TELL ME

Transparent communication in Epidemics: Learning Lessons from experience, delivering effective Messages, providing Evidence

Manfred S Green MD, PhD

Final Conference – Venice, December 4-5, 2014
The TELL ME Project

Co-funded by the European Commission

Seventh Framework Programme

HEALTH Theme

Feb. 2012 to Jan. 2015

Grant Number 278723
# The Consortium

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

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
Issues

- 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
Subjects

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

- Final summary report in January 2015
So what are the real issues for this meeting?
Effective communication
Are the messages reaching the target population?
Transparency
Engage with the public
Avert public panic
Trust
Monitor public messages
In summary - look for simple and effective ways to communicate