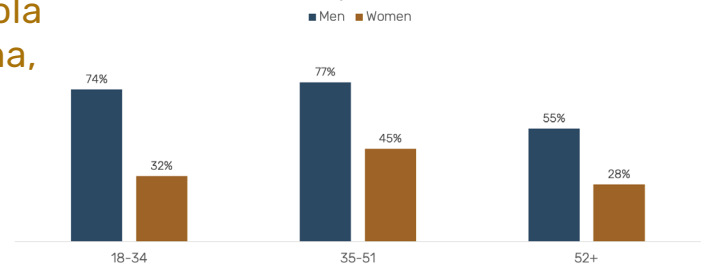


# People in eastern DRC need information on Ebola in a language they understand

People at risk of contracting Ebola need information to keep themselves and their families safe. Information they don't understand will not help them. To understand how to communicate more effectively, in February 2019 Translators without Borders surveyed residents in Goma, North Kivu Province, on their language and information needs in the Ebola response.

**Risk communication materials for the Ebola response are not fully understood in Goma, particularly by women and older people.**

I have enough information about Ebola to protect my family and me



Information on Ebola is best understood in local Swahili, rather than in standard Swahili or French.

Key concepts related to prevention and treatment are misunderstood when the wrong language is used.

Radio, word-of-mouth, and television are the preferred formats for receiving information about Ebola.

## 7 ways to communicate more effectively about Ebola:

1. Use local Swahili as the spoken and written language of risk communication on Ebola in Goma.
2. Test comprehension and communication preferences in other areas affected by or at risk of Ebola.
3. Develop information materials in plain language.
4. Use terms consistently across agencies and materials.
5. Localize Swahili at the micro level.
6. Make audio formats central to communication strategies.
7. Use audiovisual formats to further aid comprehension.

[Read the full report here.](#)

This research is supported by Elrha's Humanitarian Innovation Fund (HIF) - a grant-making facility supporting organizations and individuals to identify, nurture and share innovative and scalable solutions to the most pressing challenges facing effective humanitarian assistance. The HIF 'Accelerating the Journey to Scale' initiative is funded by the Netherlands Ministry of Foreign Affairs.

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