

## World Café session – 27-11-08

**Question:** How can the private sector contribute to initiate or strengthen **Community-based activities [CBA]** for the elimination of dengue vector breeding sites?

**Host:** Dr Seini Kupu

### **Generally:**

The general notion was that private sectors would contribute more by being initiated by community based groups or Government initiatives, and they also contribute to strengthen CBA.

### **Strategies.**

1. Existing community activities that seem to work can be strengthened and maybe expanded upon: Eg:  
Annual/Twice a year Dengue Day
  - Prize-contributions for different categories, ie, village vs individuals/groups.
  - Media campaigns in the week prior to Dengue Day. Private sectors can be approached to pay for TV/radio clips; panel discussions; radio talk-backs.

Promotion of mosquito repellent-products, like aeroguard, during the Dengue Day at the Promotion site/fare OR maybe arrange for it that they can be handed out at the airport at arrival areas for incoming passengers.

2. Bill-boards among other IEC materials be developed and fund by private sectors, and put their logos on them for their own promotion. Bill-boards can last for a longer period of time, and can be made to be eye-catching.
  - Bill-boards to be strategically placed especially around vulnerable areas.
  - IEC materials development, and if possible, translate into local language(s).  
Developed IEC should be piloted in the areas where they are intended to be used.
3. Engage high profile or highly respected person in the society in the campaign to involve the private sectors in the CBA initiatives. These may include: princess/nobly ranked person, sport-star, Church presidents, or a member of civil society.
  - Advocacy for cleaning/destroying mossie-breeding items/areas using multimedia means.
  - Advocating for procuring funds for community-based activities: eg:
    - Waste management issues: A dedicated day every 3 months or so, for cleaning [paying for pick up of] bulky/big items that can provide good breeding places for mossies.
  - Contractual type initiatives, like, Tyre-recycling project; promotion of mosquito-type repellents or spraying equipments and chemical either free of charge or promotion to cut costs if purchased in bulk.

## Dengue Meeting Day (2008-11-27), Fiji Islands

4. The Government outsourcing activities to be operated by NGOs or rural development group projects or intersectoral alliances especially to encourage non-health projects to incorporate the elimination of vector breeding sites into their CBA initiatives.
5. City councils [esp. North] – Can incorporate elimination of vector breeding sites into the commitment outlined in their licensing form.
6. Telecom: During rainy seasons or vulnerable climatic conditions, to set up a 'Mosquito Hotline' in collaboration with either dengue community group and/or Public Health [Environment Section] on an agreed time-frame where people can contact when there are suspicious situations like: flu-like illnesses increasing in neighbourhood, or observing many potential mosquito breeding containers/places or overgrown weeds/shrubs for mosquito hiding places etc..
7. Top politician, even the PM, to be approached by leader of Community based groups or relevant section of the MOH or MOEnvironment, to appear on TV or newspaper encouraging communities to clean up. Involvement of such high political figure can draw in the support of most commercial industries that will be approached as part of the political figure campaign.
8. Campaigns in between the usual observed-dengue outbreak periods. This may assist in sustainability of the elimination of breeding sites for mosquitoes. Ongoing community based campaigns should be strengthened by continuous engagement of different commercial industries/agencies throughout the year....it may be feasible to make it like an annual commitment.
9. Malo