

**PRELIMINARY RESEARCH AND TECHNICAL ACTIVITIES RELATED TO THE
COMMUNICATION OF AN INFLUENZA PANDEMIC IN ECUADOR**

**Quito, Ecuador
May 24–29, 2009**

**Avian and Pandemic Influenza Communication Strategy for LAC
Contract Number: GHS-I-10-03-00037-00, Order No. 10**

Trip Report

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About Links Media

A full-service communications company, Links Media provides organizations with an array of technologies and methods to influence behavior, communicate risk, and mobilize resources to generate positive change. Links Media's services include market research, strategic communications, multimedia production, partnership building and advocacy, and knowledge dissemination. Currently, Links Media provides expert consultation services to United States Agency for International Development in support of the development and implementation of an avian and pandemic influenza communication strategy and collateral material development for the Latin American and Caribbean region.

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Abbreviations and Acronyms

AI	Avian Influenza
FAO	Food and Agriculture Organization of the United Nations
LAC	Latin America and Caribbean
MAG	Ministerio de Agricultura, Ganadería, Acuacultura y Pesca del Ecuador
MOH	Ministry of Health
PAHO	Pan American Health Organization
PI	Pandemic Influenza
SESA	Servicio Ecuatoriano de Sanidad Agropecuario
UNICEF	United Nations Children's Fund
USAID	United States Agency for International Development

Background

Project

Since 2003, a growing number of human H5N1 (avian influenza, or AI, virus) cases have been reported in Asia, Europe, and Africa; most of these cases are believed to have been caused by exposure to infected poultry. If the virus evolves to be capable of sustained human-to-human transmission, a pandemic could begin. Preparing for and responding to a pandemic requires coordinated actions and communications by all levels of government and all segments of society. To address this need, the United States Agency for International Development (USAID), through its 16 missions in the Latin American and Caribbean (LAC) region, and its U.S. government partners are working with host governments to raise awareness and plan for a potential influenza pandemic, and to coordinate international preparedness and response measures.

Links Media provides expert consultation services to USAID in support of the development and implementation of AI and pandemic influenza (PI) communication strategy and collateral material development for the LAC region. These services are essential in supporting USAID's overarching goal of successfully containing the H5N1 virus within the animal population over the next 24 months. The recent human-to-human spread of the A(H1N1) virus has stressed the need for operational preparedness and response resources to reduce the devastating effects of a pandemic. Additionally, development of a comprehensive communication strategy and accompanying collateral materials for the region has become pivotal in preparing for an outbreak or a possible human pandemic. The communication strategy specifically provides a conceptual framework and sound operating principles for increasing awareness among key target audiences (particularly backyard farmers, consumers of poultry, health care and veterinary staff, municipality officials, and families) about high-risk behaviors for contracting AI, practical preventive measures, and how to recognize, respond to, and treat AI in humans. The strategy also provides tools to support the implementation and monitoring of the proposed communication interventions to ensure full use in the LAC countries.

Such tools also support USAID's Avian and Human Pandemic Influenza Response Unit in assisting missions and regional bureaus in how to effectively achieve two broad objectives: 1) Strengthen capacities to rapidly detect and respond to the current AI problem in animals and humans; and 2) Continue preparing for a possible human influenza pandemic.

Leadership During a Pandemic: What Your Municipality Can Do

As part of this initiative, a number of organizations are collaborating on the development and dissemination of a toolkit for municipal-level pandemic influenza (PI) preparedness and response in the LAC region. The USAID/LAC partners for PI preparation include the Pan American Health Organization (PAHO), Centers for Disease Control and Prevention, Stamping Out Pandemic Avian Influenza, Technical Assistance to Non-Governmental Organizations, and Links Media.

Toolkit users will include (i) municipal authority and response leaders and (ii) national, regional and local disaster authorities. The objectives of the Toolkit are to (i) help improve response capabilities at the municipal level by mapping out key issues and possible actions and by supporting and enhancing the ability of a municipality to respond effectively; and, (ii) build community resilience by providing information for authorities to deliver to households.

Purpose of the Trip

From May 24 through 29, 2009, Anngie Caballero (Links Media staff member), traveled to Quito, Ecuador, to conduct in-depth interviews and surveys with local health authorities in coordination with the country's Ministry of Health (MOH). Information collected about the communication activities by Ecuador's National Inter-institutional Committee of Communication in response to the influenza pandemic would provide a foundation for the development of the country's national pandemic influenza operational plan and communications strategy.

Scope of Work

1. Use assessment tools to acquire information regarding the communication activities by Ecuador's National Inter-institutional Committee of Communication in response to the influenza pandemic. The information collected will be used when developing the country's national pandemic influenza operational plan and communications strategy.
2. Conduct rapid assessment of one or two aspects of the current MOH communications strategy to evaluate its effectiveness among the general population.
3. Plan, coordinate, and execute in-depth interviews with at least three mayors and municipal leaders to determine the usefulness and effectiveness of the design concepts proposed for the toolkit, *Leadership During a Pandemic: What Your Municipality Can Do*.

