



A Media Campaign to Prevent Bilharzia in Uganda





Authors and affiliations:

- Cheryl Lettenmaier, Senior Program Officer, The Johns Hopkins Center for Communication Programs
- Dr. Edridah Muheki, Program Manager, Uganda Ministry of Health Neglected Tropical Diseases Program
- Dr. Frederick Makumbi, Principal Investigator, PMA2020 Uganda



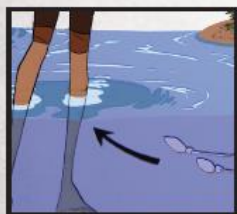
What is Bilharzia?

Bilharzia/Schistosomiasis is a parasitic disease caused by parasites called schistosomes which live in the blood vessels around the liver and intestines



Schistosomes enter the body through the skin when it comes in contact with water contaminated with the parasites

HOW DOES ONE GET BILHARZIA?



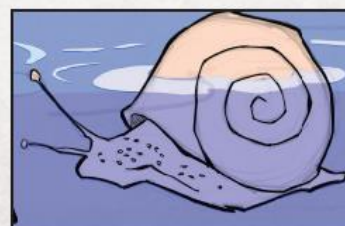
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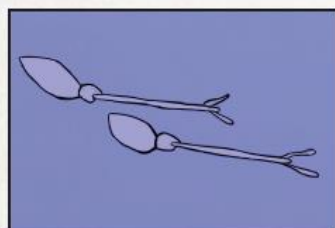
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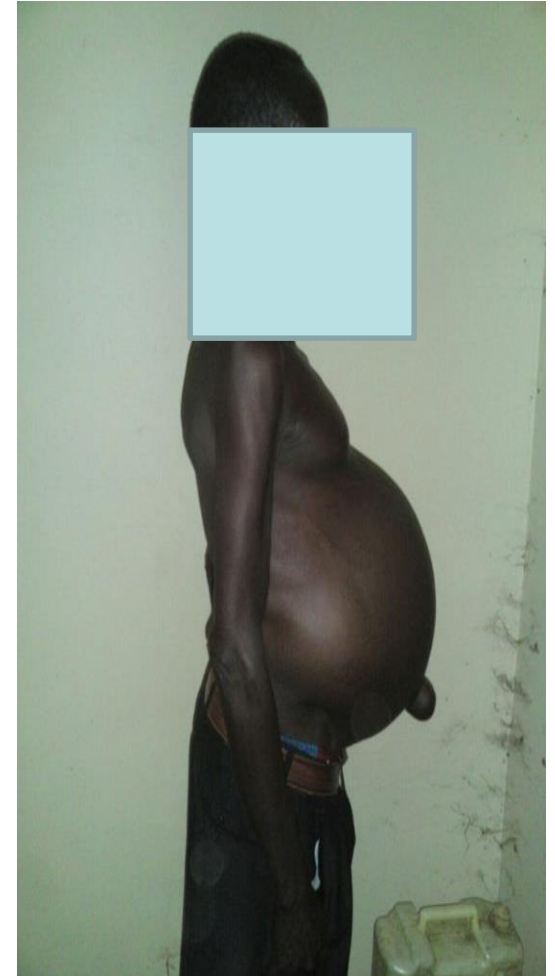


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Untreated Bilharzia





Bilharzia in Uganda

- 21% of people 5 years and older infected
- 31% of children 2 – 5 years infected
- 54% ever heard of Bilharzia
- 39% did not know how a person gets it
- 63% did not know how it spreads from person to person

Source: 2016 PMA2020 Schistosomiasis nationally representative survey in Uganda n= 4,512



PUT A STOP TO BILHARZIA

Radio Campaign



Where has the campaign taken place?

