



PHOTO CREDIT: Breakthrough Action for USAID

ZAMBIA HEALTH FACT SHEET

BREAKTHROUGH ACTION

BACKGROUND

Breakthrough ACTION in support of the Ministry of Health, Ministry of Fisheries and Livestock, the National Public Health Institute, and other stakeholders aims to strengthen Zambia's capacities to understand and address risks from priority zoonotic diseases using a One Health approach. One Health recognizes that the health of people, animals, and the environment are interconnected.

The USAID Breakthrough ACTION project leads social and behavior change programming in Zambia to encourage adoption of healthy behaviors that reduce risky contact with animals thereby reducing spillover of emerging infectious diseases. Breakthrough ACTION works with local partners to identify risky behaviors associated with priority zoonotic diseases and develop strategies to address them.

GOALS

GOAL ONE

Develop capacity at regional, district, and sub-district levels among health promotion officers and social mobilizers to conduct risk communication and community engagement activities around priority zoonotic diseases.

GOAL TWO

Strengthen community-based surveillance systems and deliver timely and relevant health messages to affected communities around priority zoonotic diseases.

GOAL THREE

Strengthen the media's capacity to effectively communicate health risk messages, including multilingual needs.

KEY RESULTS FOR 2023

- Adapted and delivered a One Health Risk Communication and Community Engagement training package for media and public health professionals at the national and sub-national levels to enable One Health partners to collaborate strategically and improve risk communication for preparedness and response.
- Developed and launched (in collaboration with One Health partners) 20 key messages on rabies and anthrax through Viamo's interactive voice response platform to enable non-smartphone users to listen to recorded audio messages about anthrax and rabies prevention, signs and symptoms, and treatment. The 20 messages were listened to 47,666 times in English and different Zambian languages.

Life of Project: July 2, 2017 - July 21, 2025

Geographic Focus: National

Partner: John Hopkins University

Chief of Party: Chime Mukwakwa

Total USAID Funding: \$2.6 Million

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