



GBOWEE

PEACE FOUNDATION AFRICA

GPFA's EBOLA AWARENESS OUTREACH INITIATIVE

OVERVIEW

Ebola, a hemorrhagic fever, has no cure and is spread by contact with the fluids of infected people or animals, such as urine, sweat and blood. The first cases of Ebola were reported in February of 2014 and by July 27, 2014 the death toll had risen to 129, according to the Ministry of Health and Social Welfare officials in Liberia. As the Ebola situation worsens, the Gbowee Peace Foundation Africa (GPFA) aims to respond to this situation by engaging Community Based Organizations (CBOs) including rural radio stations to support outreach activities including dissemination of information aimed at preventing the continuous spread of the Ebola Virus in rural communities in the fifteen counties of Liberia including rural Montserrado.

The continuous spread of the Ebola virus has raised more concerns as seven (7) of the fifteen (15) counties have been hit when initially it was only four. The Liberian Government on July 30, 2014 imposed stringent measures to curtail the spread of the Ebola Virus, however, the continuous denial amongst community members about the existence of the virus is responsible for the increasing number of cases. GPFA believes that a grass roots awareness, sensitization and education campaign is the one of the most effect ways of curtailing the spread. This can most effectively be implemented by CBOs including media institutions that have direct impact on communities in terms of interaction and information dissemination.

In order to maximize the observed opportunities that these CBOs including media institutions in spreading messages for the prevention of deadly Ebola Virus, the Gbowee Peace Foundation, Africa (GPFA) submits this request for funding to enable the Foundation engage sixteen (16) CBOs and eight (8) Rural Media institutions from 53% of the more easily accessible fifteen (15) counties of Liberia, to carry out a one-month community based sensitization campaign against the spread of the Ebola Virus including distribution of materials to be used for hygiene purposes. Local Media (TV/Radio/Newspaper) will also be engaged for Ebola Awareness sensitization.

GOAL & OBJECTIVES

The goal of the Peace GPFA's Ebola Awareness Initiative is to eradicate the spread of the Ebola Virus amongst the population of Liberia.

The core objectives are:

- a) Provide training through the Ministry of Health Prevention and control Department for 25 CBOs including media institutions and youth groups to implement outreach activities by creating awareness on prevention of the Ebola Pandemic in communities in Liberia.
- b) Provide sanitary and hygiene material and promote their usage amongst rural dwellers in fifteen counties in Liberia.
- c) Provide airtime for Ebola Prevention messages to be aired in the sixteen vernaculars in Liberia and in simple Liberian English.
- d) Provide seed funding for local groups as logistical support to the sensitization campaign

Location & Expectations

GPFA will partner up with the Ministry of Health through its' Department of Prevention and Control, 25 community based organizations, media institutions and local radio stations. GPFA's

EBOLA Prevention outreach is expected to be carried out in Rural Liberia for a period of one month with the total of forty five (45) groups participating in these outreach activities.

Budget - The estimated cost of this initiative is Ten Thousand Twenty Three United States Dollars (USD \$10, 023.13).