



ISNTD Festival

Consumer Dengue Disease Awareness

www.knowdengue.com

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Global Dengue Brand Team, Vaccine Business Unit

Better Health, Brighter Future



What is www.knowdengue.com?

Know Dengue is a disease awareness initiative, designed for consumers to easily find credible educational / informative content on dengue online.

Ambition:

- Provide reliable information and resources on dengue fever
- Establish site as 'one stop shop' for everything dengue, including articles, interactive quizzes and prevalence maps
- Increase awareness of dengue risk and motivate consumers to seek advice from their HCP's about dengue prevention
- To support a community of engaged consumers through social sharing

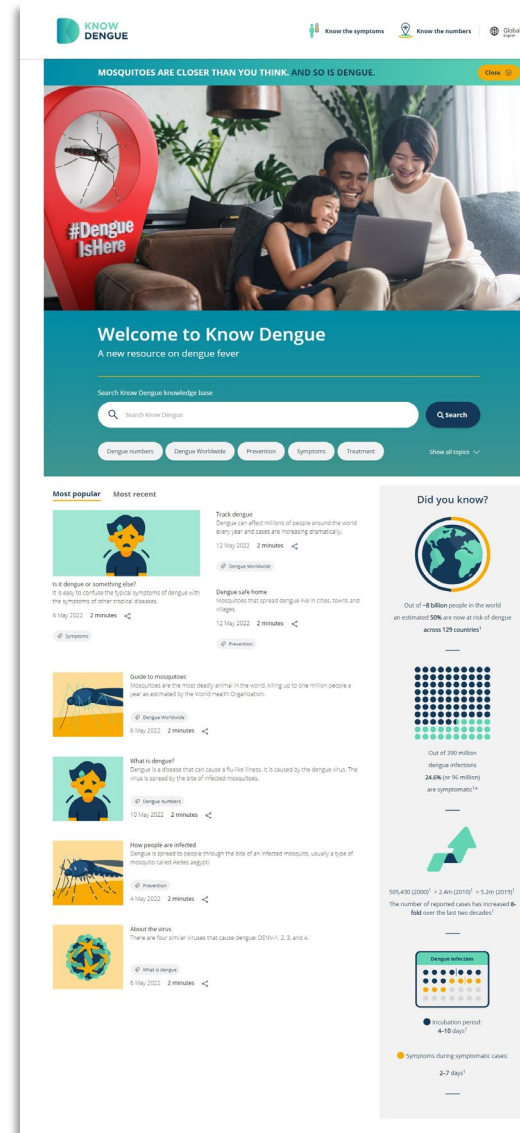
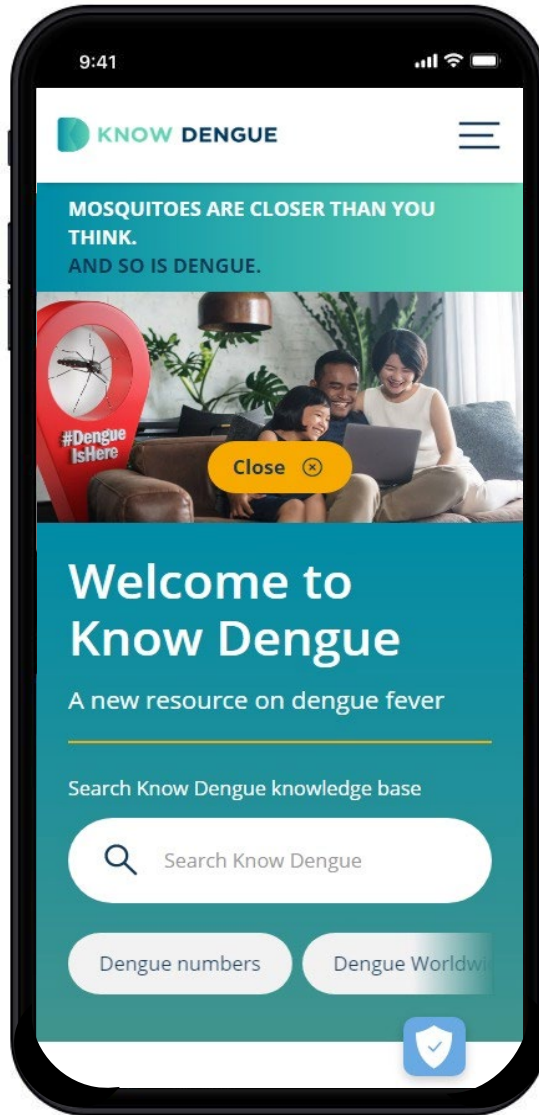
Know Dengue is intended to help consumers:

