

NDI Advocacy CSO--partners Develop Anti-Ebola Plans with 16 communities during intensive Brainstorm Sessions | Jingle: Ebola is killing people

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## **NDI-partners Develop Anti-Ebola Plans with 16 Communities**

Guinea, Liberia and Sierra Leone were most severely affected by the Ebola outbreak. According to the World Health Organization (WHO), this is largely because all three countries share many common challenges shaped by geography and poverty. In January 2015, the Liberia Ministry of Health released its latest statistics indicating 3,613 Liberians died from Ebola since the outbreak began. Initial efforts by the Government of Liberia to curb the disease fell short, due to lack of financial resources and technical capacity. Further there was no emergency plan in place to address a crisis of this scale. Once communities began taking steps to prevent infections, cases began dropping. Although the WHO warns that Ebola has moved from Monrovia to rural, less controlled areas, "it seems that the collective national and international efforts to beat Ebola have been successful." The WHO attributes this primarily to community based initiatives which it describes as "the linchpin for successful control" of Ebola-response measures.



***Jackson Speare (left) and Jimmy Shilue (right) of NRM meet in Gbarnga with Bong County Superintendent Selena Polson-Mappy to prepare a brainstorm session.***

In line with this, NDI supported its three civil society advocacy partners (NRM, WASH and SEWODA) to develop community-based action plans with 16 communities in 6 counties across the country (see box below).

The plans provide an assessment of each community and identify ways to:

- strengthen the Ebola taskforce in the community;
- educate the public and raise awareness;
- conduct surveillance, contact tracing, and discuss emergency responses in the community;

- integrate gender into community-based approaches to addressing Ebola; and
- encourage community engagement with legislators;

Each plan also highlights tailored, community follow up items for the post-Ebola period.

### **NRM, WASH and SEWODA are implementing community-based action plans in these communities:**

*NRM (CSO Consortium on Natural Resource Management):*

- Montserrado County (Brewerville, Caldwell, 72nd, King Gray)
- Bong County (Civil Compound, Millionaire Quarter)

*WASH (Liberia CSOs Water, Sanitation & Hygiene Network):*

- Montserrado County (Chicken Soup Factory, Barnersville, St. Philip Community)
- Bomi County (Vai Town)
- Margibi County (Dolo's Town)

*SEWODA (Southeastern Women Development Association):*

- Maryland County (Old Sodoken, Rocktown)
- River Gee County (Fishtown, Glaro Free Town, Tienpo)

### **Intensive Brainstorm Sessions**

The community-based action plans were developed during intensive brainstorming sessions, involving community leaders, citizens, and community based organizations

(CBOs). NDI's three partners worked with their networks to obtain buy-in from community leaders for the development of each plan.

During one of the brainstorming sessions in the Chicken Soup Factory Community (Gardnersvill, Montserrado), Representative Richmond Anderson said denial, complacency and lack of education to battle the virus resulted in the huge death toll. He further explained: *"We didn't have the skills to fight the virus, it claims lives, we have to educate our communities on the prevention of the virus."*



***Brainstorm session in Montserrado County.***

In the remote region of Southeastern Liberia, a brainstorm session was held in Old Sodoken, Maryland County. SEWODA received feedback from citizens indicating that

since the Ebola outbreak, there had been no taskforce established to coordinate the response in their region. As one of the participants underlined, *“this is the very first time a CSO is here to discuss and share with the community dwellers their action plan on the fight against Ebola.”*

In each of the 16 communities, animators (point persons) have been identified by NDI’s partners to work with community leaders, and the community at large, to implement each action plan. The animators explain steps to take when there is a suspected case of Ebola, and distribute flyers, posters and other materials to provide additional information about the identification, treatment and prevention of Ebola in communities. The animators pay specific attention to vulnerable groups, such as orphans and Ebola-survivors, who are often stigmatized.

The communities with plans in place are eagerly waiting for information from animators to begin implementation. Anthony Lee, Chairman of Swagger Island Block Community in Montserrado County, pledged his community’s readiness and cooperation to animators that will be deployed in the community to educate residents on the disease.

Now that all 16 plans have been developed, NDI’s partners are beginning preparations for legislative advocacy on areas identified as priorities for each community.

**One year after the first Ebola cases started, the World Health Organisation (WHO) has published a paper that takes an in-depth look at West Africa’s first Ebola virus disease epidemic. You can find this paper [here](#).**

## **Jingle: Ebola is killing people**

Besides posters, leaflets and cartoons, SEWODA specifically developed jingles that are aired on community radio stations to raise awareness about Ebola. Radio programs are among the most effective communication tools in this remote part of the country. SEWODA staff also sing the jingle during their awareness raising activities. It is first sung in English, followed by three local languages: Kru, Grebo, and Kpelle. The English version is below.

*Come and see something,*

*Ebola is killing people.*

*No Shaking hands*

*No hugging*

*No bathing dead bodies.*

*Ebola is killing people*

*No eating monkey or bushmeat.*

*There is no medicine*

*You have to prevent yourself*

*And prevent your family from getting Ebola*

*Ebola is killing people*

*The signs and symptoms of Ebola are:*

*Headache*

*Fever*

*Sore throat*

*Running stomach*

*Rash*

*Vomiting*

*Toileting with blood*

*If you see these signs you must report to the health center or call 1284  
Then the health people will come for you  
Ebola is killing people*

**You can listen to this jingle: surf to the bottom of [NDI's Liberia webpage](#).**

## **Legislative Spotlight Radio**



### **Every Wednesday and Thursday Legislative Spotlight Radio**

The NDI-sponsored Legislative Spotlight radio program is broadcast live on Truth F.M. 96.1 every Wednesday at 11:00 a.m. The show is rebroadcast every Thursday at 11:00 a.m. on Radio Veritas 97.8 F.M. Look out too for the magazine version on community radio stations in all 15 counties.

Please tune in!!!!





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