

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

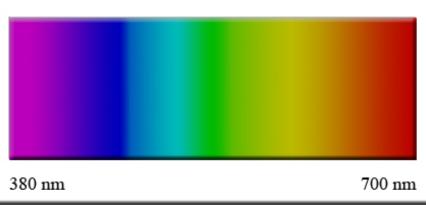
Ebola can't be spread by asymptomatic people

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





Ebola Home and Away Risk Communication Challenges

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