Background

Dengue continues to affect communities and countries globally, with the Asia Pacific region bearing the highest burden. Dengue is a leading cause of death among children and half of the population are at risk. In ASEAN countries, dengue is the deadliest and rapidly-spreading disease among other vector-borne diseases. Prevention and control programmes for dengue have been strengthened with greater community-based participation, improved surveillance and reporting mechanisms, enhanced engagement of relevant stakeholders especially from the private sector, and progressive developments in vaccine development. At the same time, there is still a need to sustain current collective efforts to pro-actively address this disease burden which is endemic in many countries in the ASEAN Region.

Importantly, the disease requires behavioural change that emphasises on the social mobilisation and communication activities to prevent and control dengue transmission. Communication is vital to achieve a common understanding that in turn allows social mobilisation to be implemented. Social mobilisation involves all relevant segments of society that engage the people’s participation to achieve a goal with a direction. Dengue affects not only the health sector alone but also socio-economic status of the communities. Each individual in the communities has a role to play to fight dengue practicing dengue prevention activities - seeking the advice of a health professional for early diagnosis, covering, emptying and cleaning of domestic water storage containers on a weekly basis, disposing of solid waste properly and removing artificial man-made mosquito breeding sites (vehicle tyres, fruit cans, plastic bags) from the environment, drainage of the water collection points around the house, and raising community awareness for mosquito control.

For this reason, the ASEAN Health Ministers, during their 10th Meeting on 22 July 2010 in Singapore, agreed on the observance of ASEAN Dengue Day every 15 June of each year through the conduct of simultaneous national activities, as well as regional initiatives to reinforce national events, as a collective event to raise awareness among policy makers, national programmes and communities, and to promote effective and efficient prevention and control measures among different stakeholders to fight dengue.

The ASEAN Dengue Day was officially launched at the regional level on 15 June 2011 in Jakarta under the leadership of Indonesia, then the Chair of ASEAN. With the theme ‘Dengue is everybody’s concern, causing socio-economic burden, but it is preventable,’ the Ministry of Health – Indonesia hosted an ASEAN Dengue Conference, as well as concluded a regional ADD logo competition, and issued the Jakarta Call for Action in Combating Dengue. Indonesia also conducted a national dialogue which secured political commitment of local governments, exhibitions and promotions, and activities at the grassroots level.

Through the strategic partnership of WHO and ASEAN, national and regional initiatives have been undertaken to consolidate prevention and control measures for dengue. Included in these regional initiatives were activities related to advocacy, campaigns, and information dissemination. The ‘Actions Against Dengue: Dengue Day Campaigns Across Asia’ was subsequently produced by ASEAN and WHO to document regional and national activities to commemorate ADD. Moreover, key or core messages were developed and agreed by ASEAN Health Sector and WHO for advocacy use by various stakeholders in the health sector and local communities. These key messages are: Calling for Action from All, Shifting from Reactive to Proactive Approaches, Strengthening Capacity in an Efficient and Sustainable Way, and United Fight Against Dengue. Yearly themes by lead countries in ASEAN are based on the permutations of these key/core messages.

After the launching in 2011, Myanmar volunteered to lead the observance of ASEAN Dengue Day in 2012 with the theme ‘ASEAN Unity for Dengue-Free Community’, hosted the second regional
ASEAN Dengue Day Conference, and conducted national essay and poster competitions, exhibitions and health talks on combating dengue, and grassroots level activities to strengthen local commitment. ASEAN and WHO also launched the publication on ‘Action Against Dengue – ASEAN Dengue Day: One Year On’ which articulated the key advocacy messages and posters jointly developed by ASEAN and WHO that are used in combating dengue in the region. In the succeeding years, ASEAN Dengue Day observations were led by the following AMS and with the following themes and key activities:

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<th>YEAR</th>
<th>LEAD COUNTRY</th>
<th>THEME</th>
<th>ACTIVITIES</th>
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| 2013 | Viet Nam     | ‘ASEAN Unity for Dengue-Free Community’ | Regional observation in Ha Noi, Viet Nam (14 – 15 June 2013)  
1. ASEAN Dengue Day Conference  
2. Regional Observation: Parade in Ha Noi City and Community Activities for Dengue Control Campaign |
| 2014 | Philippines  | ‘ASEAN Unity and Harmony; Key in the Fight Against Dengue’ | Regional observation in Angeles City, Philippines (14 – 15 June 2014)  
1. ASEAN Dengue Summit  
2. Poster presentation  
3. Dengue Facility Visit and Community Activity |
1. ASEAN Dengue Day Conference  
2. ASEAN Dengue Day Cycling to Fight Dengue  
3. Dengue Mission Buzz |
1. ASEAN Dengue Day Conference  
2. ASEAN Dengue Day Campaign |
| 2017 | Cambodia     | ‘United Fight Against Dengue’ | 1. Simultaneous advocacy and awareness-raising activities at national and community levels are carried out  
2. Issuance of special edition of E-Health Bulletin on Dengue  
3. Press Release |
| 2018 | Malaysia     | One ASEAN Community Against Dengue | 1. ASEAN Dengue Day Regional Observation on 7 July 2018 in Selangor, Malaysia  
2. Asia Dengue Summit in Kuala Lumpur, 5 – 6 July 2018  
3. Upload of national activities to observe ASEAN Dengue Day 2018 in the ASEAN Website  
4. ASEAN Public Messages through Press Release |

ASEAN Member States also address dengue through the United in Tackling Epidemic Dengue (UNITEDengue), founded by Indonesia, Malaysia and Singapore, and with Brunei Darussalam, Lao PDR, Myanmar, Philippines, Thailand and Viet Nam as members, as a network for cross-border sharing of dengue surveillance information and knowledge on dengue control.

ASEAN Dengue Day 2019: ‘End Dengue: Starts With Me’

As the lead country for ASEAN Dengue Day observation in 2019, Myanmar suggests the theme as ‘End Dengue: Starts With Me’. The theme relates to ‘Calling to Action From All’ one of the four agreed dengue advocacy messages. The dengue end must start from “me”, as an ‘individual’ to help disseminate these public health messages and practice them at the same time to reduce dengue.
disease in the community and country. Multi-sectorial collective collaboration and resources does not impact when an individual does not partake in the fight against dengue.

Compilation of national activities to observe ASEAN Dengue Day, 15 June 2019.

AEAN Member States are encouraged to organise simultaneous national and local activities to observe ASEAN Dengue Day in 2019, and are requested to take note of the following:

- The ASEAN Secretariat will profile key activities of ASEAN Member States in observing ASEAN Dengue Day by compiling photos, articles, press releases that highlight how each ASEAN Member State has observed ADD. These will be uploaded in the ASEAN Website under the section of the ASEAN Health Ministers Meeting.
- Before 15 June 2019, a compilation of proposed activities will be featured to drumbeat the event. AMS are requested to submit ADD observance plans as soon as these are finalized and available. The information can be submitted to ASEAN Secretariat by end of May 2019.
- After ASEAN Dengue Day, a compilation/report of actual activities will be uploaded by ASEAN Secretariat from 15 June 2019 onwards.
- Myanmar, as lead country for ASEAN Dengue Day 2019, plans to conduct the following activities:

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<th>Lead Country</th>
<th>Theme</th>
<th>Activities</th>
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| 2019 | Myanmar      | ‘End Dengue: Starts With Me’ | • ASEAN Dengue Day Conference (national level)  
• Dengue awareness campaign and workshop  
• Community dialogue  
• Exhibition on national activities related to dengue |