



MINISTRY OF HEALTH



INTERNATIONAL SNAKEBITE AWARENESS DAY CONCEPT NOTE

CONCEPT NOTE

Background

Snakebite is a Neglected public health issue in many tropical and subtropical countries. Most of these occur in Africa, Asia and Latin America. In Africa there are an estimated 435,000 to 580,000 snake bites annually that need treatment. Envenoming affects women, children and farmers in poor rural communities in low- and middle-income countries. The highest burden occurs in countries where health systems are weakest and medical resources sparse.

Bites by venomous snakes can cause acute medical emergencies involving severe paralysis that may prevent breathing, cause bleeding disorders that can lead to fatal haemorrhage, cause irreversible kidney failure and severe local tissue destruction that can cause permanent disability and limb amputation in some scenarios if left unattended death. Children may suffer more severe effects and can experience the effects more quickly than adults due to their smaller body mass. It is one of the most fatal Neglected Tropical Diseases (NTDs).

Snakebite was added to the WHO NTD list in 2017, followed by a World Health Assembly resolution in 2018, and an explicit global target being set to reduce the burden in 2019. The target was aimed at reducing snakebite cases globally by 50% by 2030.

The Ministry of Health (MOH) Kenya, in a bid to achieve the set target by WHO, has taken advantage of various platforms to create awareness on snakebites, investing in research of a Kenya specific antivenom through Kenya Institute for Primate Research (KIPRE), the institution has engaged in in depth research on developing snakebite antivenom under the Kenya Snakebite Research and Intervention Centre (KSRIC). The government has allocated over 1 billion Kenya Shillings to support this development, further community engagements has been prioritized where communities are taught how to co-exist with snakes and how to prevent snakebites, how to improve interventions for snakebite victims. One of the best opportunities to increase awareness and educate the community is through commemoration of international snakebite awareness day.

International Snakebite Awareness Day

In 2018, International Snakebite Awareness Day was born when the world needed to know about this mostly ignored crisis. It is a vital occasion to highlight the global issue of snakebite envenoming, a major health problem affecting millions, particularly in tropical and subtropical regions. As Kenya will be joining the rest of the world in commemorating the 6th ISBAD, we aim to partner with one of the endemic counties of **Tharaka Nithi** to create awareness and educate communities on how best to prevent snakebites and how best to seek medication when one is bitten.

Some of the key activities during the period will include;

- ✓ Social media campaigns featuring infographics, videos, and survivor stories.
- ✓ Educational materials for community centres, and healthcare facilities.
- ✓ Public announcements on radio and television.
- ✓ Collaboration with local leaders and organizations to spread awareness.
- ✓ Distribution of informational brochures.
- ✓ Stories and testimonies from snakebite survivors and healthcare workers.
- ✓ Recognition of individuals and organizations making significant contributions to snakebite management.
- ✓ Keynote speeches by the representatives from MOH, KIPRE, County and partners.

STAKEHOLDERS

MOH (VBNTDU), KIPRE (KSRIC), Tharaka Nithi County.

MEDIA

Local media stations and social media platforms (twitter, you tube, TikTok, Instagram, WhatsApp)

DATE AND VENUE

19th September 2024. TIME; From 8.00 am. Venue, Kathwana Stadium, Tharaka Nithi County