#BeatZika

Animated Video for Zika Prevention: http://y2u.be/xLA6OAZQLHw

CLEAN UP, COVER UP, KEEP IT UP

International Federation of Red Cross and Red Crescent Societies
VIDEO OBJECTIVES

• Share key messages about the Zika virus in an attractive, creative and suitable way for all audiences.

• Adopt a dialogue and interactive approach to provide information to communities and address the concerns that people may have about the Zika virus.

• Ensure that community members replicate appropriate, accurate, timely and verified information about the Zika virus in their own and neighboring communities.

VIDEO BASIC COMPONENTS

- What is the Zika virus?
- How is it transmitted?
- What are the symptoms?
- Vulnerable populations
  - Prevention methods
  - Community participation to fight the virus

A Quick Guide to Use the Video

1. Coordination meetings
   Meet with community leaders to inform about the video screening and its objectives. Consult with them on the appropriate date and place to hold the event.

2. Invitations
   Make sure that the event location has all of the necessary features to screen the video. After the screening, start a discussion with the participants. Make sure that the participants understood the key messages.

   A good way to motivate the community to participate is through a question and answer contest.

3. Day of the Event
   After the screening, respond to any doubts that the community may have. The volunteer should write down rumors, fears, questions and suggestions expressed by the community. Take pictures of the whole process, and if possible make a video. Make sure to receive community permission before taking photos or making videos.

4. Receive feedback
   Besides the community, invite medical personnel, Ministry of Health and Ministry of Education staff, who can make add formality to the event and provide a more institutional image for the volunteers.

5. Distribute materials
   Distribute brochures or other materials as available. Highlight that these materials are not disposable, but have an informative and an educational value. Additionally, participants can share these materials with other members of their or neighboring communities.

6. Acknowledgement and contacts
   Finally, you should thank the participants for their time, community leaders for their support and healthcare personnel for taking the time away from their health center. Then, provide participants with contact information of a person they can reach out to if they would like to learn more about the Zika virus.