Aug – Dec 2017:

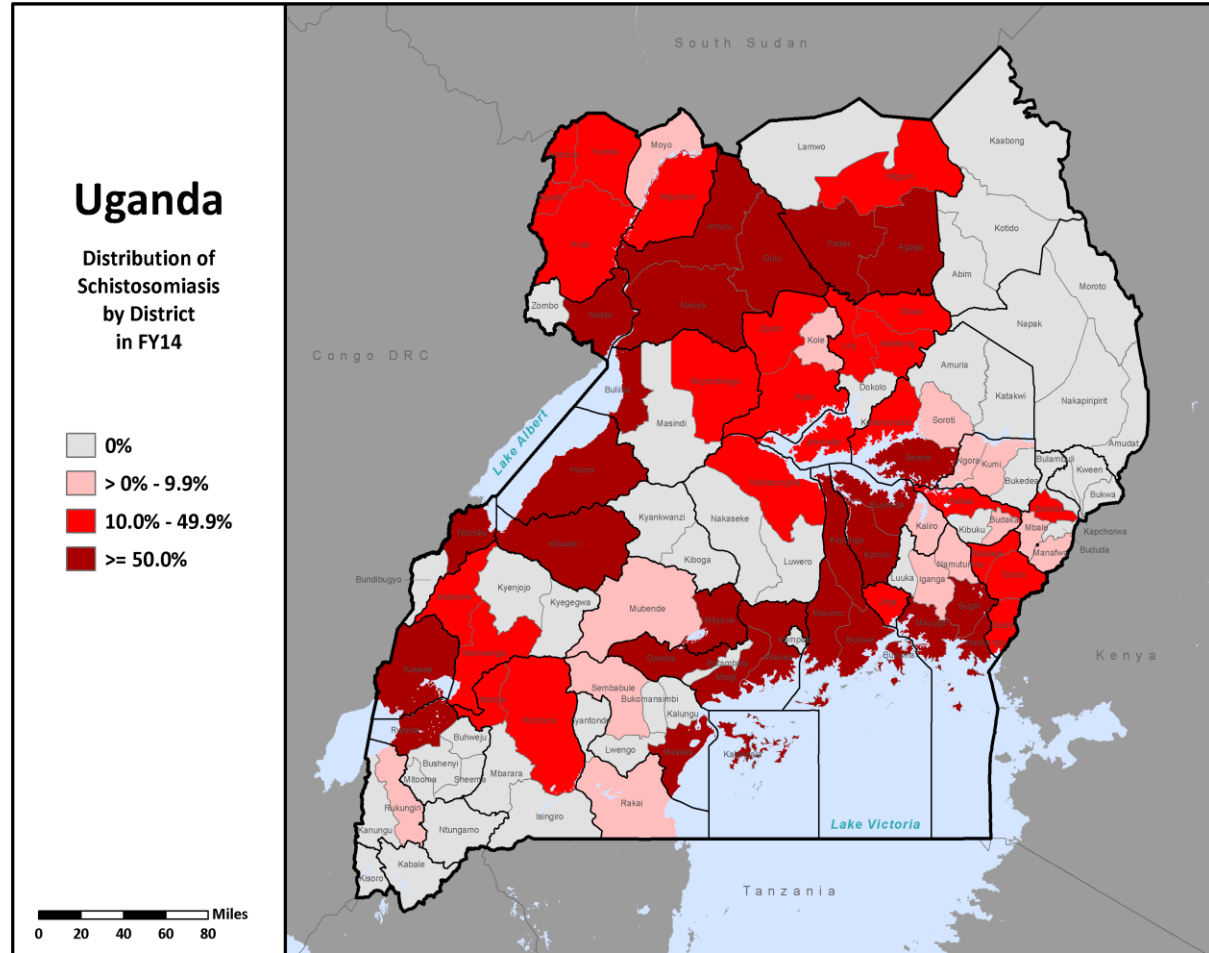
- 43 endemic
- Kampala

Feb – May 2018:

- 30 MDA
- Kampala

Evaluation:

- Oct/Nov 2017
- PMA2020 survey





Who does the campaign target?

- **Adults at high risk of Bilharzia**
- **School age children at risk of Bilharzia**





Campaign Message Strategy

- Raise awareness about the disease
- Build a sense of vulnerability
- Instill self-confidence to avoid Bilharzia
- Encourage practices that reduce the risk of Bilharzia



What actions does the campaign promote?



