



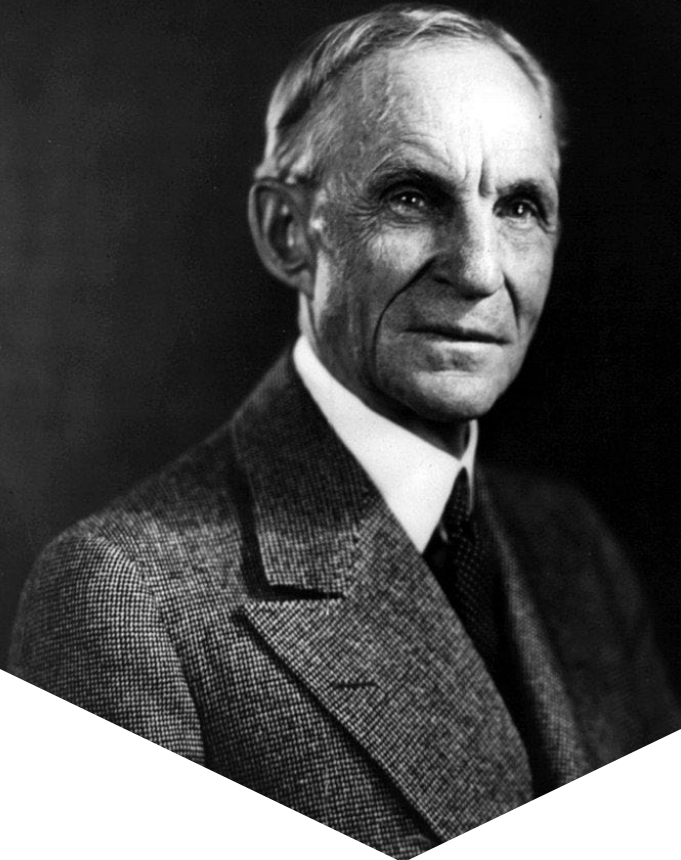
The Power of Public-Private Partnerships: **ING-MA** **Dengue Virtual Human**

Ratchada Akkarasrimachai, B. Pharm.
Phattraphorn Chunhakamolruck, Pharm. D.



