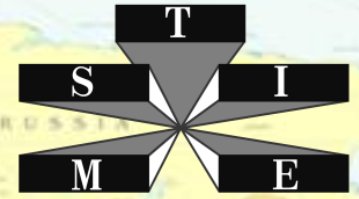


TELL ME Project Conference on *Bridging Theory and Practice for Effective Communications during Infectious Disease Crises*
Venice, 4 - 5 December 2014



The Role of Risk Communication and Education and Training in Building Resilient Communities

By

K. Harald Drager & Thomas V. Robertson

TIEMS

The International Emergency Management Society



TIEMS

The International Emergency Management Society



Outline

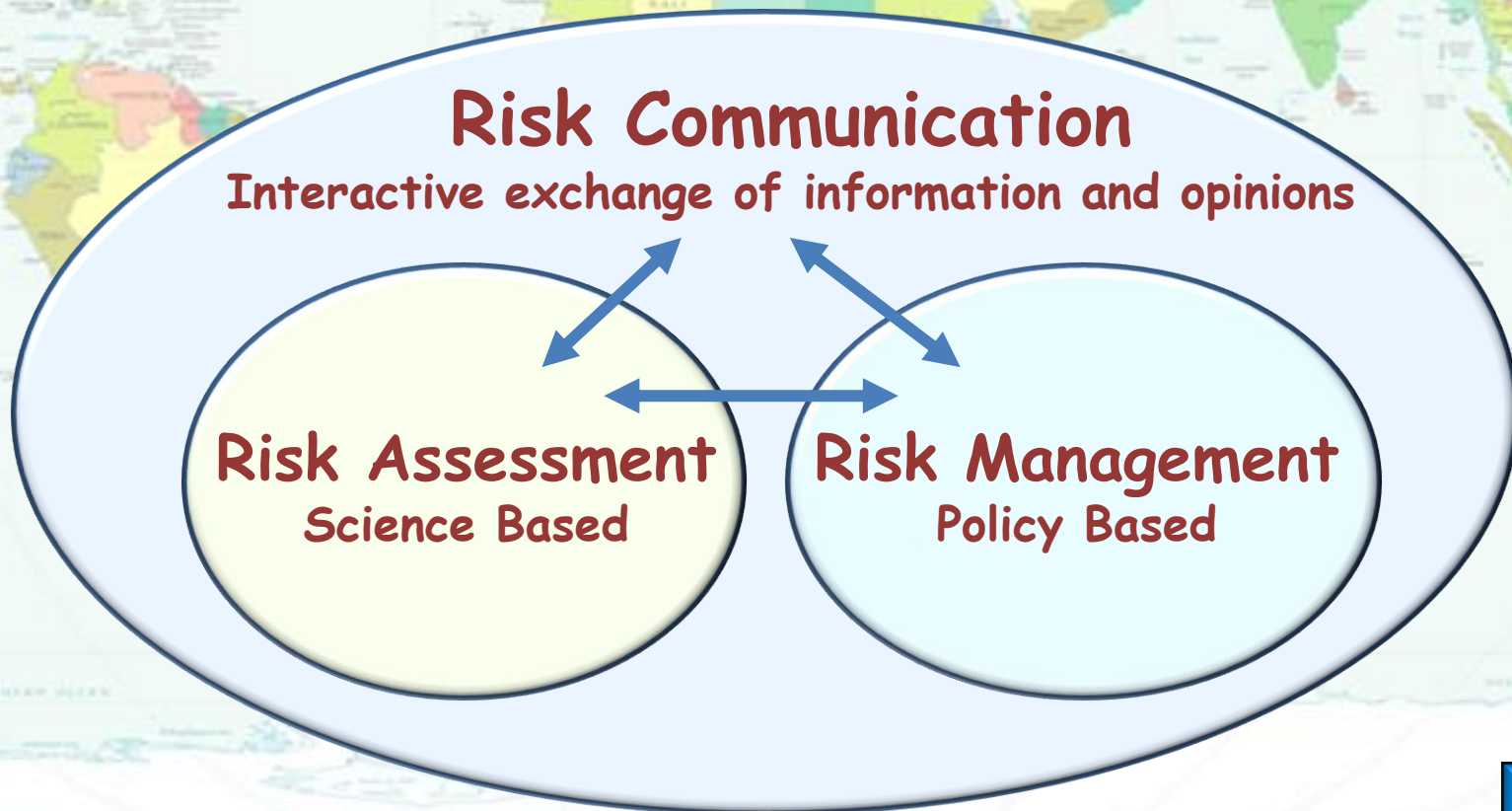


- Objectives of Risk Communication
- Risk Communication challenges
- Adapting Risk Communication to different contexts
- Improving Risk Communication through education and training
- Examples from the Ebola epidemic
- ASSET High Level Policy Forum
- About TIEMS
- Conclusions

Risk Communication



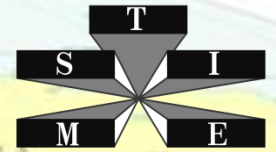
Objective: Efficiently and effectively reduce and prevent illness, injury, and death and return individuals and communities to normal





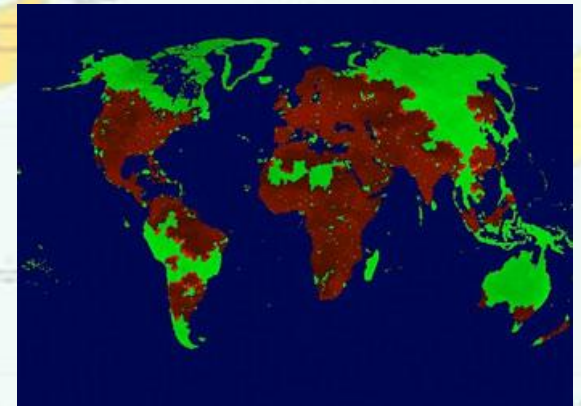
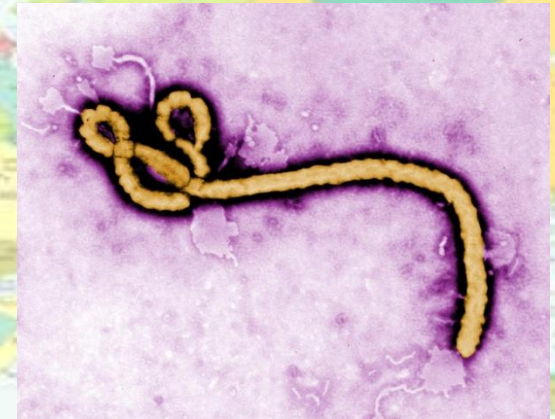
Challenges to Risk Communication

- The world is becoming riskier
- Emergencies have negative effects on individuals
- Authorities can easily miscommunicate
- Poor communication can have dire consequences



The World is Becoming Riskier

- Increasing population density
- Aging populations
- Emerging infectious diseases and resistance
- Increased international travel
- Increased technological risks
- Increased terrorism



Latest Report from IPCC



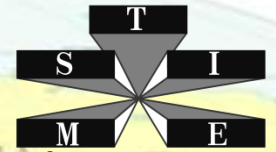
- In 2001 IPCC said that it was possible (66 % probability) that human activity added to Climate Change
- In 2007 this was increased to very probable (90 %)
- In the new report IPCC will say that it is most likely (95%) that human activity stands for at least 50 % of the impact of Climate Change
 - The Ocean gets warmer and global level increases
 - Earth surface temperature increases
 - The glaciers are melting
 - More extreme weather

It is our fault!



By 2030, 60% of the world's population will reside in cities, bringing all the ills of crowding and overpopulation.

What will be the consequences if disaster strikes!



Emergencies' Effects on People

- **Emotional:** fear, anger, guilt, helplessness, ...
- **Cognitive:** impaired concentration and decision making, confusion, ...
- **Physical:** fatigue, hyper arousal, vulnerability to illness, ...
- **Interpersonal:** stigmatization, blame, over protectiveness, ...