Source of Funding for the Trip

This trip was supported through the PI budget.

Trip Activities

During the five-day visit, Links Media conducted various activities that can be summarized as follows:

- Organized and participated in an introductory meeting with Margarita Salazar, Ecuador's MOH Influenza Communications Coordinator, to review the agreed work plan, prepare the schedule for the visit, and to begin coordinating meetings with the mayors and municipal leaders recommended by the MOH. Tools, designed to guide the development of the national pandemic influenza operational plan, and a survey, that would be used to evaluate

and measure the knowledge of the general population in Quito regarding the pandemic influenza, also were shared.

- Participated in a meeting with Ecuador's Influenza Inter-institutional Committee to identify key communication activities implemented in response to the influenza pandemic that could be included in the operational plan, and obtained feedback on the proposed survey to measure the knowledge of the general population in Quito regarding the pandemic influenza. (For a list of the Committee members, please refer to Annex 1.)
- Prepared and conducted the knowledge assessment survey to ten people from the general population in Quito to measure their basic knowledge information regarding the pandemic influenza, including recognition of warning signs, and awareness of key messages. (For a complete report of the survey results, please refer to Annex 2.)
- With guidance from M. Salazar and Julio Ruilova, Health Educator and member the country's Influenza Inter-institutional Committee, worked to identify mayors and municipal leaders in municipalities near Quito (i.e., San Miguel de los Bancos, Rumiñahui, Cayambe, and Mejia) with whom to potentially conduct in-depth interviews to determine the usefulness and effectiveness of the design concepts proposed for the toolkit, *Leadership During a Pandemic: What Your Municipality Can Do*. In-depth interviews with municipal authorities from Mejia, Metropolitan District of Quito, and Rumiñahui were conducted. (For a copy of the interview guide used, or for the complete summary of the findings from the in-depth interviews, please refer to Annexes 3 and 4.)
- Participated in conference regarding the influenza pandemic status in Ecuador for workers in the Ministry of Agriculture (MAG). The conference, which was organized by the Influenza Inter-Institutional Committee, was to inform the workers about A(H1N1) and educate them about effective methods of preventing its spread.

Key Findings

Communications Strategy

- The Ecuador Influenza Inter-institutional Committee includes representatives from the ministries of health, agriculture, Ecuadorian Agricultural Health Service - SESA (now AGROCALIDAD), environment, and education, as well as from the private sector. Support to the Committee is provided by: the World Health Organization/PAHO (WHO/PAHO), Food and Agriculture Organization of the United Nations (FAO), the United Nations Children's Fund (UNICEF), and the United States Agency for International Development (USAID).
- Although a national communication plan to prevent the spread of a possible pandemic of avian influenza (Annex 5) for the country has been developed by the MOH, the plan has not been operationalized. Additionally, the plan does not include communication activities related to influenza pandemic common to all sectors involved. The plan also does not include other key components, such as a monitoring and evaluation (M&E) plan to ensure the adequate progress of the implemented activities and appropriate measurement of their impact. The Committee emphasized the need to strengthen its communication network and increase member participation, as well as develop a strategy for working with the media to effectively disseminate and monitor key messages to target audiences.

- MAG supports Committee activities by disseminating influenza-related information through its Web site, and distributing influenza related information, education, and communication materials developed by MOH to a variety of institutions linked to MAG, such as the National Center for Water Resources, Agrocalidad, National Institute of Agrarian Development, National Institute of Irrigation, among others.
- FAO actively collaborates and provides feedback to the MOH on communication activities, and supports the dissemination of information, prepared by the MOH, to prevent the spread of influenza.
- The Ministry of Education signed a ministerial agreement (000172-09) in May 2009 that authorizes the implementation of the Contingency Plan for the Prevention of Influenza A(H1N1) in the national education system with the objective of creating awareness in students, teachers, and parents on how to prevent the spread of influenza A(H1N1). The plan is implemented through national and provincial supervisors of educational territorial units.
- The Committee agreed to share with Links Media the current version of the national pandemic influenza operational plan and communications strategy and the Committee Member Directory.

