



International Federation  
of Red Cross and Red Crescent Societies

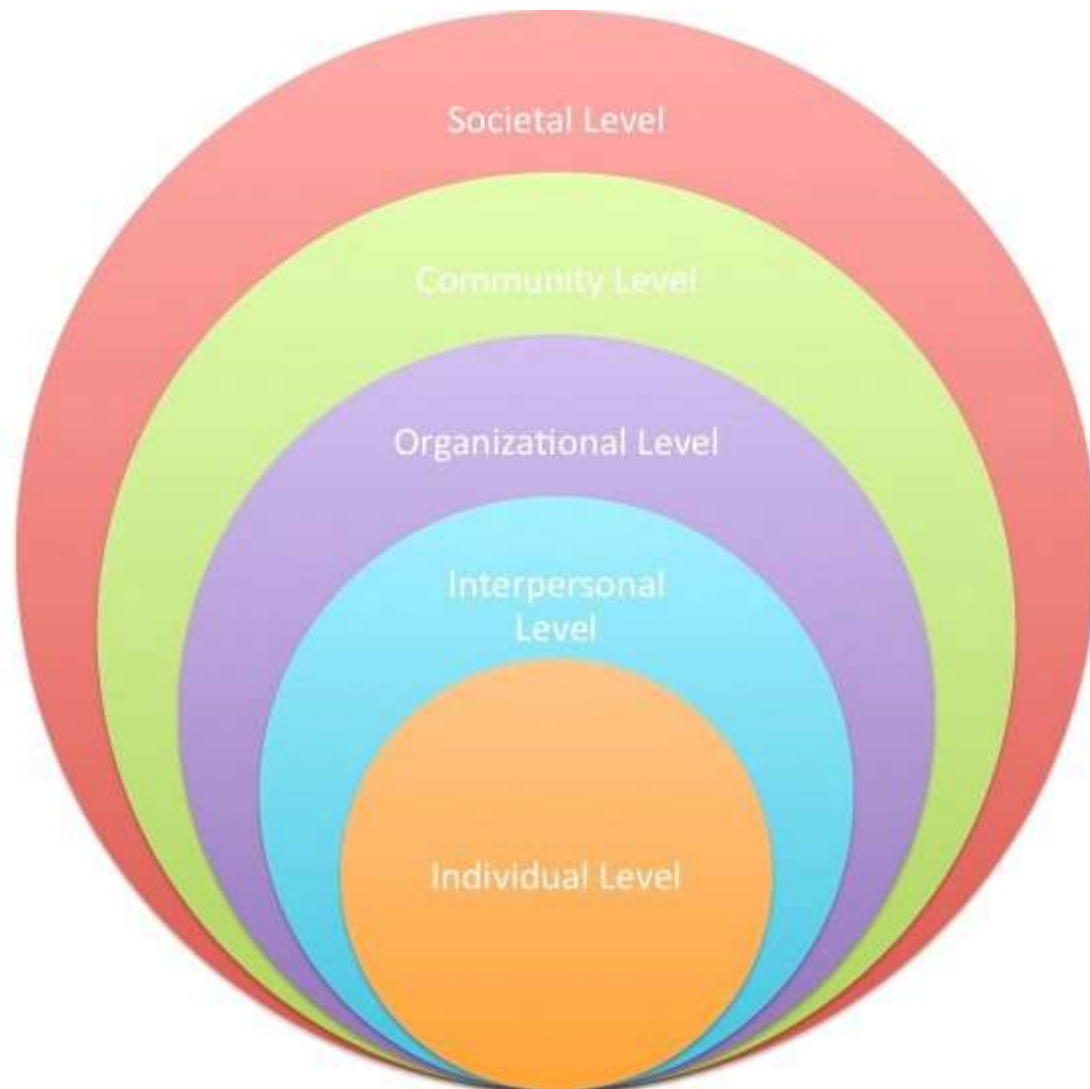
# Applying behaviour change-based health promotion strategies across the disaster cycle

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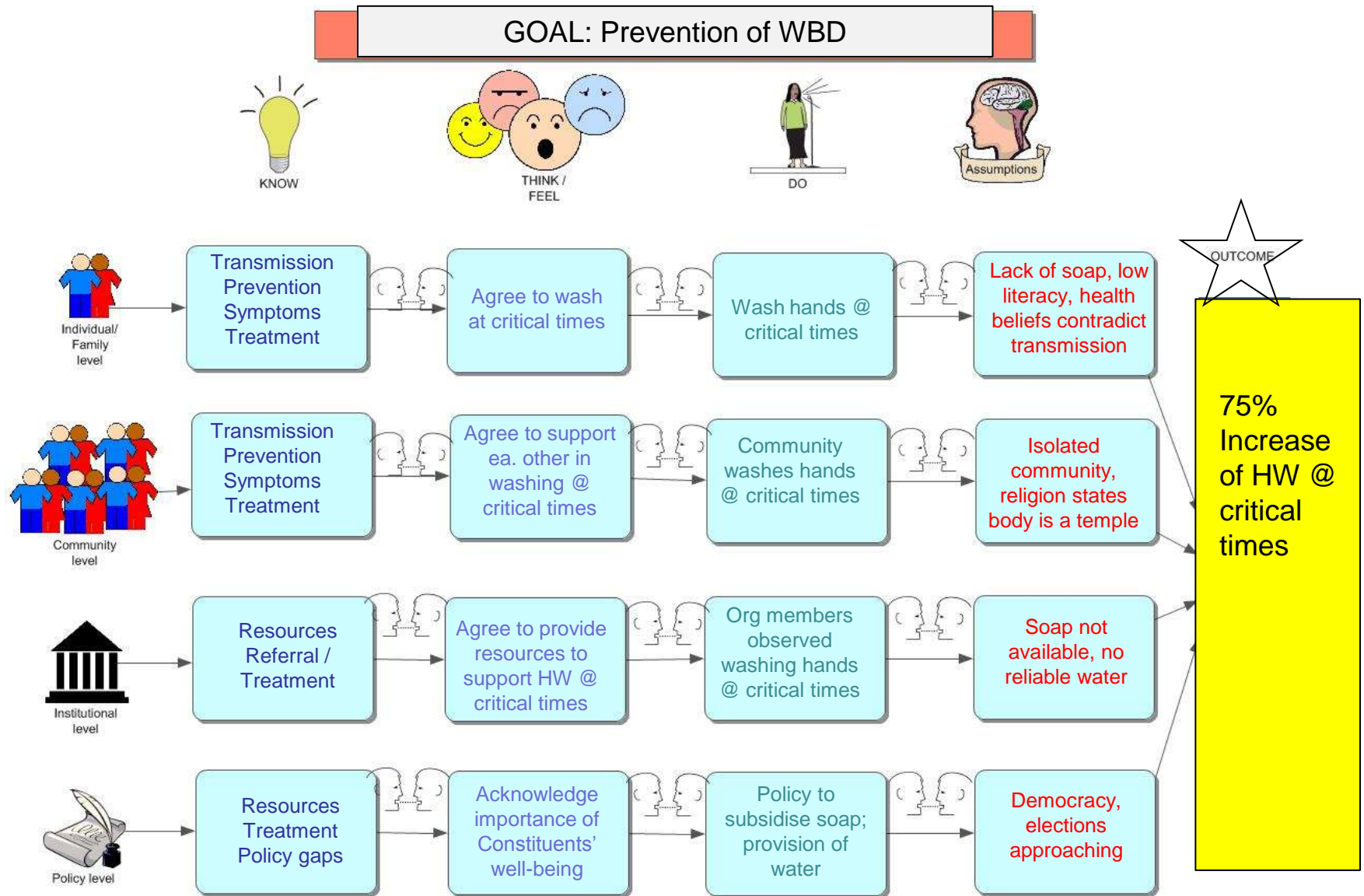


