



# Vector Control as a Community Building Effort

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# Vector-borne diseases...

*... are infections transmitted by the bite of an infected arthropod species, such as a mosquito.*

Malaria

Dengue

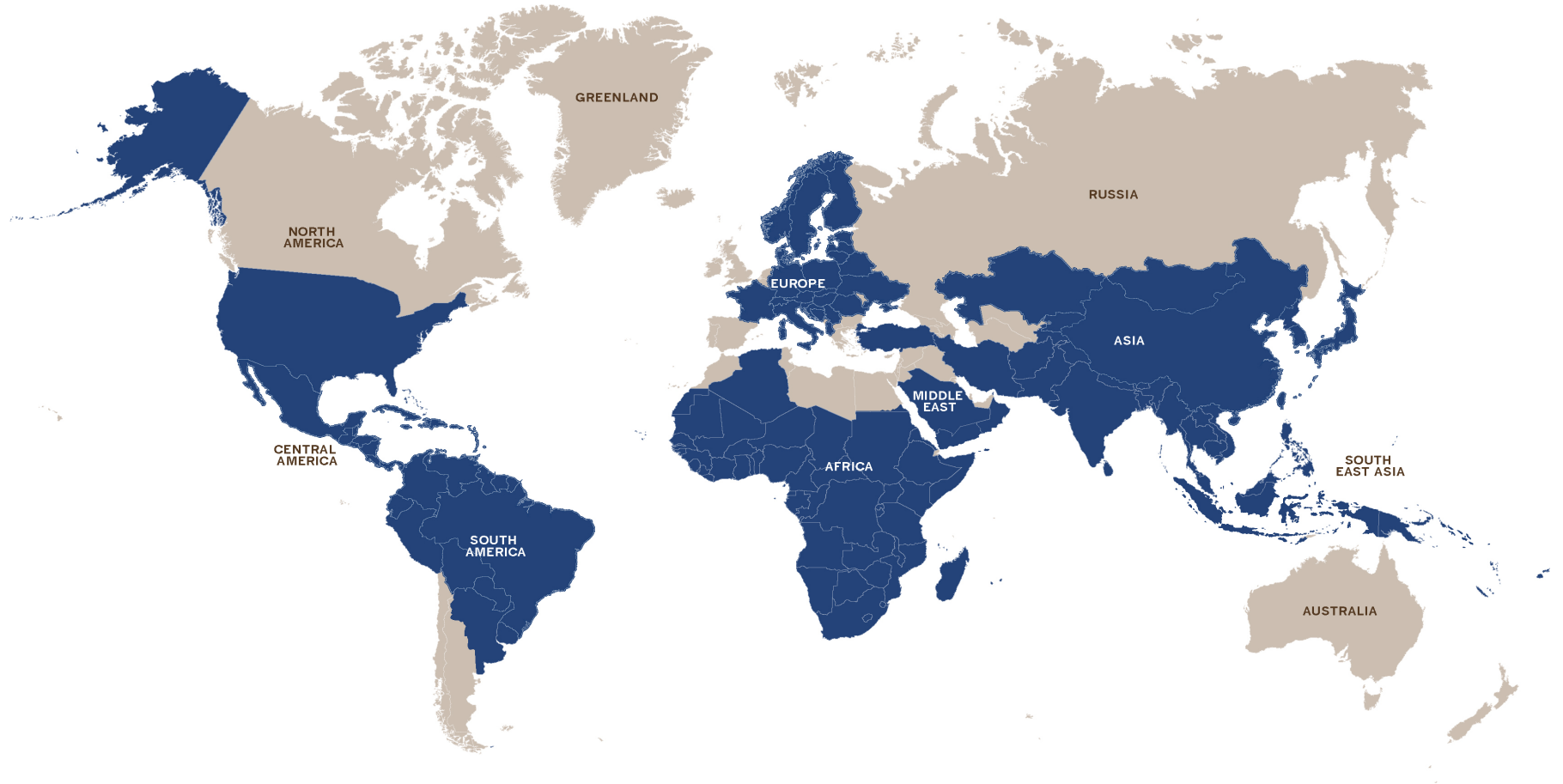
Zika

Chikungunya

Lyme Disease

Leishmaniasis

# The global burden



- 17% of worldwide infectious diseases
- Morbidity: 1 billion/year
- Mortality: 1 million/year