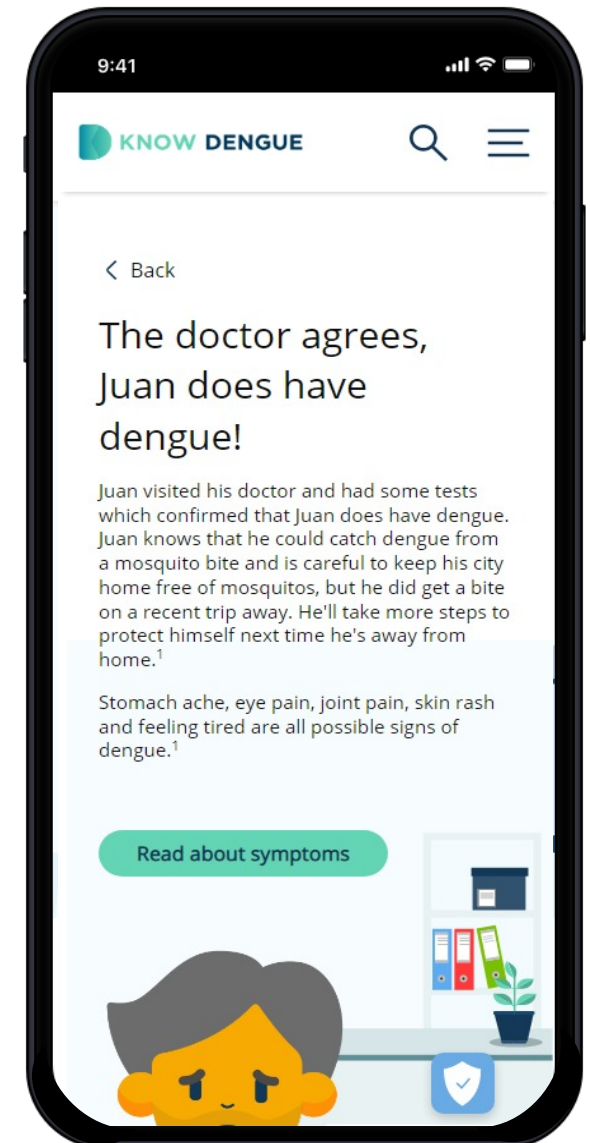
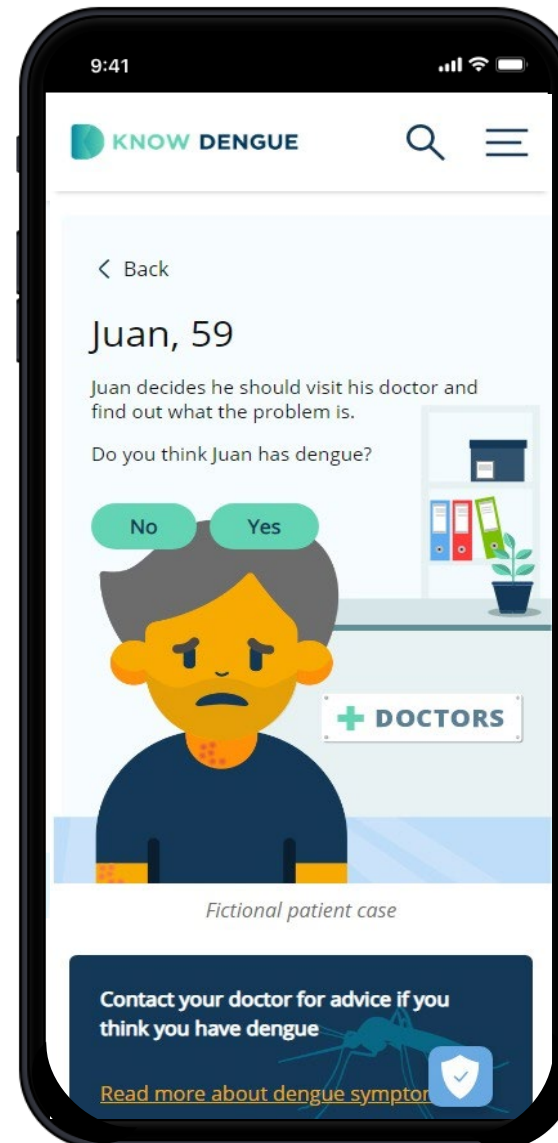
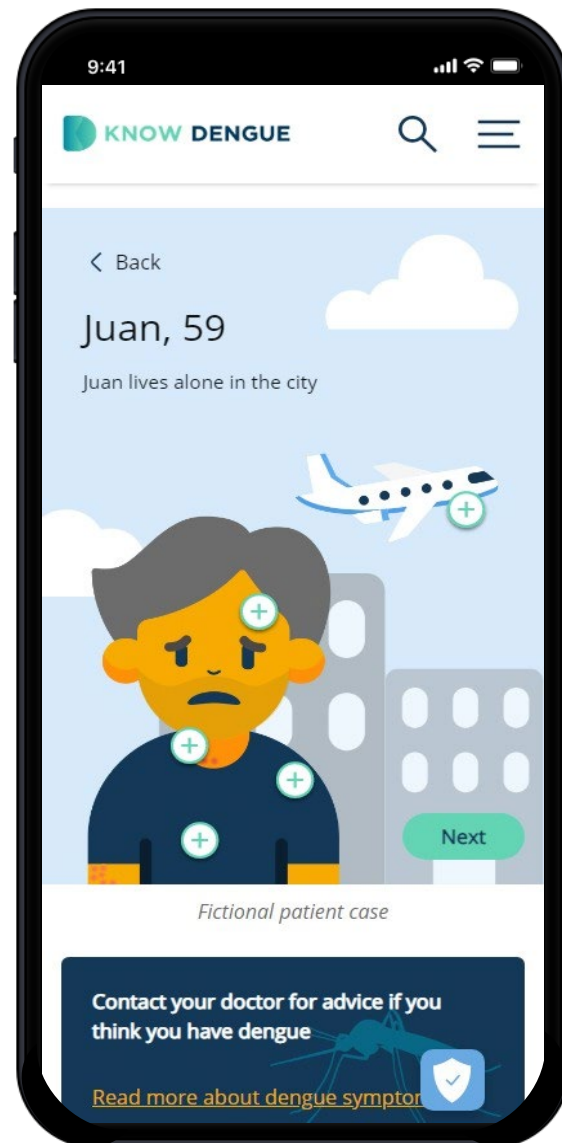
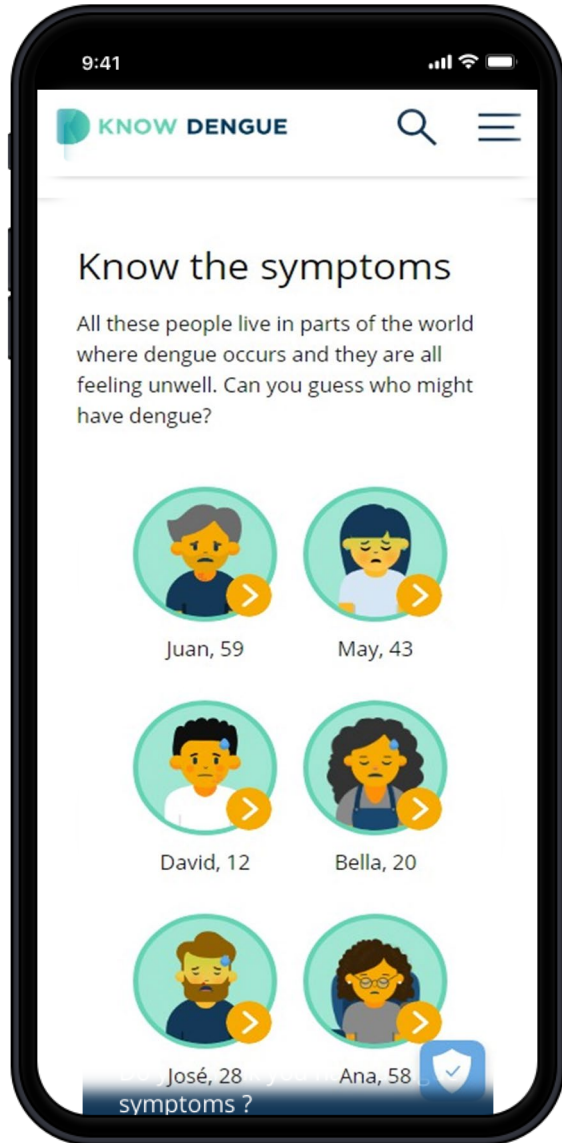
- **Encourage** consultation and informed discussions with HCP's
- **Understand** common symptoms and prevalence of dengue
- **Find** additional resources on dengue disease and prevention
- Have **confidence** in their actions

