

Viajo sin zika Campaign

Partnership to Protect Our U.S. Hispanic/Latino Communities



CENTERS FOR DISEASE CONTROL AND PREVENTION
UNITED STATES

Travelers' Health Branch



- The Travelers' Health Branch is part of CDC's Division of Global Migration and Quarantine.
- Its mission is **to reduce illness and injury in U.S. residents traveling internationally or living abroad.**
- The branch provides international travel health advice, including vaccine recommendations and requirements, behavioral precautions, and advice for specific events worldwide.

A Public Health Concern



- **Over 5,676 Zika** cases have been reported in the United States since January 2015.¹
- **95%** of these cases are from U.S. residents who traveled to areas affected by Zika outside of the US.¹
- Every year, **about 40 million people** travel between the United States and areas with a risk of Zika.² Many of these countries are in Latin America and the Caribbean.
- In the past 2 years, **29%** of foreign-born Hispanics/Latinos in the United States have traveled back to visit their home country.³

Sources:

¹ <https://www.cdc.gov/zika/reporting/case-counts.html>

² <https://www.cdc.gov/media/releases/2016/t0310-zika.html>

³ Pew Hispanic Center, 2006, National Survey of Latinos

Areas with Risk of Zika



Zika is a problem in many parts of the world. Countries in Africa, Asia, the Caribbean, Central America, North America, South America, and the Pacific Islands are still considered areas with a risk of Zika.⁴



Sources:

⁴ <https://wwwnc.cdc.gov/travel/page/zika-travel-information>

What Is Zika and How Is It Transmitted?



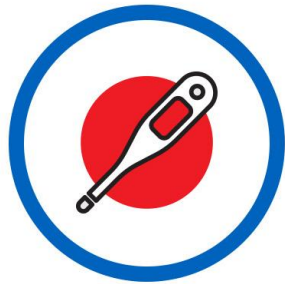
- Virus spread mostly by the bite of an infected *Aedes* species mosquito (*Ae. aegypti* and *Ae. albopictus*).
- Can be spread through sex with an infected partner and through blood transfusions.
- Can be passed from a pregnant woman to her fetus.
- Has no vaccine, medicine, or treatment.



Symptoms



Most people with Zika do not have any symptoms. Some infections only have mild symptoms:



Fever



Rash



Headache



Joint pain



Red eyes



Muscle pain

- Symptoms can last a few days to a week. People with Zika usually don't get sick enough to go to the hospital. It is rare for someone to die from Zika.
- Current research suggests that Guillain-Barré syndrome (GBS), an uncommon sickness of the nervous system, is strongly associated with Zika; however, only a small proportion of people with recent Zika virus infection get GBS.

Zika and Pregnancy



Pregnant women should not travel to an area with a risk of Zika.

- Infection during pregnancy can cause severe birth defects.
- CDC recommends that
 - Pregnant women postpone travel to areas with a risk of Zika until after they give birth.
 - Women and men planning pregnancy talk to their doctors before traveling to an area with risk of Zika.
 - If the partner of a pregnant woman travels to an area with a risk of Zika, the couple should use condoms or not have sex for the rest of the pregnancy.



Zika and Sexual Transmission



If considering pregnancy and traveling to an area with a risk of Zika

- **Women** should use condoms (or not have sex) for **2 months** after returning from a trip.
- **Men** should use condoms (or not have sex) for **3 months** after returning from a trip.
- If both partners traveled, they should use condoms (or not have sex) for **3 months** after returning.

The timeframes that men and women wait are different because Zika can stay in semen longer than in other body fluids.

Mosquito Bite Prevention



Tips to prevent mosquito bites before, during, and after a trip

- **Use EPA-registered insect repellent** with one of the active ingredients below, during the day and night when in an area with a risk of Zika.
 - DEET
 - Picaridin (known as KBR 3023 and icaridin outside the U.S.)
 - IR3535
 - Oil of lemon eucalyptus (OLE) or para-menthane-diol (PMD)
 - 2-undecanone
- **Wear long-sleeved shirts and long pants.**
- Treat gear and clothing with **permethrin** (except in Puerto Rico, where permethrin is not effective).
- Sleep in places with **air conditioning** and **window and door screens** to keep mosquitoes outside, or use a **bed net**.
- **Use insect repellent for 3 weeks after returning from a trip** to an area with a risk of Zika. If an uninfected mosquito bites a person with Zika, it can become infected and spread the virus to other people.



