

Zika Awareness and Prevention Toolkit

Resources to Help You Educate Hispanic/Latino Travelers in Your Community



CENTERS FOR DISEASE CONTROL AND PREVENTION
TRAVELERS' HEALTH BRANCH



Zika Awareness and Prevention Toolkit



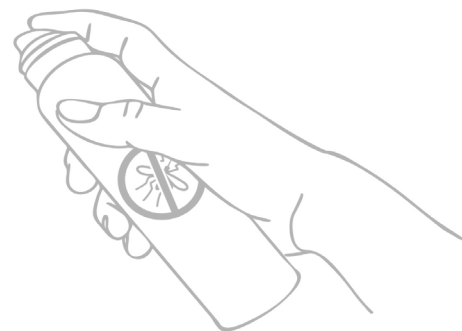
Zika virus remains a major public health concern today. Since 2015, more than 5,600 cases have been reported and the vast majority have been acquired during travel.¹ Zika also continues to be a threat for pregnant women. A Zika infection during pregnancy can cause birth defects and other severe fetal brain defects.

To help prevent the spread of Zika in the United States, the U.S. Centers for Disease Control and Prevention (CDC) Travelers' Health Branch has developed a national awareness campaign to educate Hispanic/Latino travelers about Zika. Many U.S. Hispanics/Latinos traveling to visit friends and relatives believe they won't contract Zika in their country of origin. According to one poll, almost 40% still want to travel to a country with reported cases of Zika and 62% aren't concerned with spreading Zika after they return.² This is why the CDC Travelers' Health Branch *Viajo sin Zika* campaign focuses on reducing infections among Hispanic/Latino travelers. The campaign will raise awareness about the risks of Zika, provide ways that travelers can protect themselves and loved ones, and help prevent the spread of Zika before, during, and after a trip to Latin America or the Caribbean.

You have the trust of the Hispanic/Latino members in your community, and they know that you look out for their interests and well-being. You can inspire and motivate them to make choices that protect their health and quality of life. Help us inform your community so they can take preventive measures and avoid getting infected with the Zika virus when they travel to their country of origin to visit friends and family.

The *Zika* Awareness and Prevention Toolkit Allows You to

- Spread the word about Zika and how the virus is spread.
- Communicate the message that pregnant women should not travel to an area with a risk of Zika.
- Educate community members about how they can protect themselves before, during, and after a trip to an area with a risk of Zika.
- Encourage travelers to visit [cdc.gov/ViajoSinZika](https://www.cdc.gov/ViajoSinZika) for the most up-to-date Zika information.



The toolkit includes CDC-approved messaging, info cards, infographics, a newsletter article, web badges, sample messages for social media, and other materials.

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

²<https://www.nphic.org/media/k2/attachments/20160317-NPHICCDC-EC-ZikaKeyFindingsHarvard.pdf>

What Is *Zika*?

Zika virus, or Zika, is primarily spread to people through the bite of an infected mosquito. A person with Zika can pass Zika to his or her sex partners, even without symptoms. The virus can also pass from a pregnant woman to her fetus, which can cause birth defects. Currently, there is no vaccine for Zika. Most people with Zika do not have any symptoms. Some infections only cause mild symptoms.

Most common symptoms

- Fever
- Joint pain
- Rash
- Red eyes
- Headache
- Muscle pain

Zika was introduced into the Americas in 2015 and has spread to many countries in Latin America and the Caribbean. CDC considers Zika an ongoing risk to travelers visiting many of these areas.

Facts About Zika and Travelers

- Every year, about 40 million people travel from the United States to areas with a risk of Zika.³
- Since 2015, more than 5,600 cases have been reported and the vast majority have been acquired during travel.¹
- Of all foreign-born Hispanics/Latinos in the United States, 29% have traveled back to their country of origin within the past 2 years.⁴
- Many Hispanics/Latinos travel from the United States to an area with a risk of Zika to visit friends and family for weeks at a time.
- Almost 30 percent of Hispanic/Latino travelers only know “a little” about Zika and 35% are not worried about getting infected during their visit.⁴
- Only 11% reported they use insect repellent during their visit, but not regularly throughout the entire trip.