1. Avoid contact with lake, river or wetland water.




2. Take the free Bilharzia medicine offered in schools and communities.



3. Use a latrine/toilet and **NEVER** urinate or defecate near or in a lake, river, or wetland.



Media Strategy--Radio

- Snappy music jingle (8,400 repetitions) 
- 2 short dramatic spots (21,500 repetitions)
- 5-part series of 2-minute dramas (6,700 reps)
- 140 call-in expert radio programs
- 197 sponsored popular variety shows
- Illustrated job aid

31 community radio stations in 15 languages



30 Community Outreach Radio Programs



10,000+ adults and children took part



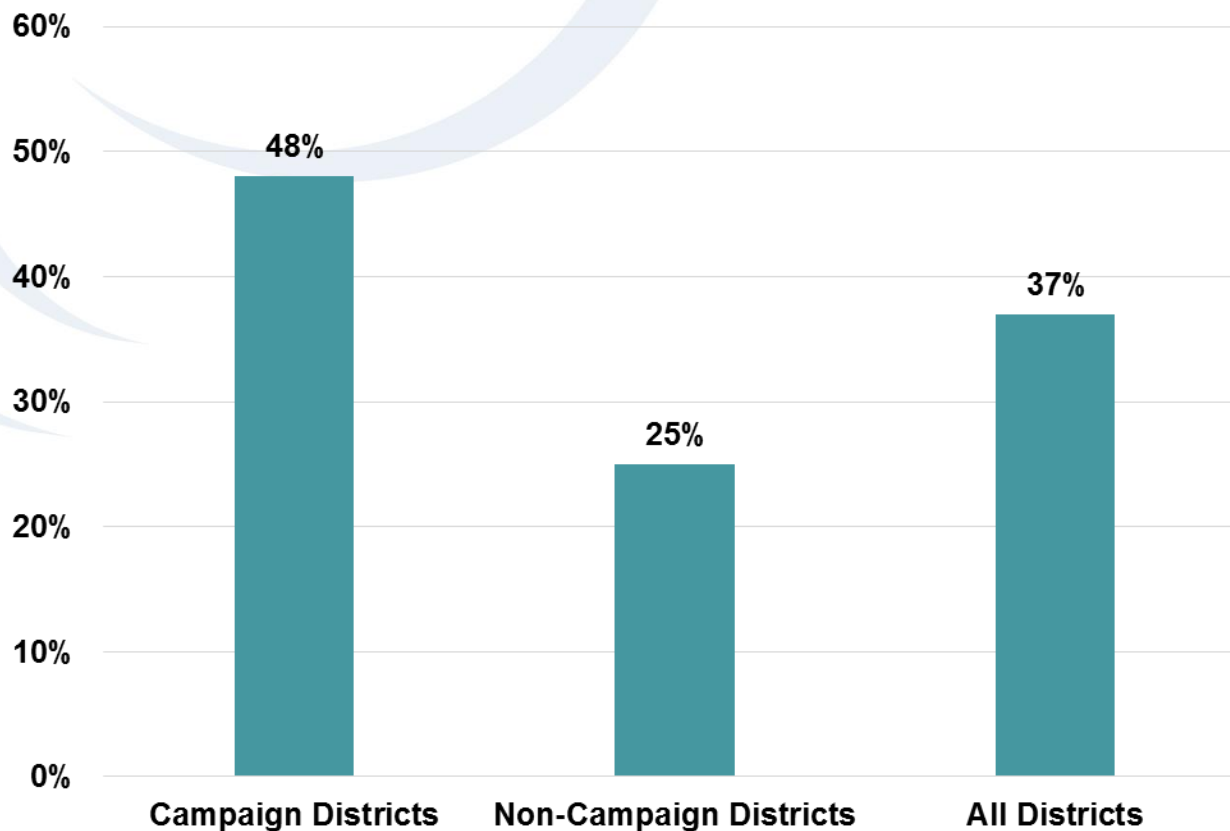


Testimony from a listener

“A relative of mine got an illness which caused his stomach to swell and many people thought that he was bewitched. We took him to different witch doctors but the last one we visited asked for UGX 400,000=; he put us in a shrine, locked us there and made us chant songs to evoke spirits; he later asked for a goat which he slaughtered and asked us to leave without looking back. In August while listening to radio, I heard a guest expert talking about Bilharzia and I asked my relatives to take the patient to Bugiri main hospital to see if he was suffering from Bilharzia. There it was confirmed that he had Bilharzia and he was treated. As I speak now he is better and has a lot of appetite. Thank you.” (Male participant, Bugiri district)



