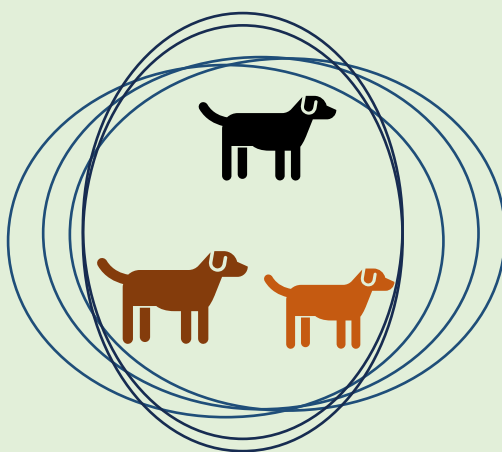




भारतीय प्रौद्योगिकी संस्थान गुवाहाटी
INDIAN INSTITUTE OF TECHNOLOGY GUWAHATI

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World Rabies Day/Week 2024



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Creindia
Collaborate for Rabies Eradication India

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Rabies is a viral disease which primarily affects the central nervous system and is seen in human as well as other mammals. It is one of the neglected tropical diseases and 99 percent of the human cases it is transmitted through dog bites. It mostly affects the children of age group 5 years to 15 years old and once the clinical symptoms of rabies appear in a person, death is inevitable. However, it is preventable through proper post-exposure prophylaxis after a potential exposure to the virus which includes thorough wound washing and administration of anti-rabies vaccination.

World Rabies Day is observed on **28th September** every year since 2007, to raise awareness about the disease and its prevention in the community. For the 18th World Rabies Day, the theme "**Breaking Rabies Boundaries**", highlights the approach of One Health - the need for cross-sectoral and cross-border collaborations, bringing together governments, health organizations, veterinary services, and communities. Please write something as relevant to Udalguri.

The CreIndia Team from the Indian Institute of Technology, Guwahati (IITG), in collaboration with the District Health Society and National Rabies Control Program, Udalguri, Assam, observed the World Rabies Day/Week 2024 as part of the DBT Wellcome India Alliance project at online platform, AIIMS Guwahati, and Borengajuli Tea Estate hospital at Udalguri district.

World Rabies Day 2024 at AIIMS Guwahati: A One Health Approach

The World Rabies Day 2024 celebration at AIIMS Guwahati marked a significant event in the fight against dog-mediated

rabies. Organized by the Department of Community Medicine and Family Medicine, the event focused on adopting a **One Health Approach** to combat rabies, a disease that remains a public health threat in India. The theme resonated with the global effort to eliminate rabies by 2030, emphasizing collaboration between the human health, animal health, and environmental sectors.

The event began with a formal inaugural session, where esteemed guests highlighted the need for interdisciplinary strategies to address the challenges of rabies prevention and control. Experts from various fields provided an overview of the current rabies situation in India, acknowledging the persistent gaps in surveillance, vaccination, and community awareness. Dr. Harish Tiwari, the Founder of **CreIndia** presented a talk highlighting the need for integrated bite management system. His talk, titled "*An Integrated Real-Time Dog-Bite Surveillance Mechanism*," brought the attention of the topic to the audience consisting of healthcare professionals, students, and stakeholders from diverse backgrounds. Dr. Harish discussed the urgent need for an integrated digital platform that could report dog-bite cases in real time, facilitating timely medical and veterinary interventions. Dr. Harish explained how this surveillance mechanism could address critical challenges in rabies management. By involving local health centers, veterinarians, and community workers, the system would create a network capable of tracking and responding to dog-bite incidents swiftly. He stressed the importance of coordinated efforts across sectors, including government agencies, NGOs, and academic institutions, to implement such an initiative successfully.



Dr. Harish presented his talk on An Integrated Real-Time Dog-Bite Surveillance Mechanism at AIIMS Guwahati

