

ECOM: Effective communication in outbreak management: development of an evidence-based tool for Europe

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A close-up of Darth Vader's head, partially obscured by a black hood. His red, wrinkled face and yellow eyes are visible. The background is a blurred desert landscape under a blue sky.

**I work in
Social
Marketing**

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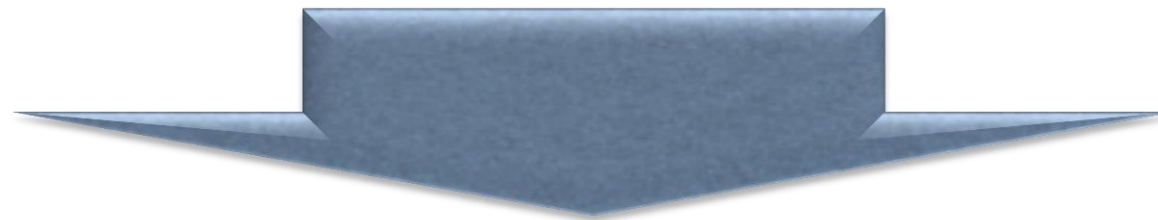
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What is ECOM?

For effective behavioural and communication strategies, we need to integrate : ***social, behavioural, management communication and marketing sciences.***



ECOM brings together these disciplines to develop an evidence-based behavioural and communication package

For health professionals and agencies throughout Europe

The 10 ECOM Work Packages

2012-2016

WP1: Dealing with the 2009 H1N1 pandemic: Time-dependent influences of epidemiology and risk communication on human behaviour

WP2: Media and social media content analysis of the H1N1 pandemic

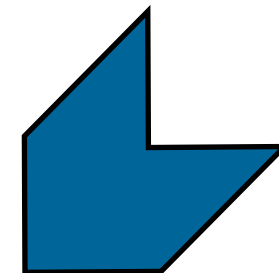
WP3: Social Marketing analysis of vaccination behaviour, audience segmentation, and service delivery

WP4: Vaccination knowledge, attitudes, risk perception & vaccination non-response

WP5: Acceptance of preventive measures: Discrete Choice Experiments (DCE) risk versus disease risk.

WP6: Vaccine-resistant group analysis

WP7: Integration of key findings from WP 1-6



WP8: Testing effective behavioural intervention and communication strategies

WP9: Building of web application tools

WP10: Tool finalisation and dissemination

Conclusions so far

1. Risk perception and recognition of personal risk status can be influenced by 'trustworthy' sources of information;.

Implication: Develop and promote trustworthy sources of information and individual decision aids and self-risk assessment tools.

2. Mass media / digital media have a spotlight effect that increases perception of risk but moves on in advance of later advice about appropriate action.

Implication: Develop a continuous flow of trustworthy, easy to access and interpretable information through all pandemic phases."

3. There is a need to target communication and behavioural programmes for different groups

Test the 'Return On Investment' associated with investment in targeting programmes. Develop in country and regional segmentation

4. A dominant current characteristic of many existing programmes is a focus on rational decision making and the transmission of accurate advice.

Implication: There is a need to go beyond communication dominated responses and develop interventions that focus on non-rational decision making and behavioural influence

5. Disease characteristics, perceptions of efficacy of advice and personal risk perception have a big impact on decision making and compliance

Implications: There is a need to develop scenario planning tools that reflect different disease trajectories and responses.

6. Health Care workers are key sources of information and public opinion, but are often not optimally used in such roles due to their lack of accurate risk perception and or understanding about risks associated with pandemic events.

Implication: Investigate this lack of awareness and willingness to accept their key public health role and develop strategies and tools to better inform and engage health care workers.

7. Under-vaccinated groups (UVG) are often as diverse in their opinions and actions as the rest of the population; however they do have distinct information, access and support needs.

Implication: Develop UVG intervention strategies that reflect specific needs of different communities but are based on common communication and behavioural programmes used with the whole population.

OUR FINDINGS SO FAR



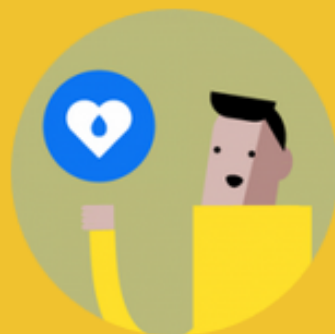
SUGGESTION 1
Build up a trustworthy
institution



SUGGESTION 2
Establish a channel to
your audiences



SUGGESTION 3
Tailor your information



SUGGESTION 4
Emotionalize your
information



SUGGESTION 5
Use uptake simulations to
plan better



SUGGESTION 6
Inform and engage health
care workers

[FIND OUT MORE](#)





