The Power of Public-Private Partnerships:
ING-MA
Dengue Virtual Human

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If everyone is moving forward together, then success takes care of itself.

-Henry Ford-
Mosquitos are by far the deadliest creature in the world when it comes to annual human deaths, causing around **1 M. deaths per year**, compared to 100 K. deaths from snakes.

Mosquitoes carry many threatening diseases, e.g., malaria and dengue.

*Small bite, big threat.*
About half of the world’s population, live in areas where they are at risk of dengue

Dengue has been a major public health threat in Thailand for more than 70 years

Dengue-Zero MOU shares 3 purposes with common goal to protect Thais against dengue

1. Common Goal
   Reduce dengue burden

3. Purposes

Government Entities
- Ministry of Public Health (MOPH)
- Bangkok Metropolitan Administration (BMA)
- The Hospital Administration Association of Thailand (THAA)
- Ministry of Public Health (MOPH)

Academic Associations
- Medical Association of Thailand (MAT)
- Faculty of Medicine Siriraj Hospital Mahidol University (SI Mahidol)
- Pediatric Infectious Disease Society of Thailand (PIDST)
- Infectious Disease Association of Thailand (IDAT)

Private Organizations
- The Private Hospital Association of Thailand (TPHA)
- Takeda Thailand (Takeda)

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Transforming dengue prevention commitment into real actions

Mission to accomplish

1. Develop policy and initiatives for dengue prevention and control in Thailand
2. Expand public alert on risk of dengue through omnichannel platform
3. Build dengue advocacy for strengthening education in the community

✓ Steering Committees assigned by each partners
✓ Develop annual work plan and KPIs
✓ Working group update project and gain alignment

MOU signing ceremony 25th Jan 2022
Dengue is still a high burden in Thailand, but many people are unaware of individual risk.

Gaps for dengue in public:

- **86%** Have good knowledge of dengue
- **25%** Awareness of dengue
- **36%** Perceived Risk of somebody in household getting dengue

**Urgent Need** to create innovative health communication campaigns to help eliminate dengue knowledge gaps.

ING-MA
Dengue Virtual Human

Represents 1,237,467 Thai Dengue Victims

Better Health, Brighter Future
ING-MA amplified the foundation of the public-private MOU to educate public on the urgency of dengue threat through campaign.

**ING-MA – A Message from Dengue Virtual Human**

- **Why ING-MA?**
  - 1st Dengue virtual influencer
  - Not only 1, but a million
  - More relevance, higher impact

- **How to establish?**
  - Merge dengue patients’ data to create ING-MA
  - Public-private Partnership under Dengue-zero MOU
  - Omnichannel engagement both online & offline

**Mobility rate /100,000 population**

- 0-4 yrs: 3%
- 5-9 yrs: 9%
- 10-14 yrs: 22%
- 15-24 yrs: 31%
- 25-34 yrs: 17%
- 35-44 yrs: 4%
- 45-54 yrs: 3%
- 55-64 yrs: 9%
- 65+ yrs: 2%

**50% of dengue cases aged 5-14 years old**

**Note:** Dengue include DF/DHF/DSS

National Disease Surveillance 2020 (Report 506). Bureau of Epidemiology, Department of Disease of Control, MoPH, Thailand.
Communicate dengue burden with society through an omnichannel approach and government is key to elevating public concern about dengue.

<table>
<thead>
<tr>
<th>Component</th>
<th>Statistics</th>
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<tbody>
<tr>
<td>ING-MA VDOs</td>
<td>17 Million Views</td>
</tr>
<tr>
<td>Out-of-home media</td>
<td>18 Million Eyeballs</td>
</tr>
<tr>
<td>Social media influencers</td>
<td>261 K Engagements</td>
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<tr>
<td>Landing page</td>
<td>259 K Page Views</td>
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**123 Earned media**
Local & International level

**International Innovation Award 2022**
Service & Solution
Baseline dengue awareness has lifted with ~3X search volume without boost, indicating a good trend of how-to sustain dengue awareness.

**Social Listening Report (Pre vs. Post Campaign as of 15 Jul 22)**

<table>
<thead>
<tr>
<th>BEFORE</th>
<th>AFTER</th>
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<tbody>
<tr>
<td>89,189 Engagements</td>
<td>260,876 Engagements</td>
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</table>

**Keywords Search Volume**

- Dengue fever: +78%
- Mosquito + Dengue fever: +74%

**Interest Over Time (Pre vs. Post Campaign as of 24 Sep 22)**

- Campaign launched: Jun 26, 22
- Baseline Awareness Lift and maintain w/o boost: x 2.4 times

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In the ever-changing healthcare landscape, awareness alone is not enough to fully reduce the dengue burden.

That’s why **innovation will play a vital role** to support us in collectively discovering new possibilities for dengue prevention and control.
Stay Tuned for **ING-MA SEASON 2**

**ASEAN Dengue Day 2023**

Thank you