100% coverage! All Belgian primary and secondary schools receive a free copy.

Front of pack in French and Flemish

Translation
Translation in Flemish and French finished in June 2009. No translated packs available in German. German-speaking teachers will receive a French pack. Due to a rather complicated linguistic and political system in Belgium, there was a delay with regard to the e-Bug translation milestones.

Website
All resource and game translations were delivered within the required deadlines.

Printing

Number of packs
- JUNIOR Flemish: 4,800 copies / JUNIOR French: 5,400 copies
- SENIOR Flemish: 1,600 copies / SENIOR French: 1,300 copies

Promotion
- e-Bug promotion on teacher’s fairs and science fairs (2008).
- Information letter to all Belgian schools (August 2009).
- Promotion in various teacher’s magazines and on websites: e.g. « Klasse », « Prof », www.gezondoposchool.be.
- Link in packs to website of related themes and vice versa: e.g. www.handigehands.be (hand hygiene for children, Flemish community), BAPCOC (Belgian Antibiotic Policy Coordination Committee/hand hygiene).

Distribution of packs to schools
Packs distribution to all Belgian schools, starting from September.

Networking
- Contact made with science teacher networks for promotion on website and in newsletter (e.g. www.vob-onl.be and www.probio.be).
- Contact made with and endorsement of Unicef Belgium (= WaSH = campaign).

Future implementation
Contact teacher colleges in order to promote the packs with future teachers.

European Antibiotic Awareness Day - Nov. 18th 2009
Combine e-Bug launch and EAAD 2009. Press conference planned on November 18th.

BAPCOC will develop a poster for children that reuses some important e-Bug messages, supplementary with the antibiotics campaign. The poster will mainly concentrate on infection prevention. An advertising agency call is ongoing.