Background and objectives
Since 2009, dengue has affected more than 120,000 people in Colombo, Sri Lanka. Our team has developed a social media-based dengue prevention system called Mo-Buzz that integrates three components: predictive surveillance, civic engagement, and health communication. The objective of this study was to assess the preliminary receptivity to this system among the general population in Colombo.

Methods
We conducted a cross-sectional paper based-survey among 463 adults (~40% female; ~60% male). The survey questionnaire was guided by the protection motivation theory (PMT). We captured perceived severity and susceptibility towards dengue; perceived self-efficacy of and response efficacy related to different functionalities of Mo-Buzz; and intention to use Mo-Buzz.

Findings
Participants reported high perceived severity high perceived severity ($M = 4.06, SD = .50$) and moderate-to-high susceptibility ($M = 3.66, SD = .67$) towards dengue. With regards to Mo-Buzz, participants reported high self-efficacy ($M = 4.09, SD = .50$) and response efficacy ($M = 4.08, SD = .42$). Intention-to-use Mo-Buzz for future dengue prevention was high ($M = 4.08, SD = .42$). Regression analyses revealed that perceived severity ($\beta = .07, p = .03$), self-efficacy ($\beta = .25, p = .000$), and response efficacy ($\beta = .38, p = .000$) significantly predicted intention to use the new mobile application.

Conclusions
Social media solutions for dengue prevention are positively received in developing countries, thereby opening new doors for technological interventions. Potential implications of study findings for health policy are discussed and ideas for future dengue prevention are proposed.