Welcome to the Internews Newsletter for humanitarian responders in Liberia. This newsletter is created with the intent to support the work of Ebola responders in connecting with the local population and understanding their information needs. Internews welcomes feedback, comments and suggestions from all organizations receiving this newsletter and invites you to forward, share and re-post this newsletter as widely as possible.

**BORDER SURVEILLANCE**

Some citizens in Bomi County want to advise the government to close the borders. They also state that the EVD awareness campaign needs to be reactivated by the Government. Additionally they state that the government should re-inforce the EVD protocols in the county. Especially the ban on eating bush meat, which they say should be in effect again.

Some citizens in Montserrado County would like to understand why the government has opened the borders. They'd also like to know how the boy from Margibi County got infected with the Ebola virus.

Some citizens of Margibi County are questioning the decision of the government not to close the borders.

Some locals from River Cess County claim that the open borders put Liberia at risk of being infected with the Ebola virus. They suggest that the borders need to be closed again.

Locals from Bong County report that they would like the government to close the borders to stop Ebola from continuing to come back in the country.

**POLIO AND VITAMIN A CAMPAIGN**

According to some citizens in Bomi County there was a massive turn out for the Polio and vitamin A campaign in the county.

Some citizens from Bong County report that the Polio and Vitamin A was a big success in Bong County.

Residents from Grand Kru County report that many children have been vaccinated in their county; they are declaring the polio and vitamin A campaign a big success.
Some citizens in Bomi County also would like to know if the Ebola emergency number 4455 is still active. They are wondering whether or not they should report sick people in their communities.

Some citizens in Grand Gedeh County would like to know why the EVD Task Force was declared inactive when the Government knew that Ebola could hit Liberia at any time. They ask the local authorities to re-start the taskforce.

Residents from Grand Gedeh report that after the Minister of Education pronounced that schools are to close on the 31st of July, children stopped going to school altogether.

Some locals from Grand Kru County report that Liberia has a confirmed Ebola case because the government has abandoned the Ebola awareness campaign since Liberia was declared Ebola free.

Residents of Sinoe County question the reason for children still to go to school when government has declared that schools will be closed from July 31st and that no promotion will take place for the 9th and 12th graders.
NEW CASES

Locals rumour that the Bong Mines Hospital had a suspected case of Ebola. Yesterday a girl visited the hospital with her parents. She vomited blood but was never treated. She returned home with her parents and died this morning. No burial team has visited her.

A woman in Nimba County was arrested by the LNP after she refused for health workers to give her child the Polio and Vitamin A vaccine. She thought the vaccine would infect the child with the Ebola virus.

Some citizens in Grand Cape Mount County are shocked and worried about the new Ebola case. They are concerned that more people will get sick now that Ebola is back in Liberia.

Some citizens in Margibi County are very worried about the new case that has been reported in their county. They say that the boy became sick in Guinea and travelled to Liberia.

Some citizens in Montserrado County say that the boy who died of the Ebola virus in Margibi County caught the virus in Sierra Leone.

Why has Liberia been declared Ebola free if Ebola is still in the country?

There are people who are refusing to take their children to the hospital for the Polio and Vitamin A immunization campaign because they believe that the government is using the campaign as a way to infect people with Ebola.
Information Saves Lives

Journalists reporting rumors from 15 Counties

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Internews “Information Saves Lives” is a 6-month project implemented under the Health Communication Capacity Collaborative (Hc3) funded by USAID. The project aims at building the capacity of Liberian journalists to report accurately about the Ebola disease and to connect local media with the national and international Ebola response. For more information contact Rachel Maher - Internews Liberia  
Project Director - rmaher@internews.org - 0770758426 or Ingrid Gercama - Health Communication Liaison Officer - igercama@internews.org - 0770461348
THE MOST FREQUENTLY ASKED QUESTIONS IN THE GEOPOLL SURVEY
Information Needs Analysis

<table>
<thead>
<tr>
<th>FREQUENTLY ASKED QUESTIONS FROM COUNTIES</th>
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<td>What number of people have died of Ebola?</td>
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**MONTSERRADO COUNTY**

What number of people have died of Ebola?
Are healed Ebola patients stigmatized?
What are the current updates on Ebola?
What is the future of Ebola?

**NIMBA COUNTY**

What is the origin of Ebola?
What are the current updates on Ebola?
Is Ebola a real disease?
What are the current updates on Ebola?

**RIVER GEE**

What is the origin of Ebola?

**SINOE**

What is the origin of Ebola?
What are the stakes of the Ebola vaccine?
ONLINE CONTENT REPORT June 27th to July 3rd, 2015
This report analyzes data from Users identified as Liberian citizens on Twitter.

Twitter

Most tweeted Ebola topics
Most influential Liberian Twitter accounts streaming on Ebola

Authority is measured looking at how many followers the accounts have, how many followers their followers have and how many times their content has been re-tweeted or clicked on.