Authorities Can Easily Miscommunicate



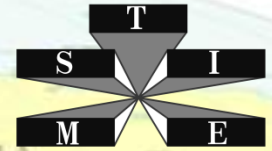
- Mixed messages
- Information released late
- Paternalistic attitudes
- Failure to counter rumors and myths
- Public power struggles



16% of Americans think they or someone in their family will likely get the virus, Oct. 11-12

14% of Americans think they or someone in their family will likely get the virus, Oct. 4-5

Consequences of Poor Communication



- More illness and death
- Panic and disorganized group behavior
- Demand for unneeded treatment
- Increased multiple unexplained physical symptoms
- Unreasonable trade and travel restrictions
- Erosion of trust and future preparedness



Effective Risk Communication



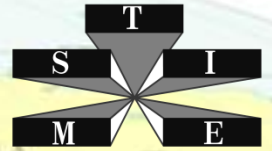
Communicate

- Manage reputational risk
- Express empathy
- Show competence and expertise
- Remain honest and open
- Demonstrate accountability and commitment

Strategize



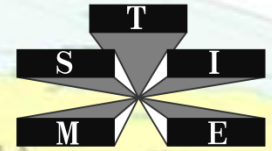
Communicating With the Public



10 Questions To Ask

1. Why are we communicating?
2. Who is our audience?
3. What do our audiences want to know?
4. What do we want to get across?
5. How will we communicate?
6. How will we listen?
7. How will we respond?
8. Who will carry out the plans? When?
9. What problems or barriers have we planned for?
10. Have we succeeded?

Context Affects Risk Communication



- **Personal context** - education, knowledge and experience, age, language spoken/read, cultural norms, geography
- **Type of emergency** - voluntary/involuntary, controlled by self/others, familiar/exotic, natural/manmade, statistical/anecdotal, fair/unfair, generated by trusted/untrusted institution
- **Surrounding events** - outbreak stage, uncertainty, misinformation/misconception, trust/mistrust, spokesperson

Ebola Outbreak 2013



Until now 5700 Death - 16000 Diagnosed with Ebola



WEST AFRICA Ebola Outbreak

Early Symptoms:

Ebola can only be spread to others after symptoms begin. Symptoms can appear from 2 to 21 days after exposure.

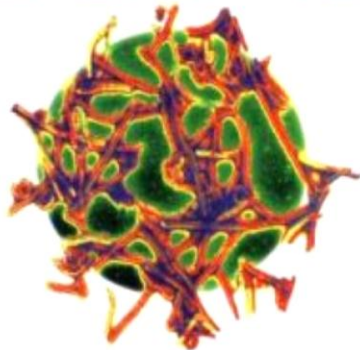
- Fever
- Stomach pain
- Headache
- Muscle pain
- Diarrhea
- Unexplained bleeding or bruising
- Vomiting





Sensationalized Misinformation

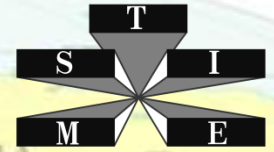
THE HOT ZONE



A TERRIFYING TRUE STORY
RICHARD PRESTON

The Hot Zone: The
Terrifying True
Story of the Origins
of the Ebola Virus

Official Overreaction



“Maine school board puts teacher on leave after she traveled to Dallas”

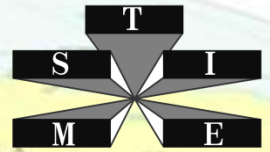
The teacher, who has not been named, attended a conference 10 miles from the hospital where Ebola patients have received care.

“Maine nurse defies state’s voluntary Ebola quarantine”

“I’m not willing to stand here and let my civil rights be violated when it’s not science-based,”



Digital Technology to Spread Good Information



CDC's Dr. Pierre Rollin answers media questions about Ebola in Guinea

Craig Manning edited Rollin's presentation at the Embassy into 10 broadcast-ready, 30-second segments. He loaded them onto thumb drives and began distributing them to local radio stations.



