

VIRAGE NEWSLETTER

APRIL 2026



From Evidence to Community

As the VIRAGE initiative enters its second year, the focus is shifting from nationwide survey implementation toward community-based prevention strategies. This transition marks a move from evidence generation to public engagement, ensuring that research findings are translated into accessible and actionable messages for communities.

Building on earlier sensitization efforts, including a multilingual [rabies awareness video](#) developed under the Kap Rabies project, VIRAGE is expanding its communication approach through new, culturally grounded formats.

To support this, two complementary communication productions are currently underway, each using a distinct cultural platform to deliver rabies prevention messages in ways that resonate with Cambodian audiences. **This newsletter is published on April 6, 2026 — the opening day of the Global One Health Summit in Lyon, convened under the leadership of President Emmanuel Macron, and the first day of VIRAGE's second year. A powerful reminder of the global stakes behind our local engagement.**



"The most powerful messages don't just inform. They connect with people's realities, make them see themselves in the issue, and move them from awareness to action."

HANG Sokunthea
Communication Officer

AWARENESS IN ACTION: WHEN SCIENCE FINDS ITS VOICE



Animated Educational Video Dissemination

The animated educational video was previously released in full last year and will be re-disseminated as a series of short videos around April. These will guide audiences from awareness to prevention and community action, supported by captions and interactive questions. A short engagement campaign will follow to increase reach, encourage participation, and reinforce key rabies prevention messages among the public.

Short Film Production

In February 2026, VIRAGE initiated the production of a short fiction awareness film with director Mathieu Lam, production company Camp On Corp, and local production house JUMRUM, combining creative expertise with cultural insight. Filmed in Phnom Penh, including scenes at the Institut Pasteur du Cambodge's Rabies Prevention Center, the film integrates key public health messages on rabies transmission, prevention, and responsible behaviors.

The VIRAGE scientific team validated the content against national survey findings. Post-production is currently underway, with the film scheduled to premiere on World Rabies Day (28 September 2026).

Shadow Theater Production

In parallel, VIRAGE has commissioned KOK THLOK Association to develop a theatre production rooted in Khmer traditional performance. This format draws on Cambodia's rich cultural heritage to engage communities through familiar storytelling approaches, making complex health messages more relatable and easier to understand.

Together, these productions reflect VIRAGE's communication for social change approach, moving beyond information delivery to culturally grounded engagement that fosters awareness, trust, and preventive action.