<table>
<thead>
<tr>
<th>Account</th>
<th>Description</th>
<th>Followers</th>
<th>Authority</th>
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<tbody>
<tr>
<td>@sarankjones</td>
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<td>@MoreThanMeORG</td>
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<td>3,676</td>
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<td>@UNMILNews</td>
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<td>@LiberianTimes</td>
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<td>7/10</td>
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<tr>
<td>@StreetChild</td>
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<td>@VickieRemo</td>
<td>#SwitSaloneDotCom</td>
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<td>7/10</td>
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For more information contact Rachel Maher - Internews Liberia Project Director - rmaher@internews.org - 0770756426 or Ingrid Gercama - Health Communication Liaison Officer - igercama@internews.org - 0770461348
Online media

Below is a list of influential contents published by Liberian online news outlets. The contents’ influence is measured by the number of readers.

**Key words:**

Outbreak

Lofa

Monrovia

Moniterrado

War

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A letter from the humanitarian community

Internews is pleased to launch a new column wherein we invite members of the humanitarian community to write about their experiences working on the Ebola response. We are particularly interested in publishing your stories about communicating with communities and ‘information as aid’: lessons learned, successes, challenges and experiences are all very much welcomed during the month of July.

If you would like to contribute please pitch your story (in max. 100 words) to our Health Communication Liaison Officer Ingrid Gercama (igercama@internews.org). The selected essays printed in the Internews Humanitarian newsletter will not exceed 500 words (photo optional).

This week Internews presents David Luke, Country Director for the MENTOR Initiative. MENTOR delivers large-scale malaria and other vector borne disease control directly to vulnerable communities. MENTOR works in the urban communities of West Point, Bushrod Island and Paynesville in Montserrado County. During the Ebola outbreak MENTOR has worked with community networks e.g. Community Health Volunteers (CHVs) and Medicine store dispensers to help educate communities to better understand how Ebola is transmitted. Additionally the organisation runs an Infection Prevention Control (IPC) programme to 100 health clinics across Monrovia.

For more information about the MENTOR Initiative: http://www.thementorinitiative.org/ or contact David Luke at david.luke@mentor-initiative.net

Malaria prevention in the Ebola outbreak: MENTOR’s reflections

Over 30% of Liberia’s total population live in and around the capital city of Monrovia, in Montserrado County. Of the 4.29 million Liberian citizens, nearly 20% live in urban slums, which MENTOR works in. MENTOR has been working since 2011 on malaria case management systems in these densely populated areas. Prior to Ebola MENTOR observed that effective malaria diagnosis and treatment through private medicine stores and pharmacies (MS/Phs) had significant impact on community health. Then Ebola hit Liberia. Instead of halting MENTOR’s malaria prevention programs, the NGO decided to use the foundation of community driven malaria control to respond to the Ebola outbreak.

MENTOR’s initial Ebola response took this network of medicine stores and pharmacies and doubled the program size to cover 200 stores. The program worked together with the IPC[i] Taskforce, the social mobilization committee and 200 community health volunteers providing Ebola Infection Prevention Control, Health promotion and malaria messaging. Throughout the emergency, MENTOR has also maintained public access to lifesaving malaria drugs from these stores. This was particularly important because access to healthcare for non-Ebola related illnesses was constrained during the Ebola outbreak. Here’s some of the lessons that can be drawn from the response.

Making use of technology for Ebola education: eBUDDI

To ensure the safety of healthcare workers MENTOR provides training in infection prevention control, triage and waste management including isolation infrastructure support for health clinics in Paynesville and Bushrod Island. An innovative element of MENTOR’s intervention has been the field trails of new technology for IPC education. During the crisis, MENTOR helped develop and now use eBUDDI a digital learning platform combining animation, gamification and narration. eBUDDI gives local healthcare workers and communities access to the most up-to-date knowledge and education needed to control the spread of disease.

Having carried out field trials with the module for enhanced PPE training in both Sierra Leone and Liberia, MENTOR is now in the process of developing an operational module that includes disease surveillance, triage simulation scenarios all based on the expected updated IPC curriculum being developed.
Lessons Learned: using a community driven model in the Ebola outbreak

With the response maturing quickly, community level interventions needed to be agile and detailed enough to react appropriately to each community’s specific needs. With information rapidly changing in the Ebola response, real time data should be based on a foundation of robust reporting mechanisms, with standardized formats, clear and regular reporting schedules. Overlap was rife as up-to-date data was key in the Ebola outbreak.

Using the appropriate community networks has the biggest impact: MENTOR worked together with Community Based Organizations, Task Forces and Community Health Volunteers, medicine store and pharmacy dispensers and engaged community leaders. Whilst implementing community based interventions MENTOR proved that multiple approaches to social mobilization worked best. MENTOR made use of drama, gave out fliers and conducted door to door awareness raising activities to encourage two way communication and to encourage bottom-up action to combat the spread of the Ebola virus.

The importance of community initiatives should not be taken lightly. The community organized themselves into taskforces and owned the process without financial incentives during the peak of this response. In the future, community networks should be consulted and engaged for public health interventions however financial incentives should not be the driving force of engagement. Community ownership and involvement in healthcare is key not just top down approach.

A final and lasting lesson learned: the battle for intrinsic motivation was hampered by cash the decision to commit to high incentives should be considered in detail for any future outbreaks.