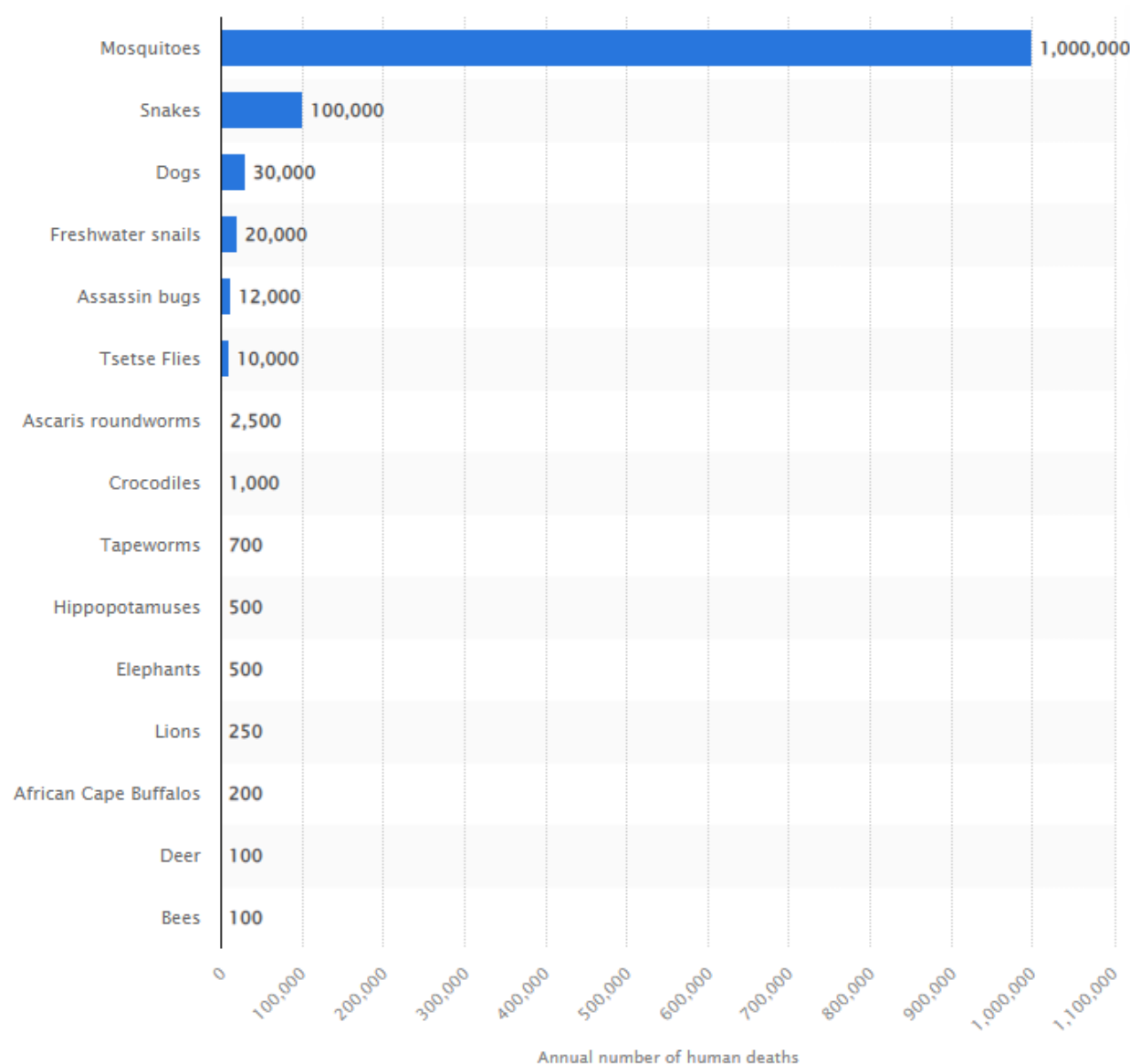
Better Health, Brighter Future

- Henry Ford -



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

Which animal kills the most humans?