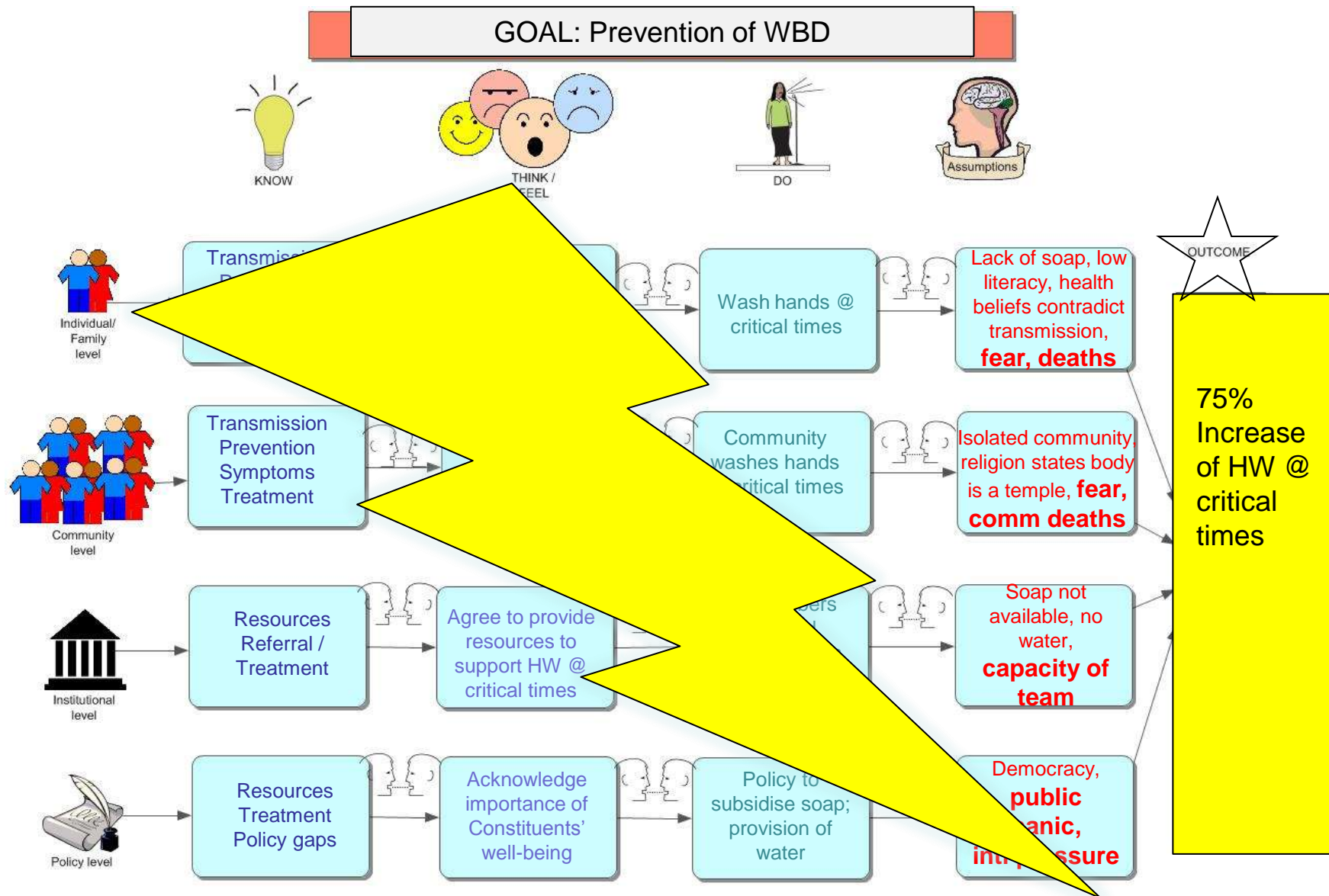






# International Federation of Red Cross and Red Crescent Societies





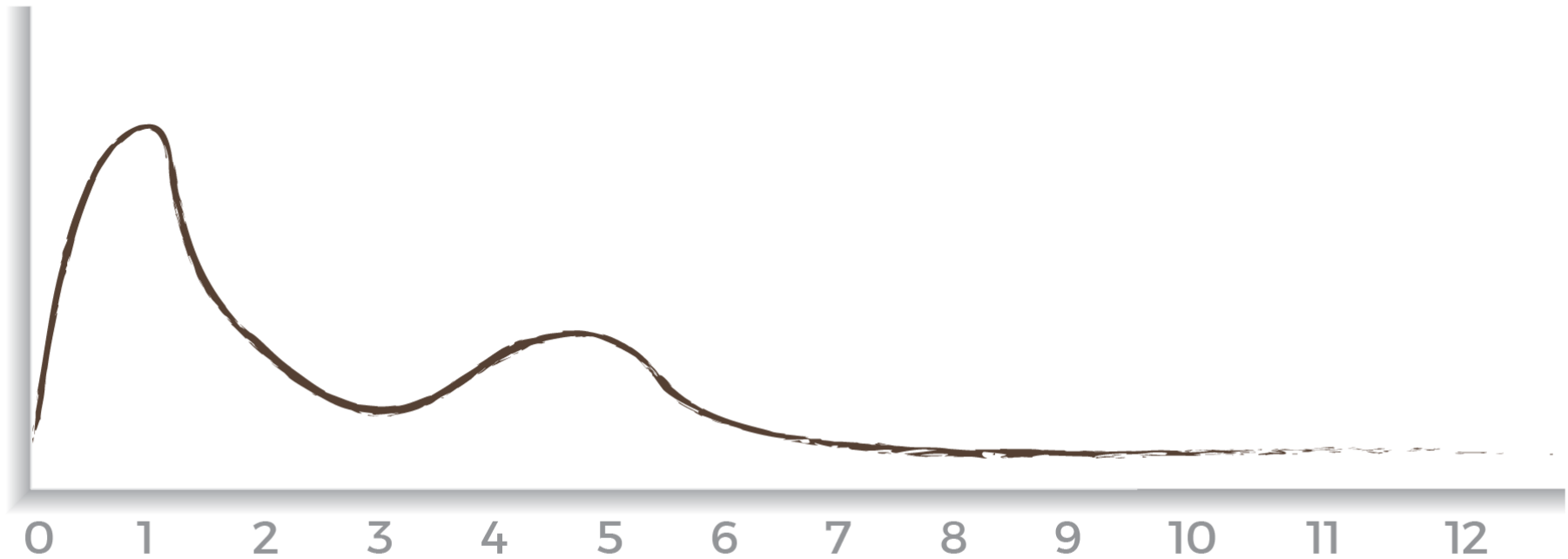


# Natural disaster



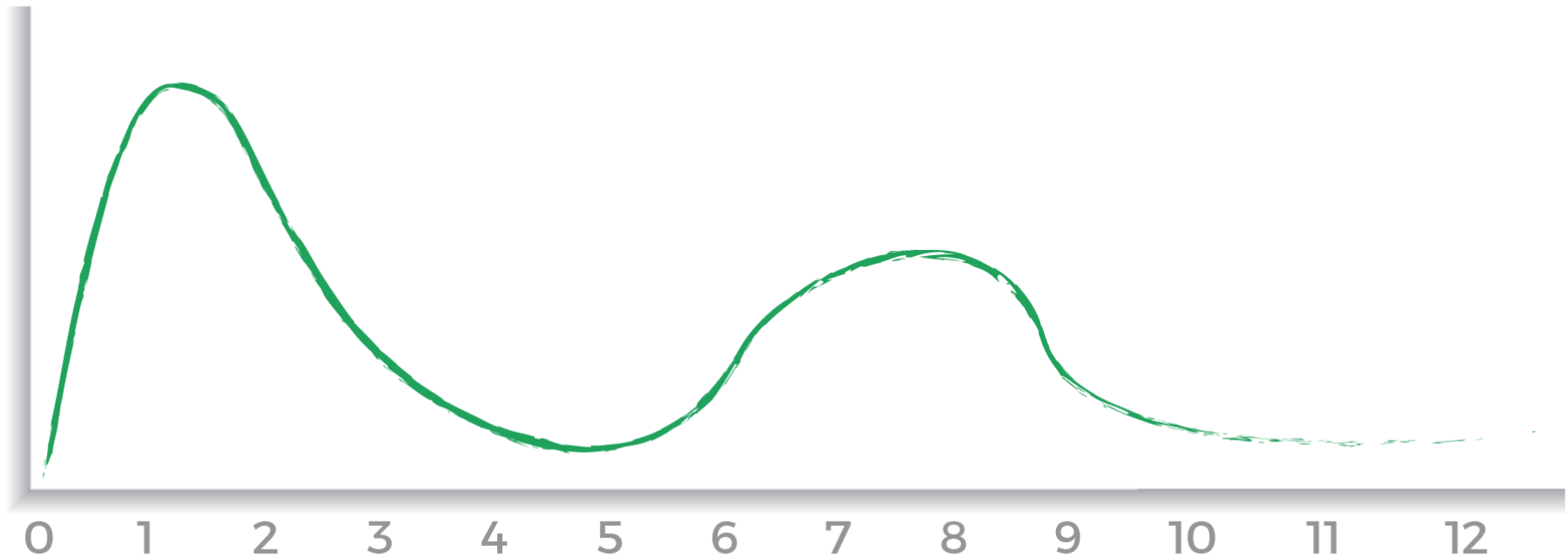


## 1 - Trauma surgery





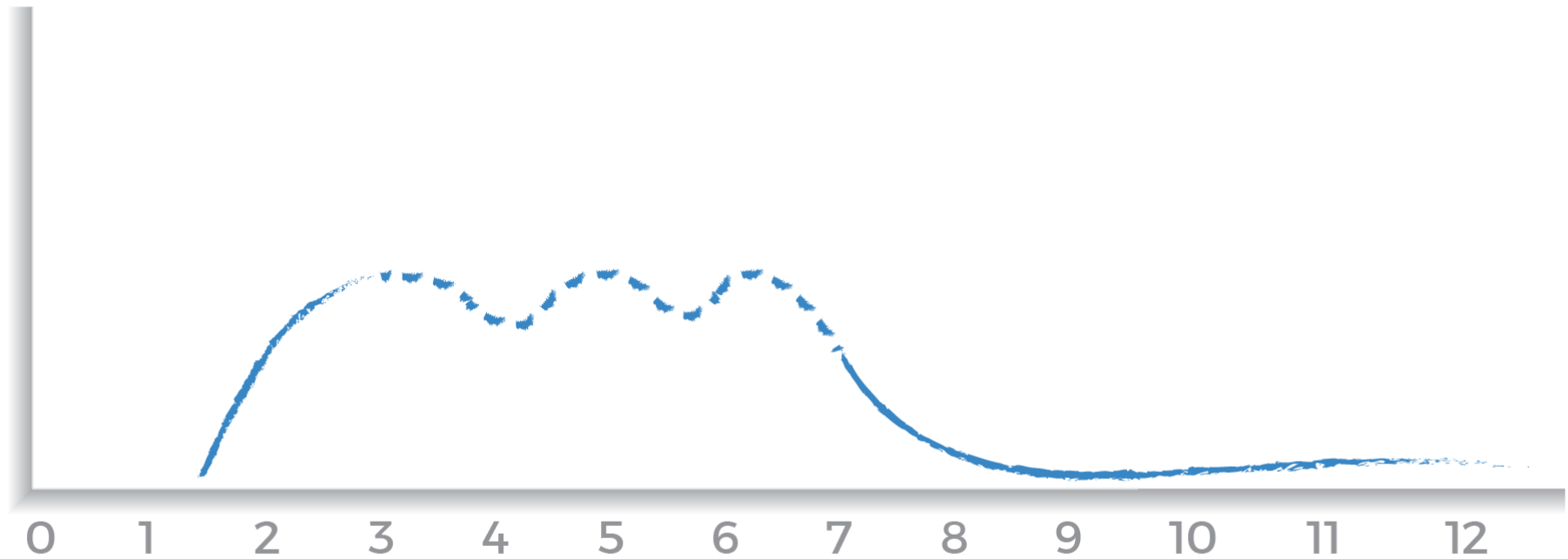
## 2 - Waterbourne diseases





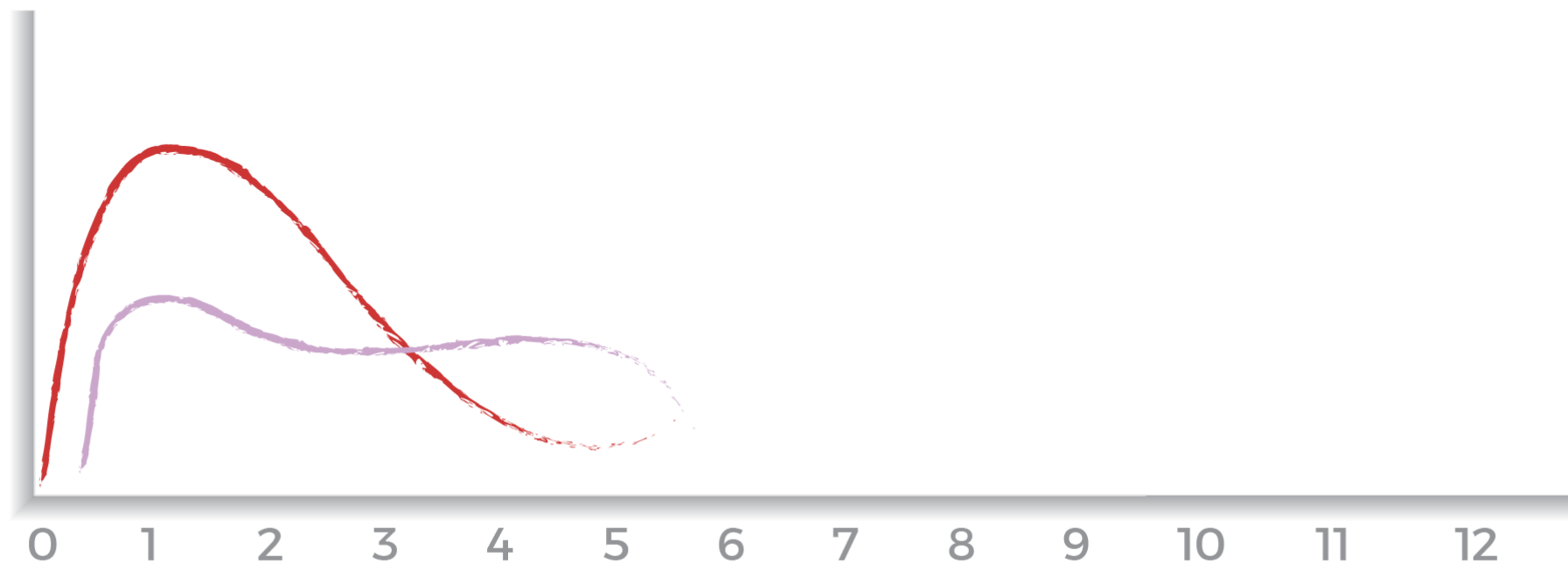