Video

Publication

***‘By failing to prepare you are preparing to fail’:
lessons from the 2009 H1N1 ‘swine flu’
pandemic***

European Journal of Public Health

A Crosier D McVey J French

ECOM has developed 23 tools and checklists

When to
use the
media

Set of
BEHAVIOURAL
goals for three key
audiences

Designing
Information
Programmes

Checklist for
assessing the strength
of Planning for a
behavioural
intervention




Cost /Value
Matrix

Guide to
Segmentation

Guide to
Customer
Journey
Mapping

Behavioural
Economics
Checklist

Ensuring effective
engagement in Pandemic
Communication and
behavioural Influencing
programme

 <p>RISK PERCEPTION APP SOFTWARE</p> <p>Content + purpose of the tool Preparation for an actual or future outbreak by looking up and evaluating the correspondence of determination in former outbreaks</p> <p>MORE ABOUT THE RESEARCH</p> <p>Author University name</p> <p>Target group Health care workers</p> <p>Distribution channel Intranet, Website</p> <p>Goal of the tool tool that helps to understand relations between outbreak events</p> <p>CONTACT THE AUTHOR</p> <p>GO TO TOOL</p>	 <p>USER JOURNEY MAPPING APPS</p> <p>Content + purpose of the tool Preparation for an actual or future outbreak by looking up and evaluating the correspondence of determination in former outbreaks</p> <p>MORE ABOUT THE RESEARCH</p> <p>Author University name</p> <p>Target group Health care workers</p> <p>Distribution channel Intranet, Website</p> <p>Goal of the tool tool that helps to understand relations between outbreak events</p> <p>CONTACT THE AUTHOR</p> <p>GO TO TOOL</p>	 <p>INFORMATIONAL CLIPS WEBSITES</p> <p>Content + purpose of the tool Preparation for an actual or future outbreak by looking up and evaluating the correspondence of determination in former outbreaks</p> <p>MORE ABOUT THE RESEARCH</p> <p>Author University name</p> <p>Target group Health care workers</p> <p>Distribution channel Intranet, Website</p> <p>Goal of the tool tool that helps to understand relations between outbreak events</p> <p>CONTACT THE AUTHOR</p> <p>GO TO TOOL</p>
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Social Marketing Analysis

**WP3: Social Marketing analysis
of vaccination behaviour,
audience segmentation, and
service delivery**

5 Key findings from the behavioural review

- **Complex behaviour challenges highlight the limits of conventional communication.**
- **Humans are not just rational when making health choices this understanding needs to be reflected in pandemic programmes.**
- **Existing programmes do not focus enough on understanding different segments of the population**

The Magic Message / Approach Trap



**BEARD IS
THE ANSWER
THE QUESTION
DOESN'T
MATTER**



A man in an orange t-shirt with the text "Talking to me?" is in the foreground. He is looking slightly to the right. In the background, there is a crowd of people, including a woman in a purple shirt and a man in a blue shirt. To the right, a person in an orange t-shirt with the text "Then listen up..." is visible from the back. The scene appears to be outdoors, possibly at a protest or public gathering.

Talking
to me?