Rapid Knowledge Survey Assessment

- The key findings from the survey can be summarized as follows:
 - 60% of those interviewed indicate that influenza is a common cold, while 30% think that it is a fatal disease.
 - 90% of those interviewed reported to hearing messages about influenza, especially on TV.
 - 70% of those interviewed stated that hand washing is a way to prevent influenza, while 60% have practiced actions promoted by the messages.
 - 40% of those interviewed demonstrated knowledge of influenza-related symptoms by listing examples such as headache, nasal congestion, vomiting, fever, cough, diarrhea, and body ache.
 - 90% of those interviewed demonstrated knowledge of where to seek care if he/she or a relative have influenza by listing locations such as the closest health center, hospitals, Eugenio Espejo Hospital, and Social Security office.
 - 70% of those interviewed could remember at least one set of influenza-related messages. Of the 70%, all remembered the hand washing messages and could recall a combination of other messages, such as going to the health center, symptoms, etc.
 - 60% of those interviewed indicated that they practice the actions promoted by the messages, while 30% do not. Those who practiced the actions indicated that they did so to protect their health. Specifically, they noted that:
 - Washing their hands was the best protective measure.
 - They work with the public and are concerned about their family's health and their health. Thus, they wash their hands.
 - Prevention through cleanliness, washing one's hands, covering one's mouth, and knowing if others are sick is important.

(For a complete report of the survey results, please refer to Annex 2.)

Toolkit Concept Testing In-depth Interviews

- The key findings from the concept testing with the health directors from municipalities of Mejía, Metropolitan District of Quito, and Rumiñahui were:
 - In general, if the target audiences are the local municipalities, the images are appropriate.
 - It was recommended that the black color of the first graphic be changed to another color that is brighter.
 - The USAID logo was recognized but the AI.com was not.
 - It was recommended that the MOH and local government logos be included.
 - It was recommended that the terms “survival” and “influenza pandemic” be changed to terms that are less alarming.
 - It was mentioned that it would be important to consider: 1) in the first graphic design, to improve the relation among the three images; 2) in the second graphic, the ambulance image is a factor of alarm and they indicated it should be changed; and 3) in the third graphic design, the image demonstrates a goal to train.
 - The size and fonts of the letters used in the graphics are adequate, but in the third image, the letters on the whiteboard should be more readable.

Conclusions and Recommendations

This visit was an opportunity to work closely and collaborate with Ecuador’s pandemic influenza national-level partners. Through this visit, Links Media was able to acquire relevant information on the implementation of communication activities in Ecuador related to the influenza pandemic. The information collected from local partners will serve as valuable input to developing and finalizing Ecuador’s national pandemic influenza operational plan and communication strategy during the working meeting, scheduled for July 14-16, 2009. Based on the work conducted, Links Media recommends the following:

- Provide the Ecuador Pandemic Influenza Inter-institutional Committee technical assistance and training in order to develop the national pandemic influenza operational plan, communications strategy, and work plan. Items to be considered should include communication activities in influenza pandemic common to all sectors involved, indicating clearly the tasks, goals, indicators, and responsible participating institutions.
- Develop an M&E plan in coherence with the operational plan and communications strategy, indicating achievements, results, processes and impacts reached on specific strategic lines.
- Provide the Committee with guidance in order to determine if any additional public-private sector entities should be added to its membership, such as the ministries of national defense, tourism, and/or foreign trade; municipal leaders and authorities; and, other organizations directly involved in the response to emergencies and disasters at the national level.
- Continue to work collaboratively with the Committee to establish achievable strategies outlined in the National Communication Plan.

- Develop a plan to conduct a workshop on Crisis Communications directed to the Committee members.
- Maintain relationship established with municipal authorities from Mejia, Metropolitan District of Quito, and Rumiñahui to keep them updated about the toolkit.

Annex 1: Ecuador's Influenza Inter-institutional Committee Member Directory

NAME	INSTITUTION/ ORGANIZATION	TITLE	E-MAIL
Martha Rodríguez	OPS/OMS	Communication Officer	marodrig@euc.ops-oms.org
Gabriela Malo	UNICEF	Communicator	gmalo@unicef.org
Margarita Salazar	MSP	MOH Influenza Communications Coordinator	marsalazar@msp.gov.ec
Enith Cevallos	MSP	Mental Health Communicator	ecevallos@msp.gov.ec
Silvia Velasco	MAG	Director of Social Communication	silviavelascom2@yahoo.com
Cynthia Navas	MAG	Communicator	cynthianavas07@hotmail.com
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Juan Pablo Viteri	FAO	Communicator	Juanpablo.viteri@fao.org
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Annex 2: Report of Survey Results

Report: Results of the survey about influenza
Quito, Ecuador
May 27, 2009

Report Summary

Links Media developed a 19-question survey to assess the basic knowledge, attitudes, and practices of the general population in Quito, Ecuador, about pandemic influenza, based on the MOH's implementation of the National Communication Plan on Influenza.

The survey was administered on May 27, 2009, in public sites in Quito to a random sample of 10 people, representing the general population between the ages of 10 and 65. The survey, consisting of 15 closed and four open questions, aimed to collect information about knowledge of pandemic influenza, remembered messages about influenza, recollection of symptoms, and knowledge of places to seek help when a person is ill.