Zika and Cultural Beliefs



Hispanics/Latinos traveling to visit friends and relatives (VFRs) believe they won't contract Zika "back home."

- Almost 30% knew only "a little" about Zika, and 35% weren't worried about getting infected during a visit to an area with a risk of Zika.⁵
- Almost 40% still wanted to travel to a country with reported cases of Zika, and 62% weren't concerned with spreading Zika after they returned.⁵
- Only 11% traveling to an area with a risk of Zika reported using insect repellent and only used it half the time.⁵

Sources:

⁵ Harvard T.H. Chan School of Public Health, Zika Virus Travelers' Poll, Dec. 2016

CDC's *Viajo sin zika* Campaign



Goal

- Reduce infections among Hispanic/Latino VFRs and their sex partners and prevent potential birth defects.

Objectives

- Create behavior change among Hispanic/Latino VFRs traveling to areas with a risk of Zika.
- Increase interest in the CDC *Viajo sin zika* website to raise awareness and drive action.
- Motivate VFRs to read and use information and resources about Zika prevention before, during, and after travel to areas with a risk of Zika.

Viajo sin zika Campaign

- Raise awareness about Zika as a public health issue.
- Help travelers identify areas with a risk of Zika.
- Encourage the use of campaign resources on website.
- Educate VFRs about what they should do before, during, and after travel to areas with a risk of Zika.
- Reinforce that these actions will protect VFRs and their loved ones.
- Encourage VFRs to have a “healthy travel” dialogue with family and friends.
- Generate media interest and stories that explain the steps people need to take when traveling to areas with a risk of Zika.



Campaign Audiences



Primary

- English- and Spanish-speaking Hispanics/Latinos in the United States
- Women and men, ages 18–44
- VFRs traveling to areas with a risk of Zika, primarily Latin America and the Caribbean, especially pregnant women and their partners

Secondary

- U.S. organizations serving Hispanics/Latinos
- Health and travel reporters and bloggers



Markets



Los Angeles, CA



Orlando, FL



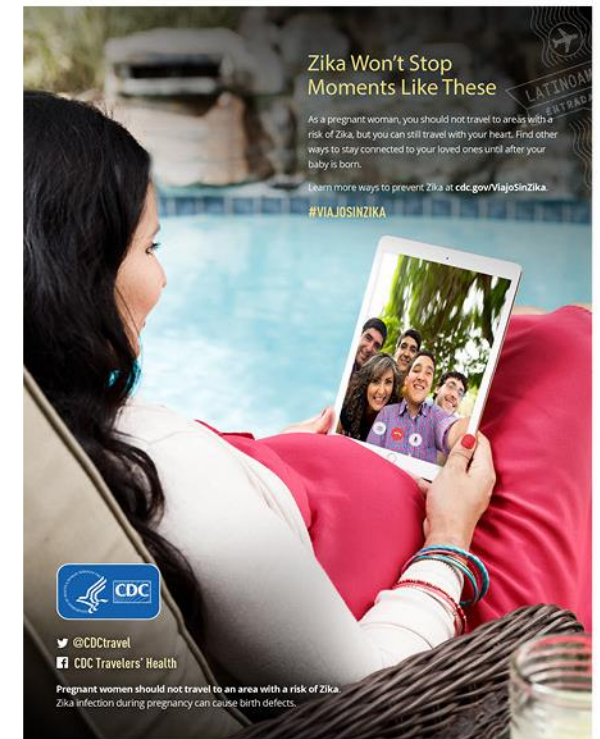
New York, NY

Selection based on

- Hispanic/Latino population
 - Size
 - Countries of origin
- Inbound and outbound travel patterns
- High rate of travel-related Zika cases
- Pregnancy rates

