Risk Communications in Lao PDR

Overview RC in Lao PDR

During an emergency, MOH provides risk communication messages to the public by engaging different media platforms (TV, radio, press, print media), interpersonal communications, social mobilization and social media.

Working with the local authorities at the district and village level to disseminating information via community radio and loudspeakers.

Used banners and posters displayed at main marketplaces and transit points like bus stations, or local transport (tuk-tuks) and buses displaying banners that carry key messages have been effective in reaching the community.

Working with schools, mass organization and private sectors including telecommunication companies to send short messages to subscribers to update them on the outbreak have been effective in sharing key messages with the public.

Key Component

- **Communication for behaviour change**: health messages delivered with aim of influencing behaviour.
- **Health emergency communications**: keep the public informed, respond to community concern and support public health action.
- **Operation Communications systems, arrangements, plans, TORo, SOPs that govern communication activities**.
- **Risk Communications**
- **Strengthening the RC network and management**

Implementation

**Coordination** with partner and stakeholder in each level to coordinate on communication emergency preparedness and response plans with clear defined roles and responsibilities.

**Capacity building** to health staff on Risk Communication in central province and district level to know how to respond in of emergency

**Communicate via mass media** in case of emergency MOH had network with media to share the information day by day and release through TV, Radio, Newspaper, Newsletters and social media.

Respond

**Dam collapse in Attapeu province 2018**

Provided health protection information via posters, leaflets, flyers, Health education to people in the camp, health service including press release to media.

**Dengue Fever outbreaks 2019**

The minister give interview to media, conducted media training on DF, Produced TV spots, Radio spots, posters and guidelines, health information dissemination through TV, Radio, Facebook and Magazine.

Way Forward

- Coordination with other sectors at all levels of government for risk communication and social mobilization has to be strengthened.
- The training has to be expanded to cover all districts and villages so that district and village health staff are informed of the National Strategy for Risk Communications.
- Financial support for risk communication is often ad-hoc; this makes prioritization of activities a challenge.
- Most of the time, activities are implemented only during an emergency when there is funding.
- Multi-sectoral and multi-stakeholders involvement has to be strengthened.