The key findings from the survey can be summarized as follows:

- 60% of those interviewed indicate that influenza is a common cold, while 30% think that it is a fatal disease.
- 90% of those interviewed reported to hearing messages about influenza, especially on TV.
- 70% of those interviewed stated that hand washing is a way to prevent influenza, while 60% have practiced actions promoted by the messages.
- 40% of those interviewed demonstrated knowledge of influenza-related symptoms by listing examples such as headache, nasal congestion, vomiting, fever, cough, diarrhea and body ache.
- 90% of those interviewed demonstrated knowledge of where to seek care if he/she or a relative have influenza by listing locations such as the closest health center, hospitals, Eugenio Espejo Hospital, and Social Security office.
- 70% of those interviewed could remember at least one set of influenza-related messages. Of the 70%, all remembered the hand washing messages and could recall a combination of other messages, such as going to the health center, symptoms, etc.
- 60% of those interviewed indicated that they practice the actions promoted by the messages, while 30% do not. Those who practiced the actions indicated that they did so to protect their health. Specifically, they noted that:
 - Washing their hands was the best protective measure.
 - They work with the public and are concerned about their family's health and their health. Thus, they wash their hands.
 - Prevention through cleanliness, washing one's hands, covering one's mouth, and knowing if others are sick is important.

Survey about influenza in general population applied at Quito, Ecuador

Encuesta para población general – Influenza

Buenos días, agradecemos su participación, la información que nos brindará nos servirá para potenciar las acciones dirigidas a mejorar la salud de la población, sus sugerencias serán consideradas en las mejoras a implementarse.

Características Generales

1. Edad:

- a. Menos de 20
- b. 20 a 30 años
- c. 30 a 40 años
- d. 40 a más

2. Estado civil:

- a. Soltero
- b. Casado
- c. Conviviente
- d. Separados
- e. Otro _____

3. Sexo:

- a. Femenino
- b. Masculino

4. Su casa está ubicada en:

- a. Urbana
- b. Rural
- c. Otro _____

5. Grado de Instrucción:

- a. Primaria
- b. Secundaria
- c. Técnico
- d. Superior

Información sobre “Influenza “

6. ¿Para Ud. qué es la influenza?

- a. Una enfermedad respiratoria
- b. Una gripe común
- c. Enfermedad mortal
- d. No sabe
- e. Otros.....

7. ¿Ha escuchado mensajes sobre la influenza?

- a. Sí
- b. No
- c. No recuerda
- d. No sabe

8. ¿Dónde ha escuchado los mensajes?

- a. La radio
- b. Televisión
- c. En su comunidad
- d. Centro de salud
- e. Otros.....

9. ¿Cuántas veces ha escuchado los mensajes?

- a. 1 vez
- b. 2 veces
- c. Más de 2 veces
- d. Otros.....

10. ¿Usted ha leído los mensajes sobre la influenza?

- a. Sí
- b. No

11. ¿Qué materiales de comunicación usted recuerda que ha visto o ha escuchado sobre la influenza en su localidad?

- a. Afiches
- b. Folletos
- c. Banderolas
- d. Todos
- e. Ninguno

12. ¿Dónde vio o escuchó los mensajes sobre la influenza?

- a. Mercado
- b. Centro de salud
- c. Farmacia cercana
- d. Otros.....

13. ¿Recuerda los mensajes?

- a. Sí
- b. No

14. ¿Qué mensajes recuerda?

.....

.....

15. ¿Ud. practica lo que indican los mensajes sobre la influenza?

- a. Sí
 - b. No
- ¿Por qué?

.....

.....

16. ¿Usted le ha comentado a alguna vecina o familiar sobre estos mensajes?

- a. Sí
- b. No

17. ¿Sabe usted si alguna vecina o familiar también ha escuchado estos mensajes?

- a. Sí
- b. No
- c. No recuerda

18. ¿Conoce los signos de alerta de la influenza?

- a. Sí
 - b. No
- ¿Cuáles?

.....

.....

19. ¿Sabe dónde acudir si Ud. o algún familiar tiene influenza?

- a. Sí b. No

¿Dónde?

.....
.....

20. ¿Recuerda a las instituciones que apoyan con estos mensajes?

- a. Ministerio de Salud
- b. Ministerio de Agricultura
- c. Ministerio del Ambiente
- d. OPS - FAO
- e. Todos
- f. Otros.....

Gracias

Survey Results

Survey Profiles (Tables 1-5)

Table 1. Age

	< 20	20 - 30	30 - 40	> 40
Number of Surveys	1	3	3	3
Percentage (N=10)	10	30	30	30

Table 2. Civil Status

	Single	Married	Live-in partner	Separated
Number of Surveys	5	4	0	1
Percentage (N=10)	50	40	0	10

Table 3. Sex

	F	M
Number of Surveys	6	4
Percentage (N=10)	60	40

Table 4. Place of Residence

	Urban	Rural	Others
Number of Surveys	8	1	1
Percentage (N=10)	80	10	10*

**One respondent mentioned to live in a location that is neither urban nor rural and could be defined as a "traveling population" that conducts activities in urban and/or rural areas.*

Table 5. Level of Education

	Elementary	High-school	Some College	University
Number of Surveys	3	5	1	1
Percentage (N=10)	30	50%	10	10

General Knowledge about Influenza (Table 6)

Table 6. What is your understanding of influenza?