### 3 - Vector borne diseases



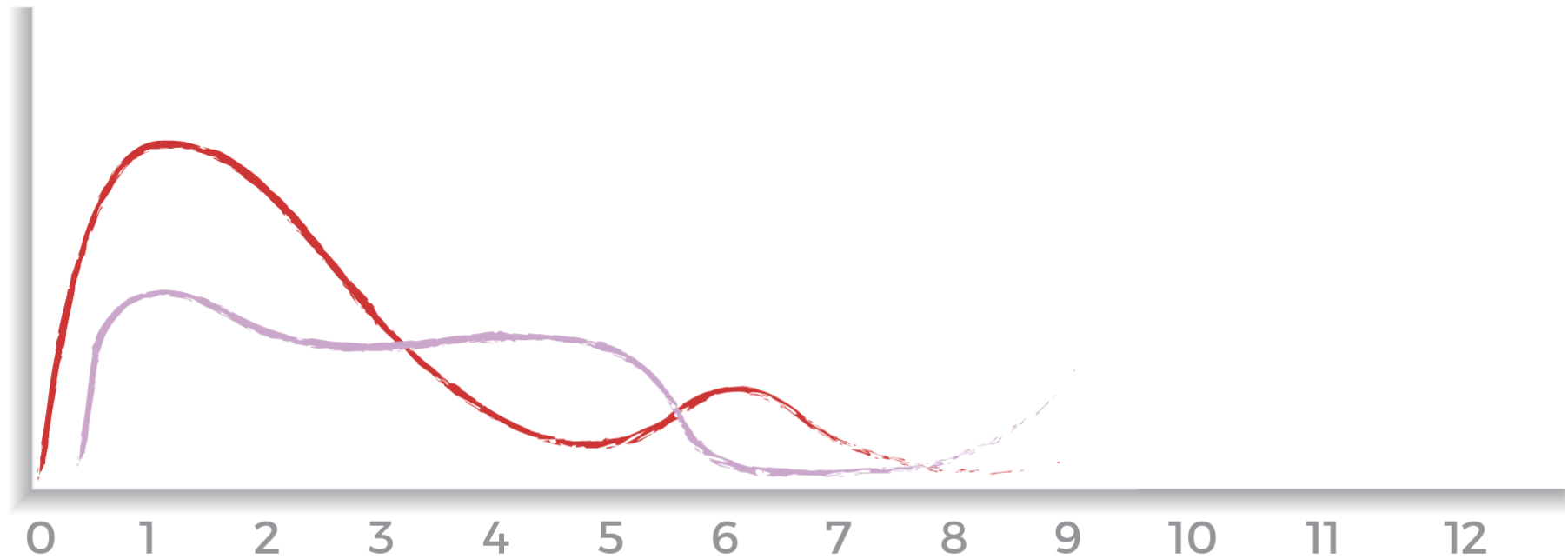


## 4a - Maternal and newborn



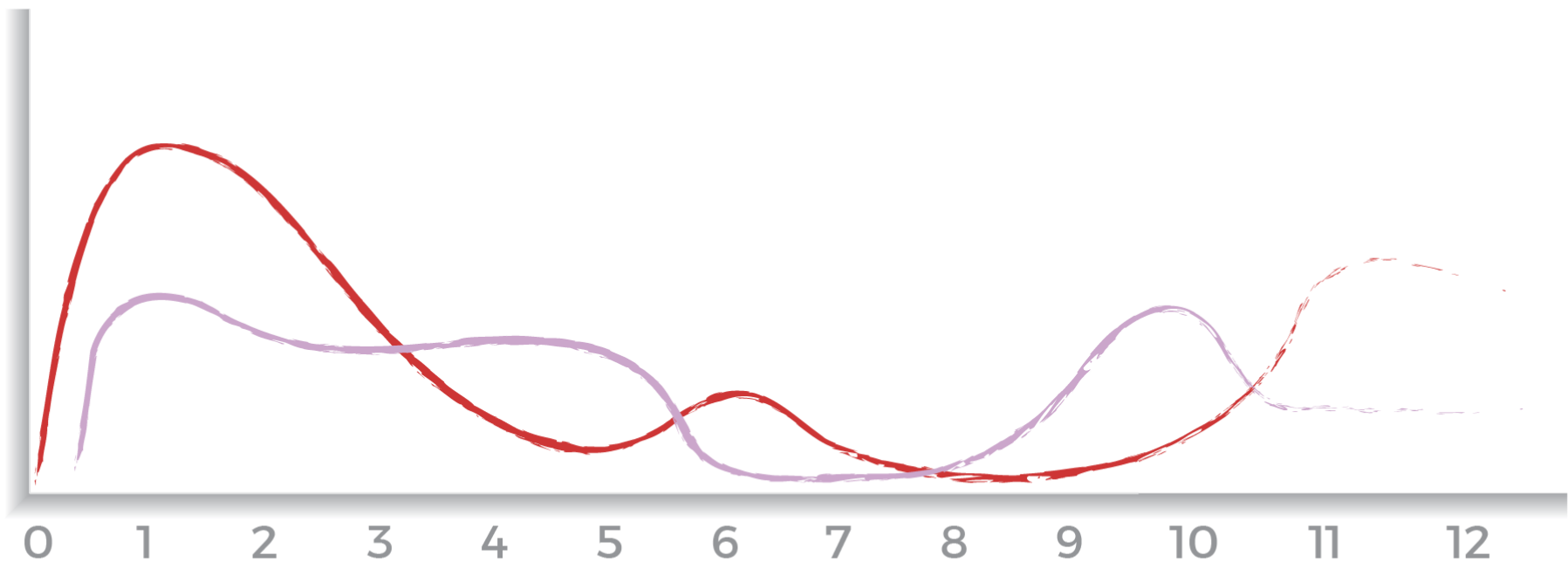


## 4b - Maternal and newborn



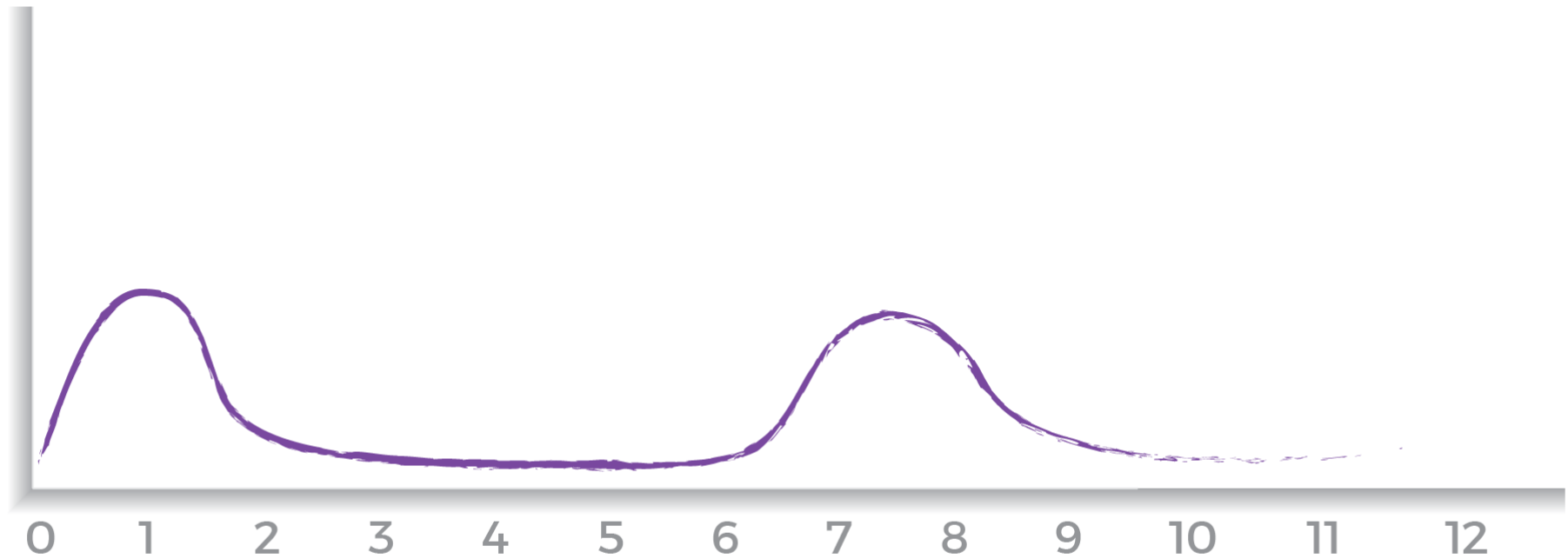


## 4c - Maternal and newborn





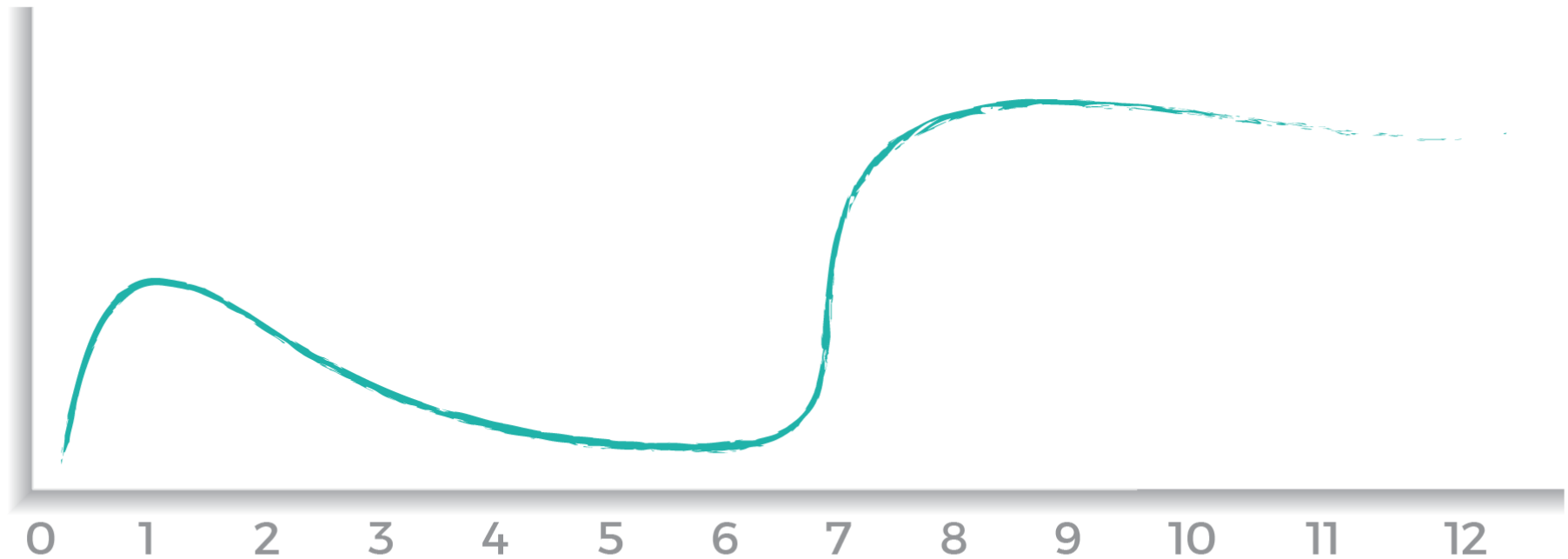