Outreach

- Print ads
- Digital ads
- Social media
- Media outreach
- Blog content
- Conferences

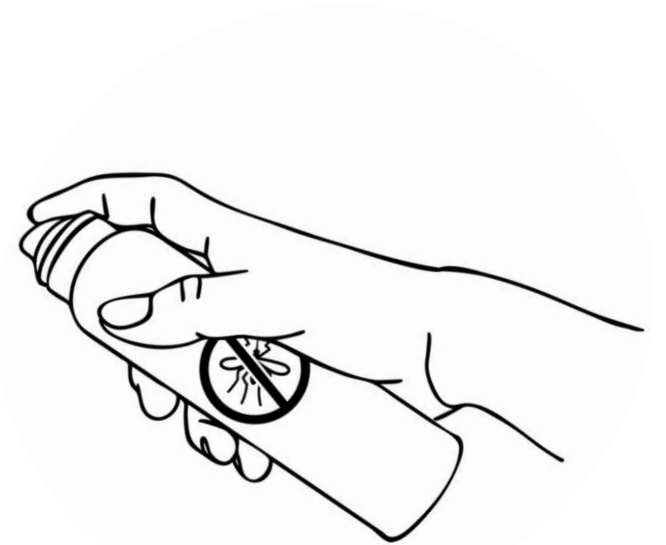


You Play an Important Role



What You Can Do

- Help educate Hispanic/Latino communities about Zika and why it's relevant.
- Give Hispanic/Latino communities steps they can take to prevent Zika **before, during, and after** a trip.
- Share important prevention information with community, friends, and family. Encourage others to share the same information.



Message and Materials Distribution

Viajo sin zika Website

- cdc.gov/ViajoSinZika
- Includes
 - Actions to take before, during, and after travel
 - CDC Zika resources for travelers and pregnant women
 - Latest map of areas with a risk of Zika

CDC Centers for Disease Control and Prevention
CDC 24/7: Saving Lives, Protecting People™

MENU CDC A-Z SEARCH

Prevent Zika on Your Trip

TRAVELING?
Protection before,
during, and after your trip.

Language: English (US)

Para español, *presione aquí.*

If you are visiting friends and family in an area with a risk of Zika, there are simple ways you can enjoy your trip and stay [Learn Why](#)

If you're pregnant, delay your trip. [Learn Why](#)

TRAVELING?
See areas with a risk of Zika.
LATINOAMÉRICA
- ENTRADA 2017 -
[View Map](#)

Message and Materials Distribution

- Use print and digital campaign materials to educate your community.
- Share with influencers who can pass important messages within their networks.
- Download the *Viajo sin zika* Campaign Toolkit for ways to increase Zika prevention awareness in your community.

DYK?
Zika can be sexually transmitted. Learn ways to protect others when traveling.

cdc.gov/ViajoSinZika
#ViajoSinZika

Zika bites.
Protect yourself and your loved ones before, during, and after your trip to an area with a risk of Zika.

If you're pregnant, do not travel to an area with a risk of Zika. Zika infection during pregnancy can cause birth defects.

Travel Tips

Before you go, pack:

- Insect repellent with an active ingredient, like DEET or picaridin.
- Long-sleeved shirts and long pants.
- Condoms.

During your stay:

- Use insect repellent, day and night, and reapply as directed.
- Apply sunscreen first, then insect repellent.
- Wear long-sleeved shirts and long pants.
- If you have sex, use condoms.

After you return:

- Shower for 5 weeks to prevent passing Zika.

Did You Know?

Travelers returning to the United States who are infected with Zika can spread the virus through mosquito bites and sex.

If a mosquito bites a person with Zika, the mosquito can become infected and then infect other people. Zika can stay in semen for months after infection (even without symptoms) and can be spread to partners during sex.

TRAVELING? LATINOAMERICA ENTRADA 2017

Zika bites.

