



Healthcare

# Cyberletter

Health, Healthcare and Lifestyles



**Special Edition on Public awareness about Dengue Virus**

Produced by: Gallup Pakistan Jointly with Gilani Research Foundation

September-October Edition  
(A national survey on Public awareness about Dengue Virus)

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## From the Editor

Dear Reader,

Gallup Pakistan would like to present findings of a nation wide study on awareness about Dengue Virus which has recently spread as an epidemic in many parts of the country. We look forward to your comments and suggestions.

### Editorial Team:

Dr. Sara Gilani, Gallup Islamabad  
Ms. Fathiya Bangash, Gallup Islamabad  
Email: [cyberletter@gallup.com.pk](mailto:cyberletter@gallup.com.pk)

## Highlights

**Awareness of Dengue Virus:** Majority (86%) have at least heard or read of the name.

- 93% of people have heard/read of Dengue in the Urban areas
- 84% of people who have a monthly household income of up to Rs.7000 are aware of Dengue virus whereas 93% of those with more than Rs.30,000 monthly household income are aware of it.

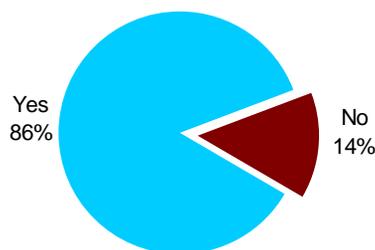
**Perception on how Dengue Virus spreads:** Most (63%) are aware that it spreads through mosquito bite. Awareness that clean water reservoirs are a source for mosquito breeding is less (4%).

**Perceptions on Government efforts to control Dengue Virus:** Most (78%) say that the Government efforts to control Dengue Virus are less than what is required.

## Section 1: HAVE YOU EVER HEARD OR READ OF DENGUE VIRUS?

Dengue Virus is spread through a mosquito called *Aedes aegyptus*. It manifests as Dengue fever which is self limiting but can sometimes lead to more serious presentations as Dengue Hemorrhagic Fever and Dengue Shock Syndrome. The hemorrhagic complications can be fatal as well.

### Have you ever heard or read of Dengue Virus?



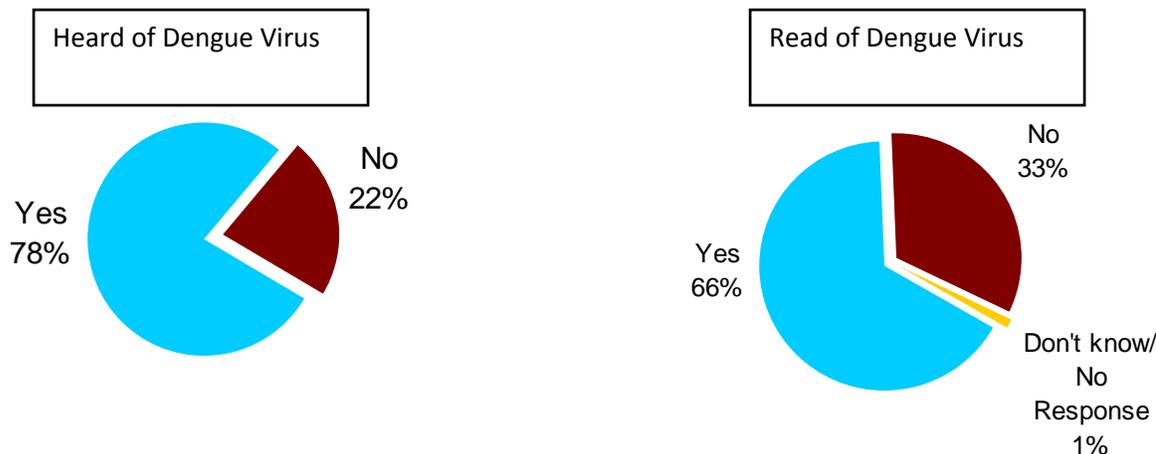
Source: Gallup and Gilani National Survey (September, 2011)

Recently, Dengue Virus has spread like an epidemic in many parts of Pakistan. The number of cases and deaths due to this infection are growing. Efforts are being made to control it.

Awareness Campaigns are also underway to educate public on how to avoid mosquito bite. Every day print and electronic media is giving latest updates on the situation of this virus across the country. But are people really aware of it? Do they know how it spreads? And how do they rate Government efforts against this?

We asked a nationally representative sample of adult men and women spread across the four provinces if they had ever heard or read of Dengue Virus? 86% claim to have heard or read of it and the rest are not aware of it.

*Have you ever heard or read of Dengue Virus?*



Source: Gallup and Gilani National Survey (September, 2011)

Further questions on transmission of infection were only asked of these 86% who were familiar with this term.

**Please note that this is a simple question and cannot indicate the knowledge of people about Dengue Virus. More detailed study on knowledge of symptoms, diagnosis and prevention of Dengue Fever is needed.**

**MORE FROM URBAN AREAS AND THOSE WITH BETTER SOCIO-ECONOMIC CONDITION ARE AWARE OF DENGUE VIRUS**

The national survey shows that more people have heard/ read of Dengue virus in Urban areas (93%) than in rural areas (82%).