# Spread

- Environmental factors
- Agricultural practices
- Urbanization
- Travel

# Vector control

- Environmental
- Biological
- Chemical
- Innovative



# Implementation

Traditional:

Vertical: “Communication as a one-time one-way act”



Easy to measure



Short-term

Inefficient

Limited access

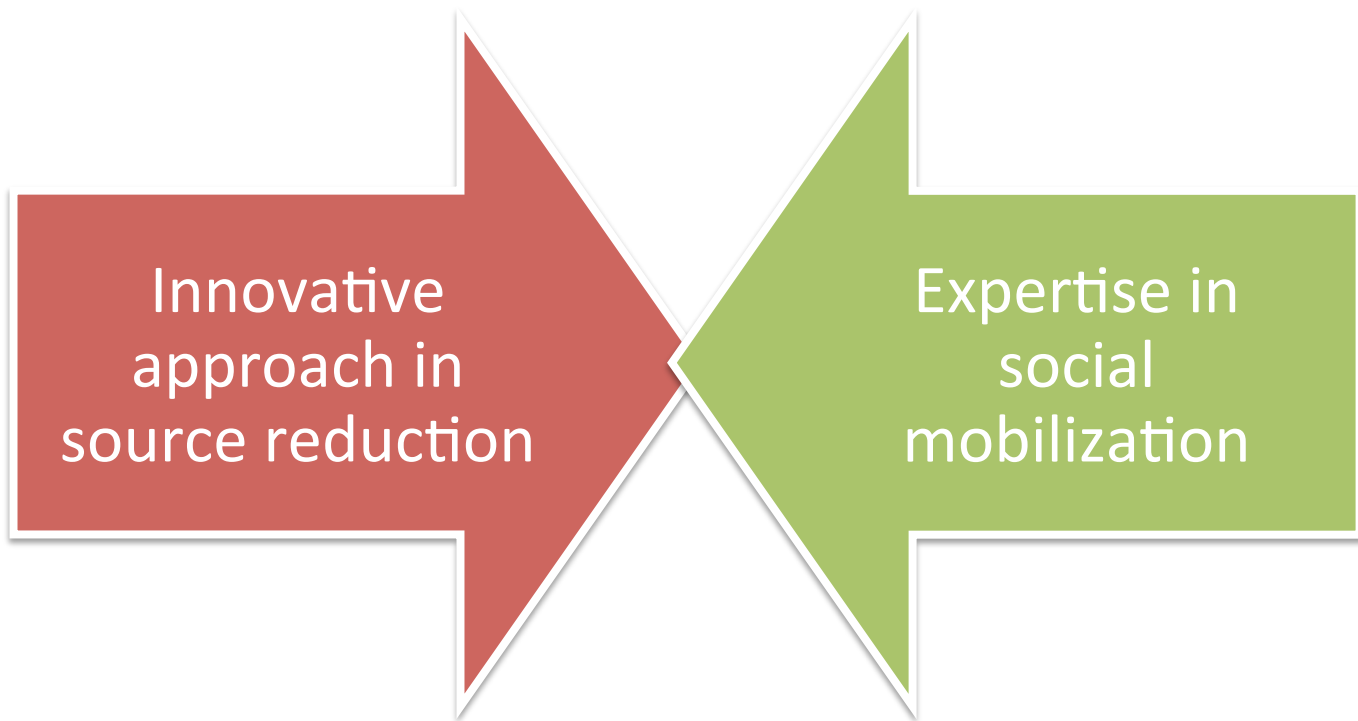


# Dengue fever in Vietnam

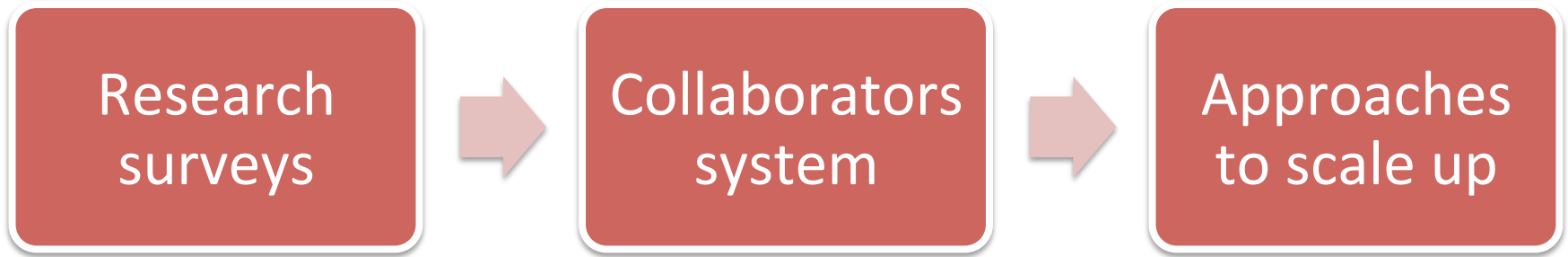




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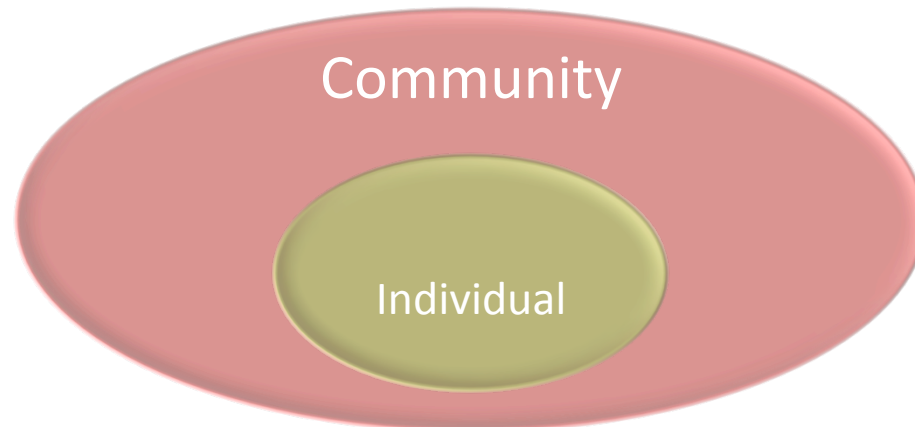


