

Venomous Snakebites: Rapid Action Saves Lives

Summary

The lack of public awareness about snakes and snakebites is a major cause for snakebite-induced deaths and disabilities.

Hence, we launched a multifaceted public awareness campaign in Tamil Nadu, India and educated over 3 million people in rural areas about the dangers of snakes and snakebites.

We demonstrated that this programme has significantly improved awareness about snakes and snakebites among the rural population, and reduced the hospital stay and treatment costs following snakebites by encouraging patients to seek prompt hospital treatment.



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Key findings/learning/outcomes

1. A multifaceted community education programme is effective in improving public awareness
2. The use of traditional and social media plays critical role in improving public awareness
3. By improving basic knowledge about snakes and snakebites, we can reduce snakebite-induced deaths and disabilities.
4. This approach can be used widely across vulnerable communities to create awareness about the dangers of snakes and snakebites.

Where?

Rural areas of Tamil Nadu, India
Over 140 educational institutions and over 100 villages in this state

Project partners/funders

Research Enterprise Services, UoR
TCR Multispeciality Hospital, India
Health Action International, The Netherlands
Media partners in India
GCRF & BOISP