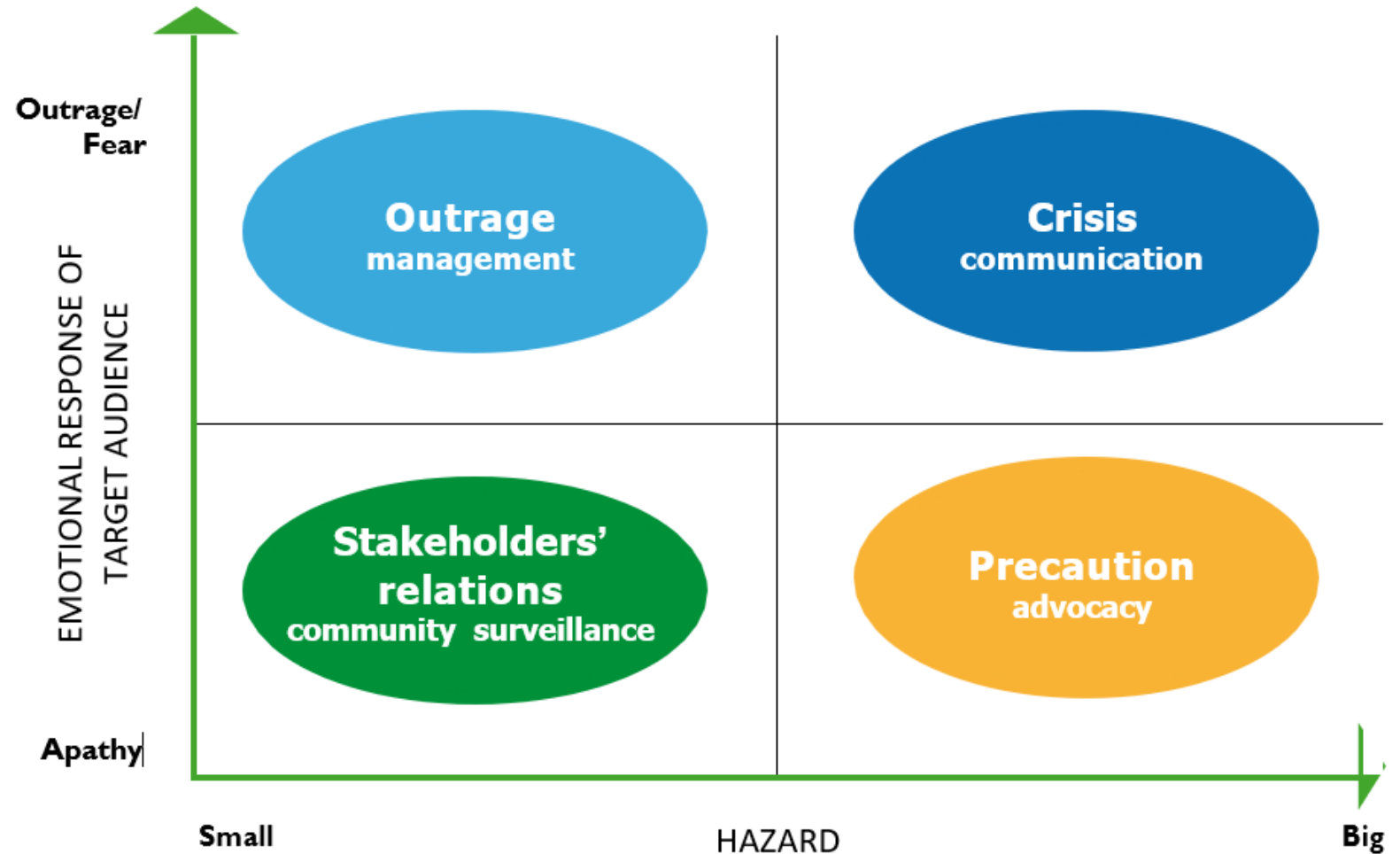
Risk perception

Outrage is usually higher when the public perceives the hazard to be:

- imposed involuntarily
- uncontrollable
- exotic or unfamiliar
- manmade
- irreversible
- disastrous in scale (regardless of probability)
- unfairly distributed
- dangerous to children and future generations
- poorly understood

Peter Sandman model

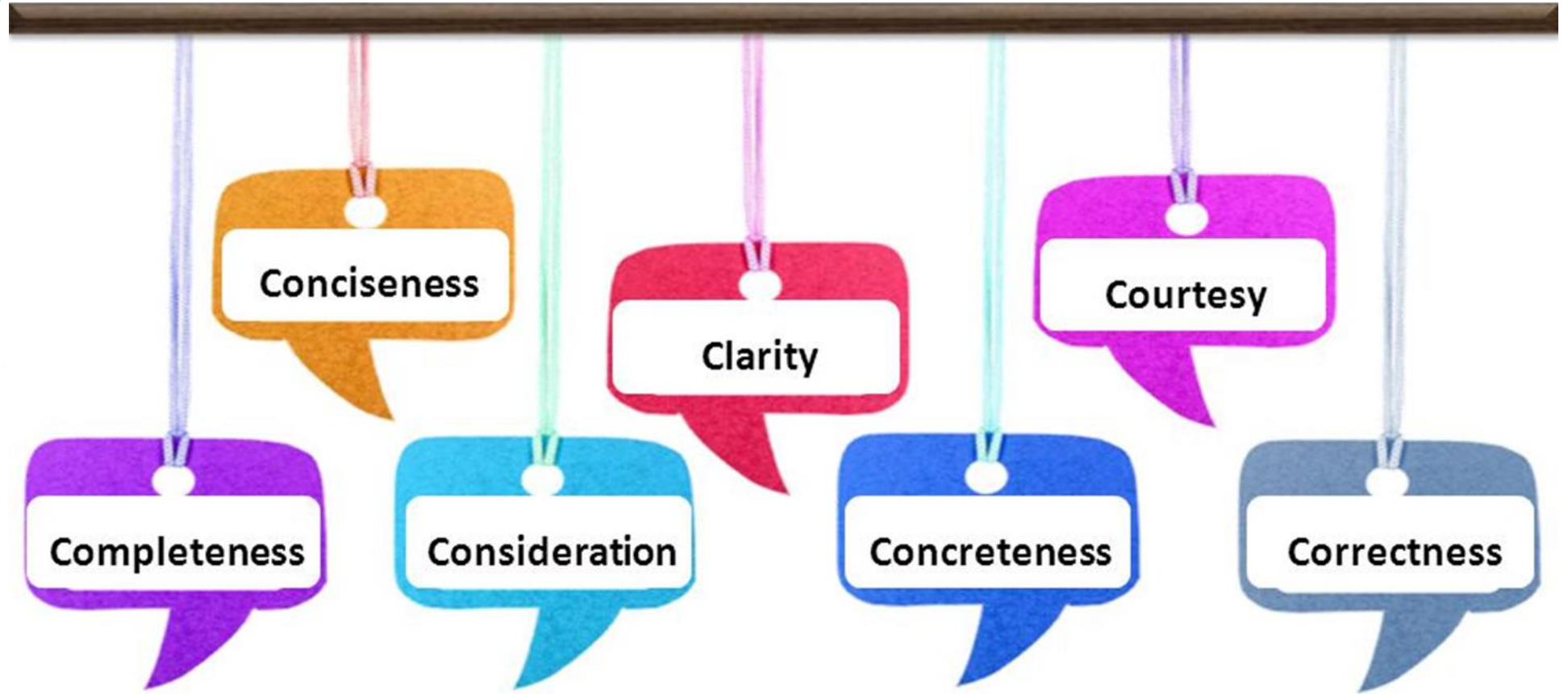
Risk perception analysis



Worksheet 4: the strategy

Communication strategy	Hazard (danger) vs outrage (concern)	Dealing with outrage (concern)	Main message	Required action
Precautionary advocacy	<ul style="list-style-type: none"> • Hazard big • Outrage low (apathy) 	<ul style="list-style-type: none"> • Raise outrage to your level of concern 	<ul style="list-style-type: none"> • Be aware! Something bad could happen! 	<p>Aim: Increase people's emotional engagement</p>
Crisis communication	<ul style="list-style-type: none"> • Hazard big • Outrage high 	<ul style="list-style-type: none"> • Keep outrage high so as to maintain people's vigilance and the motivation to act 	<ul style="list-style-type: none"> • We are in this together 	<p>Aims:</p> <ul style="list-style-type: none"> • Communicate proactively and early • Explain what is happening • Make clear what you know and what you don't
Outrage management	<ul style="list-style-type: none"> • Hazard small • Outrage high 	<ul style="list-style-type: none"> • Try to lower outrage level 	<ul style="list-style-type: none"> • I appreciate/ understand your concern. Here are the facts as I know them 	<p>Aims:</p> <ul style="list-style-type: none"> • Communicate proactively and early • Listen and acknowledge fears and present the evidence or facts • Explain why you believe there is no danger
Stakeholder relations and community surveillance	<ul style="list-style-type: none"> • Hazard small or intermediate or not imminent • Outrage low or absent (apathy) 	<ul style="list-style-type: none"> • No action 	<ul style="list-style-type: none"> • Bewatchful 	<p>Aims:</p> <ul style="list-style-type: none"> • Conduct communication surveillance as soon as possible • Identify potential causes of concern early on

The 7 Cs of communication



The 7 Cs of communication

- C1. Completeness.** The communication must be complete. It should convey all facts required by the audience.