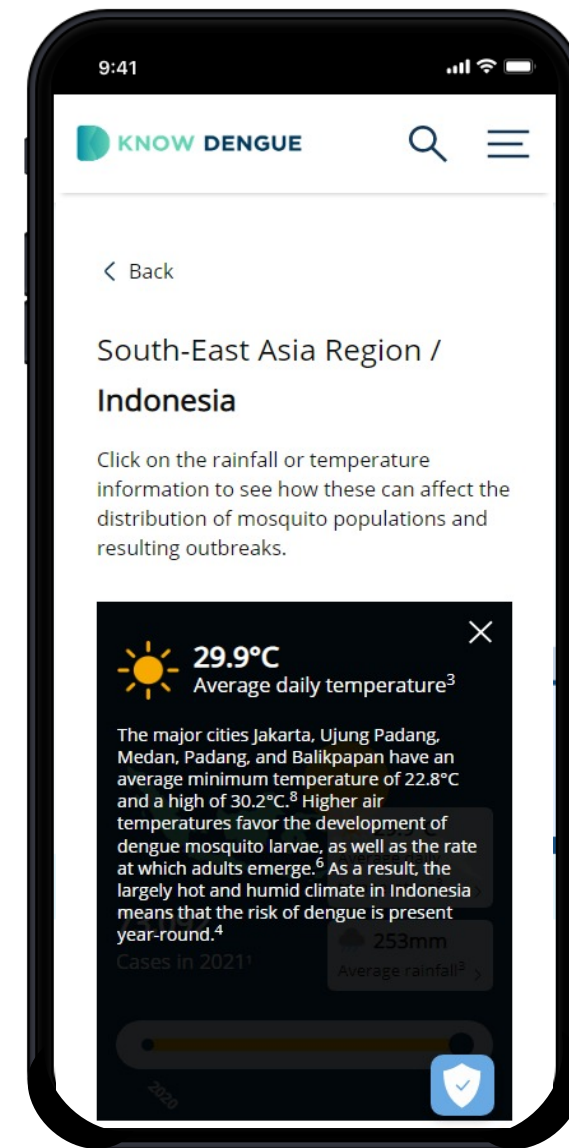
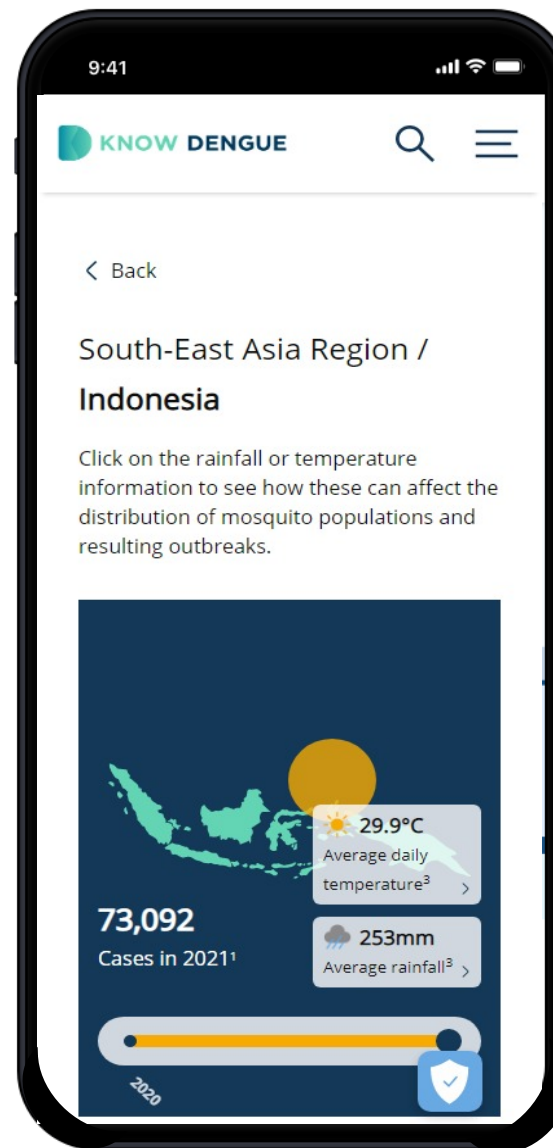
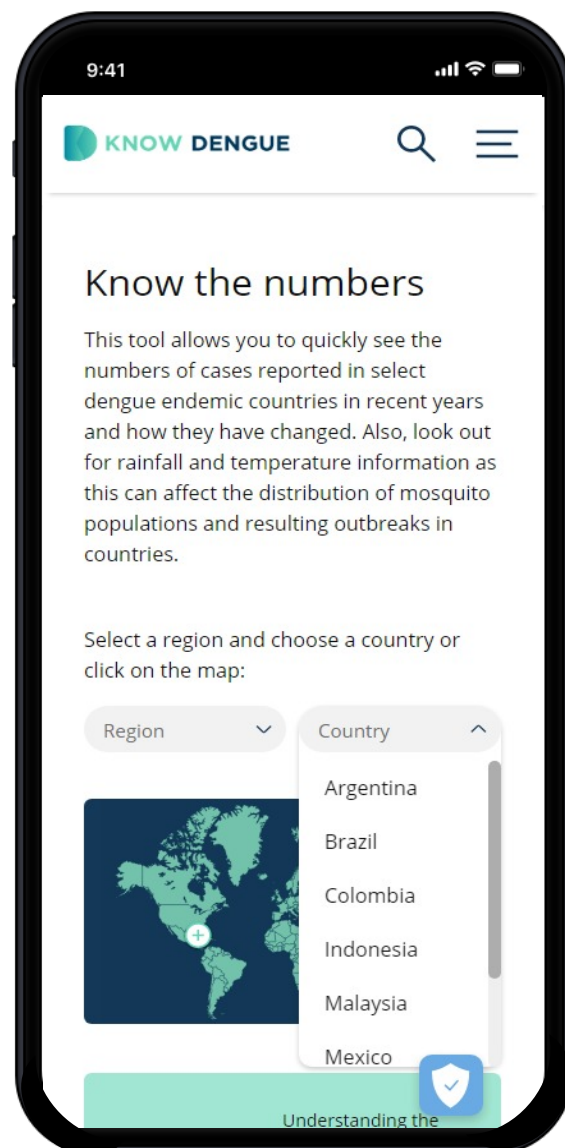
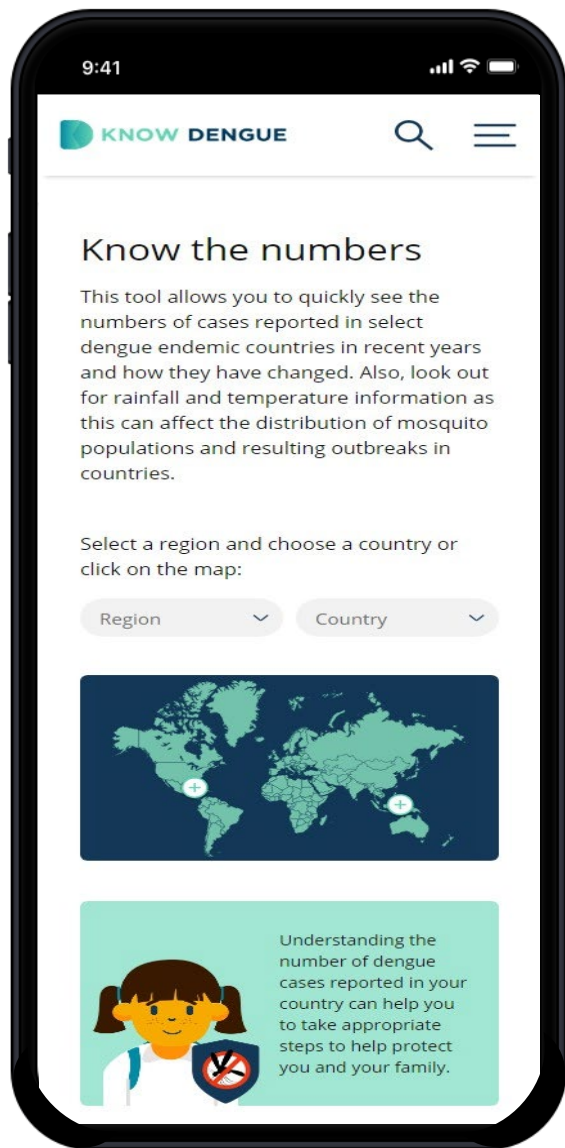
4 billion people in 128 countries are at risk of catching Dengue Fever¹
It is estimated that 6 billion people could be at risk by 2080²