# Dengue fever in Vietnam

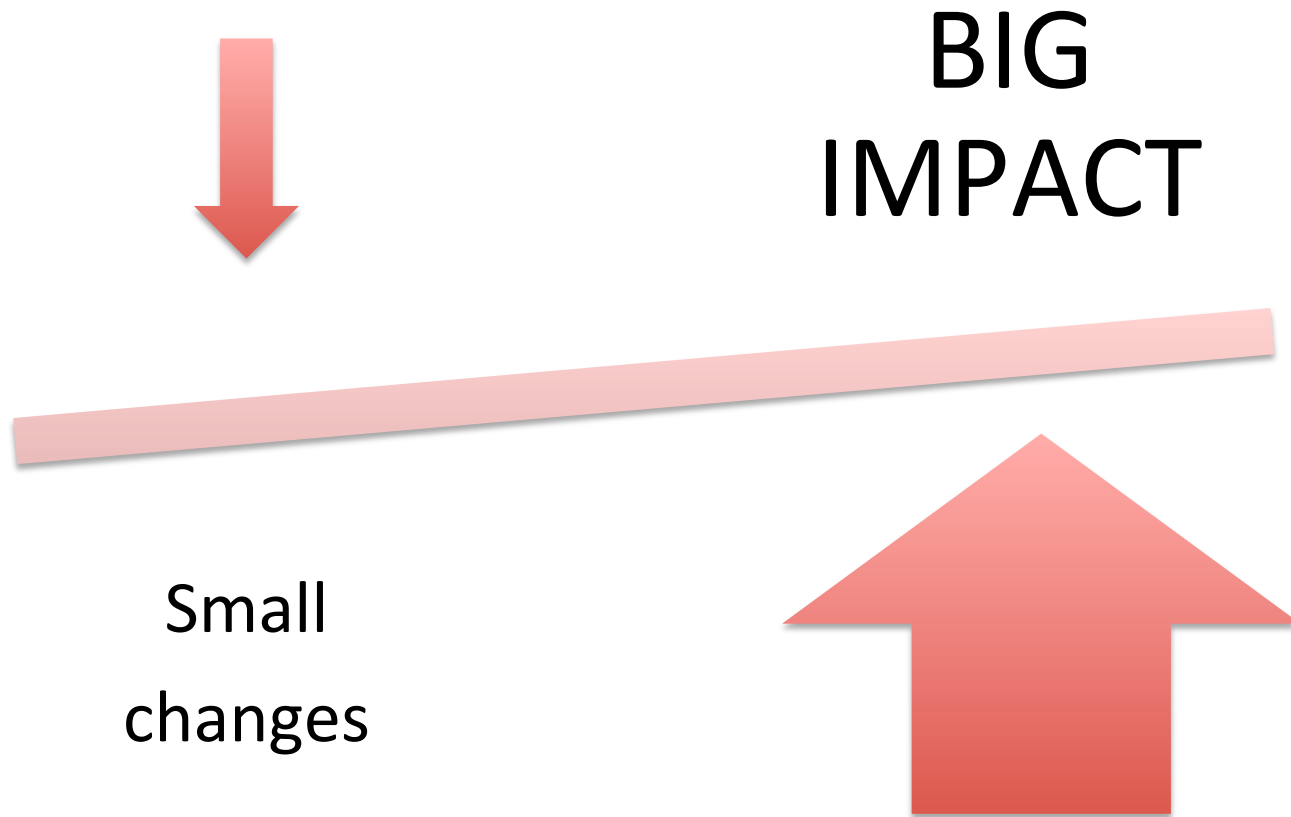
- High success rate!
- Implementation will not work unless stakeholders accept them!

# Empowerment of the individual

The imperative of health care is to empower individuals with the KNOWLEDGE, the INSIGHTS, the UNDERSTANDING, the WILL, and the BEHAVIOR to maintain their health and prevent diseases.



