



TELL ME

Transparent communication in
Epidemics: **L**earning **L**essons from
experience, delivering effective
Messages, providing **E**vidence

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December 4-5, 2014



The TELL ME Project



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Seventh Framework Programme
HEALTH Theme

Feb. 2012 to Jan. 2015

Grant Number 278723

Partner Institution	Country
1. Center for Science, Society and Citizenship (left)	IT
2. Vitamib SAS (VITAMIB)	FR
3. British Medical Journal Publishing Group (BMJPG)	UK
4. CEDARthree (CEDAR3)	UK
5. University of Surrey – CRESS (SURREY)	UK
6. Istituto Superiore di Sanità (ISS)	IT
7. Union Européenne Des Médecins Omnipraticiens (UEMO)	BE
8. Latvijas Cilvektiesību Centrs Biedriba (LCHR)	LV
9. Vrije Universiteit Brussel (VUB)	BE
10. National Disaster Life Support Foundation (NDLSF)	US
11. University of Haifa - School of Public Health (HU)	IL
12. Zadig (ZADIG)	IT

The Central Question in TELL ME

- What was the communication gap during the 2009 H1N1 outbreak
- between global and local health organizations and the public
- which led to immunization non-compliance
- and a sense of mistrust and lack of transparency

TELL ME Research Questions

- How can the general public be better motivated to take effective preventive measures during the epidemic?

- What communication methods can deal with complexity, uncertainty, misinformation and malicious information?

- What communication strategies can maximise vaccine uptake,
- and assist health professionals and agencies to cope with vaccine-resistant groups?



Key Objectives of the TELL ME Project



- How communication can affect population behavioural responses to infectious disease outbreaks
- Emerging challenges, new methods and tactics in communication for outbreaks
- New communication strategies for health professionals and agencies to effectively engage with vaccine-resistant groups

- WP1** – Population behaviour during epidemics
- WP2** – New challenges and new methods for outbreak communication
- WP3** – Developing new communication strategies
- WP4** – Agent-based social simulation
- WP5** – Dissemination and policy dialogue

- Vaccine acceptance/refusal, resistance to vaccination
- Narratives and urban myths on epidemics and vaccination
- Human rights, stigmatization and risk of discrimination
- Population behavior in epidemics

- Stakeholder mapping
- Stakeholder communication requirements
- Healthcare professional communication requirements



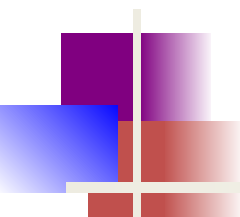
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TELL ME Products



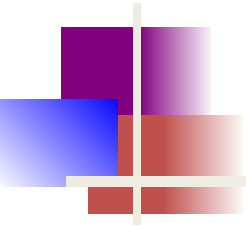
- TELL ME Website
- Framework model for outbreak communication
- TELL ME Communication Guide
- Agent-Based Simulation Model
- Online course for primary care staff

- Final summary report in January 2015




So what are the real issues for
this meeting?

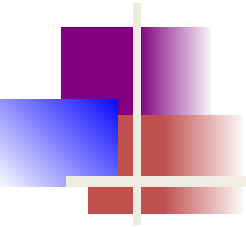
Effective communication



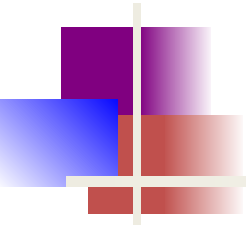
Are the messages reaching the
target population?

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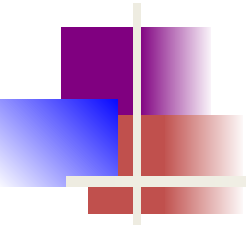
Transparency



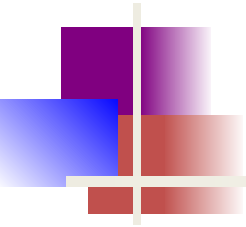
Engage with the public



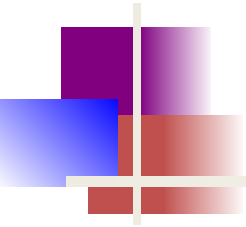
Avert public panic



Trust



Monitor public messages



In summary - look for simple and effective ways to communicate