- C2. Conciseness.** Communicating what you want to convey in least possible words without forgoing the other Cs of communication.
- C3. Consideration.** “Stepping into the shoes of others” (the audience's view points, background, mind-set, education level, etc.). Make an attempt to envisage your audience, their requirements, emotions as well as problems. Ensure that the self-respect of the audience is maintained and their emotions are not harmed. Modify your words in message to suit the audience's needs while making your message complete.
- C4. Clarity.** Clarity implies emphasising a specific message or goal at a time, rather than trying to achieve too much at once.
- C5. Concreteness.** Concrete communication implies being particular and clear rather than fuzzy and general.
- C6. Courtesy.** The message should show the sender's expression as well as respecting the receiver. The sender of the message should be sincerely polite, judicious, and reflective.
- C7. Correctness.** Correctness implies that there are no errors in the message.

Worksheet 5: Assess the 7 Cs

In order to get the expected results of your communication, you can apply the checklist of the 7 Cs of Communication that helps identifying gaps and increasing the chance that the message will be understood as it was intended.

C's of Communication	Low							High	Notes
	1	2	3	4	5	6	7		
C1. Completeness	1	2	3	4	5	6	7		
C2. Conciseness	1	2	3	4	5	6	7		
C3. Consideration	1	2	3	4	5	6	7		
C4. Clarity	1	2	3	4	5	6	7		
C5. Concreteness	1	2	3	4	5	6	7		
C6. Courtesy	1	2	3	4	5	6	7		
C7. Correctness	1	2	3	4	5	6	7		

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Conclusions

The world has the vaccines, medicines, tools, and technologies to break the cycle of one of the oldest diseases.
Together in unity we can eliminate rabies, leaving no one behind.



By collaborating and joining forces across sectors, engaging communities and committing to sustain dog vaccination, **together as 1** we can work towards **1 goal to eliminate 1 disease to make One Health available to all** – using rabies as the example.

(source: <https://www.who.int/news-room/events/detail/2023/09/28/default-calendar/world-rabies-day-2023>)

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THANK YOU FOR YOUR ATTENTION!