Ebola Risk Communication Lessons Learned in Africa



- Impact of **mobile messaging** low due to lack of trust, illiteracy
- Sierra Leone posters **too graphic** for children
- **Constant reinforcement** of messages and frequent interaction with volunteers important
- Build trust by keeping **victim friends and family** in the loop
- **Tailor** message, e.g., "Don't eat bush meat", or credibility killed
- **Target** most vulnerable
- Hand-washing stations for motorcycle drivers in Liberia
- Get trusted **community members** to deliver message
- Radio spots need **local** content, not just packaged news
- "Take sick to hospital" but no room!
- Hard to get survivors to speak because of **stigma**
- Touch danger to **family** makes Ebola "much worse than war"

Education and Training for Risk Communication



- Health professionals
 - Science grounded
 - Proper procedures
 - Communicating with the public
 - Research in risk communication
- Authorities
 - Science grounding
 - Risk communications skills
- Public
 - Science grounding
 - Preparedness part of public education



The ASSET Project



The objective of **ASSET** (Action plan in Science in Society in Epidemics and Total pandemics) is to create the blueprint for a better response to pandemics, through improved forms of dialogue and better cooperation between science and society at various stages of the research and innovation process. **ASSET** is a four-year, European Commission funded Mobilization and Mutual Learning Action Plan (**MMLAP**) project, which started 1st January 2014 and will end on 31st December 2017. The perspectives developed by the **ASSET** project will flow into Horizon 2020.

ASSET High Level Policy Forum



This project has received funding from the European Union's Seventh Framework Programme for research, technological development and demonstration under grant agreement no 612235



share and move to face nasty bugs

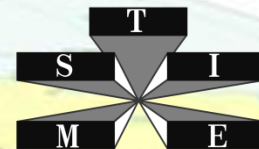
ASSET HIGH LEVEL POLICY FORUM

Introduction, Mission & Focus, Agenda and Members



www.asset-scienceinsociety.eu

ASSET Action plan on Science in Society related issues in Epidemics and Total pandemics



ASSET HLPF



Tackling pandemics and epidemics is an intricate process, which necessitates effective interaction among many stakeholders. As this interaction must happen very quickly and under intense public scrutiny, preparedness is essential. The network of stakeholders can only be prepared well through building trust and good working relationships prior to the incident. In addition, identifying and discussing important policy issues and examining how they can be improved, can only be done comprehensively through considering the points of view of all the main stakeholders. The ASSET-HLPF is intended to provide this opportunity at the highest level in various European countries. It is a place for stakeholders to meet, learn from each other, and come up with better policy proposals

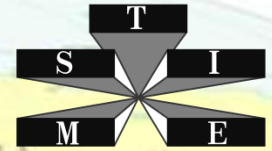
ASSET-HLPF Mission



The ASSET High Level Policy Forum (ASSET-HLPF)

brings together selected European policy-makers at regional, national and EU levels, key decision makers in health agencies, the pharmaceutical industry, and civil society organisations, in a unique and interactive dialogue to promote ongoing reflection on EU strategic priorities about pandemics

ASSET-HLPF Focus



- The Forum will consider and revise specific issues related to EU strategic priorities in pandemic preparedness, including communication and other responses
- The Forum may produce recommendations - however its primary role will be to create mutual trust, improve communication, and provide a "safe" environment to address questions which are otherwise difficult to discuss
- The forum aims to strengthening the perception that further dialogue among the participants is going to be fruitful due to increased insights into each other's perspectives, and the sense that conversation between the concerned parties has intrinsic value
- The participants will not participate in any official position, but it is hoped that they might influence policy decisions in a variety of ways

ASSET-HLPF Basic Rules



- The forum promotes dialogue, not debate. Participants are not being asked to defend their own views or to find the weakness in others' positions, but rather to explain their own perspectives.
- Parties speak for themselves only and not as representatives of groups, institutions, or governments.
- Conversation will be carried out under the Chatham House rule: "When a meeting, or part thereof, is held under the Chatham House Rule, participants are free to use the information received, but neither the identity nor the affiliation of the speaker(s), nor that of any other participant, may be revealed".