# A critical mass



# Behavior change communication

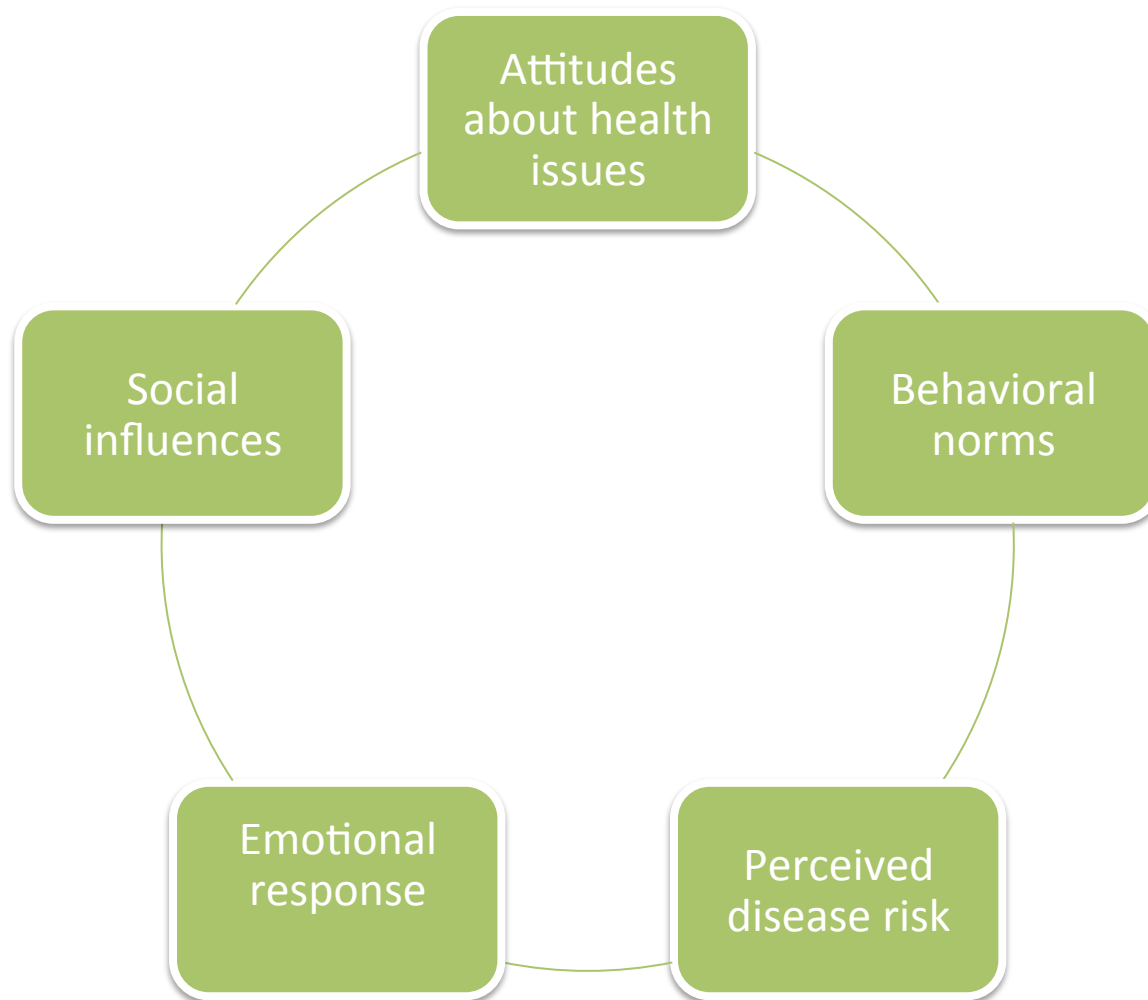




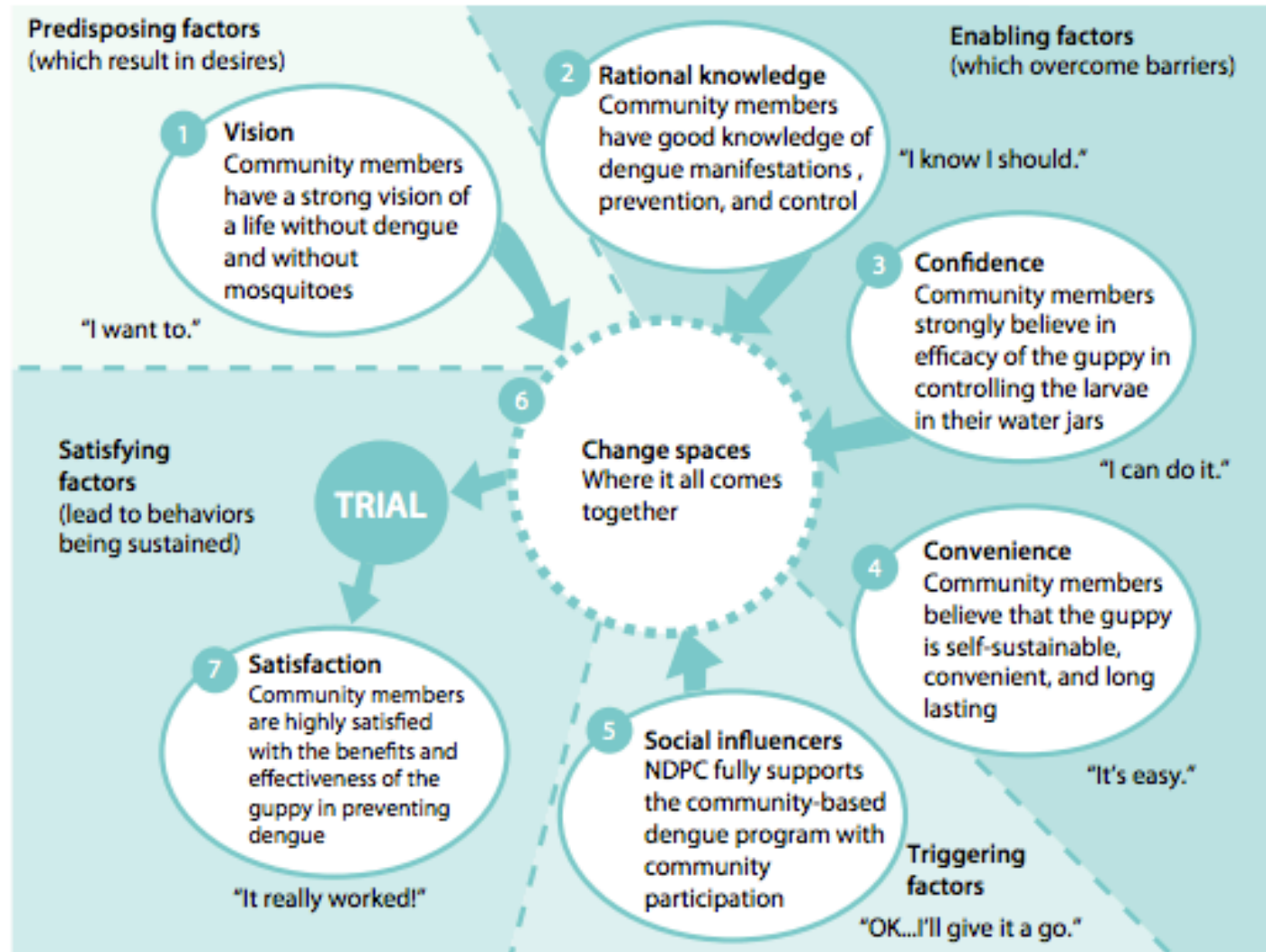
# Behavior change communication

Knowledge is not the only determinant to  
behavior change!

# Ideation as a predictive model



**Figure 23 The 7 Doors Model of Behavior Change**



NDPC = National Dengue Prevention and Control Program.

Source: Carol Beaver adapted from Les Robinson, 7 Doors Model. [http://www.media.socialchange.net.au/strategy/7\\_Doors\\_Model.html](http://www.media.socialchange.net.au/strategy/7_Doors_Model.html)

# Approaches

Traditional:

Vertical: “Communication as a one-time one-way act”