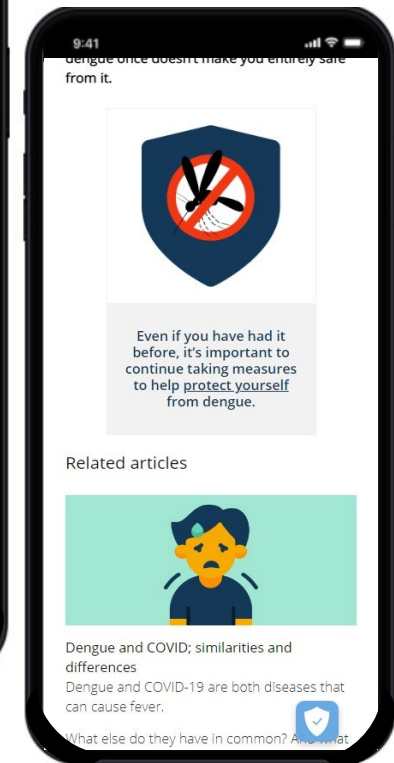
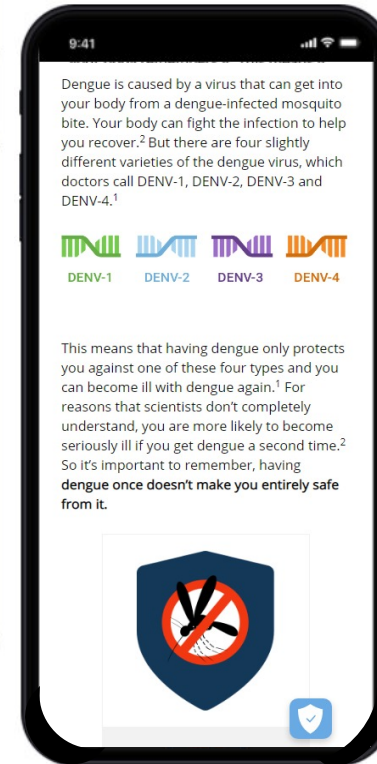
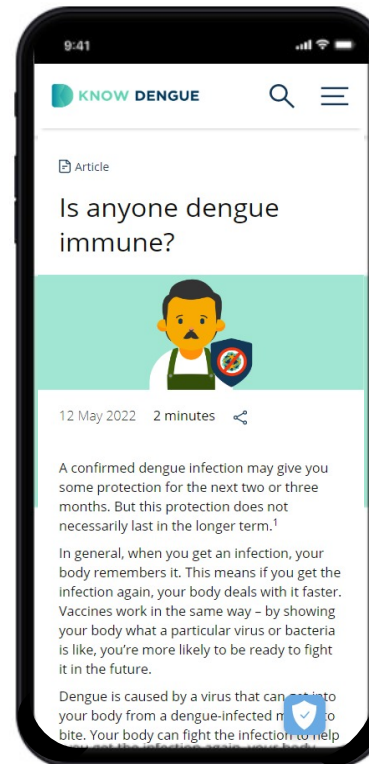
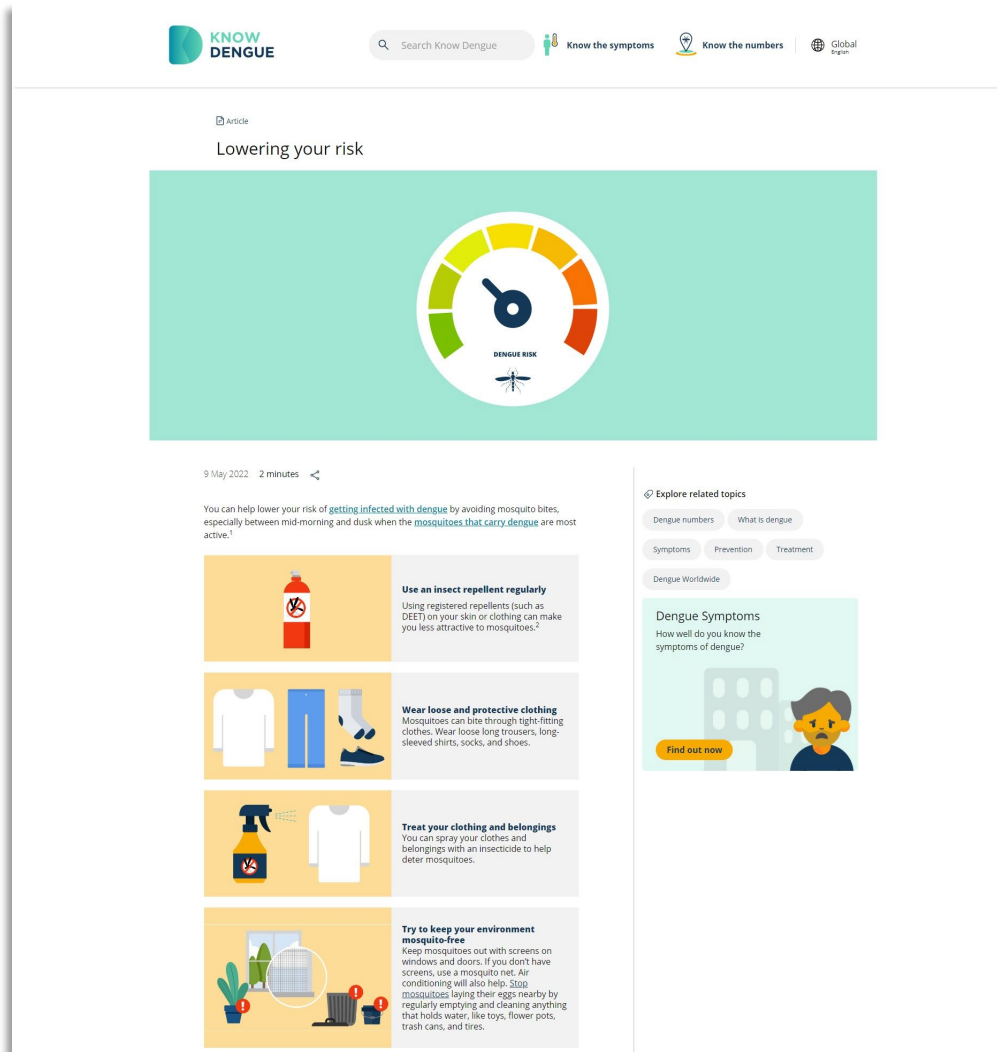
1. World Health Organization. Dengue and severe dengue. <https://www.who.int/news-room/factsheets/detail/dengue-and-severe-dengue>. Retrieved August 2022.
2. Messina, JP. et al. *Nat Microbiol.* 2019;4(9):1508-1515.