Questions to ASSET-HLPF



- What and how can we improve (any) systems capacities to make European citizens (and their representatives) timely informed of the next infectious disease crisis?
- How can we help them to identify trustable and accredited information sources?
- What can we do to ease citizen' access to correct and timely information?
- What can we do to create channels to enable citizens to ask questions and receive timely answers from government officials and accredited sources?
- How can we develop a European Scientific network to promote and support such processes?
- Is it possible to draft a general strategy to pursue, in the coming years, the defined objectives through Horizon 2020?
- What is the role of the European institutions in supporting this process?

ASSET-HLPF MEMBERS



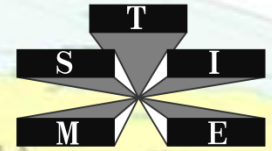
Name	Position	Organization	Country
<p data-bbox="112 439 459 496">Bjørn Guldvog</p> 	<p data-bbox="548 439 890 739">Director General of Health and Chief Medical Officer</p>	<p data-bbox="967 439 1348 1001">The Norwegian Directorate of Health (A professional agency under the Ministry of Health In Norway)</p>	<p data-bbox="1503 439 1692 496">Norway</p>

TIEMS



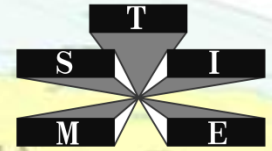
- TIEMS was founded in 1993 in Washington, USA, and is today registered as an international, independent, non political, not for profit NGO in Belgium
- TIEMS is an International Network of Users, Planners, Researchers, Industry, Managers, Response Personnel, Practitioners, Social scientists, and other Interested Parties within Emergency and Disaster Management
- TIEMS stimulates to the exchange of information on the use of innovative methods and technologies within emergency and disaster management to improve society's ability to avoid, mitigate, respond to, and speedy recovery from natural and technological disasters

TIEMS Activities



- International Conferences, Workshops and Exhibitions, focusing on different Emergency Management and Disaster Topics
- Electronic Newsletter with latest News and Articles of Interest and Monthly Messages from TIEMS President
- Research & Development Project Initiatives and Coordination of RTD Projects
- International Education, Training and Certification Programs
- Global Young Scientist Network
- Local Chapter Activity to Stimulate Local Initiatives and Build a Global Expert Network where different Cultural Practises are added value
- Task Force Groups

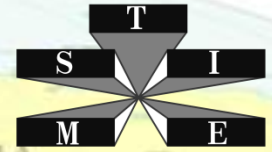
TIEMS 2015 Program



1. TIEMS Workshop in Croatia at the end of March 2015
2. TIEMS Workshop in Jeddah, Saudi Arabia, 7th - 11th April 2015
3. International Disaster Reduction and Emergency Preparedness Conference and Technology Expo in Chengdu, China 16 - 18 April, 2015
4. TIEMS USA Chapter 2015 Conference in Seattle, 19 - 21 May 2015
5. TIEMS 2015 Annual Conference in Rome, 30th September - 2nd October 2015
6. TIEMS Finland Chapter 2015 Workshop, February and June 2015
7. TIEMS Nigeria & West Africa Chapter 2015 Conference, dates TBD
8. TIEMS China Chapter 2015 Annual Conference in Qingdao, dates TBD.

