

### Ebola Home and Away Risk Communication Challenges

Dr Brian McCloskey CBE Director of Global health Security Public Health England Ebola Incident Director



#### Where are we now? The messaging

- Mixed picture of progress of epidemic
- Variable ability to measure progress
- Continuing extraordinary media interest



#### Ebola and culture How do we change generations of tribal culture?

# How do we manage conspiracy theory?



#### **Ebola transmission**

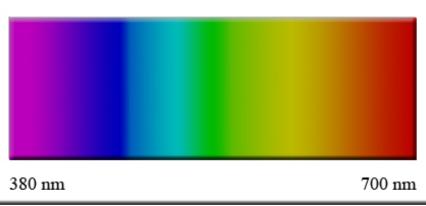
## Ebola can't be spread by asymptomatic people

## Should asymptomatic people be allowed to walk around at will?



#### Politics and public health

- All government decisions should be evidence-based
- Governments legitimately take other things into consideration apart from public health advice





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