www.knowdengue.com - responsive website design









Localizations



Malaysia

Singapore

Brazil

Indonesia

Facebook - illustrative examples



The image shows the Facebook profile page for Knowdengue.com. The cover photo features a young girl on a swing with a red location pin graphic containing a mosquito and the text "#Dengue Is Here". The profile picture is a teal geometric shape. The page name is "Knowdengue.com" with 30 likes and 58 followers. The "Intro" section contains the following text:

Welcome to Takeda Pharmaceutical's [knowdengue.com](https://www.knowdengue.com) Facebook page, an educational resource.

Page · Medical & health

Intro

Welcome to Takeda Pharmaceutical's [knowdengue.com](https://www.knowdengue.com) Facebook page, an educational resource.

Page · Medical & health

[knowdengue.com](https://www.knowdengue.com)

Not yet rated (0 Reviews)

Photos See all photos

The "Photos" section displays a grid of educational graphics. One prominent graphic is titled "WORRIED ABOUT DENGUE DURING PREGNANCY?" and features an illustration of a fetus in a womb.

Information about Page Insights Data · Privacy · Terms · Advertising · Ad Choices · Cookies · More · Meta © 2023

The image shows the Facebook profile page for Knowdengue.com, focusing on the "Photos" section. The cover photo and profile picture are identical to the previous image. The page name is "Knowdengue.com" with 30 likes and 58 followers. The "Photos" section is titled "Knowdengue.com's Photos" and displays a grid of various educational graphics. Some of the visible titles include:

- WORRIED ABOUT DENGUE DURING PREGNANCY?
- DENGUE IS HYPERENDING PARTS OF THE AMERICAS
- ALARM RINGING IN ASIA
- DENGUE PROTECTION TECHNIQUE: LONG-SLEEVED CLOTHING & LOWER LIMBS
- PHILIPPINES CASES UP 83% PREVIOUS YEAR
- DENGUE CASE SURGE IN VIETNAM HOSPITALS PREPARE
- DENGUE EMERGES IN SINGAPORE
- INDIA HITS 11TH DENGUE CASE SINGLE YEAR
- GENE TESTS COULD GIVE WARNING OF SEVERE DENGUE
- 6 BILLION COULD BE AT RISK OF DENGUE BY 2050
- 3 KEY CLIMATE FACTORS AFFECT FUTURE MOSQUITO ACTIVITY
- IF YOU TRAVEL, TAKE PRECAUTIONS TO AVOID BITTEN BY MOSQUITOES

Instagram - illustrative examples



WORRIED ABOUT DENGUE DURING PREGNANCY?

6 likes
knowdengue Worried about dengue during pregnancy?

For information about dengue during pregnancy, or if you have any healthcare-related questions, please contact your doctor or other healthcare professional promptly. For more information, The US Centers for Disease Control and Prevention has produced a simple guide for anyone concerned about dengue during pregnancy, you can view the poster here:

The image shows an Instagram post from the account 'knowdengue'. The post features a dark blue background with a teal circle containing a yellow illustration of a fetus in a womb. Above the illustration, three yellow boxes contain the text 'WORRIED ABOUT DENGUE DURING PREGNANCY?'. Below the image, there are icons for likes, comments, shares, and a bookmark. The post has 6 likes and a caption that asks if the user is worried about dengue during pregnancy and provides information on where to find a guide.