	Respiratory Disease	Common Flu	Fatal Illness	Do Not Know
Number of Surveys	1*	6*	3	1
Percentage (N=10)	9	55	27	9

**One person provided two responses for what is influenza a respiratory disease and a common cold.*

Remembered Messages about Influenza (Tables 7-20)

Table 7. Have you heard messages about influenza?

	Yes	No	Do Not Remember
Number of Surveys	9	0	1
Percentage (N=10)	90	0	10

Table 8. Where did you listen to messages about influenza?

	Radio	Television	In the Community	Health Center
Number of Surveys	3*	9*	1	1
Percentage (N=10)	22	64	7	7

**One person provided two responses stating both radio and television.*

Table 9. How many times have you listened to messages about influenza?

	Once	Twice	More than Twice	Many times
Number of Surveys	0	0	9	1
Percentage (N=10)	0	0	90	10

Those who heard influenza-related messages more than twice were exposed to a mean of 4.4 messages. One respondent mentioned to have listened to the influenza-related messages “many times” and did not indicate an exact amount.

Table 10. Have you read messages about influenza?

	Yes	No
Number of Surveys	9	1
Percentage (N=10)	90%	10%

Table 11. Identify the communication materials that you remember reading or seeing with messages about influenza in your community

	Posters	Brochures	Banners	None
Number of Surveys	3	1	0	6
Percentage (N=10)	30%	10%	0%	60%

Table 12. Where did you hear or see messages about influenza?

	Health Center	Did Not Answer	Others
Number of Surveys	3	1	6
Percentage (N=10)	30%	10%	60%

**The 60% who mentioned hearing or seeing messages about influenza indicated locations such as the Sheraton Hotel, job, journal, school, family, in the news, and on television.*

Table 13. Do you remember the messages about influenza you read, saw, or listened to?

	Yes	No
Number of Surveys	7	3
Percentage (N=10)	70%	30%

Table 14. What messages do you remember? (Open question)

	Hand Washing	Going to health center	Symptoms: dry cough, fever	Using masks, tissues and gloves	Others	Did not answer
Number of Surveys	7	2	3	2	2	3
Percentage (N=10)	38	16	16	12	12	16

70% of those interviewed could remember at least one set of influenza-related messages. Of the 70%, all remembered the hand washing messages and could recall a combination of other messages, such as going to the health center, symptoms, etc.

Table 15. Do you practice the recommendations provided by the messages about influenza?

	Yes	No	Did Not Answer
Number of Surveys	6	3	1
Percentage (N=10)	60	30	10

60% of those interviewed indicated that they practice the actions promoted by the messages, while 30% do not. Those who practiced the actions indicated that they did so to protect their health. Specifically, they noted that:

- Washing their hands was the best protective measure.
- They work with the public and are concerned about their family's health and their health. Thus, they wash their hands.
- Prevention through cleanliness, washing one's hands, covering one's mouth, and knowing if others are sick, is important.

Table 16. Have you mentioned these messages to a family member or a neighbor?

	Yes	No
Number of Surveys	9	1
Percentage (N=10)	90%	10%

When the nine respondents were asked why they mentioned the messages to their family members and neighbors, they provided various responses, such as "You need to know about the disease to be more careful," "This is important because we can be cured if treated early," among others.

Table 17. Do you know if a family member of neighbor has listened to messages about influenza?

	Yes	No
Number of Surveys	8	2
Percentage (N=10)	80%	20%

Table 18. Do you recognize the symptoms of influenza?

	Yes	No
Number of Surveys	4	6
Percentage (N=10)	40%	60%

Those who responded that they recognize influenza-related symptoms, indicated examples such as headache, nasal congestion, vomiting, fever, dry cough, diarrhea, and body ache.

Table 19. Do you know where to seek care if you or a relative have influenza?

	Yes	No
Number of Surveys	9	1
Percentage (N=10)	90%	10%

Those who responded that they knew where to seek care for influenza, indicated examples: Health center nearest, hospitals, Eugenio Espejo Hospital, and Social Security Office.

Table 20. Do you remember the institutions that support these messages?

	Ministry of Health	Ministry of Environment	OPS - FAO	Did Not Answer
Number of Surveys	7	1	1	3
Percentage (N=10)	59%	8%	8%	25%

**Respondents could indicate more than one alternative as an option. Additionally, the Ministry of Agriculture was not identified as an institution that promotes influenza-related messages although it was an option in the questionnaire.*

From the results in Table 20, we can affirm that the general population recognizes the presence of the MOH as the sector that supports the dissemination of messages about influenza.