## 5 - Vaccine preventable diseases





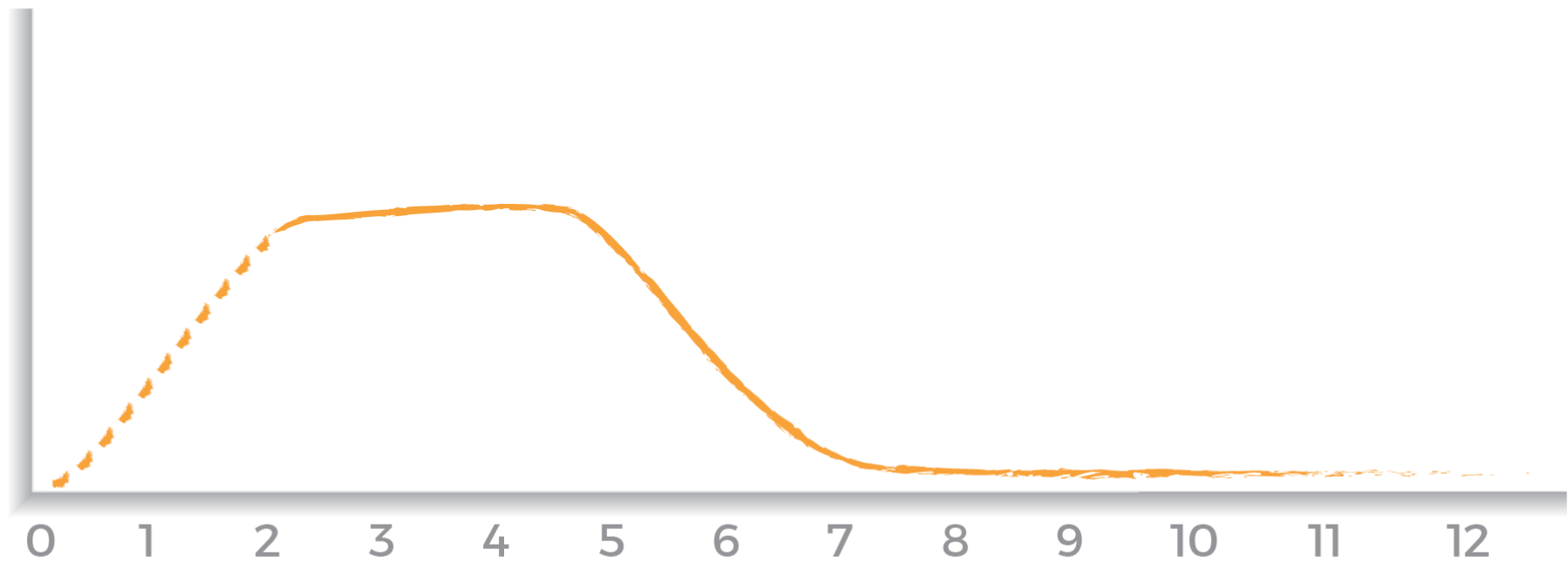


## 6 - Mental health



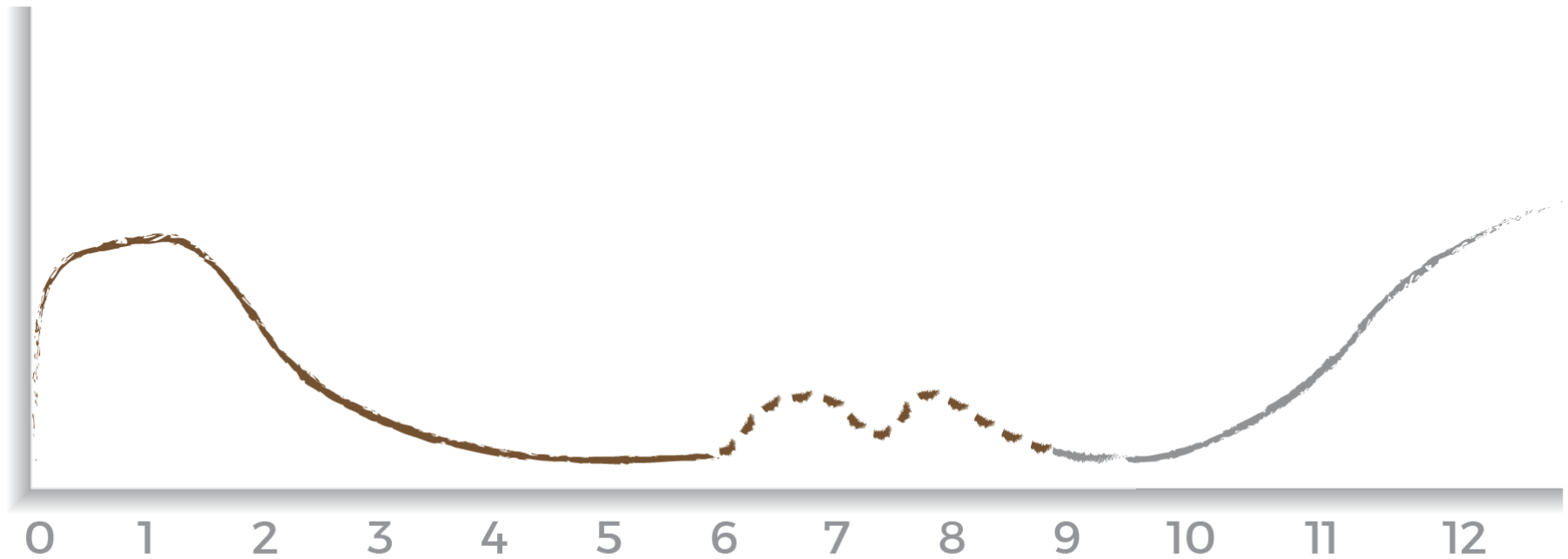


## 7 - NCD





## 8b - Neglected diseases



# Epidemic Outbreak





## Health Promotion and Community Engagement

Please find here updated behaviour change tools, communication engagement guidance and training for volunteers and staff responding