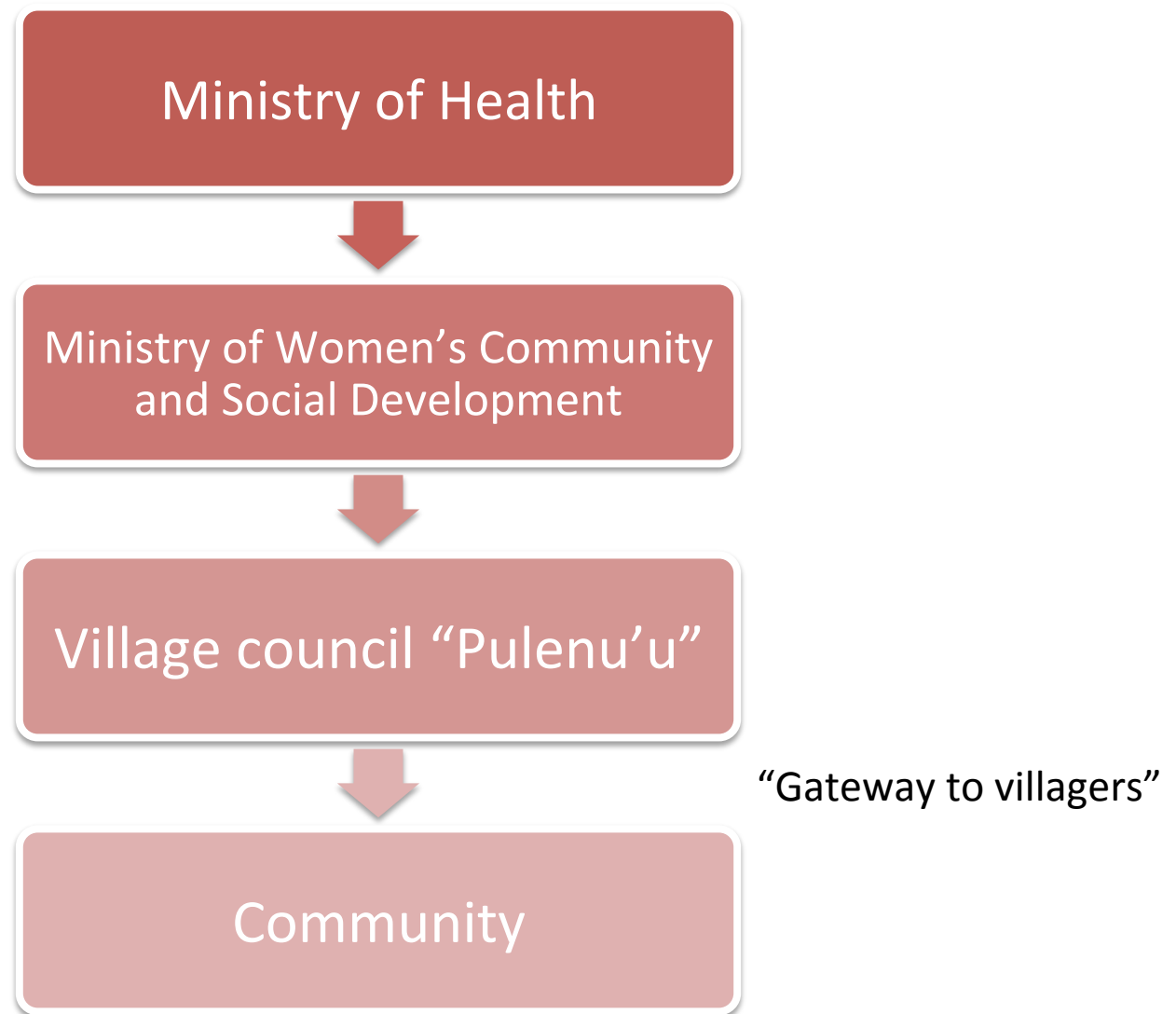
Moving on to:

Multi-level: “An iterative social process unfolding over time”

# Samoa



# Communication into the grassroots





# Uganda



“How may the environmental conditions in our village be improved?”

*“We cannot segregate the human heart from the environment outside us and say once one of these is reformed everything will be improved. Man is organic with the world. **His inner life molds the environment and is itself deeply affected by it.** The one acts upon the other and every abiding change in the life of man is the result of mutual reaction.”*

# Bringing it all together

- Knowledge is not the only determinant of behavior change!
- Behavior change communication is an iterative approach that happens over time!
- Identifying key drivers of change!

How can pilot models of community participation and design be scaled up and applied to other environmental health challenges?



Thank you!