TIEMS Chapters

(Think Globally and Act Locally)



1. *Romania Chapter*

2. *BeNeLux Chapter*

Belgium/Netherlands/Luxemburg

3. *China Chapter*

4. *South Korea Chapter*

5. *India Chapter*

6. *USA*

7. *MENA Chapter*

Middle East and North Africa

8. *Finland Chapter*

9. *Iraq Chapter*

10. *Japan Chapter*

11. *Italy Chapter*

12. *Nigeria & West Africa
Chapter*

TIEMS Education Programs



*TIEMS International Education
and Training Programs in
Emergency and Disaster
Management is TIEMS
Contribution to Increased Global
Preparedness*

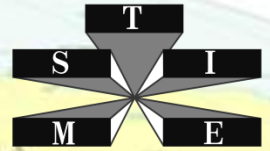
Preparedness Saves Lives!

TIEMS Education, Training and Certification Structure



- TIEMS Pool of International Teachers and Trainers
- TIEMS Courses in Emergency and Disaster Management
- TIEMS Training Workshops
- TIEMS QIEDM Certification of Qualifications in International Emergency and Disaster Management

TIEMS International Education and Training Program Cooperation Model



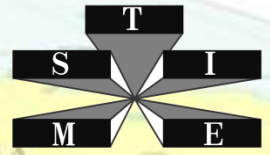
Universities and Training Institutions worldwide

TIEMS invites universities and training institutions worldwide, with available courses and training, meeting TIEMS QIEDM Curriculum requirements, to cooperate in establishing a worldwide available curriculum in emergency and disaster management

National/International Certification Authorities

Other National/international certification authorities are invited to join TIEMS in establishing an international certification in emergency and disaster management

TIEMS International Education, Training and Certification Program Objectives



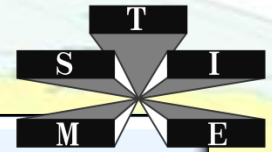
- Put International Focus on the Profession of Emergency and Disaster Management
- Contribute to an International Standard in Education, Training and Certification in Emergency and Disaster Management
- Contribute to education in Emergency and Disaster Management in order to promote the state of the art in technology, systems and methods available in the field
- Contribute to education at all levels, from policy documents to courses in primary school education
- Establish a TIEMS Certification of Qualifications in International Emergency and Disaster Management
- Contribute to Capacity Building in Countries where little or no Education and Training in this field is available
- Recruit International Teachers and Trainers in this field to TIEMS Pool of International Teachers and Trainers

TIEMS Emergency Medical Committee TEMC



TIEMS Emergency Medical Committee (TEMC), was established in Guangzhou, China in November 2013, and arranged its first conference 17th April in Chengdu, China. The success of the conference opened new windows and pathways for The International Emergency Management Society, and also provided fresh thoughts and ideas for promoting the improvement of international rescue management in China and worldwide

Status of TIEMS RTD Involvement



It all started with the NARTUS project where TIEMS had the responsibility for consensus building and establishing the Public Safety Communication Europe Forum.



Since then TIEMS has been invited to become a partner or member of advisory or user boards/groups in a number of EU projects, including:

ACRIMAS



Opti - Alert



CRISMA



Archimedes



EDEN



PHAROS



TAWARA_RT M



ASSET



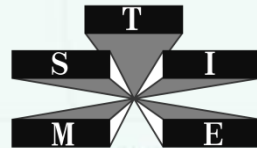
EU's Horizon 2020 Call for Proposals



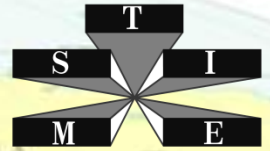
*TIEMS is involved in 6 proposals
either as a partner or in advisory
boards*



The International Emergency Management Society Focus on Cultural Differences to be Understood and Included in the Society's Events, Education and Research Programs



**See you at
TIEMS 2015 Annual Conference in Rome
30 September - 2 October 2015**



Call for Papers deadline is: 15th April 2015

Conclusion



- Risk communication greatly affects the impact of infectious disease outbreaks
- Risk communication is complicated by human nature, official missteps, and world condition
- Tailored education and training for the public, health workers, and authorities can have great benefits
- Important lessons are being learned from the Ebola experience



Thank You for Your Attention!

Questions?



TIEMS

The International Emergency Management Society