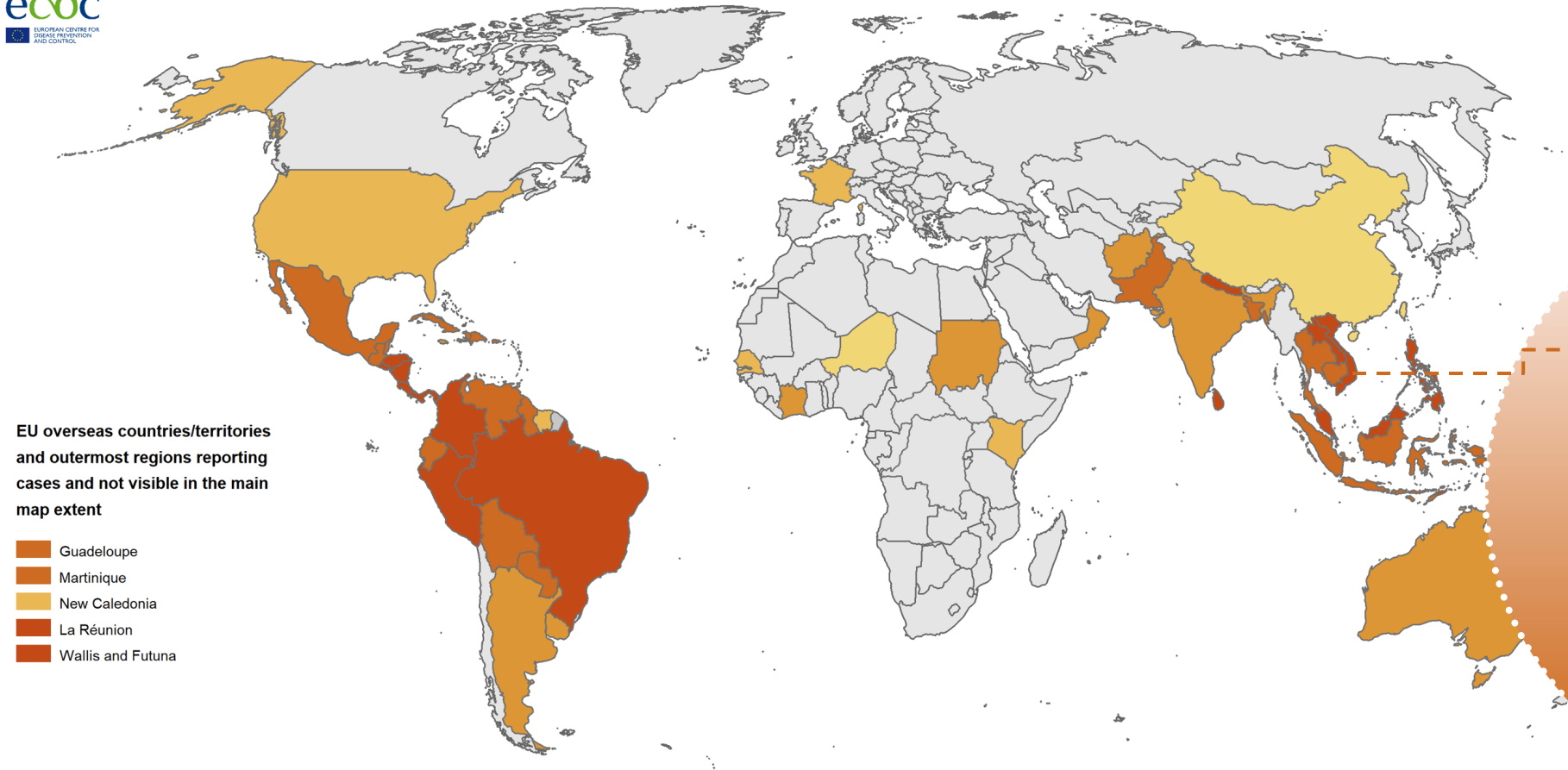
Mosquitos are by far the deadliest creature in the world when it comes to annual human deaths, causing around **1 M. deaths per year**, compared to 100 K. deaths from snakes

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 dengue¹

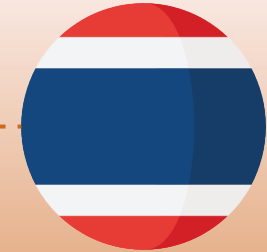


EU overseas countries/territories and outermost regions reporting cases and not visible in the main map extent

- Guadeloupe
- Martinique
- New Caledonia
- La Réunion
- Wallis and Futuna

Notification rate per 100 000 persons

No reported cases 0.001-0.009 0.01-0.99 1.0-9.99 10-99 >=100



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

Note: Data refer to cases reported in the last 12 months. Administrative boundaries: © Eurographics
The boundaries and names shown on this map do not imply official endorsement or acceptance by the European Union. ECDC. Map produced on 19 January 2023

1. World Health Organization. Dengue and severe dengue. <https://www.who.int/news-room/factsheets/detail/dengue-and-severe-dengue>. Retrieved August 2022.

