

Ebola Prevention Campaign Fact Sheet

Context

In the early months of 2014, Ebola started spreading in Liberia. By the summer of 2014, the spread of the virus took epidemic proportions, causing a massive public health crisis and major instability in the country.

Indicators of Potentially Violent Conflict

This instability was compounded by the Liberian government's perceived mismanagement of the crisis, citizen distrust of the government and those associated with it, as well as the perceived exacerbation of divides between the Liberian elite and non-elite. Ebola-related incidents of violence occurred in communities in the capital city of Monrovia due to the great spread of the disease, and citizens' inability and lack of knowledge on how to prevent it.

Locally Defined Strategies and/or Activities

In response to the crisis, the Pen-Pen Peace Network (PPPN), a local peace committee established as a result of a Purdue Peace Project (PPP) sponsored actor meeting in July 2013, took initiative to counter the spread of Ebola and prevent violence associated with it. The PPPN designed, organized, and implemented an Ebola prevention campaign between September 2014 and January 2015. The campaign consisted of three components: (1) an interpersonal campaign (the PPPN and citizen volunteers from Monrovia visited communities in Monrovia and spoke to locals about Ebola prevention); (2) a radio campaign (the PPPN created radio dramas that were broadcast in eight local dialects in five counties around the country); and (3) the installation of 25 sanitary stations in Monrovia.

Impact

Data on campaign effects indicate that in the context of the campaign, Liberians started accepting that Ebola was a legitimate health threat and began implementing the preventive measures communicated in the campaign. Citizens in some communities in Monrovia reported that the PPPN's Ebola prevention campaign was the only anti-Ebola initiative in their communities and expressed gratitude for the PPPN's work.