Pregnant women should not travel to an area with a risk of Zika. Zika infection during pregnancy can cause birth defects.

Flip this card over to learn more about Zika and its effects on pregnancy.

TRAVELING TO VISIT FRIENDS AND FAMILY? LATINOAMERICA ENTRADA 2017

Protect yourself and your loved ones from Zika before, during, and after your trip to Latin America or the Caribbean.

1 Before you go, pack:

- Insect repellent with an active ingredient, like DEET or picaridin.
- Long-sleeved shirts and long pants.
- Condoms.

2 During your stay:

- Use insect repellent, day and night, and reapply as directed.
- Apply sunscreen first, then insect repellent.
- Wear long-sleeved shirts and long pants.
- If you have sex, use condoms.

3 After you return:

Message and Materials Distribution



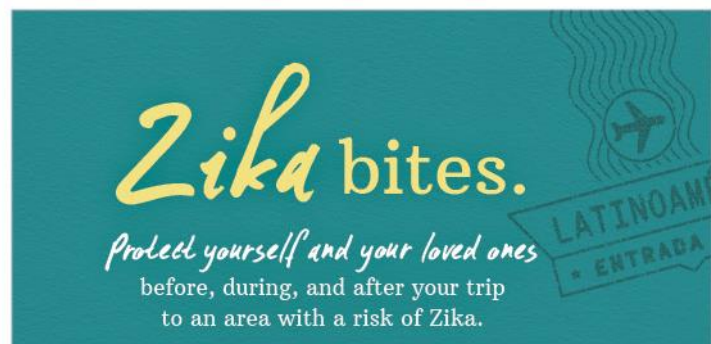
Info Cards

- Basic information about Zika prevention in an easy-to-follow format



Poster

- Lists the actions people can take to prevent Zika before, during, and after their trips
- Use as handouts, post in public places, or distribute at community events or through email and social media



Tip Sheet

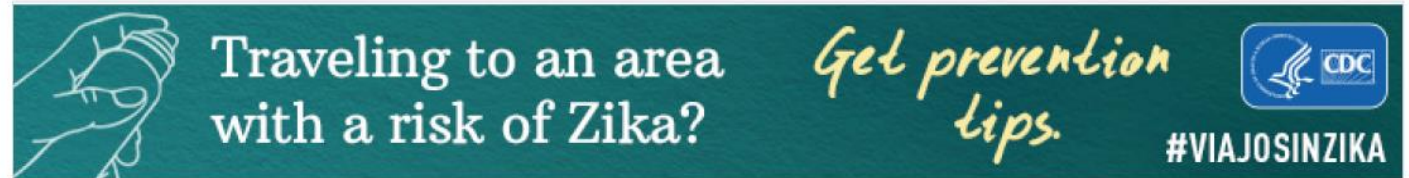
- Available in English and Spanish

Message and Materials Distribution



Web Banners

- Add to your website to send visitors to the *Viajo sin zika* landing page
- Right-click on the image. Click File -> Save As and select Desktop or Documents to save the file in your computer. Then link the image to cdc.gov/ViajoSinZika
- Available in English and Spanish



Message and Materials Distribution



Drop-in Article

- Includes ways to prevent Zika before, during, and after a trip
- Use in your organization's newsletter or e-blast
- Send to other organizations for their print or online publications
- Available in English and Spanish

Heading Abroad for [SEASON/OCCASION]? Protect Yourself from Zika.

Travelers to Latin America or the Caribbean should take action before, during, and after a trip.

[OCCASION] season is here! Time to unwind, have fun with family and friends, and celebrate special moments. And if you're headed to Latin America or the Caribbean, it's also time for Zika prevention.

The Centers for Disease Control and Prevention (CDC) has called the Zika virus a major public health concern. As of January 2018, more than 5,650 Zika cases have been reported in the United States of which 95 percent were acquired when U.S. residents traveled to areas affected by Zika. CDC recommends that U.S. travelers visiting Latin America or the Caribbean should take action to prevent Zika, especially pregnant women and their partners.