Spread the Word

You and your organization can help educate the Hispanic/Latino community about Zika and ways to prevent it before, during, and after travel. Encourage people to pack items like an EPA-registered insect repellent, long-sleeved shirts and long pants, and condoms. They should stay in places with air conditioning or window and door screens, and use a bed net if sleeping outdoors or if in doors and screens and air conditioning are not available. Zika prevention also continues after a trip. Women should use condoms (or not have sex) for **2 months** after returning. Men should use condoms (or not have sex) for **3 months** after returning. If both partners traveled, they should use condoms (or not have sex) for **3 months** after returning. If members have traveled to an area with a risk of Zika and their partner is pregnant, they should use condoms for the rest of the pregnancy.

You can take advantage of events and activities you already have in place where you interact with the people you serve to raise awareness about the campaign. **Consider the workshops, classes, festivals, family and community events, and regular day-to-day activities that your organization conducts as great opportunities to provide community members with the materials and messages CDC offers.**

³<https://www.cdc.gov/media/releases/2016/t0310-zika.html>

⁴Pew Hispanic Center, 2006, National Survey of Latinos



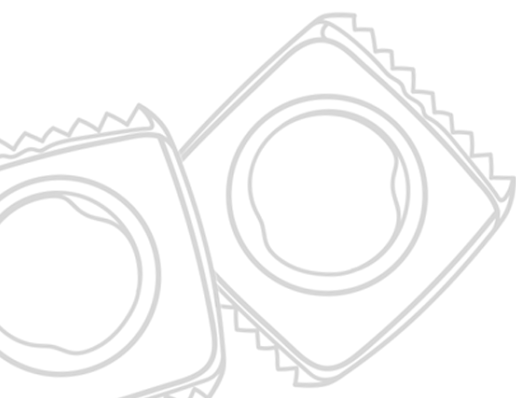
In this toolkit you will find print and digital materials you can use to educate your community. You can use them with your groups to start conversations about preventing Zika when traveling home to visit family and friends, or pass along this information through email, regular mail, social media, or printed handouts. If you know or have worked with influential members of your community, you can provide them with these materials and discuss how they can help spread these valuable messages. **Print materials are available for you to order [here](#), free of charge.**

Info Cards

Use these **info cards (English and Spanish)** to help educate people in your community about specific actions they can take to prevent Zika before, during, and after their trips to an area with a risk of Zika. Info cards can be used as handouts or shared through email or social media.



DOWNLOAD



Tip Sheet and Poster

Post this easy-to-understand, visually appealing [tip sheet](#) and [poster \(English and Spanish\)](#) about Zika prevention before, during, and after a trip in public places, such as on bulletin boards, in restrooms, waiting areas, exit and entrance doors, and in other areas your community members use frequently. You can also distribute these during events, classes, or at community meetings, or print out copies and mail them directly to people who could benefit from this information.



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Web Banners

Feature these web banners on your organization's website to direct people to the CDC campaign website. To download the banners, right click on the image. Click File ---> Save As and select Desktop or Documents to save the file. Link the web banner to www.cdc.gov/ViajoSinZika.



Newsletter Article

This article has general information about Zika and prevention measures travelers should take before, during, and after their trip. The headline and first sentence can be customized to include a topical hook depending on when you distribute the article. Your organization can distribute this article through an email newsletter (e-blast), or link to it on social media. If you have contacts at community newspapers or if you know local bloggers who connect with Hispanic/Latino readers, this ready-to-go content will help them reach a larger audience. Your organization could even post this article on a Facebook page and invite other local groups to share it.



Heading Abroad For the [SEASON/OCCASION]? Protect Yourself from Zika

Travelers should take action before, during, and after their trip.

By Dr. Gary Brunette, Chief of the US Centers for Disease Control and Prevention's Travelers' Health Branch

[SEASON/OCCASION] is around the corner, and many people are planning getaways to spend time with friends and family and recharge. If you are one of the lucky ones planning a trip to Latin America or the Caribbean, the US Centers for Disease Control and Prevention (CDC) wants you to know that Zika is still a concern in these parts of the world, and we have important travel tips to help you protect yourself.

Travelers who plan to visit Latin America or the Caribbean should take steps to prevent getting and spreading Zika, especially pregnant women. Though it's not in the news as much as year's past, Zika virus is still a risk. If a woman becomes infected with Zika during pregnancy, she can pass the virus to her fetus. Infection during pregnancy can cause microcephaly and other severe birth defects.