Annex 3: Interview Guide for Municipalities

VALIDACIÓN DE LOS CONCEPTOS DE LAS HERRAMIENTAS DE COMUNICACIÓN DIRIGIDO A ALCALDES PANDEMIA DE LA INFLUENZA

1. Consideraciones técnicas básicas del proceso de validación

La validación o pre-test tomara en cuenta los siguientes criterios para someter a prueba cinco criterios de eficacia los mensajes:

- Atracción
- Compresión
- Inducción a la acción
- Involucración
- Aceptación cultural

Por lo que se procederá a realizar:

- La evaluación de la comprensión de los mensajes
- Evaluación de la atención y la capacidad de recordar
- Identificación de los puntos fuertes y débiles
- Determinación de la relevancia personal
- Medición de elementos sensibles o polémicos

2. Contribución de la validación o ensayo y prueba preliminar de los conceptos con los alcaldes

Esta validación debe contribuir a realizar el ajuste a los conceptos de las herramientas o piezas de comunicación dirigida a los alcaldes:

- Ayudar a identificar los elementos de mayor atractivo y potencial para surtir efecto
- Identificar nuevos conceptos
- Identificar términos o conceptos confusos
- Identificar el lenguaje utilizado por la audiencia seleccionada
- Ayudar a eliminar los conceptos más débiles y potenciar la eficacia de la herramienta

3. Método para la pruebas preliminar

Entrevista a profundidad a fuentes claves Alcaldes de ciudades, de provincia o distrito y /o localidad.

- Fin que se persigue es probar las repuestas los conceptos basados en los criterios de eficacia, obtener reacciones de la audiencia sobre la herramienta y creencias.
- La aplicación debe ser no menos de tres por zonas de interés y tipo de entrevistado (Alcalde).

- Recursos requeridos a considerar: el listado de entrevistados, guía de entrevista, entrevistador entrenado, grabadora y lugar o habitación tranquila para aplicar la entrevista, la impresión de la herramienta a validar.
- La evaluación de los resultados debe ser cuidadosa a fin de obtener la información pertinente.

4. Plan de prueba de campo para validar los Conceptos de la Herramienta sobre la Pandemia de la Influenza¹

Fechas de aplicación:

Facilitador responsable:.....

Lugar de aplicación:.....

Instrumentos de campo:

- Herramienta para Alcaldes impresa
- Instructivos respectivos

Conceptos a validar (descripción)	Persona a quien se entrevista (nombres , municipalidad, cargo, teléfonos)	Instrumento que de Aplica (indicar)	Hora de inicio y hora de término/lugar de la entrevista	Responsable De la aplicación (nombre, país)

5. Guía de Entrevista para validar²

Nombre del entrevistado:

Municipalidad:

Localidad /región:

País:

Fecha, Hora y lugar:

Entrevistador:

Duración:

Saludos iniciales, presentación del entrevistador y se explica la importancia de su opinión y los objetivos que se persigue.

¹ Este plan debe ser utilizado por cada entrevistado.

² Entrevista de validación para ser aplicado por el entrevistador.

1. Parte: Miran las fotografías/imágenes de la carátula y contra carátula con el texto tapado o cubierto.

- a. ¿Nos puede explicar lo que ve en estas imágenes y que significados tienen para usted?
- b. ¿Cuál es su supuesto sobre el significado o el mensaje de cada una de las imágenes que usted observa? (se procede a mostrar cada imagen)
- c. ¿Qué les parece las imágenes? ¿agradables? ¿regular? ¿desagradables? ¿Por qué?
- d. ¿Las personas que están en las imágenes de donde son?, ¿a quienes representan?
- e. ¿Qué cambios proponen en las imágenes?, ¿Por qué?

2. Parte: Miran el material con el texto destapado y el entrevistador lee en voz alta

- a. ¿Usted me puede explicar con sus palabras lo que dice el texto?
- b. ¿Qué palabras son raras y o difíciles de entender? Sugiere otras parecidas para reemplazarlos
- c. ¿Están de acuerdo con los que se proponen? Sí-No ¿Por qué?
- d. ¿Les convence las imágenes del material? Sí-No ¿Por qué?
- f. ¿Reconoce los logos que acompañan las imágenes?, ¿De quiénes son?, ¿Qué representan para usted?
- g. ¿Le parece adecuado el tipo, color y tamaño de la letra de los títulos y subtítulos? ¿Sí-No? ¿Qué cambios propone? (el entrevistador debe usar gestos reforzadores para identificar títulos y subtítulos)

Mejora/cambio	Efecto

Revelación del mensaje principal

Aquí se explica al alcalde cual ha sido la intención y /o mensaje principal de la herramienta “Prepararse, responder y recuperarse de la Pandemia de Influenza”

¿Cuál es su opinión del mensaje y de la imagen que se asocia?

Observaciones generales (del conductor de la validación)

Agradecimiento.

