




# Practical guide to improve communication during disease outbreaks launched

Today - 2am PST

 Infectious Diseases / Bacteria / Viruses

Adapted media release 

 Bird Flu / Avian Flu

 Flu / Cold / SARS

A practical guide for healthcare professionals to help improve communication during major disease outbreaks was launched Monday 2 February 2015.

[The Practical Guide for Risk Communication](#) is part of the TELL ME project - an EU-funded programme to develop evidence-based models and tools for improved risk communication during major infectious disease outbreaks, epidemics or pandemics.

The guide is a collaborative effort between *BMJ*, CEDARthree, Istituto Superiore di Sanità and Zadig Srl. It comprises a collection of four guidance documents geared towards healthcare professionals, public health officials, and decision-makers in the fields of infectious disease management and communication.

The guide offers practical recommendations and tools to support the development of evidence-based messages, tailored for different populations, target groups and cultures at different phases of a major infectious disease outbreak.

"Since the outbreak of the [H1N1](#) or 'swine flu' virus, communication has become a central issue for managing risk," says Mitali Wroczynski, Business Development Manager at *BMJ*.

"Communication is strengthened when institutions, healthcare professionals, and other community groups - who form part of the wider social network - engage in constructive, open and transparent dialogue. This guide provides clear, practical advice that can be adapted to specific risk situations to help effective information exchange during a public health crisis."

For more information, please visit <http://tellmeproject.eu/>

**Adapted by MNT from original media release**

## References

Source: *BMJ*

### Additional information

Source:

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### Citations

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**MLA**  
BMJ. "Practical guide to improve communication during disease outbreaks launched." *Medical News Today*. MediLexicon, Intl., 4 Feb. 2015. Web. 4 Feb. 2015. <<http://www.medicalnewstoday.com/releases/288886.php>>

**APA**  
BMJ. (2015, February 4). "Practical guide to improve communication during disease outbreaks launched." *Medical News Today*. Retrieved from <http://www.medicalnewstoday.com/releases/288886.php>.

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