CDC urges pregnant women not to travel to areas with risk of Zika.

If you're planning to become pregnant and you or your partner recently returned from an area with risk of Zika, you should wait before trying to get pregnant, because you could be infected with Zika but not have any symptoms. Talk to your doctor about your pregnancy plans and possible Zika risk before and after traveling.


Whether you're traveling to the beach, countryside, or city, if you're traveling to an area with risk of Zika, you should take steps to prevent mosquito bites. If you've recently returned from an area with risk of Zika and are not feeling well, you should see a doctor and let the doctor know that you have recently traveled. If you are pregnant and traveled to an area with risk of Zika, talk to a doctor or healthcare provider.

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 spread primarily through mosquito bites, so insect repellent, long-sleeved shirts, and long pants are must-bring items. Pack an EPA-registered insect repellent with one of the following active ingredients: DEET, picaridin, IR3535, oil of lemon eucalyptus (OLE), para-menthane-diol (PMD), or 2-undecanone. These repellents are safe for use by pregnant women, breastfeeding women, and children older than two months (OLE and PMD should not be used on children younger than 3 years). If you'll be sleeping in a room without door and 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). Because Zika can also be spread through sex, bring and use condoms during the trip.

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Before you leave, visit cdc.gov/viajosin Zika to get the latest Zika information about your destination.

Keep Your Trip Zika-free

The best way to prevent Zika is to avoid mosquito bites. During your trip, you should:

- Use insect repellent every day, and follow the label's instructions. EPA-registered insect repellents are effective and safe, even for pregnant women and women who are breastfeeding.
- Do not use repellent on babies younger than two months. Protect them by draping mosquito netting over their carrier or car seat.
- Do not use products containing OLE or PMD on children younger than 3 years old.
- Apply sunscreen first, then insect repellent.

Zika can be passed through sex. To prevent getting and spreading Zika, use condoms every time you have sex on your trip.

Protect Others After You Return

Even the most careful travelers can get Zika. Talk to your doctor if you develop a fever, rash, headache, joint pain, red eyes, or muscle pain. Because you could be infected with Zika but not have any symptoms, you should continue to use insect repellent for three weeks after your return. That way, you won't spread the virus to mosquitoes that could then infect other people.

Because Zika can be passed through sex, protect your partner after your trip by using condoms:

- Women: use condoms (or do not have sex) for two months.
- Men: use condoms (or do not have sex) for three months.
- If both partners traveled, use condoms (or do not have sex) for three months.
- If your partner is pregnant, use condoms (or do not have sex) for the rest of the pregnancy.

If you are planning to become pregnant, wait to get pregnant for two months for women who travel, or three months for male travelers or couples who travel together.

Zika doesn't need to stop your summer travel plans – unless you're pregnant – if you prepare and take actions to protect yourself and your loved ones.

For more tips on what you can do before, during, and after your trip, visit www.cdc.gov/ViajoSinZika or call 800-CDC-INFO (800-232-4636), TTY: 888-232-6348.

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Partnership PowerPoint

Use this PowerPoint as a tool to encourage other organizations to get involved with the *Viajo sin Zika* campaign and help educate the communities they serve. This resource includes information on Zika and the campaign and outlines how organizations can share important prevention information with their members.

[DOWNLOAD PDF VERSION](#)[DOWNLOAD PPT VERSION](#)



Viajo sin Zika Campaign

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

[f CDC Travelers' Health](#) [@CDCTravel](#)



CENTERS FOR DISEASE CONTROL AND PREVENTION
UNITED STATES



Social media posts allow you to easily distribute campaign messages and materials to an interested audience. Use your organization's accounts on popular platforms like Facebook and Twitter to give people traveling to visit friends and family Zika awareness and prevention information.

In addition to distributing content directly from your channels, you can also repost or retweet content from other partners that are promoting similar materials. Follow [@CDCtravel](#) on Twitter and [@CDCTravelersHealth](#) on Facebook to stay up-to-date with the latest Zika awareness and prevention campaign and promote new content.

Facebook

Tips

- Always add pictures or videos to your posts.
- Shorter posts are better.
- Respond to comments when a reply is appropriate and can spark meaningful conversations.
- You are not required to use hashtags on Facebook.
- Use Facebook Live if you hold an event about Zika and traveling to areas with a risk of Zika. The live video will also be archived on your page so people can come back and watch it later. Be sure to promote the Facebook Live event ahead of time and share the information with groups and people you know to increase live engagement.
- Connect with partners or people you know in the community. Ask them to share your posts or promote your content.
- Tag [@CDCTravelersHealth](#) in your posts.

