

# "Dogs Cannot Protect You Unless You Are Their Friend" **Co-creating Contextual Rabies Sensitization Materials**

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Better lives, better plan through livestock

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## Introduction

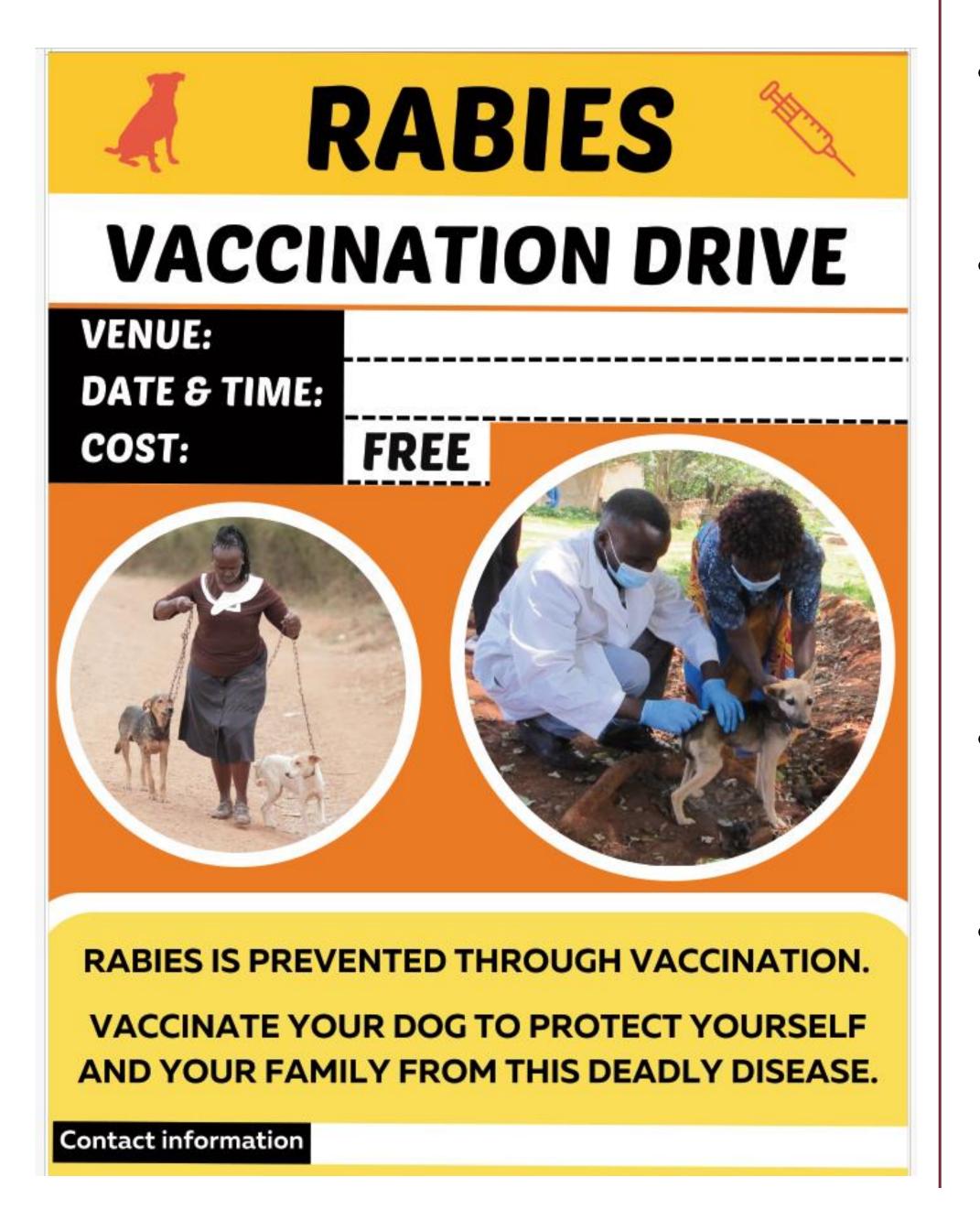
- Machakos county, Kenya, has a high burden of rabies and there is a need for greater community engagement with control
- Co-creation of awareness campaigns and material through incorporating community insights enhances participation in health promotion activities

# 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**



Methods

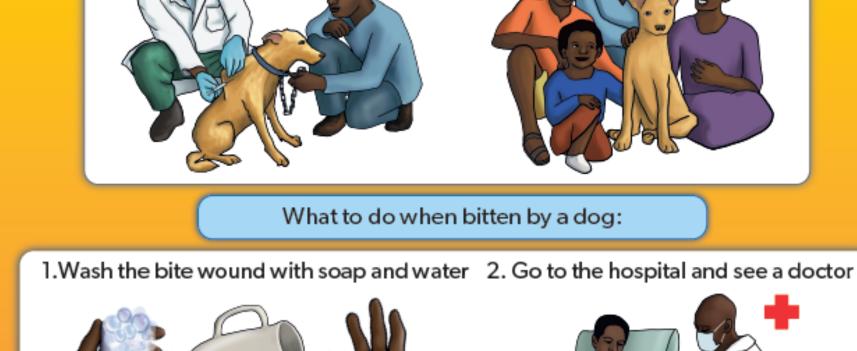
- 102 Key Informant Interviews were held with community members
- Transcriptions were analyzed deductively to establish the value of dogs
- 2 Focus Group Discussions were held to interrogate these values deeply
- A co-creation workshop was held to co-design sensitization materials
- A feedback Session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





### **Rabies Sensitization Poster**





# Sensitization materials included pictures related to values identified

Providing security, protecting livestock, and

The value of friendship was foundational and

preceded the other roles as exemplified by

"Dogs cannot protect you unless you are their

friend"

friendship were the top values

the quote

The materials should have simple layouts,

detailed and context-specific

## 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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