WANT TO KNOW HOW TO PROTECT AGAINST MOSQUITO BITES?

2 likes
knowdengue Want to know how to protect against mosquito bites?

The US Centers for Disease Control and Prevention has produced a simple guide for anyone concerned about how to help protect yourself against mosquito bites, you can view the poster here:

The image shows an Instagram post from the account 'knowdengue'. The post features a dark blue background with a teal circle containing a yellow illustration of two mosquito repellent bottles, one red and one yellow, both with a mosquito icon and a red prohibition sign. Above the illustration, three yellow boxes contain the text 'WANT TO KNOW HOW TO PROTECT AGAINST MOSQUITO BITES?'. Below the image, there are icons for likes, comments, shares, and a bookmark. The post has 2 likes and a caption that asks if the user wants to know how to protect against mosquito bites and provides information on where to find a guide.

How far away is an effective dengue treatment?

9 likes
knowdengue Dengue: How far away is an effective dengue treatment?

Efforts to develop dengue antiviral treatments have been unsuccessful so far. However, according to research conducted in 2021, endeavours are ongoing to find an effective treatment. Therapies targeting 2 dengue viral proteins, called NS3 and NS5, are being looked at. So far though, these efforts have been limited by a lack of knowledge about the proteins' structure compared with other common viruses, such as influenza.

The image shows an Instagram post from the account 'knowdengue'. The post features a light blue background with a yellow illustration of a woman with glasses and a white lab coat standing next to a computer monitor displaying a DNA double helix. Below the image, there are icons for likes, comments, shares, and a bookmark. The post has 9 likes and a caption that asks how far away an effective dengue treatment is and provides information on the current state of research.

Display adverts and traffic drivers



KNOW DENGUE

May's not feeling well...

Feeling

Planning continues to reveal progress

Planning continues to reveal story

3 in 4 dengue patients show no symptoms*...

But dengue can occasionally cause severe illness

Is this dengue or something else?

Do you Know Dengue? Check now!

References:

- World Health Organization. Dengue and severe dengue. 10 Jan 2022. Available at: <https://www.who.int/news-room/fact-sheets/detail/dengue-and-severe-dengue> (accessed April 2022).
- Pan American Health Organization (PAHO). PUSA Health Information Platform for the Americas, Dengue and Severe Dengue Cases and Deaths. Available at: <https://www3.paho.org/data/index.php/prevalence-topics/indicadores-dengue-en/dengue-nacional-en/252-dengue-pais-ano-en.html> (accessed August 2021)

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Please note: artwork files will contain layers to turn HJab on/off and sleeves can have options of long/short.

3 in 4 dengue patients show no symptoms*...

10% About half of the world's population is now at risk of dengue*

Frame 2

30% About half of the world's population is now at risk of dengue*

Frame 3

50% About half of the world's population is now at risk of dengue*

Frame 4

Find out more about the risks...

Frame 5

See the reported case numbers...

Brazil: 252,054 cases in 2017*

See the reported case numbers...

2015 2016 2017 2018 2019 2020

and factors affecting mosquito population

Frame 7

Frame 8

KNOW DENGUE Learn more about dengue in your area and take action today [Visit Know Dengue](#)

Frame 9

References

- World Health Organization. Dengue and severe dengue. 10 Jan 2022. Available at: <https://www.who.int/news-room/fact-sheets/detail/dengue-and-severe-dengue> (accessed April 2022).
- Pan American Health Organization (PAHO). PUSA Health Information Platform for the Americas, Dengue and Severe Dengue Cases and Deaths. Available at: <https://www3.paho.org/data/index.php/prevalence-topics/indicadores-dengue-en/dengue-nacional-en/252-dengue-pais-ano-en.html> (accessed August 2021)

Frame 10

This information is available to the public for information purposes only. It should not be used for diagnosing or treating a health problem or disease. It is not intended to substitute for consultation with a healthcare provider. Please consult your healthcare provider for further advice.

Frame 11

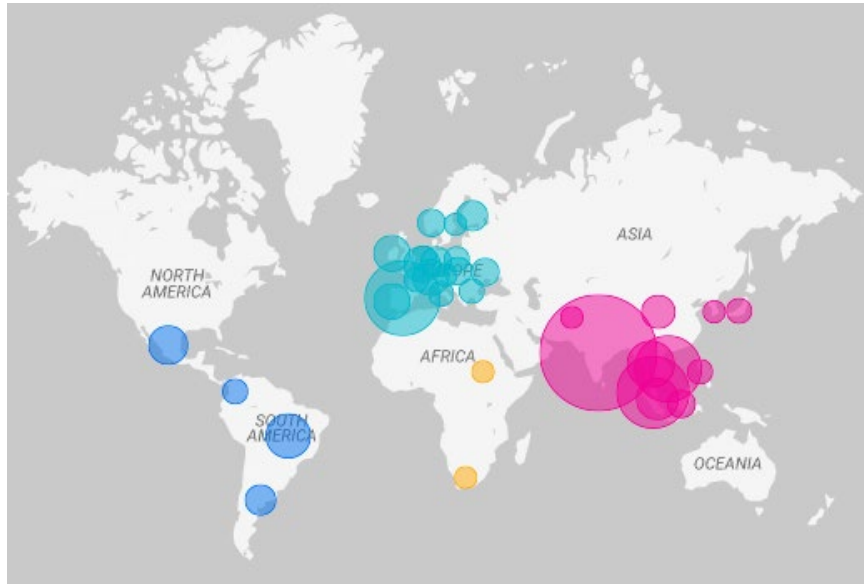
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Know Dengue website and social media data



