

UNV Report

Name of the Volunteer	Lui Wai Shan
UNV Assignment title:	UN University Volunteer in supporting communications in the health sector
Duty Station:	Vientiane, Lao PDR
Reporting Period:	1 July, 2018 – 31 December, 2018

Responsibilities and Results

I. My work with the Centre of Information and Education for Health (CIEH)

Facebook Page:

I was responsible for managing the Facebook page of CIEH. I published 4 to 5 Facebook posts every week, which covered topics on communicable diseases, such as Dengue, Hepatitis, and HIV. At the same time, I also create awareness on non-communicable diseases which is the result of unhealthy lifestyles, such as smoking and alcohol use.

The target audience is people who use social media. We posted different infographics on our Facebook page to convey our messages better. The reach of our posts can range from 1000 to 30000.

Apart from that, I also assisted in risk communications after the flash flood in Attapeu, Laos on 23rd July. I disseminated messages to the general public on Facebook about flood risks and ways to protect oneself in a flood. For example, it is essential for people in the flooding area to stay alert and not to walk in the flood water. Moreover, to maintain the visibility of the MOH and WHO, I made infographics that introduced the response of MOH and WHO after the flooding. I also built the capacity of CIEH staff to make a video on the flood response of MOH in 100 days by giving them ideas on the content of the video and drafting a script for them.

Newsletter:

I helped develop the content for CIEH's newsletters, which are distributed to hospitals and healthcare centres in Laos every month. Our target readers are health workers and the general public. Each month, we cover topics like health tips, Laos health news, and global health news. In the past issues of the newsletter, I mainly wrote the columns "Health Tips" and "Frequently Asked Questions."

II. Events

World Antibiotic Awareness Week:

To mark the World Antibiotic Awareness Week, I worked with AMR staff at the WHO and CIEH to conduct a “Make a pledge” campaign at the office of UN, WHO, FDD, DCDC, CIEH, DHR as well as a hospital. Over 100 people including health staff, patients, the general public have participated in the campaign by taking photos of themselves holding pledge cards and posting it on their personal Facebook. We have made an average of 100 likes on each post in this campaign.

World Aids Day:

I have worked with UNAIDS, CHAS, and more than five CSOs including PSI, LAOPHA and Association for People Living with HIV to conduct two activities: the “Snap and Share” Campaign and the Human Library. My main duty is to organize and coordinate these two activities. My job also included budgeting and promotion.

For the “Snap and Share” Campaign, we invited staff in WHO and other UN Agencies, including UNICEF, UNFPA, UN Woman, and departments under MOH, including CIEH, CHAS, Centre for AIDs, and CSOs to hold a card with messages like “know your status, get tested,” and post it on their personal Facebook. We have also invited a transgender woman and a Miss Grand to post their photos on their Facebook, with messages supporting people living with HIV. We also made a video, interviewing them about their views on HIV/AIDs and its relation to gender-based violence.

Human Library: The topic of the Human Library is: “HIV can be treated, if you want to know how, ask me.” We invited four people living with HIV to share their stories, and there was a demonstration of HIV testing and the use of a condom. We also invited university students, including those who study in nursing schools who may work with people living with HIV in the future, and staff who work in CSOs to be the audience. We hope that, through this event, more people working with HIV patients can be empathetic towards them and spread the awareness of HIV/AIDs in their daily lives.

UN Day:

This year, on UN Day, we held an event called "My Choice Our Future" with the Lao Youth Union, with around 300 youths participating, spreading the message of environmental conservation, and encouraging young people to lead a healthy and sustainable lifestyle. I was responsible for organising a panel discussion led by young volunteers, entitled "How a clean environment and conscious decisions contribute to a healthy lifestyle." I worked closely with different UN agencies such as Unicef, UNDP, WFP, and World Bank, as well as the Lao Youth Union. I participated in organizing a training session for six Lao youth reporters, helping them to draft the content for the panel discussion.

Apart from that, we also held a behavioural challenge called the "One-Day Challenge" two weeks before UN Day. We encouraged Lao people to try to reduce, reuse, and recycle, to cycle or walk instead of driving, and to consume vegetables of as many colours as possible in a week. After they had completed the challenge, they were asked to take a selfie and post it onto Facebook. I prepared the proposal for the challenge and worked closely with UNDP on the implementation of the challenge.

World Breastfeeding Week:

To promote the benefits of breastfeeding, I prepared two Facebook posts, interviewing two WHO staff who had used the lactation room in the office. World Breastfeeding Week was held two weeks after the Attapeu flooding. I made Facebook posts to remind the general public, especially those in the flood-affected areas, to breastfeed to prevent their children from falling sick with diarrhoea or pneumonia.

World Rabies Day:

To celebrate World Rabies Day, the Ministry of Agriculture and Forestry and the Ministry of Health, together with WHO, held an event at Jao Far Ngoum Park, during which free rabies vaccinations were conducted. To promote the event, I have prepared 6 Facebook posts about the symptoms, prevention, and transmission of rabies. Also, to raise the public's awareness on rabies, the WHO, together with the Ministry of Health and the Ministry of Agriculture and Forestry, filmed an interview of the representatives of the above units, introducing rabies to the general public. I assisted in drafting the talking points for the interview.

III. Other Communications Work

I did media monitoring every day. I sent health-related news from Lao PDR to the regional office each day for inclusion in the WPRO Daily Health News Digest. The Digest is circulated internally in the WHO WPRO for our colleagues. I also helped take photos during meetings and events.

From time to time, I contributed to short articles about WHO's activities in Lao PDR for our country office's website. The articles covered activities such as WHO Lao staff participating in the "Walk the Talk" Global Challenge 2018, World Antibiotics Awareness Week. I helped prepare the drafts, which became published articles on the website after editing by my supervisor.