**Not hard to
reach but
easy to miss**

1. Rapid Cognition

Mindless Choosing

Status Quo Bias

Ego Depletion

Decision fatigue

2. Loss & Gain

Consistency

Temporal discounting

Anchoring

3. Feedback

Incentives

disincentives

4. Trust

1. Authority

2. Liking

5. Framing

1. Computation

2. Salience

3. Priming

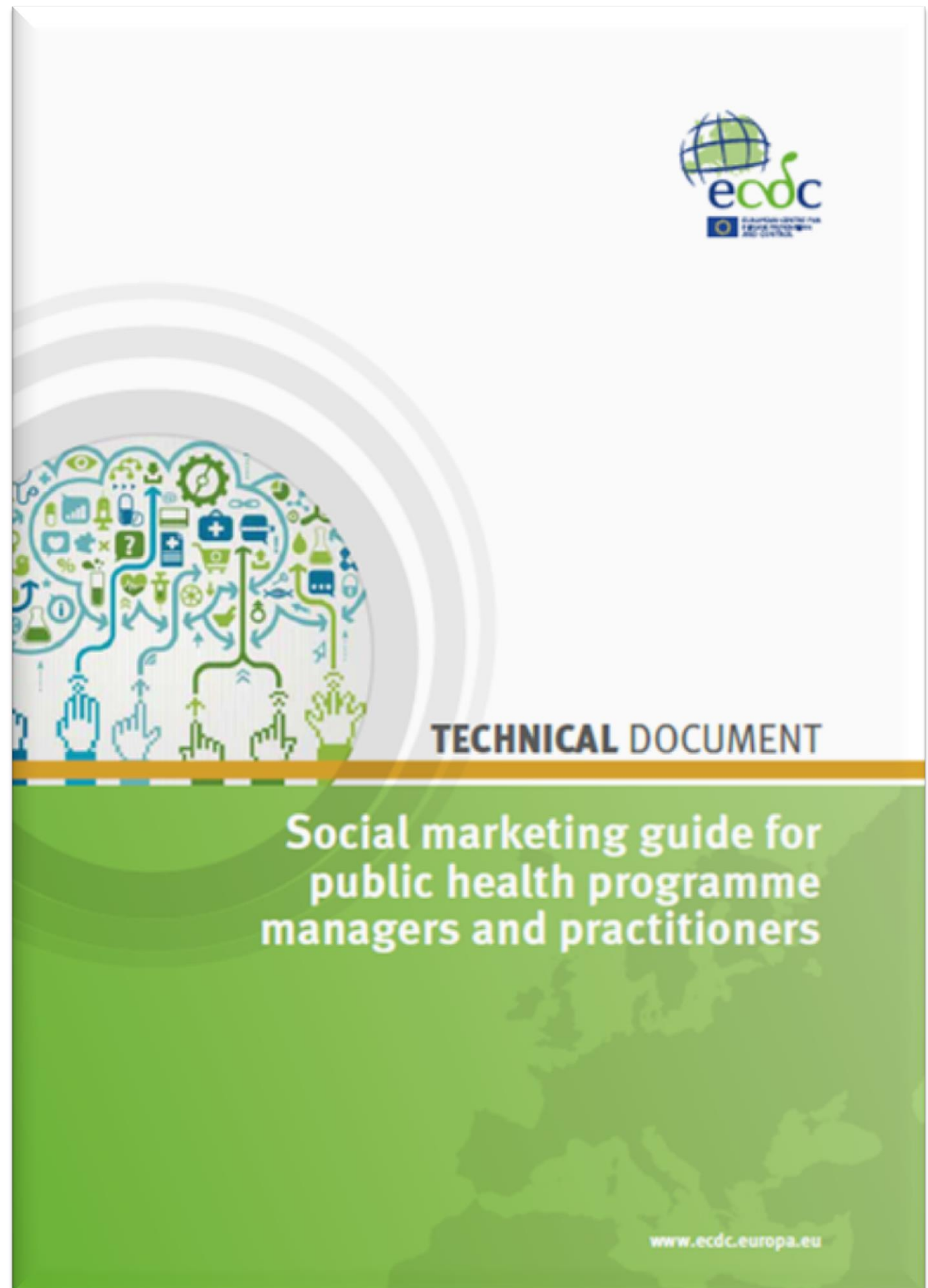
**4. Low attention
processing**

6. Social Norms

1. Reciprocity

2. Value attribution

<http://www.ecdc.europa.eu/en/publications/Publications/social-marketing-guide-public-health.pdf>





The complex environment of pandemic preparedness behavioural programmes

- **Multiple agencies**
- **Multiple networks**
- **Multiple sets of guidance**
- **Multiple agendas related to risk, threat**
- **Coordination complexities**

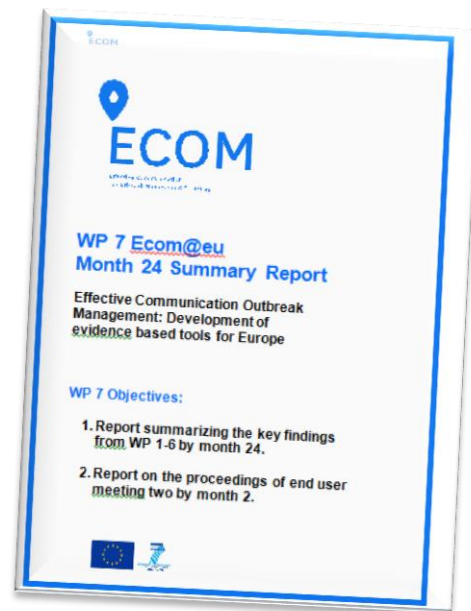
- **Tendency to react rather than prepare**
- **Weak insight and segmentation**
- **Poor social media capacity and capability**
- **Low status and lack of investment in Health Promoting, Health Education, Health Communication and Social Marketing**

Solutions

- 1. Increased mandatory coordination across Europe**
- 2. Increased status of communication and marketing**
- 3. Capacity and capability development on marketing and communication research and application**

A close-up photograph of a hand cupping a human ear, symbolizing listening or hearing. The hand is positioned behind the ear, with the fingers gently cupping it. The skin tone is light. The background is a plain, light color.

**Social
offerings
that are
valued
inspire,
engage and
enable**



Questions

<http://www.ecomeu.info/>