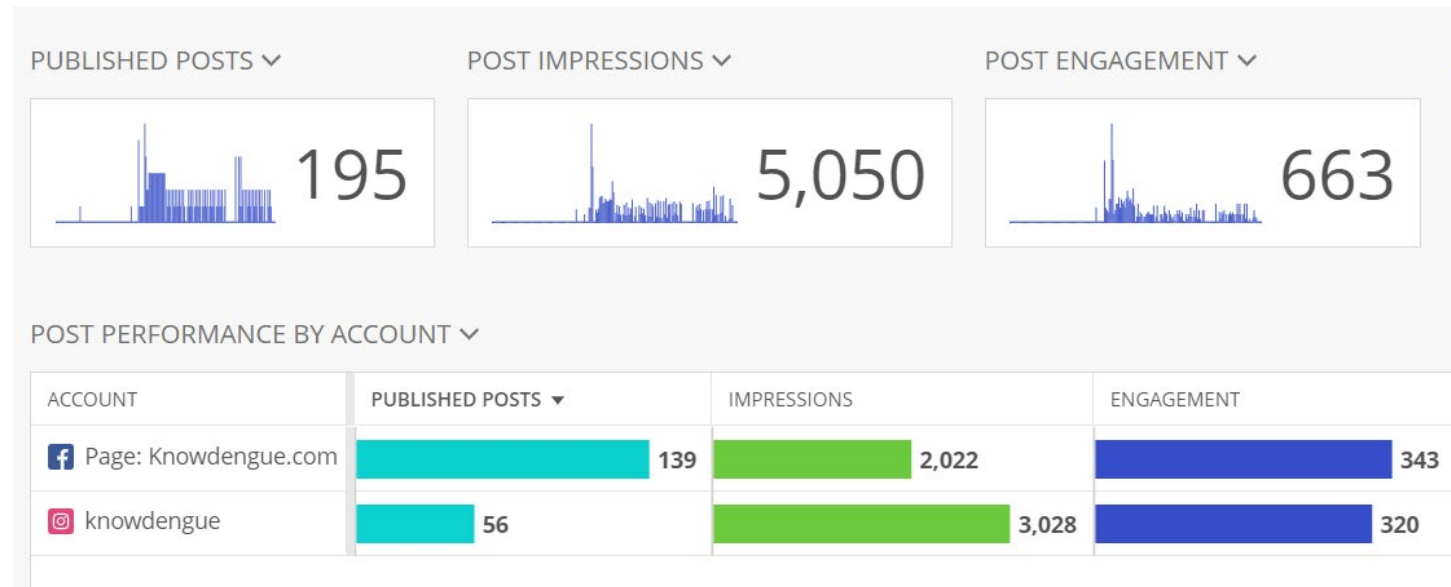
Knowdengue.com

Global Audience with visitors from over **60 countries** and over **5,000 visits** since launch



Know Dengue Social Media

195 posts published, with **5050 impressions** and **663 engagements**



Campaign materials to support signposting to www.knowdengue.com



WHAT CAN HAPPEN WITH DENGUE?

Know the symptoms
Sometimes you can get dengue and not even know you are infected. That's called being "asymptomatic."

If you do get symptoms, some common ones are:

- Fever**
- Headache**
- Joint and muscle pain**
- Rash**
- Nausea and vomiting**

Although uncommon, if you get a severe case of dengue, it may potentially be deadly. Some severe dengue symptoms are:

- Severe bleeding or internal bleeding
- Enlargement of the liver or other organ impairment
- Respiratory distress (such as rapid breathing)
- Plasma leaking (fluid from your blood leaks into other parts of your body)

Severe dengue often requires hospitalization.

If you think you may have dengue, talk to your doctor or seek prompt medical care.

DO YOUR PART TO HELP PREVENT DENGUE. ASK YOUR DOCTOR.

Start a conversation about dengue with your doctor or your child's doctor:

- Is dengue here in my community or somewhere I'm planning to go?
- What is my family's risk of contracting dengue?
- I've had dengue before. Am I safe from another infection?
- If I get severe dengue, can it be treated?
- What are the ways that I can help protect myself and my family against dengue?

For more information about dengue prevention, talk to your doctor, or visit KNOWDENGUE.COM

C-APROM/INT/DENV/0055 October 2021

MOSQUITOES ARE CLOSER THAN YOU THINK. AND DENGUE COULD BE TOO.

#Dengue IsHere

Even in small amounts of water, mosquitoes can thrive. And so can dengue, which may occasionally be serious and even lead to hospitalization.

Do you know about all the ways that you can help protect yourself and your loved ones?

KNOW HOW TO HELP PREVENT DENGUE: ASK YOUR DOCTOR.
(Or select another CTA from core slatm)



Thank you