"If you are traveling to an area with a risk of Zika, whether it's the beach, countryside, or city, avoid mosquito bites," says CDC spokesperson Kelly Holton. "Women who are pregnant should not travel to these areas. If you're planning to conceive and you or your partner has just returned from an area with a risk of Zika, you should consider waiting before getting pregnant."

CDC also recommends that partners of pregnant women that have traveled to an area with a risk of Zika use condoms for the duration of their pregnancy, to avoid spreading the virus if they have been infected.

Here's what you can do before, during, and after your trip to Latin America or the Caribbean to prevent Zika.

Prevention Starts with Packing

Zika is primarily spread through mosquito bites, so insect repellent and long-sleeved shirts and long pants are must-bring items. U.S. Environmental Protection Agency (EPA)-registered insect repellents are the most effective. If you will be sleeping in a room without door or window screens or air conditioning, pack a bed net. For further protection, you can spray clothes and accessories—like hats and bags—with permethrin, except in Puerto Rico, where mosquitoes have become resistant to it. Before you leave, visit [cdc.gov/travel](https://www.cdc.gov/travel) to get the latest Zika information for your destination.

Keep Your Trip Bite-free

The best way to prevent Zika is to avoid mosquito bites. CDC recommends that you follow these tips during your trip:

- Cover exposed skin.
- Use insect repellent every day and follow the label's instructions. EPA-registered insect repellents are effective and safe, even for women who are breastfeeding.
- Apply sunscreen first, then insect repellent.
- Wear long-sleeved shirts and long pants.

CDC Travelers' Health Zika Resources



- **“Zap Zika” YouTube Video Playlist** Videos ([Eng/Spa](#))
- **Zika: The Basics of the Virus and How to Prevent Against It** Fact Sheet ([Eng/Spa](#))
- **Zika and Travel—A Guide for Travelers** Brochure ([Eng/Spa](#))
- **Pregnant? Read This Before You Travel** Fact Sheet ([Eng/Spa](#))
- **Prevent Bug Bites** Poster ([Eng/Spa](#))
- **Zika Prevention for Travelers** Tip Sheet ([Eng/Spa](#))
- **Zika and Sexual Transmission** Fact Sheet ([Eng/Spa](#))
- **Traveling to Visit Friends and Family** Poster ([Eng/Spa](#))
- **Zika Packing List** ([Eng/Spa](#))
- **Passport to Healthy Travel** Resources Card ([Eng/Spa](#))
- **Pack to Prevent Zika** Video ([Eng/Spa](#))

Most of these materials are available for order at the [CDC Publications website](#). To place an order, first find the material you are interested in and add the number of copies you would like to receive. Then click the “Add to Cart” button to confirm. Once you have added the relevant resources, click the “Checkout” button to include your shipping information. Once you are done, click the “Submit Order” button to complete your order.

Digital and Social Media Engagement

- Encourage VFRs to talk about Zika and share prevention tips within their networks.
- Follow CDC Travelers' Health to stay up to date with the latest *Viajo sin zika* messages and help promote new content.
 - Facebook: [CDC Travelers' Health](https://www.facebook.com/CDCTravelersHealth)
 - Twitter: [@CDCtravel](https://twitter.com/CDCtravel)
- Distribute content directly from your channels and use #ViajoSinZika to increase campaign reach and visibility.
- Use the *Viajo sin zika* Campaign Toolkit for best practices.



Community Events and Activities



- Identify upcoming events and activities where you can share campaign information and resources.
 - Community festivals
 - Conferences
 - Education classes
 - Exhibits
 - Health fairs
 - Health screenings
 - Workshops
- Set up a table with CDC handouts like info cards or fact sheets.
- Speak to an event coordinator or teacher about requesting time on the agenda to talk about Zika, areas with a risk of Zika, the campaign, and the website. Distribute prevention information.

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Thank you!

For more information, visit cdc.gov/ViajoSinZika or cdc.gov/travel.

#ViajoSinZika

Let's work together.



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The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.