to the plague outbreak. Health promotion activities for communities include social distancing, respiratory etiquette, vector control, hand washing, application of insect repellent and safe burials practices.

To review research on behaviour change used in previous plague outbreaks, fear and stigma around highly infectious diseases and previous Madagascar interventions, click here:

<https://drive.google.com/open?id=0B0eUEih9vsw3LWxmekEyV0txYnc>

### Updated ECV tools for Bubonic Plague, Coughing (Pneumonic) Plague:

[ECV Coughing Plague \(Pneumonic\)](#)

[ECV Bubonic Plague](#)

[Associated ECV Action Tools](#)

### Training module and toolkit for Madagascar volunteers on transmission, symptoms, treatment and prevention

[Plague Toolkit \(English\)](#)

[Plague Toolkit \(French\)](#)

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Nancy Ellis  
(nancy.clarke)

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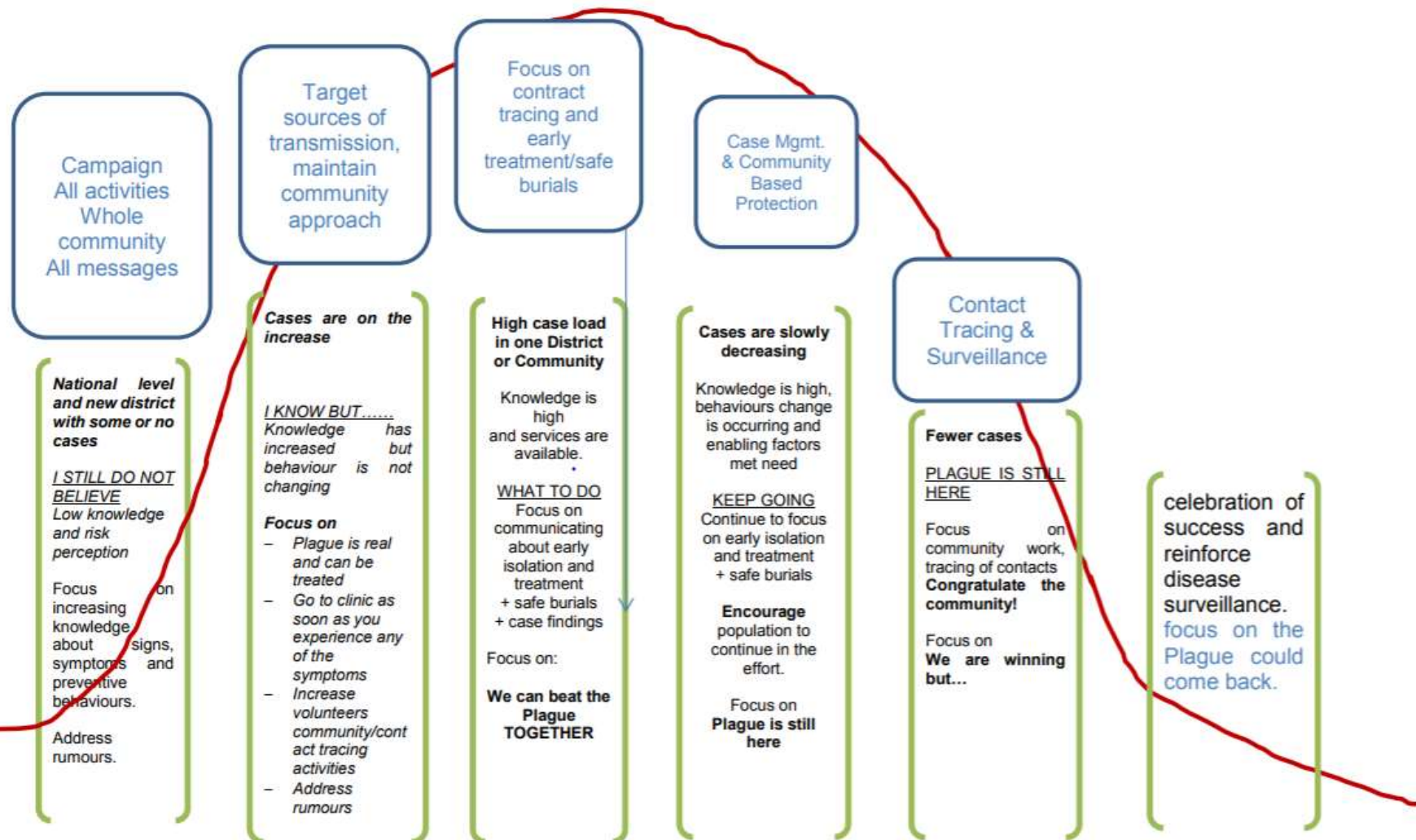
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# Behaviour Change Lit review