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



1 Common Goal



Reduce dengue burden



กรมอนามัย
DEPARTMENT OF HEALTH

Ministry of Public Health
(MOPH)



กรมควบคุมโรค
Department of Disease Control



กรมสนับสนุนบริการสุขภาพ
Department of Health Service Support



Bangkok Metropolitan
Administration
(BMA)



The Hospital Administration
Association of Thailand
(THAA)



The Private Hospital
Association of Thailand
(TPHA)

Government Entities

Academic Associations



Medical Association
of Thailand
(MAT)



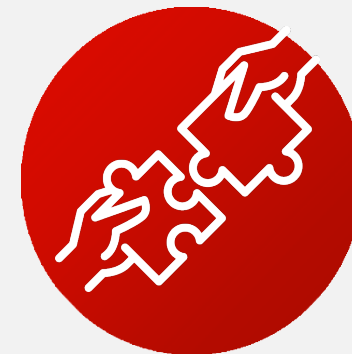
Faculty of Medicine
Siriraj Hospital
Mahidol University
(SI Mahidol)



Pediatric Infectious Disease
Society of Thailand
(PIDST)



Infectious Disease
Association of Thailand
(IDAT)



Private Organizations



Takeda Thailand
(Takeda)

Transforming dengue prevention commitment into real actions



MOU signing ceremony 25th Jan 2022



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**

Dengue is still a high burden in Thailand, but many people are unaware of individual risk



Gaps for dengue in public



86%

Awareness
of dengue



25%

Have good knowledge
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

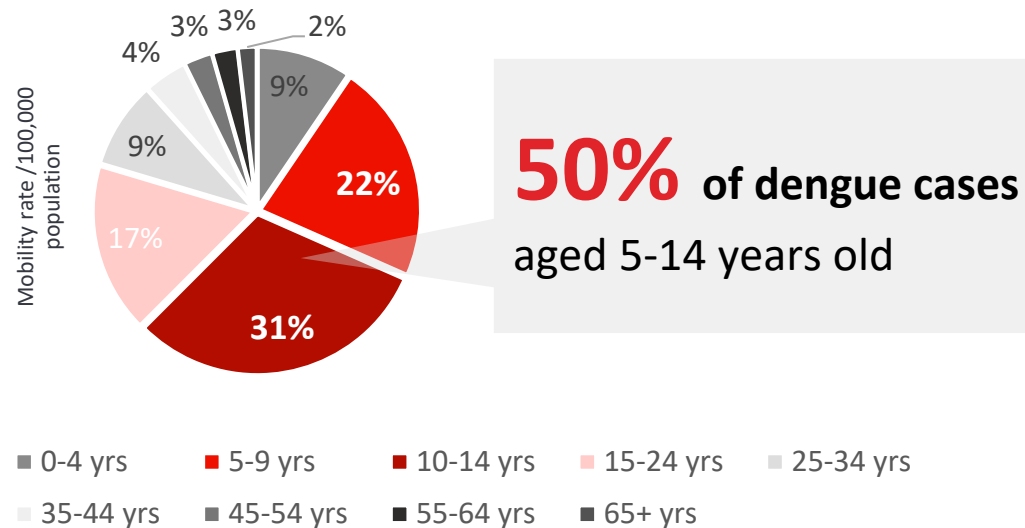


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ING-MA amplified the foundation of the public-private MOU to educate public on the urgency of dengue threat through campaign



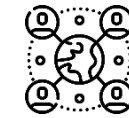
ING-MA – A Message from Dengue Virtual Human