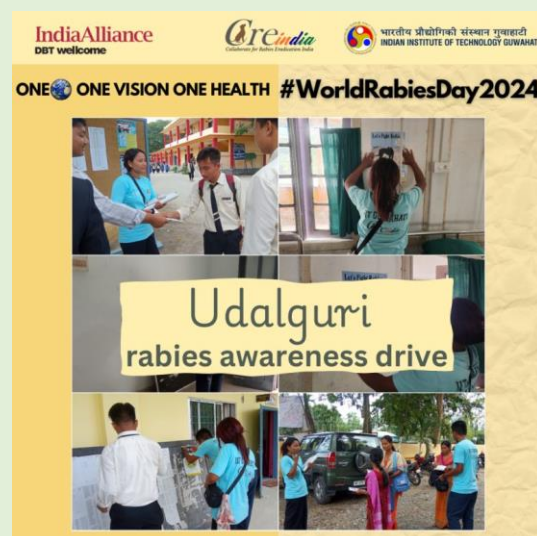
Moreover, Dr. Tiwari emphasized the role of community engagement in rabies elimination efforts. He shared innovative strategies for involving schools, local leaders, and households to enhance awareness about rabies prevention. From vaccination drives to educational campaigns, the focus was on empowering communities to take proactive steps in safeguarding their health and that of their animals. The session was followed by a discussion among the participants, who explored the logistical and financial barriers to implementing such a system. Dr. Tiwari provided actionable recommendations, encouraging stakeholders to embrace the One Health framework as a foundation for sustainable rabies control initiatives. The event concluded on a hopeful note, with attendees reaffirming their commitment to creating a rabies-free India. The discussions and presentations at AIIMS Guwahati underscored the power of collaboration and innovation in addressing complex public health challenges like rabies. World Rabies Day 2024 at AIIMS Guwahati not only highlighted the urgency of eliminating rabies but also served as a platform to inspire and mobilize stakeholders toward a shared vision of health and well-being for all.



Dr Harish also engaged with medical students at AIIMS Guwahati emphasizing the role of social engagement to understand epidemiology of dog-mediated rabies

World Rabies Day 2024: Awareness drive in Udalguri for a Rabies-Free Future

On World Rabies Day, CreIndia conducted a rabies awareness drive in Udalguri, Assam, as part of our continued efforts to safeguard vulnerable communities. Through education and engagement, we aim to empower individuals with the knowledge to prevent rabies and support the global "Zero by 30" goal for a rabies-free future.



An awareness about rabies was organised by CreIndia in Udalguri through poster and pamphlet distribution

World Rabies Day 2024 Meme Competition: Recognising Creativity

The Meme Competition organised by CreIndia, My Furries and The Peace Gong on the World Rabies Day 2024 was a creative and impactful initiative aimed at raising awareness about rabies prevention. With a focus on engaging a diverse audience—from students in veterinary, public health, and social sciences to health professionals, educators, animal lovers, and the general public—the competition attracted a wide range of participants. The response was enthusiastic, reflecting a strong commitment to using creative expression to educate and inform about rabies. First, second, and third prizes were awarded to the most impactful memes.



A meme competition was organized by CreIndia on the occasion of world rabies day

We received more than 50 entries for the Meme Competition. The creativity and dedication of the participants were

remarkable, showcasing innovative ways to raise awareness about rabies prevention. The best three entries won cash prizes of ₹2500 for the first place, ₹1500 for the second place, and ₹1000 for the third place. Additionally, every participant received a certificate of participation. The competition highlights the power of creative expression in promoting public health messages and highlighted the collective effort towards a rabies-free future.

Rabies Elimination: Online Panel Discussion



An online panel discussion was organized on 20th September to observe the World rabies Day

In the lead-up to World Rabies Day 2024, an engaging online panel discussion on **“The Role of Communities in Adopting the One Health Approach Towards Rabies Elimination”** was successfully conducted. Organized in collaboration with My Furries and The Peace Gong Team, this event brought together global experts, practitioners, and community leaders to explore the critical role communities play in achieving a rabies-free world through the multidisciplinary One Health framework.

The distinguished panel included Dr. Salome Dürr, who emphasized integrating community-based strategies

into national rabies programs, and Dr. Elly Hiby, who highlighted humane methods for dog population management and vaccination. Dr. Vinay Chhabra stressed the importance of strengthening community health systems, while Dr. Kathrin Heitz-Tokpa discussed empowering local stakeholders. Dr. Terence Scott spoke on educational outreach and engaging young leaders, Dr. Abi Tamim Vanak elaborated on the ecological dynamics of rabies transmission, and Ms. Khushi Nigam of CreIndia shared insights from field interventions in India. The discussion was moderated by Dr. Harish Tiwari, Founder of CreIndia, who seamlessly guided the session and brought out the diverse perspectives of the panelists.

The discussion delved into various key areas, including empowering communities to take ownership of rabies prevention, using schools and local leaders to raise awareness, and fostering collaboration across human, veterinary, and environmental health sectors. Panelists also highlighted innovative tools like real-time surveillance systems and addressed the challenges of implementing One Health strategies in resource-constrained settings, offering actionable solutions to overcome them.

This thought-provoking session underscored the power of education, awareness, and collaboration in combating rabies, reaffirming the importance of the global "Zero by 30" goal. A heartfelt thank you goes to all the panelists, participants, and organizers for their valuable contributions and active involvement. Together, we are making strides toward a rabies-free world by uniting efforts under the One Health approach.

