

Current Event

MERS-CoV campaign: A multi-sectorial approach

Management of MERS-CoV cases have dramatically improved during the last year leading to a significant reduction of both community and hospital acquired infections. Yet, there is a big opportunity to further control MERS-CoV epidemic via improved communication.

Editorial Notes

The Command and Control Center's (CCC's) management of MERS-CoV cases has improved since 2014, leading to a significant reduction in the number of cases. However, a number of challenges for the control of MERS-CoV infections remains, maintaining this illness as a national threat and occasionally resulting in unexpected hospital and community outbreaks. Issues with compliance with MOH instructions by health care providers, camel herders and the general community at large were among the main challenges identified by the CCC. While these challenges are considered substantial, each represents an exceptional opportunity for fast and high impact communication solution. Therefore, the CCC's communication platform developed a new MERS-CoV Communication Plan based on a thorough situation analysis.

The CCC's communication program focuses on using four channels; public campaigns, sustainable professional communication channels, E-learning platforms and evaluative research, aimed at three main audiences; healthcare workers, camel herders specifically and the general community.

The MERS-CoV Communication Program is based on a behavioral change model. This model ensures a sustainable change in behaviors and not merely simple improvement in awareness or a temporary behavioral change. Moreover, the program will adopt a multimedia communication approach, reaching the target audiences through Above the Line

ATL and BTL Communication Channels



Cases of MERS-CoV: International Week (IW) No. 48: 23—29 Nov 2015

Total	1
Symptomatic (S)	1
Asymptomatic (AS)	0
Healthcare worker (S)	0
Healthcare worker (AS)	0

(ATL) and Below the Line (BTL) communication channels.

The program will also involve expanding the network of stakeholders and activating their role. For example, the communication platform team intends to continue working closely with the Ministry of Agriculture, to reach camel herders more effectively. Engagement with other entities such as the Ministry of Education and the Municipality offices is also in planning. In addition, the program will involve influential personalities, especially of those who are active users in social media to convey the health messages.

The Program offers great potentials to achieve positive behavioral changes to interrupt MERS-CoV transmission and control the disease. It will achieve its targets by effective utilization of all communication channels available, maintaining sustainability and by empowering the right entities and stakeholders.

Recent Publications:

Hoda J. Identification of Information types and sources by the public for promoting awareness of Middle East respiratory syndrome coronavirus in Saudi Arabia. *Health Edu Res.* 2015 Nov 26.

Almutairi KM, AlHelih EM, Moussa M, Boshaiqah AE, Saleh Alajlan A, Vinluan JM, Almutairi A. Awareness, Attitudes, and Practices Related to Corona Pandemic Among Public in Saudi Arabia. *Fam Community Health.* 2015 Oct-Dec; 38(4): 332-40.

MERS-CoV in KSA 2015*

Region	Case	Primary	Secondary	U.C.
Riyadh	293	101	184	8
Al-Ahasa	56	11	41	4
Eastern Region	21	10	11	0
Jeddah	17	9	7	1
Qassim	16	10	6	0
Najran	14	9	5	0
Taif	11	8	3	0
Madinah	7	1	6	0
Asir	4	2	2	0
Tabuk	4	4	0	0
Makkah	3	3	0	0
Hail	2	1	1	0
Al-Joaf	2	2	0	0
Jazan	1	1	0	0
Northern Borders	1	1	0	0
Qunfotha	1	1	0	0
Al-Baha	0	0	0	0
Bisha	0	0	0	0
Hafr Al-Batin	0	0	0	0
Qurayyat	0	0	0	0
Total	453	174	266	13

Case: Confirmed Symptomatic. U.C. : Unclassified cases

*Period: Form 29 Dec 2014 to 29 Nov 2015