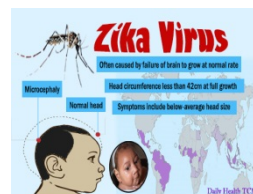


BACKGROUND/SIGNIFICANCE

- Zika Virus (ZIKV) became a known public health threat in 2016.
- Association with congenital microcephaly in fetuses/newborns and neurological syndromes such as Guillain-Barre' syndrome
- Transmitted to humans through the bite of infected Aedes aegypti, Aedes albopictus mosquito
- Other modes of transmission: perinatal & sexual. Blood transfusion under study
- To date, reported in 73 countries and territories since 2007: sub-Saharan Africa, Southeast Asia, Europe, the Americas, the Caribbean and continental United States

PROBLEM STATEMENT

- Question:**
Will the implementation of a Zika virus education prevention program affect the knowledge, attitudes, and practices of Zika prevention in community participants?
- Relevance:**
- Absence of medical countermeasures such as vaccines or treatments.
 - Health systems in ZIKV-affected areas have limited resources to manage current outbreaks and its associated abnormalities.

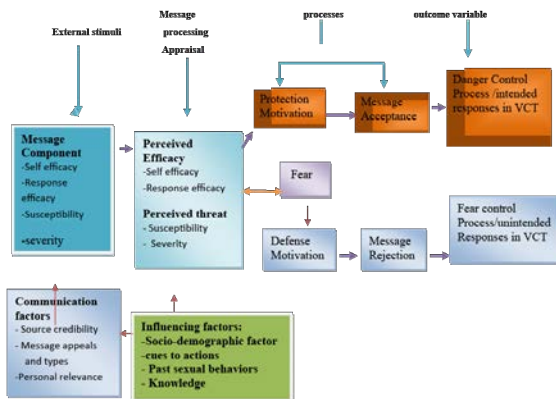


ROL/EVIDENCE

- World Health Organization Zika Strategic Response Plan outlines international response, with a focus on prevention and management, coordination, and collaboration
- Knowledge gaps identified regarding prevention of sexually transmitted Zika
- Strategies needed to improve communication of preventative measures
- Knowledge gap regarding the impact of Zika coinfection in pregnancy and risk of adverse pregnancy outcomes
- Different communications strategies required during outbreaks, to address knowledge, attitudes, and practices

FRAMEWORK

Extended Parallel Process Model



METHODS

- Group Education Intervention Project
- Convenience Sampling
- Pre and post test questionnaires adapted from World Health Organization's, "Knowledge, Attitudes and Practices (KAP) questionnaire."
- Population: Adults in rural and urban community clinics in Jamaica, W.I.
- Implementation date June 2017, Jamaica, W.I

DATA COLLECTION/ANALYSIS PLAN

- Demographic Questionnaire
- WHO KAP Questionnaire
- Descriptive Statistics
- Paired t-test



Summary:

Findings from this scholarly project will be shared with the Ministry of Health (MOH) and WHO, to be used for future educational programs targeting the current Zika virus epidemic and other emerging mosquito-borne diseases worldwide. References available upon request.