Percent of Adults Who Heard Information About Bilharzia in Past 5 Months

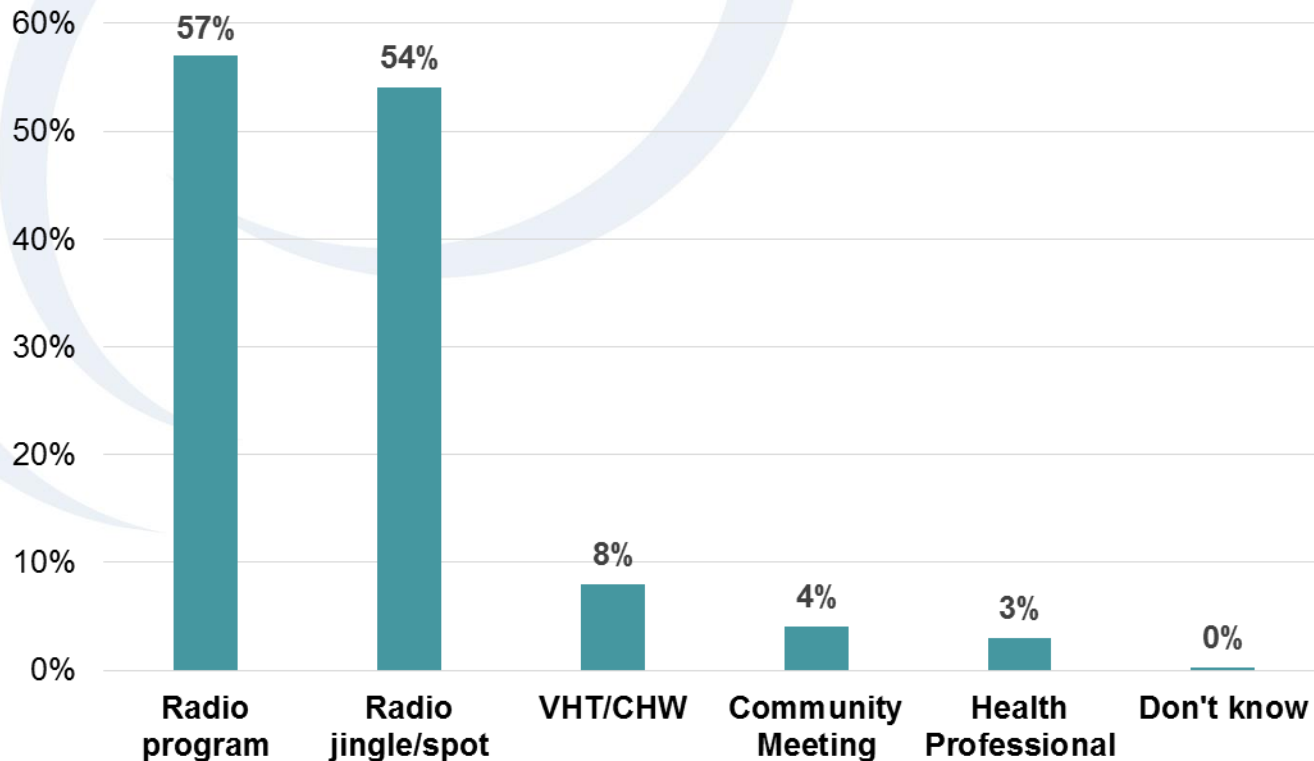


Nationally, awareness of Bilharzia increased from 54% to 68% between 2016 and 2017

