



CASE REPORT

# Innovative community-based initiatives to engage VFR travelers

K. Leder<sup>a,b,\*</sup>, S. Lau<sup>c</sup>, P. Leggat<sup>d</sup>

<sup>a</sup> Department of Epidemiology and Preventive Medicine, Monash University, Victoria, Australia

<sup>b</sup> Victorian Infectious Disease Service, Royal Melbourne Hospital, Victoria, Australia

<sup>c</sup> Travel Doctor, TMVC Melbourne Clinic, Victoria, Australia

<sup>d</sup> Anton Breinl Centre, James Cook University, Queensland, Australia

Received 2 June 2011; accepted 14 September 2011

Available online 2 October 2011

## KEYWORDS

Travel;  
VFR;  
Visiting friends and relatives

**Summary** This report describes novel initiatives to inform ethnic groups contributing high numbers of VFRs about potential travel risks. Multilingual and culturally appropriate information was distributed to the media (newspaper, radio, web-based, and television), via printed materials (posters, tear sheets and z-cards) and at community festivals to convey simple travel health messages.

© 2011 Elsevier Ltd. All rights reserved.

## Brief report

Compared to other travelers, those visiting friends and relatives (VFRs) have a greater risk of contracting many travel-related illnesses.<sup>1–4</sup> Although the reasons for this are multifactorial, it is in part due to unrecognised risks associated with travel and consequently to insufficient accessing of preventive travel medicine services by VFRs.<sup>2</sup> It is therefore recognised that innovative methods are

necessary to increase awareness regarding the need for pre-travel visits among impending VFR travelers.<sup>5</sup>

In conjunction with a communications consultancy firm and a multicultural media group, a comprehensive community education campaign involving a number of novel initiatives was undertaken to inform potential VFRs living in Australia about their travel risks. The choice of ethnic groups to be targeted was made after evaluation of Australian demographic data.<sup>6</sup> To communicate effectively and in a culturally appropriate manner, a multi-dimensional campaign designed to reach communities via a variety of mediums was devised, with consideration given to the sources most respected within each community and the media most effective in reaching large audiences.

The three ethnic minority groups chosen for targeting were Chinese, Vietnamese and Indian communities. These

\* Corresponding author. Department of Epidemiology and Preventive Medicine, Monash University, Melbourne, Vic, 3004, Australia. Tel.: +613 9903 0577; fax: +613 9903 0556.

E-mail address: [karin.leder@monash.edu](mailto:karin.leder@monash.edu) (K. Leder).

groups make up about 5.5% of the Australian population of 22.5 million and are the major ethnic VFR subgroups (Box 1). The campaign consisted of engaging doctors from the three major ethnic groups to operate as spokespeople; media outreach; development of multilingual printed materials; and hosting information stalls conveying travel-related public health messages at ethnic community events (Box 2).

The health professionals identified as spokespeople for the relevant ethnic groups were engaged to assist in preparation of material for the press. All media materials were initially drafted in English before being culturally appropriated and translated. Back translation was performed by community leaders to ensure that the intended messages were not lost in translation. Five media campaigns, mainly targeted at ethnic media, were developed (Box 2). Cumulatively, over a period of 5 months, these led to publication of 64 media items on travel health appearing in 4 languages (45 in Chinese, 10 in Vietnamese, 7 in Hindi and 2 in

English). The media mentions have been comprised of 23 articles in a weekly newspaper; 17 articles in a daily newspaper; 9 articles in a monthly or bimonthly newspaper or magazine; 5 episodes of television coverage; 5 articles on websites; and 4 inclusions on a radio program. Considering the estimated audiences of each of the media outlets in which items appeared, these media mentions potentially reached a VFR audience of at least 1.1 million.

Three types of printed material were developed to facilitate direct communication with target audiences (Box 2). In order to design the most effective image and insert the most culturally appropriate text, a number of poster images and messages were developed and were tested across different communities and health care professionals. The main image used is shown in Fig. 1. To effectively distribute the printed information, a "hotspot" target list was developed using Australian Bureau of Statistics (ABS) data.<sup>7</sup> This enabled identification of businesses in areas with high numbers of ethnic residents. One hundred

**VISITING FRIENDS AND RELATIVES  
IN YOUR HOME COUNTRY?**

When you travel to your country of origin to visit your friends and relatives, there are some important health precautions you should take to ensure you and your family stay healthy on your trip and when returning to Australia.

**PRACTICE SAFE TRAVEL BEHAVIOUR<sup>4</sup>**

<p><b>Take care with food and drink</b></p> <ul style="list-style-type: none"> <li>• Avoid cooked food that has been left at room temperature</li> <li>• Eat only food that has been cooked and is hot</li> <li>• Boil drinking water or drink bottled water</li> </ul>	<p><b>Protect against insects</b></p> <ul style="list-style-type: none"> <li>• Use insect repellent with a high percentage of DEET*</li> <li>• Use mosquito nets while sleeping</li> <li>• Avoid times and situation when you are more likely to be bitten</li> </ul> <p><small>*DEET: N, N-diethyl-m-toluamide</small></p>	<p><b>Protect against sun &amp; heat</b></p> <ul style="list-style-type: none"> <li>• Avoid exposure to midday sun</li> <li>• Use broad spectrum sunscreen with SPF 15+</li> <li>• Drink lots of fluids</li> </ul>
-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

**Don't put yourself or your family at risk on your holiday.  
See your doctor at least 6 weeks before you travel overseas.**

Figure 1 English language version of main image used for posters, Z-cards and tear sheets.

Download English Version:

<https://daneshyari.com/en/article/3393155>

Download Persian Version:

<https://daneshyari.com/article/3393155>

[Daneshyari.com](https://daneshyari.com)