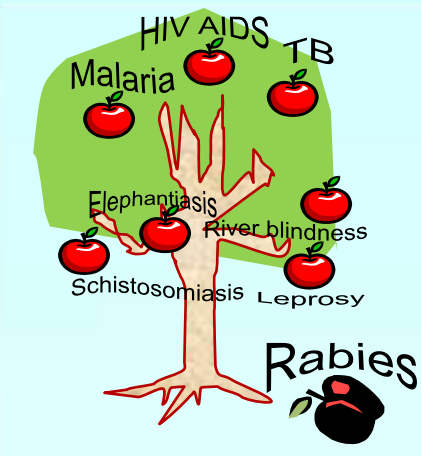


World Rabies Day: A Collaborative Initiative to..... "Make Rabies History"



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Background

Rabies awareness is important for everyone because humans travel, animals are moved, and bats fly—the risk is global. Prevention involves the public, veterinarians, animal control personnel, diagnosticians, epidemiologists and public health and medical specialists—One Health in action.

Although the word alone evokes a highly charged response, rabies remains a severely neglected disease. With the development of effective biologics more than 30 years ago, there is no reason why people exposed to rabies today should be at risk for developing and dying of rabies. And yet, it is estimated that more than 55,000 humans die of rabies every year – a large proportion of them from impoverished communities in Asia, Africa and Latin America – and mostly from uncontrolled rabies in dogs which can be eliminated.

The idea of "low hanging fruit" - Rabies Prevention might be the rotten apple fallen to the ground.

Methods

- Build partnerships
 - World Organization for Animal Health (OIE),
 - World Health Organization,
 - Pasteur Institute
 - Centers for Disease Control and Prevention
 - many other organizations.
- Advocate for improving human and animal health - a "One Health-One Medicine Approach" - through increased
 - Awareness
 - Education
 - Resources



Photo credit to World Society for the Protection of Animals (WSPA)

Objectives

1. Raise public awareness about rabies prevention locally and globally;
2. Educate at-risk populations about human rabies prevention and facilitate the development of diagnostic and public health infrastructure for disease prevention;
3. "Prime the pump" locally for success in the achievable goal of elimination of dog-to-dog transmission of rabies and fully successful human rabies prevention.



Results: 74 countries



Veterinary Students at University of Tennessee, 1 of 24 Colleges of Veterinary Medicine who participated in the US

*In some countries, rabies experts convened to discuss goals and plans for rabies prevention and control, with several countries initiating a National Rabies Control Program.

*Veterinary colleges around the world joined forces towards this effort, with activities at 24 in the US, 15 in India, 5 in Indonesia, and several in Mexico and the Philippines.

Acting Locally for Global Impact

- The North American Veterinary Colleges raised funds for community level rabies prevention - 45 competing proposals from 18 countries asking for nearly US \$500,000 total.

Examples from Africa

Botswana	Posters developed and distributed to public and private vets
Burkina Faso	Educational posters
Cameroon	Public lectures in schools & high risk areas, educational leaflet and flyer distribution
Chad	Educational posters
Ethiopia	"Children Against Rabies" school program to coincide with Ethiopian Millennium
Ghana	National pet show and public lectures themed "Kick Rabies Out of Ghana"
Ivory Coast	Educational posters, professional veterinary seminar
Mali	TV and Radio PSAs, posters and info dissemination, rabies in Mali and W Africa discussion
Nigeria	College rally, elementary school programs, vaccination clinics, radio PSAs
Tanzania	Educational lectures, media, vaccination clinics, rabies leaflets, kids rabies walk, concert
Senegal	Educational posters
South Africa	Nat'l rabies week, pamphlets, t-shirts, banners, posters, media, vaccination campaigns
Uganda	Educational outreach
Zambia	Public lectures in rural communities about rabies control and prevention



Dog Vaccinations in Jordan



Program branding from an event in the Philippines

The Americas

Argentina	Symposium Pasteur Inst, poster for Nat'l mtg Healthy communities, 24 provinces - rabies workshop
Bolivia	National rabies meeting, museum bat exhibit, presentations on prevention of rabies from bats
Brazil	Rabies symposiums, Monica's Gang cartoon and DVD, info. distribution, dance for rabies
Canada	Rabies symposium to increase awareness, distribution of informational brochures
Chile	Responsible pet ownership and educational outreach, press conference on rabies awareness
Columbia	Dog vaccination clinics, educational outreach and material distribution, academic event on rabies
Costa Rica	Production/distribution of rabies posters/booklets on dog bite prevention for children, press
Dom. Republic	Press confs., walk for rabies, exhibitions, vaccinations, promotion of rabies control and prev.
Ecuador	Press confs., solemn session, police dogs used in demos. to represent vaccinated animals
El Salvador	Education in schools, Municipal and National authorities, Parade, dog vaccine campaign
Grenada	educational seminar
Guatemala	Dog vaccination campaigns, press confs., info. distribution, drawing competition, scientific confs.
Haiti	Press conf., scientific conference, mass vaccination campaign
Honduras	Walk for Rabies, materials distributed in schools including mural creation, parade
Mexico	Rabies forum held in every state/territory
Nicaragua	Press confs., info. distribution, technical rabies info. updates, scientific conferences
Paraguay	Traffic stopped and rabies information distributed in front of nat'l zoonosis center, press confs.
Peru	Declaration of WRD with a parade and festival.
St. Kitts	Veterinary student event. Day long hike and educational festival.
United States	Rabies runs/walks/rolls/bike, vacc. clinics, educ. outreach, festivals, press confs., symposiums
Venezuela	Mass rabies vaccination clinic with nat'l and int'l assistance



Parade in Pakistan. Photo Credit: Dr. Naseem Salahuddin.



Education of Students in Hissar, India. Photo Credit: Dr. Garg.

2008 Outreach



Rabies prevention poster developed at CDC for outreach to Africa

> 20 countries > 10,000 posters
Washington State University
School of Global Animal Health

Conclusions

Through broad collaboration, the World Rabies Day initiative is expected to catalyze change and reduce inequities that allow human rabies cases and uncontrolled canine rabies.

Future Directions

- Continue to promote partnerships, especially medical, and global involvement
- Develop support for "Start-up packages" of education material, animal vaccine, and funding
- Assist with national and regional plans for canine rabies control and elimination.
- Develop support for collaborative diagnostic and disease prevention training.



Asabe Dzikwi, DVM
Ahmadu Bello University, Nigeria

"Working Together to Make Rabies History!"

2007 Outcome Metrics

- At least 74 countries
- over 150 events
- 400,000 people engaged
- 600,000 animals vaccinated
- Over 54 million public outreach
- 50 veterinary schools
- Logo created in over 30 languages
- Veterinary and media toolkits
- Event planning and educational resources
- Developed specialty merchandise
- Outcomes Brochure and Video
- Funds raised by veterinary student chapters matched by Veterinarians without Borders/ Veterinaires Sans Frontiers, Canada
- Over 45 proposals from 18 countries
- Anonymous donor doubles project funds.
- **Projects 2008-2010**
Peru, Guatemala, Kenya, China and VietNam
- To date, over 50,000 visits from over 180 countries to www.worldrabiesday.org



Bike ride in Bangkok, Thailand. One of numerous events to raise awareness in association with World Rabies Day.



Continuing Education in Bangladesh.



T-shirts for 36 Colleges and programs of veterinary medicine
Kansas State University
College of Veterinary Medicine

Education message testing in China



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