Annex 4: Summary of Findings from the In-depth Interviews with Health Directors of the Municipalities of Mejia, Metropolitan District of Quito and Rumiñahui

With the assistance of Ecuador's MOH, Links Media contacted municipal leaders from Mejia, Metropolitan District of Quito, and Rumiñahui to assess the usefulness and effectiveness of the design concepts for the toolkit, *Leadership During a Pandemic: What Your Municipality Can Do*.

Mejia, which is located about one and one half hours south of Quito, is a province inside Cantón de Machachi at Pichincha. The municipality is 1,459 km² in size, with an estimated population of 63,505 residents.

Quito, the capital of Ecuador, is inside of the Metropolitan District. The country's capital is 12,000 km² in size, with approximately 2.3 million inhabitants.

Rumiñahui, which is located inside of the Sangolquí Canton at Pichincha, is 138.6 km² in size. The municipality has approximately 65,882 inhabitants, and is located about 35 minutes from Mejia and 30 minutes south of Quito.

The health directors interviewed between May 28 and 29, 2009, were Dr. Marco Cando, Mejia's Health Coordinator; Dr. Carlos Jaramillo, Quito's Health Director; and, Dr. Josefina Benavides, Rumiñahui's Health Program Coordinator.

Key Findings

- The key findings from the concept testing with the health directors from municipalities of Mejia, Metropolitan District of Quito, and Rumiñahui were:
 - In general, if the target audiences are the local municipalities, the images are appropriate.
 - It was recommended that the black color of the first graphic be changed to another color that is brighter.
 - The USAID logo was recognized but the AI.com was not.
 - It was recommended that the MOH and local government logos be included.
 - It was recommended that the terms "survival" and "influenza pandemic" be changed to terms that are less alarming.
 - It was mentioned that it would be important to consider: 1) in the first graphic design, to improve the relation among the three images; 2) in the second graphic, the ambulance image is a factor of alarm and they indicated it should be changed; and 3) in the third graphic design, the image demonstrates a goal to train.
 - The size and fonts of the letters used in the graphics are adequate, but in the third image, the letters on the whiteboard should be more readable.
 - The size and fonts of the letters used in the graphics are adequate, but in the third image, the letters on the whiteboard should be more readable.

- They also indicated the importance of testing the toolkit's technical content in addition to the design and graphics.

Conclusions

- The toolkit was accepted by the health directors from Mejia, Quito, and Rumiñahui.
- Minor changes to the design and graphics of the toolkit need to be made, based on the feedback received.
- There is an interest in increasing knowledge and awareness about influenza, the toolkit, and any other materials developed, specifically information that could be used in municipalities.
- The three municipalities indicated a need to develop communication strategies and materials in order to educate their populations about influenza.

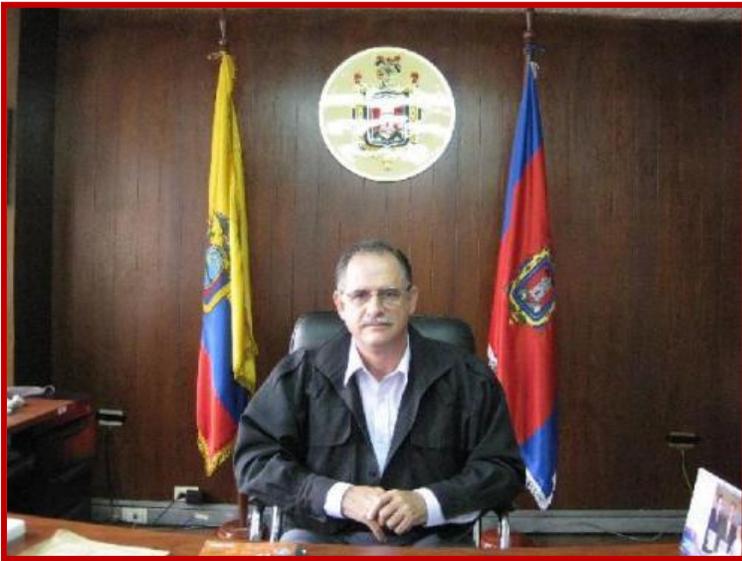
Recommendations

- It is important to consider the lines of authority within the health sector, which is structured through the MOH, then the Metropolitan Municipality, and finally, the local municipalities (Cantones).
- Continue communications with the municipal authorities from Mejia, Quito, and Rumiñahui to keep them updated about the toolkit and other influenza-related information and materials.
- Consider the feedback provided by the health directors when selecting and revising the toolkit design.



Dr. Marco Cando, Health Program Coordinator, Municipality of Mejia, Ecuador, May, 28, 2009.

Dr. Josefina Benavides, Health Program Coordinator, Municipality of Rumiñahui, Ecuador, May, 28, 2009.



Dr. Carlos Jaramillo, Health Director of the Metropolitan District of Quito, May, 29, 2009.