Sample Post Copy

- Camera? Check. Passport? Check. EPA-registered insect repellent? Check! If you're traveling to visit friends and relatives, see what items you should pack to prevent Zika: www.cdc.gov/ViajoSinZika
- If you're pregnant, don't risk your health and the health of your baby! Do not travel to an area with risk of Zika. Learn more at: www.cdc.gov/ViajoSinZika
- Did you know that the mosquitoes that spread Zika can bite you during the day and at night? Learn more about Zika and ways you can prevent it during your trip: www.cdc.gov/ViajoSinZika

- Text posts have a 280 character limit (letters and spaces). Text posts with media like links and attached images or videos have a 257 character limit, because the link, image, or video takes space within the set character limit.
- Use the campaign hashtag #ViajoSinZika so your message can be found by others searching for similar topics.
- If you are engaging with other people on Twitter, use their handles, not their names.
- Connect with organizations or groups you know. Ask them to retweet your posts or promote your content.
- Tag @CDCtravel in your posts.

Sample Post Copy

- Did you know that you can have #Zika but not show any symptoms, or only have mild symptoms like a fever or headache? Learn more about Zika and how to prevent spreading it to others when you return from a trip: #ViajoSinZika www.cdc.gov/ViajoSinZika
- Have fun visiting friends and relatives, and protect yourself from #Zika! Learn how: #ViajoSinZika www.cdc.gov/ViajoSinZika
- If you're #pregnant, don't risk it! Steer clear of travel to an area with a risk of #Zika. #ViajoSinZika www.cdc.gov/ViajoSinZika

- Post visually appealing images.
- Write short, engaging descriptions, and tag other Instagram users—like @CDCgov—in your pictures to increase comments and likes.
- Use campaign hashtag (#ViajoSinZika) so other health organizations can connect with you.
- Put the CDC's Travelers' Health Branch site link in your profile's bio and then refer to it in your posts.
- Tag @CDCgov in your posts.
- Answer questions and comments you receive to increase followers.
- Take advantage of multi-channel sharing. You can share your Instagram post to Facebook and Twitter so followers can find your content in a variety of places.

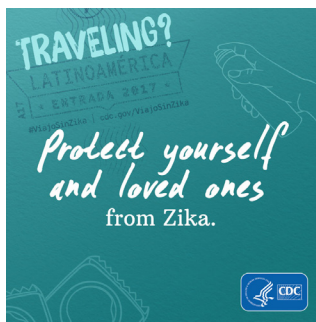
Sample Post Copy

- Traveling to Latin America or the Caribbean? Learn how to prevent Zika before, during, and after a trip. #ViajoSinZika
- If you or your partner have traveled to Latin America or the Caribbean, learn how to prevent the spread of Zika. See @CDCgov for more info. #ViajoSinZika #Zika #CDC
- Pregnant women should not travel to an area with risk of Zika. Learn why. #ViajoSinZika #Zika #Pregnancy #PregnancyHealth @CDCgov



Use these dynamic images with your social posts to maximize follower engagement and reach. The images have already been sized to fit Facebook, Twitter and Instagram, and are available in both English and Spanish.