# International Federation of Red Cross and Red Crescent Societies





Campaign  
All activities  
Whole  
community  
All messages

**National level  
and new district  
with some or no  
cases**

**I STILL DO NOT  
BELIEVE**  
Low knowledge  
and risk  
perception

Focus on  
increasing  
knowledge  
about signs,  
symptoms and  
preventive  
behaviours.

Address  
rumours.

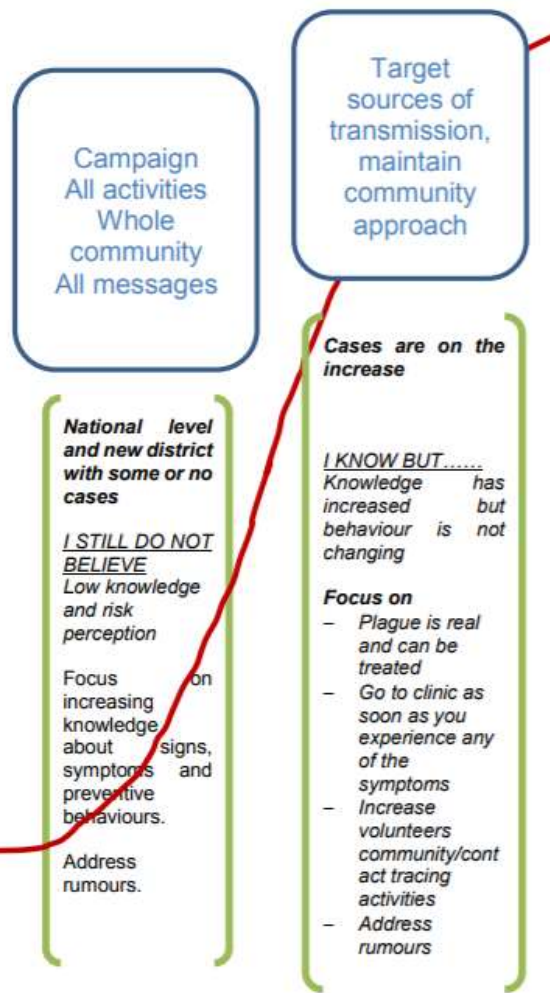
## Fact Sheet Madagascar Plague

The combination of multiple types of plague, multiple ways to spread the infection, high number of urban cases, and high number of cases early in the Plague season (September to April) makes this response unique. Although treatment is the same regardless of the type of Plague, health prevention and symptoms differ based on infection transmission. Nowadays, plague is easily treated with antibiotics and use of standard precautions to prevent acquiring infection.

## Fact Sheet: Plague Madagascar

Transmission, treatment,  
prevention, and control of Plague





**National level and new district with some or no cases**

**I STILL DO NOT BELIEVE**  
Low knowledge and risk perception

Focus on increasing knowledge about signs, symptoms and preventive behaviours.

Address rumours.



Red Cross volunteers are our best defense against plague to inform community on the cause, symptoms, treatment and prevention of **Coughing Plague**

## HEALTH PROMOTION

- Why is it important to know the difference between bubonic plague and coughing plague?
- How does health promotion defend your community from plague?
- How can you build on the cultural norms, beliefs or fadys in your community to promote good health practices to defeat plague?



10 of 15



ToT plague



Campaign  
All activities  
Whole  
community  
All messages

Target  
sources of  
transmission,  
maintain  
community  
approach

Focus on  
contact  
tracing and  
early  
treatment/safe  
burials

**National level  
and new district  
with some or no  
cases**

**I STILL DO NOT  
BELIEVE**

Low knowledge  
and risk  
perception

Focus on  
increasing  
knowledge  
about signs,  
symptoms and  
preventive  
behaviours.

Address  
rumours.

**Cases are on the  
increase**

**I KNOW BUT.....**

Knowledge has  
increased but  
behaviour is not  
changing

**Focus on**

- Plague is real  
and can be  
treated
- Go to clinic as  
soon as you  
experience any  
of the  
symptoms
- Increase  
volunteers  
community/contact  
tracing  
activities
- Address  
rumours

**High case load  
in one District  
or Community**

Knowledge is  
high  
and services are  
available.

**WHAT TO DO**

Focus on  
communicating  
about early  
isolation and  
treatment  
+ safe burials  
+ case findings

Focus on:

**We can beat the  
Plague  
TOGETHER**