Similarly, those aware of dengue Virus among different socio-economic strata are as follows:

Monthly Household Income	Aware of Dengue Virus	Not Aware	No Response
Up to Rs. 7000	84%	16%	-
Rs.7001-15, 000	87%	13%	-
Rs. 15,001-30,000	96%	4%	-
More than Rs. 30,000	93%	6%	1%

Source: Gallup and Gilani National Survey (September, 2011)

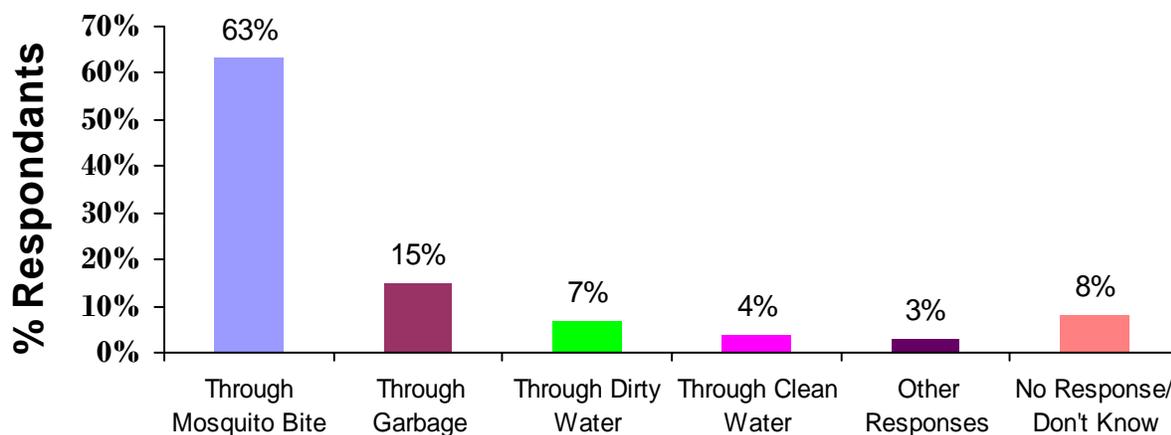
## Section 2: PERCEPTION ON HOW DENGUE VIRUS SPREADS?

Dengue Virus is a vector borne infection. It is transmitted by bite of *Aedes aegyptus* mosquito. This mosquito breeds on fresh water reservoirs and is a day time mosquito. It mostly bites at sunrise and sunset times.

People say that prevention is better than cure. So it is important to create awareness among the public about how this virus spreads. This knowledge can help them in adopting preventive strategies against it.

When we ask our respondents about different modes of transmission of Dengue Virus it is encouraging to note that majority know that it spreads due to mosquito bite. But more people are mentioning the spread through dirty water reservoirs and garbage than those who are mentioning the clean water reservoirs as a source of spread. 8% are not aware of how it spreads.

**In your opinion how is Dengue Virus spread?**



*Source: Gallup and Gilani National Survey (September, 2011)*

Please note that this question is only gauging people's knowledge of how Dengue Virus spreads. Further studies on what preventive measures people are taking against Dengue Virus are needed.

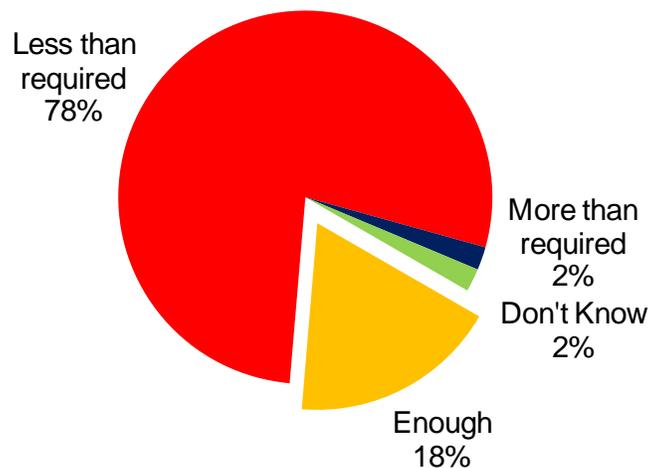
### Section 3: IS GOVERNMENT DOING ENOUGH TO CONTROL DENGUE VIRUS?

Government is trying to control the dengue Virus epidemic in the country. There is controversy on the quality of fumigation done to control mosquitoes. Everyday media shows clips from various Government hospitals where people appear to be disgruntled at the quality of treatment they are receiving.

On the other hand, Health Professionals and Government Officials are trying to increase the capacity to cater to the needs of all people presenting to healthcare facilities. There are public awareness messages shown on TV to educate public about this disease and its prevention. World Health organization has also issued guidelines on its management in the context of the recent epidemic.

But how is a common Pakistani viewing all these government efforts?

*When asked, “In your view, how are the efforts taken by the Government against Dengue Virus; are they enough, less than required or more than required? 78% consider the efforts to be less than what is required.*



Source: Gallup and Gilani National Survey (September, 2011)

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## METHODOLOGY NOTES

All findings in this Cyberletter are from Survey released by Gilani Foundation and carried out by Gallup Pakistan, the Pakistani affiliate of Gallup International. This survey was carried out among a sample of 2679 adult men and women in rural and urban areas of all four provinces of the country, during September, 2011. Field work was carried from 4th to 10th September, 2011. Multi stage random area probability sampling was adopted. In-house face to face Interviews were conducted using a Structured Questionnaire.

The findings are weighted according to rural and urban population share of the four provinces according to Population Census, 1998. All figures are National average unless otherwise specified. Error margin is estimated to be approximately  $\pm 2-3$  per cent at 95% confidence level.

**Would you Like to Initiate a Similar Study on a Topic of Your Interest?** If you would like to gauge Public perceptions on an issue of your interest, **please write to us.**

**For more details on Methodology, please consult the Editorial Team.**

Ms. Fathiya Bangash, [fathiya.bangash@gallup.com.pk](mailto:fathiya.bangash@gallup.com.pk)

Dr. Sara Gilani, [Sara.gilani@gallup.com.pk](mailto:Sara.gilani@gallup.com.pk)

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