Facebook



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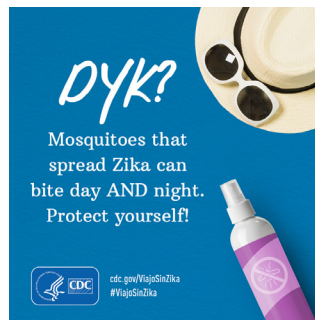
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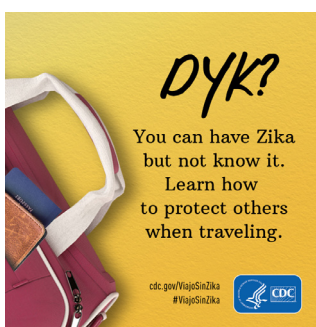
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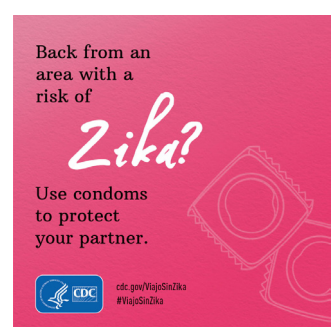
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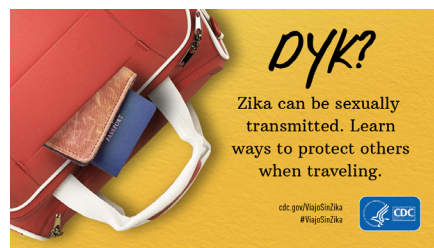
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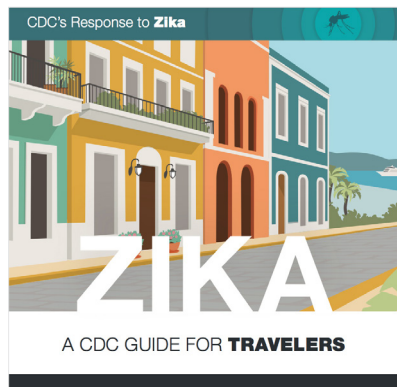


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CDC offers a variety of resources that feature information on Zika and what travelers can do to keep themselves and their loved ones healthy while traveling.

You can print these and distribute them as handouts or link to these pieces on your website, send them via email, or share on social media. CDC has these materials available for you to order [here](#), for free.



Zika: A CDC Guide for Travelers Infographic



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A CDC Guide for Healthy Travel Infographic



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Zika Packing List



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Passport to Healthy Travel Resource Card



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Zika: The Basics of the Virus and How to Protect Against It Fact Sheet



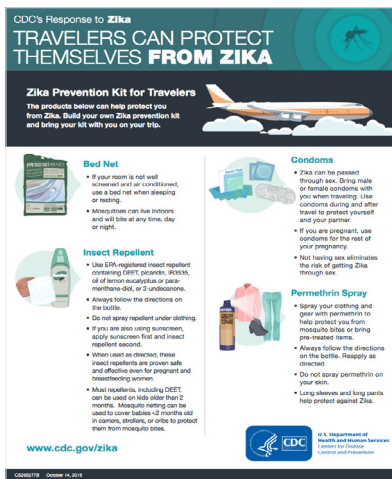
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Prevent Bug Bites Infographic

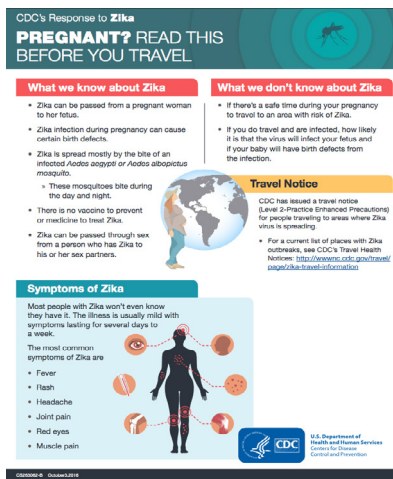


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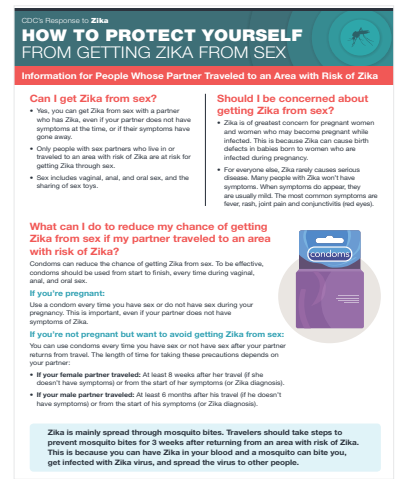
Zika Prevention Kit for Travelers Fact Sheet

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Pregnant? Read This before You Travel Fact Sheet

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How to Protect Yourself from Getting Zika from Sex Fact Sheet

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"Zap Zika" YouTube Video Playlist

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"Pack to Prevent Zika" Video

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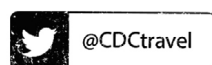
Thank you for helping keep your community healthy. Your work to inform members about Zika and how they can protect themselves and loved ones is extremely important.

If you have any questions, contact:

Kelly Holton
kholton@cdc.gov
404-639-2112

Carolina Uribe, MPH
curibe@cdc.gov
404-639-3064

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



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