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



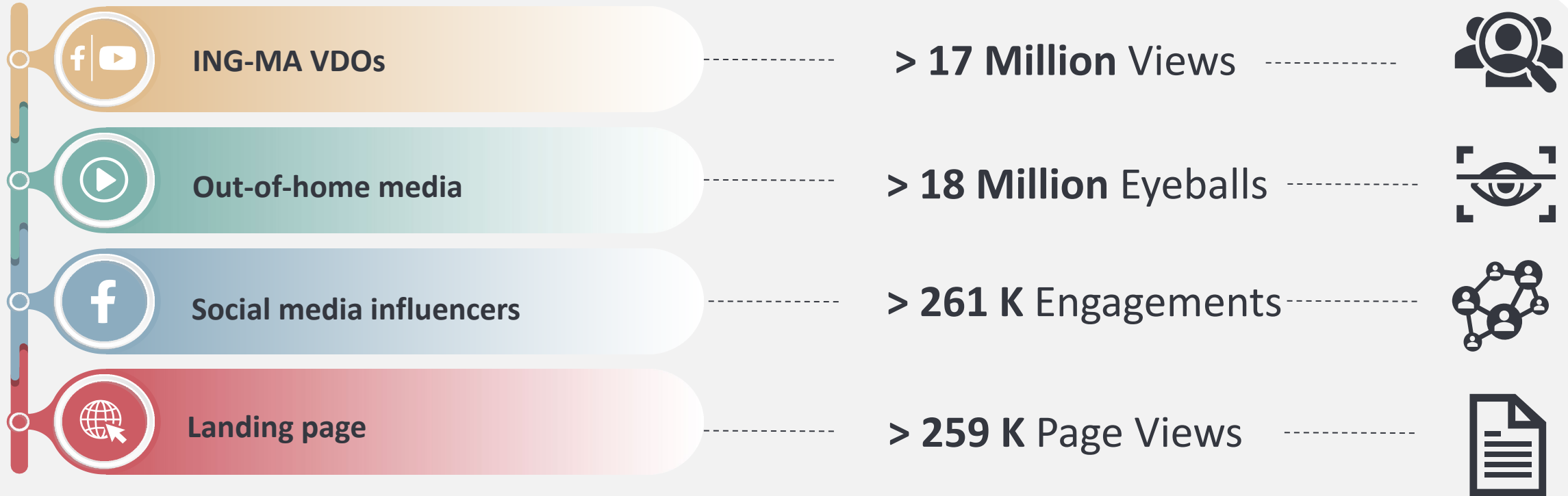
Omnichannel engagement both online & offline