World rabies Day at Borengjuli Tea Estate Hospital, Udalguri

Awareness sessions including exchange of question and answer was done to the target population- the tea garden communities, the hospital staff and schoolteacher of the tea garden school. In the event the Dr Dhrubojyoti Pathak, District Surveillance Officer (DSO), Integrated Disease Surveillance Program (IDSP) cum District Nodal Officer, National Rabies Control Program, Udalguri; Mr Satyajit Talukdar, District Epidemiologist, IDSP; Madhusmita Baishya, District Media Expert, National Health Mission (NHM); Dr KP Gogoi, Medical Officer (Tea Garden hospital); Dr Sulav Sarma, Block Veterinary Officer (BVO), Dr Shanti Priya Kindo, Associate Project Scientist, IITG CreIndia; Mr Pranav Panvalkar, Dog Ecologist, IITG CreIndia; and Mr Aasib Daimari, Volunteer Lead, IITG CreIndia were present.



World Rabies Day was observed at Borengjuli Tea Estate Hospital, Udalguri which was facilitated by CreIndia

The Medical Officer welcomed and appreciated the DHS and IITG team for their initiative to observe the WRD'24 at his hospital and spoke about rabies to the audiences. He also encouraged the audiences to participate and share their experiences regarding dog-bite in the community and seeking of healthcare facilities.

The BVO highlighted the role of veterinary and animal husbandry in control of rabies, and the services available in the facility for any bite cases in domestic animals. He emphasised on the importance of reporting in case of dog bite in cattle or any domestic animal for surveillance in the area for any other similar cases to control the disease.

The DSO addressed the community reasoning the program and the need of awareness among the community for the prevention of the disease in the society. He highlighted the rabies scenario of the district with the examples of recent suspected rabies deaths in the district and how the untoward incident could have been avoided. He also highlighted the importance of visiting to the nearest health facility in case of any dog-bite or animal bite and follow the advice of the Medical Officer. The availability of vaccinations, number of doses needed, and route of administration in the government facilities were discussed.



The World Rabies Day at Borengjuli Tea garden was attended by the staff, and the tea plantation community

The District Epidemiologist focused on the services provided by the government hospital for dog-bites, and on the importance of completion of vaccination course.

The Dog Ecologist addressed the community and the stakeholders about the study being conducted in the district to understand the dog population and

its behaviour. He highlighted how this study would help to identify the number of dogs in an area and will give an estimate for future planning of mass vaccination and sterilisation of dogs to control the dog population and how it will contribute to controlling the dog-bites in the community. Thus, playing an important role in controlling the disease in a community.



Dog Ecologist addressing the community on the study of dog population in the district and its implications on controlling rabies

The Associate Project Scientist addressed the community about awareness and knowledge about the disease to combat it in the community level. She also added about the myths and misinformation present in the community and the health seeking behaviour of the community. The importance of proper wound washing with soap and water for 15 minutes to prevent the entry of the virus from the bite site to the body. She encouraged them to spread awareness in their community and neighbours; also, the school teacher was asked to explain to the children about wound washing following a dog bite highlighting their role as a community in the prevention and control of a disease. She also mentioned about the one health approach, how the collaboration of different stakeholders like veterinary, forestry, health, and environment contributes to the control of a disease.



The Block Veterinary Officer was handed over Information, Education and Communication materials including posters designed by CreIndia for wider public awareness during the World Rabies Day at Borengjuli Tea Estate.

During the interactive session the audience raised questions regarding the availability of the vaccines in the district and where to find them. They also asked questions about when to visit a health facility, is seeking medical treatment, and advice needed in case of scratches and licks. The community understood about the disease and agreed to share the learning with the community's family members, children and elders.

The program ended with the distribution of leaflets and posters to the community, schoolteacher, and Veterinary Officer to raise awareness in the community.



Distribution of pamphlets on prevention of dog-bites and promoting adequate wound washing to the attendees of the World Rabies Day function at Borengjuli Tea Estate



CreIndia member distributing pamphlets to the attendees about the risks of encounter with an aggressive dog

Some Information Education and Communication materials distributed in Udalguri

Transmission of rabies

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Rabies viruses have a wide host range including bats, foxes, raccoons and all feral canids, but rabid dogs are the reservoir animals and dog-bites and blinks through scratches are the most common route of transmission.

