WORLD HEALTH DAY

Monday 7TH APRIL 2014

"VECTOR BORNE DISEASES"

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World Health Day (WHD)

What is WHD?

- World Health Day is celebrated on 7 April every year to mark the anniversary of the founding of WHO in 1948.
- Each year a theme is selected that highlights a priority area of public health.
- It is a flagship campaign of the Director General.
- Activities are planned in all regional offices and country offices (working closely with the ministry of Health).
- Regional offices and countries can have their own priority under the theme.
WHD – past themes

2013 - Silent killer – control your blood pressure
2012 - Good health adds life to years
2011 – Anti-microbial Resistance
2010 – Urbanization and health
2009 – Make hospitals safe in emergencies
2008 – Protecting health from climate change
2007 – International Health security
2006 – Working together for health
2005 – Making every mother and child count
GOAL

The campaign aims to raise awareness about the threat posed by vectors and vector-borne diseases and to stimulate families and communities to take action to protect themselves.

As vector-borne diseases begin to spread beyond their traditional boundaries, cross-border action needs to be taken where these diseases currently thrive.
Specific objectives

- families know how to protect themselves;

- travelers know how to protect themselves when travelling to countries where these pose a health threat;

- in countries where vector-borne diseases are a public health problem, ministries of health put in place measures to improve the protection of their populations; and

- in countries where vector-borne diseases are an emerging threat, health authorities work with environmental and relevant authorities locally and in neighboring countries to improve integrated surveillance of vectors and to take measures to prevent their proliferation.
KEY MESSAGES

- Mosquitoes, flies, ticks, bugs and freshwater snails can spread diseases that cause serious illness and death.

- Diseases such as malaria, dengue, leishmaniasis and yellow fever are preventable, yet they have the biggest impact on some of the world’s poorest people.

- More than half of the world’s population is at risk of these diseases. Increased travel, trade and migration make even more people vulnerable.

- You can protect yourself and your family by taking simple measures that include sleeping under a bednet, wearing a long-sleeved shirt and trousers and using insect repellent.
World Health Day 2014: small creatures, big threat

31 October 2013 – Vectors are small organisms such as mosquitoes, bugs, ticks and freshwater snails, that can carry disease from person to person and place to place. They can put our health at risk, at home and when we travel. The World Health Day 2014 campaign focuses on some of the main vectors and the diseases they cause and what we can all do to protect ourselves. Check the site regularly for tools and materials that will help you prepare for your World Health Day activities.

- Goals for World Health Day
- Information about vector-borne diseases

40% at risk

40% of the world’s population is at risk from dengue.

1.3 million

An estimated 1.3 million new cases of leishmaniasis occur annually.
Key materials and activities

- Event at HQ/WHO
- Posters and factsheets
- Infographics
- VBD –technical brief
- SMS at country level
- Video
- Event in select airports
- Coverage in media and airline magazines
WHD – VBD technical brief

Content

- Overview of Vector borne diseases
- Vector control options
- Challenges faced by the program
- What can we do
What can be done by all partners?

- Firstly, by spreading awareness of the campaign by sharing the link to the campaign website http://www.who.int/campaigns/world-health-day/2014/en/index.html with your networks. Linked from the site are fact sheets and photos that may be of help in planning for events.

- In Feb- March, we expect to make campaign posters available that we encourage you to print and use. A campaign video will follow closer to the Day. You may also want to organize events for 7 April that are consistent with the theme.

- As World Health Day approaches, we will also be promoting campaign messages through our social media channels:
  - Facebook page https://www.facebook.com/WorldHealthOrganization?v=wall
  - YouTube channel http://www.youtube.com/who

- We encourage you to share information about how you will be involved and potentially share vector control success stories through these channels too.
REMEMBER

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