Source: PMA2020 2017 Uganda Schistosomiasis Survey n = 3,165



Sources of Bilharzia Information among those Exposed in Past 5 Months*



72% of those who heard radio messages said they heard our campaign slogan

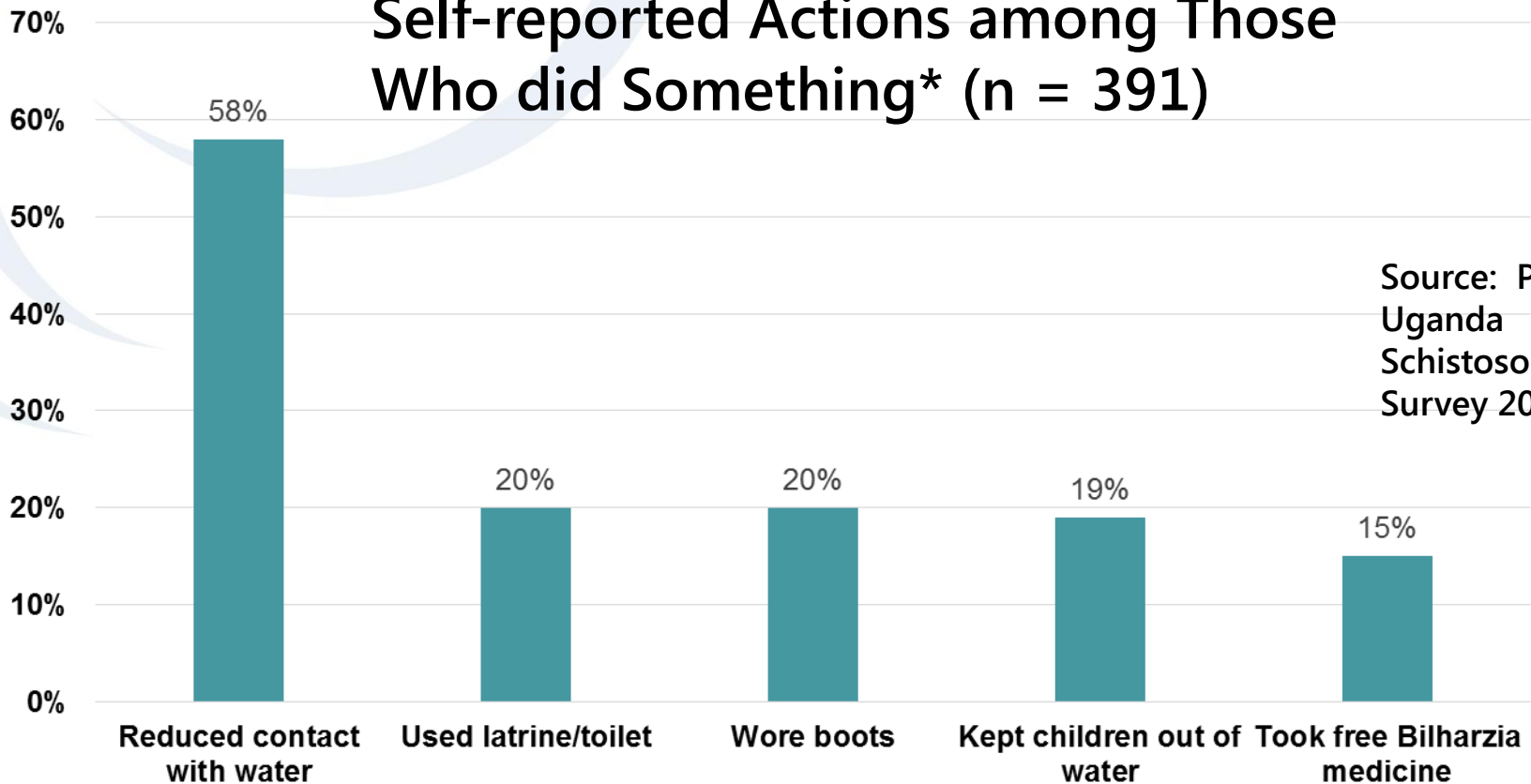
*Multiple response question

Source: PMA2020 2017 Uganda Schistosomiasis Survey n = 1,155



48% of Listeners Exposed to Our Radio Messages Said They Did Something as a Result

Self-reported Actions among Those Who did Something* (n = 391)



Source: PMA2020
Uganda
Schistosomiasis
Survey 2017

*Multiple response question



Bilharzia Champion

To thank the campaign and help spread its messages, Muhumuza Eliphaz of Kamwenge District composed a song about the causes, signs and prevention of Bilharzia.



Bilharzia Champion

Julius Omony Pagara's grandfather, father-in-law and uncle died of Bilharzia. When he became a transcriber for the Bilharzia radio programs, he began travelling from village to village along Lake Albert spreading the word.

“I want to pass this message to as many people as I can because truly Bilharzia has been a neglected disease that has claimed many lives.”



We can protect ourselves from Bilharzia. It's as easy as 1 – 2 – 3:

Step 1: Avoid contact with lake, river, & swamp water

Step 2: Take the free medicine offered in schools and communities every 1 or 2 years

Step 3: Relieve yourself in a latrine or toilet and never in or near a water body.

Put a stop to Bilharzia before Bilharzia stops you!