



# Public Relations ACTION ON POVERTY

## EXECUTION

- The Australian Foundation for the Peoples of Asia and the Pacific (AFAP – Action on Poverty) and Monash University supported the Eliminate Dengue Project in Vietnam (EDPV). It is developing a new approach to control mosquito-borne diseases such as dengue and Zika.
- To help AFAP communicate their pilot research to Vietnamese audience, we employed multiple communications activities to explain the research, seek feedback on activities, and encourage local participation through various offline channels, including: newsletter, billboard, standee, loudspeaker, comic and illustration.

## RESULT

- By choosing effective channels (newsletter, billboard, standee, and loudspeaker) that appeal to the rural audience, we raised awareness for the research in Khanh Hoa province.
- The community has been enthusiastically supporting the project in Tri Nguyen Island, with many volunteers helping to release mosquitoes, host bug traps and promote the project.
- In term of communications, the project was also well-received by local government officials. This success opened up opportunities to expand the research to many provinces across Vietnam.