Annex 5: Influenza Communications Plan - Containment Phase

PLAN DE COMUNICACIÓN PARA FASE DE INTENSIFICACIÓN

Principales acciones:

1. **Monitoreo diario de los principales medios de comunicación** para conocer la evolución de la epidemia en el país y en el mundo. Envío a las principales autoridades y funcionarios del Ministerio de Salud Pública, para abordar sin demora los rumores, las concepciones erróneas, es decir, adelantarse a los acontecimientos. Análisis de la información y socialización con responsables de comunicación (Asesores de Comunicación Despacho).
2. **Elaboración de materiales:** Será necesario producir inmediatamente materiales impresos y audiovisuales con mensajes de medios de transmisión, síntomas y medidas para controlar la enfermedad. Difusión inmediata a través de los medios de comunicación:

Audiovisuales:

- Producción de dos spots de televisión (2 másters en DVD) más 40 copias en –DVD para provincias. con copias para las 24 provincias del país, en castellano y quichua.
- Producción de 2 cuñas de radio (2 másters) más 3400 copias para provincias. En castellano y quichua.
- Producción de un CD sin fin para perifoneo en los lugares que no tienen facilidad de acceso a los medios de comunicación colectiva. En castellano y quichua. Realizar perifoneo sobre las medidas de contención así como los principales síntomas y medidas a tomar en cuenta para su control en zonas donde hay dificultad de acceder a los medios de comunicación masivos.
- Cuaderno didáctico (circulación periódicos)

Distribución a nivel nacional, tanto a dependencias del MSP como a otras instituciones aliadas y colocación en puntos clave como supermercados, zonas fronterizas, aeropuertos, puertos, centros educativos e iglesias.

Impresos

- 500.000 afiches
- 500.000 dípticos
- 500.000 hojas volantes
- 30 vallas publicitarias

NO CON ANIMACIONES SINO CON PERSONAS

3. Reuniones de Información con Medios de Comunicación

- Reunión de información y sensibilización con **gerentes de medios de comunicación y editoriales**
Preside la señora Ministra de Salud y participa la Representante de la OPS.
Fecha y hora: miércoles 6 de mayo a las 8:30 de la mañana
Número de participantes: 15 personas
- Reunión de información y capacitación a **periodistas que cubren salud**, Preside uno de los Subsecretarios o la Directora General.
Fecha y hora: miércoles 6 de mayo a las 3 de la tarde
Número de participantes: 25 personas.
- Reunión de trabajo con **representantes de la prensa extranjera**.
Preside la señora Ministra de Salud y participa la Representante de la OPS
Fecha y hora: jueves 7 de mayo de 8:30 a 9:00.
Número de participantes: 12 personas.

4. Alianzas Estratégicas

- Iglesias, hojas dominicales, homilías
- AME (Asociación de Municipalidades del Ecuador) Todos los niveles
- Activar el comité de comunicación interinstitucional.
- Contacto con los líderes de opinión, gobiernos locales, sector educativo, para que difundan y expliquen las medidas a tomar en esta fase.
- Difundir los mensajes a través de recibos de servicios público (luz, agua, teléfono); teléfonos celulares, cines, hojas informativas de las iglesias, etc.
- Solicitar la colaboración de las empresas productoras de jabón, para entregar el producto con mensajes en escuelas

5. Medios de Comunicación

- Presencia permanente de los voceros oficiales en los medios de comunicación para satisfacer las necesidades informativas de la población.
- Boletines de prensa diarios
- Ruedas de prensa 3 veces por semana (lunes, miércoles y viernes)
- Reuniones de socialización con gerentes de los medios
- Capacitación a periodistas
- Kit de Prensa

6. Línea 1800 374336

- Promover la utilización de la línea para intensificar las acciones de información, consejería en las unidades operativas, consultas vía telefónica.

7. **Página Web**

- Mantener actualizada la página web del MSP

8. **Capacitación**

- Talleres de capacitación al **personal del MSP** tanto a nivel central como provincial y local.
- Diseño de estrategia de capacitación y difusión de protocolos de atención dirigidos a médicos de las unidades de salud del MSP y de otras instituciones.

9. **Mensajes**

- Se intensificará la difusión de mensajes con las medidas preventivas: Lavado de manos, estornudo, no escupir
- Incluir mensajes de, síntomas de la influenza en general y signos de alarma que alerten al enfermo sobre la necesidad de acudir a un hospital o centro de salud

Annex 6: Photographs



Members from Ecuador's Influenza Inter-institutional Committee
(PAHO Meeting room, May, 26, 2009)

From left to right, standing: Cynthia Navas, MAG Communication Office, and Margarita Salazar, MOH Influenza Communications Coordinator. From left to right, sitting: Silvia Velasco, MAG Director of Social Communication, Mariana Egas, FAO Communication Office, and Pamela Sandoval, CONAVE Communication Office.