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ৰেবিস ভাইৰাছৰ বাহক হিচাপে গুৱাহাটীৰ মানসজিনি হাতী, জেঁৱে
 বাঘালি, সিয়ালকোৱা, সিয়াল বাঘি কিসা জুনাৰ আৰু গালী কিসিজায়া
 হাখাখ গোনা জুনাৰ, নাখাখ ৰেবিস ৰেৰাম যোনা সৈমাফোৱাৰা
 ৰেবিস জুনাৰফোৱা আৰু সৈমা-অৱনাথফোৱা আৰু সোলানাথফোৱা
 লোগোৰে লুসৰিবাথফোৱাৰা মনসে ৰেৰাম বাসলায়নাথলৈ লামা।

ভাৰতীয় প্ৰৌদ্যোগিকী সংস্থান গুৱাহাটী
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জলাতনৰ সংক্ৰমণ

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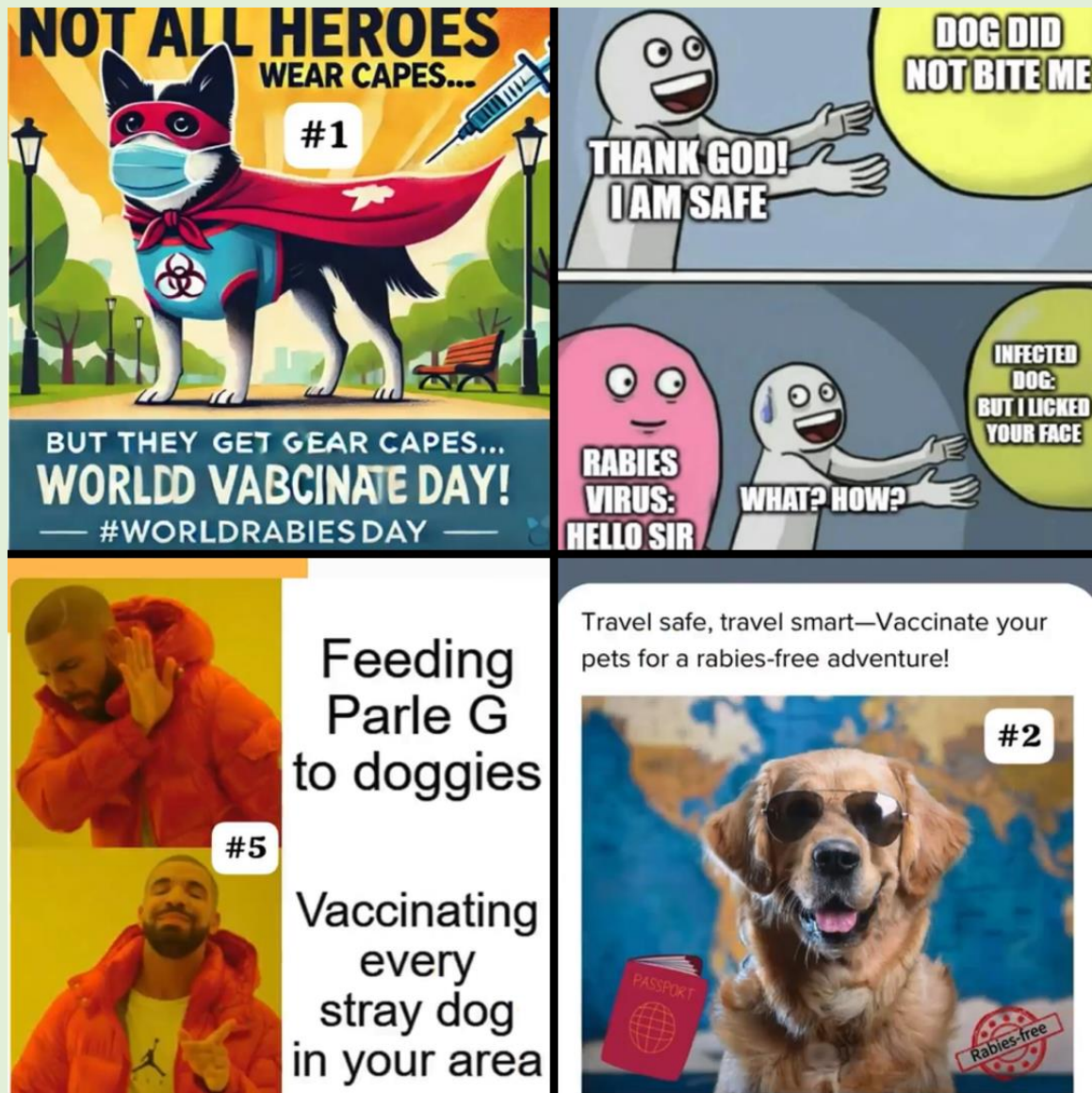
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Enhancing Awareness

Posters and flyers were distributed in different languages like Assamese, English, and Bodo. These posters help bridge knowledge gaps, simplify complex topics of rabies prevention, and reinforce key messages through repeated visual exposure. By using culturally relevant visuals and simple language, these posters will educate the community.

Here are some of the entries we received from
the global meme/reel competition 2024



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