

BOX 1

Key Messages and Behaviors for Zika Virus Risk Communication

- 1) “Core messaging for individual protection and community empowerment” - Community actions for detection and elimination of mosquito breeding sources, personal protection, symptoms, and care seeking.
- 2) “Community-based control and preventive behaviours for vector control” - Eliminate mosquito breeding sites (eggs and larvae) and promotion of protective behaviors.
- 3) “Protective behaviours for high-risk and general population” - Actions among pregnant women, mothers, women planning to get pregnant, health care workers, blood donors, and the general population.
- 4) “Identification of symptoms and care seeking for affected people.”
- 5) “Enabling environment for vector control and Zika prevention.”

Source: World Health Organization. Risk Communication and Community Engagement for Zika Virus Prevention and Control. A Guidance and Resource Package for Country Offices for Coordination, Planning, Key Messages and Actions.⁵

populations to be agents of their health, (2) strengthening inter-sectoral relationships, (3) understanding the culture and beliefs of the populations to build trust, and (4) integrating experts in the field for risk communication and community engagement working groups.

The main goal is to orient operational research funds as well as public interest toward prevention, which represents the key measure for controlling Zika virus infection.

In this scenario, the World Health Organization published an operational resource package, “Risk Communication and Community Engagement for Zika Virus Prevention and Control,” which proposed key messages (Box 1).⁵ The messages are based on preventive actions that are grouped according to each level of action so that they can be put into practice.

Now that scientific consensus that Zika virus is a cause of microcephaly and GBS has been reached, it is time to act. The virus is spreading uncontrollably across the world: since 2015, a total of 70 countries or territories have reported vector-borne Zika virus transmission,³ and at-risk countries need to be prepared to manage patients with neurological disorders. However, effective and joint strategies between all stakeholders worldwide focusing on prevention are most urgently required.

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Zika-Virus-Related Photo Sharing

Sora Yasri, PhD; Viroj Wiwanitkit, MD

The publication of “Zika-Virus-Related Photo Sharing on Pinterest and Instagram” is very interesting. Fung et al concluded that “Pinterest and Instagram are

About the Authors

Department of Medicine and Surgery, Unit of Biomedical, Biotechnological, and Translational Sciences, University of Parma, Italy (Dr Chiesa); Clinical Governance, Local Health Authority of Reggio Emilia, Emilia-Romagna, Italy (Drs Chiesa, Ragni).

Correspondence and reprint requests to Valentina Chiesa, Reggio Emilia, Emilia-Romagna, Italy (e-mail: valentina.chiesa@libero.it).

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similar platforms for Zika virus prevention communication.”¹ In their study, Fung et al tried to search the photo record on Pinterest (San Francisco, CA) and Instagram (Menlo Park,

Zika-Virus-Related Photo Sharing

CA). There can be a bias in judgement of the relationship between the photo and Zika virus infection or prevention. It might be concluded that there are many posts in the network on Zika virus infection. Nevertheless, it might not be concluded that the network photo sharing is for Zika virus prevention communication. It can be useful if there is a control for the correctness of the shared information. If there is no control, however, the sharing might be a way of promoting problems in disease control. If there is no control, the photo might mislead the viewer and result in unwanted health behavior.² Thus, is it necessary to have a system that might help to identify correct photos and ignore incorrect data. There are some possible ways for managing this problem, such as

- creating a team to monitor the Internet for information during a disease outbreak,
- having a system to verify and guarantee the reliability of the website,

- and constructing and promoting a central health information website generated by the governmental public health sector.

About the Authors

KMIT Primary Care Center, Bangkok Thailand (Sora Yasri); and Visiting Professor, Hainan Medical University, China (Viroj Wiwanitkit).

Correspondence and reprint requests to Sora Yasri, KMT Primary Care Center, Bangkok Thailand (e-mail: sorayasri@outlook.co.th).

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