

“Dogs Cannot Protect You Unless You Are Their Friend” Co-creating Contextual Rabies Sensitization Materials

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Introduction

- Machakos county, Kenya, has a high burden of rabies and there is a need for greater community engagement with control
- Co-creation of awareness campaigns and material through incorporating community insights enhances participation in health promotion activities

Methods

- 102 Key Informant Interviews were held with community members
- Transcriptions were analyzed deductively to establish the value of dogs
- 2 Focus Group Discussions were held to interrogate these values deeply
- A co-creation workshop was held to co-design sensitization materials
- A feedback Session was conducted to gather views of the prototype sensitization materials

Objectives

- Identify the roles and values attributed to dogs by the community in Machakos County
- Co-create rabies sensitization materials which align with these values.



Outcomes

Vaccination Announcement Poster

- Providing security, protecting livestock, and friendship were the top values
- The value of friendship was foundational and preceded the other roles as exemplified by the quote
“Dogs cannot protect you unless you are their friend”
- Sensitization materials included pictures related to values identified
- The materials should have simple layouts, detailed and context-specific

Rabies Sensitization Poster

Conclusion

- Sensitization materials must be contextually relevant for each target community
- Community engagement approaches such as co-creation builds trust and enhance sustainability

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