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



123 Earned media
Local & International level

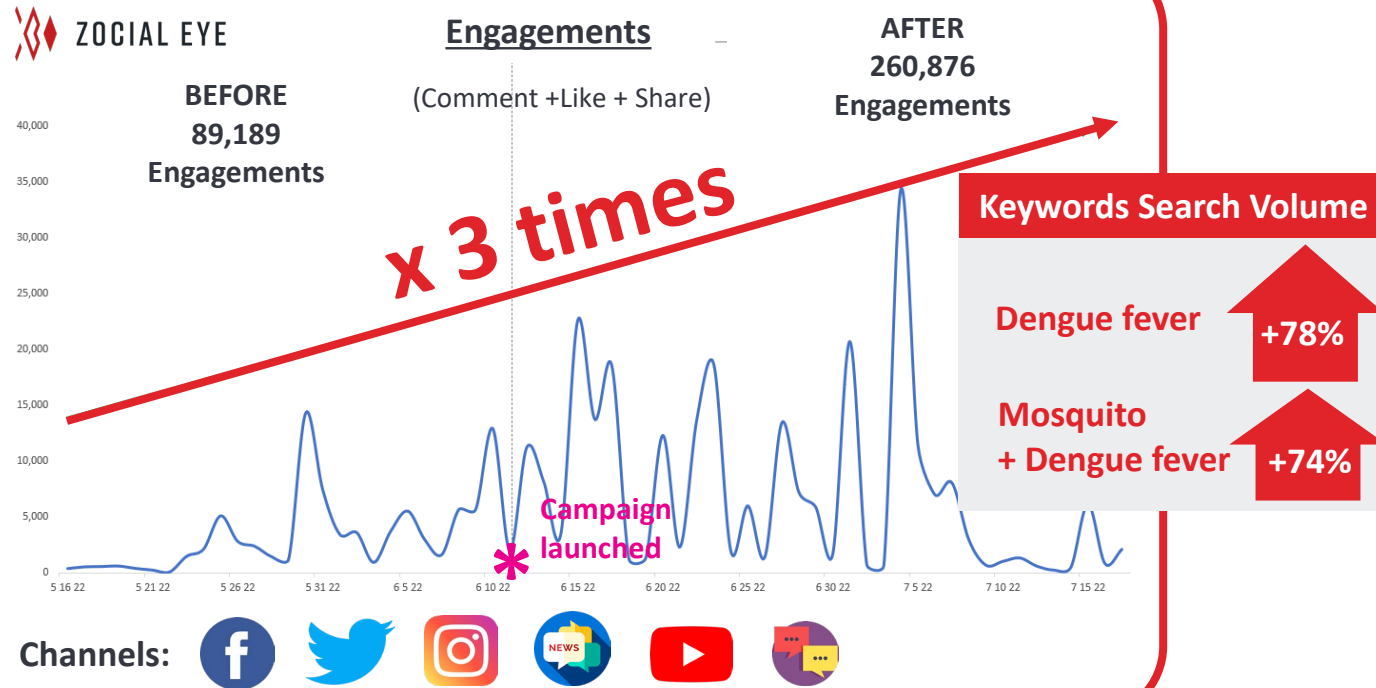


**International
Innovation Award 2022**
Service & Solution

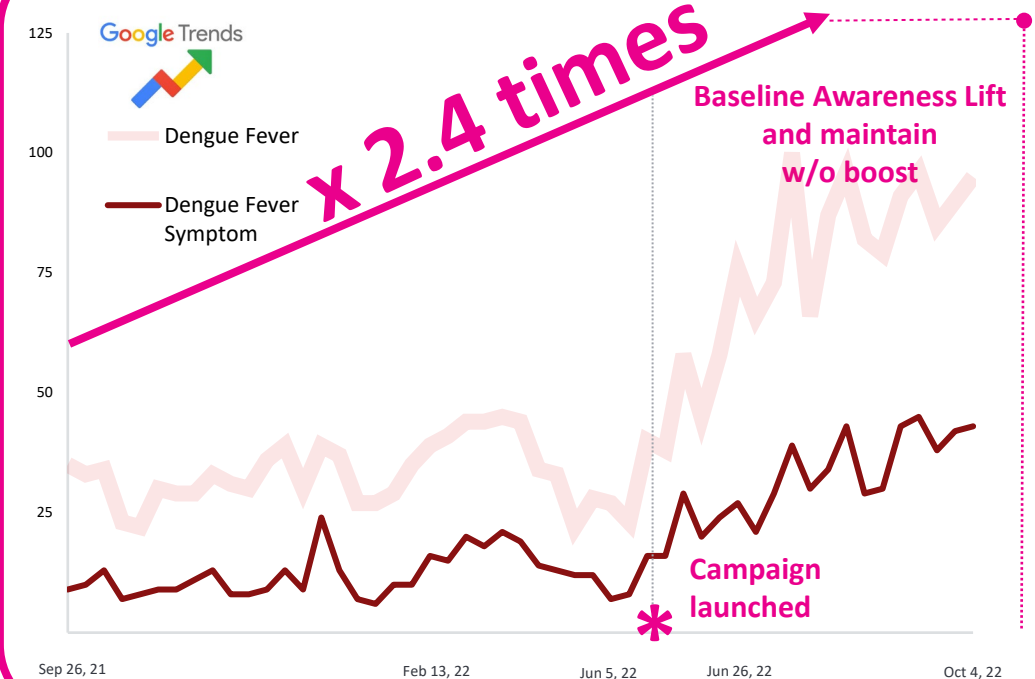
Baseline dengue awareness has lifted with ~3X search volume without boost, indicating a good trend of how-to sustain dengue awareness




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



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





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.



Better Health, Brighter Future

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Stay Tuned for **ING-MA SEASON 2**

ASEAN Dengue Day 2023

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