

T3.1-HU

Overview of the “Framework for EID Outbreak Communication”



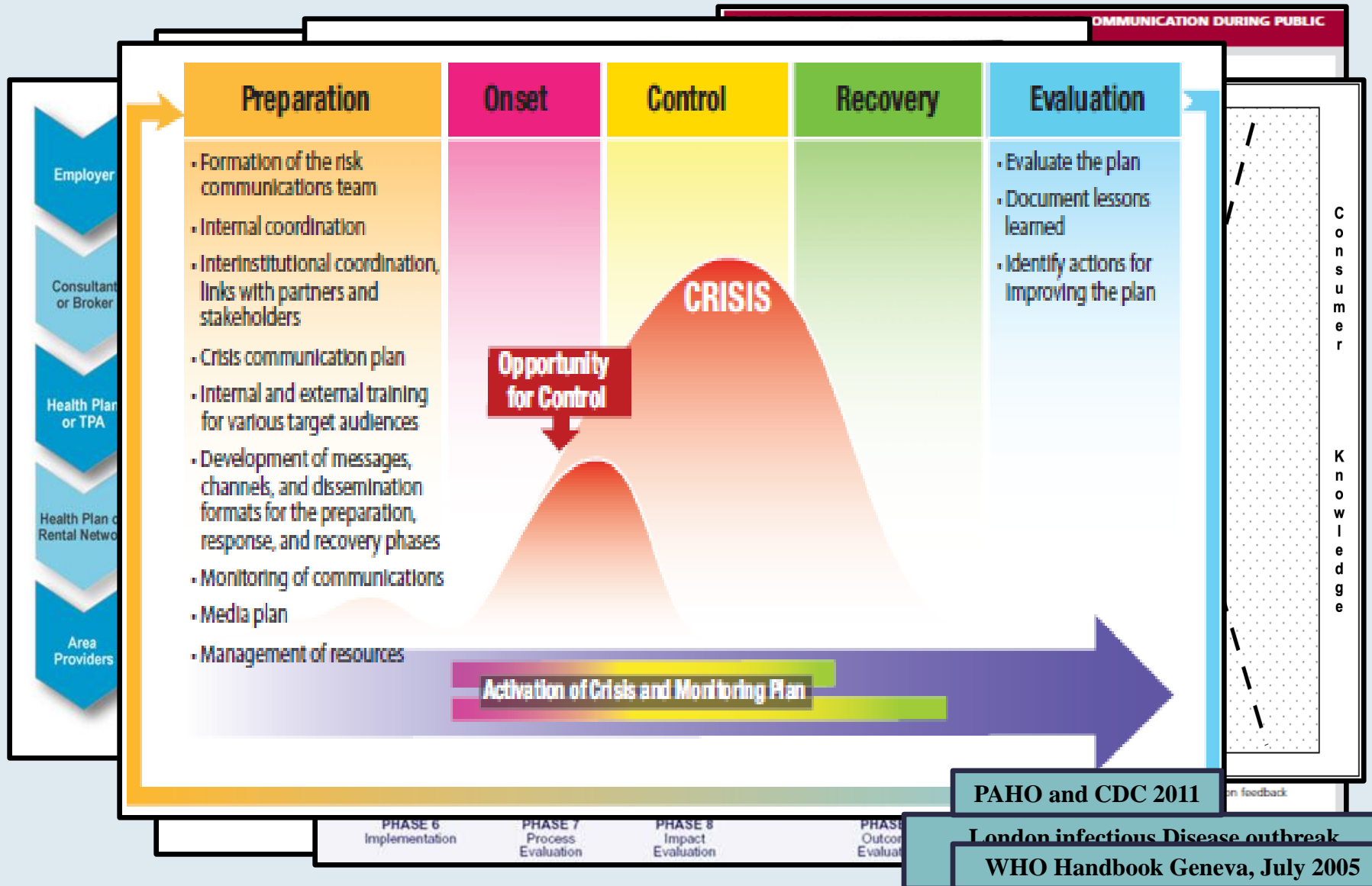
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Transparent communication in Epidemics: Learning Lessons from experience, delivering effective Messages, providing Evidence

<http://www.tellmeproject.eu/>

Models of “Risk Communication”





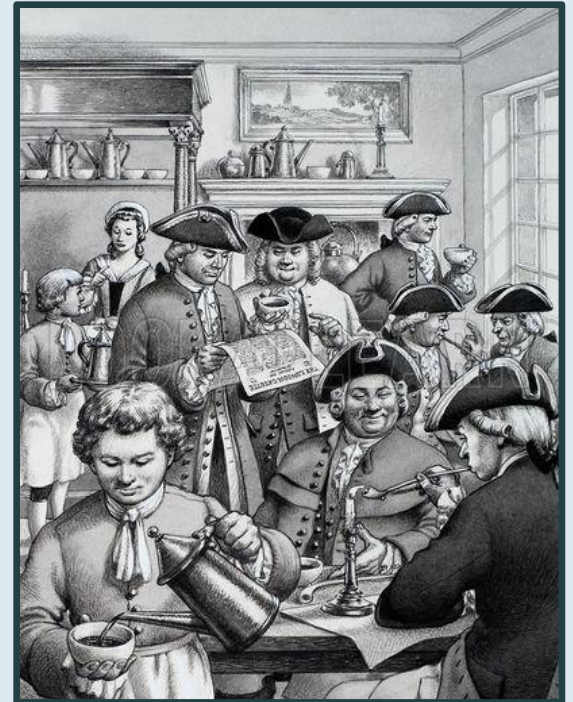
Public Sphere (Habermas, 1962)

Private people that come together as a public.

Informed and critical debate by the people.

Criteria:

1. Disregard of status
2. Domain of common concern
3. Inclusivity



Public Sphere in the Global Age

Mass and social media established a new domain of discourse.

The public sphere is revived in the social media:

1. Disregard of status
2. Domain of common concern
3. Inclusivity



~~Misconceptions:~~

1. Communication happens during crises
2. “Traditional media” and “New media”
3. Risk Communication = Public Relations
4. “Transparency” ends with declarations

Communication happens during crises

Press Conference = “Plague”



Risk Communication \neq Public Relations



Organizations

Media

Public

Risk Communication \neq Public Relations



Organizations

Media

Public

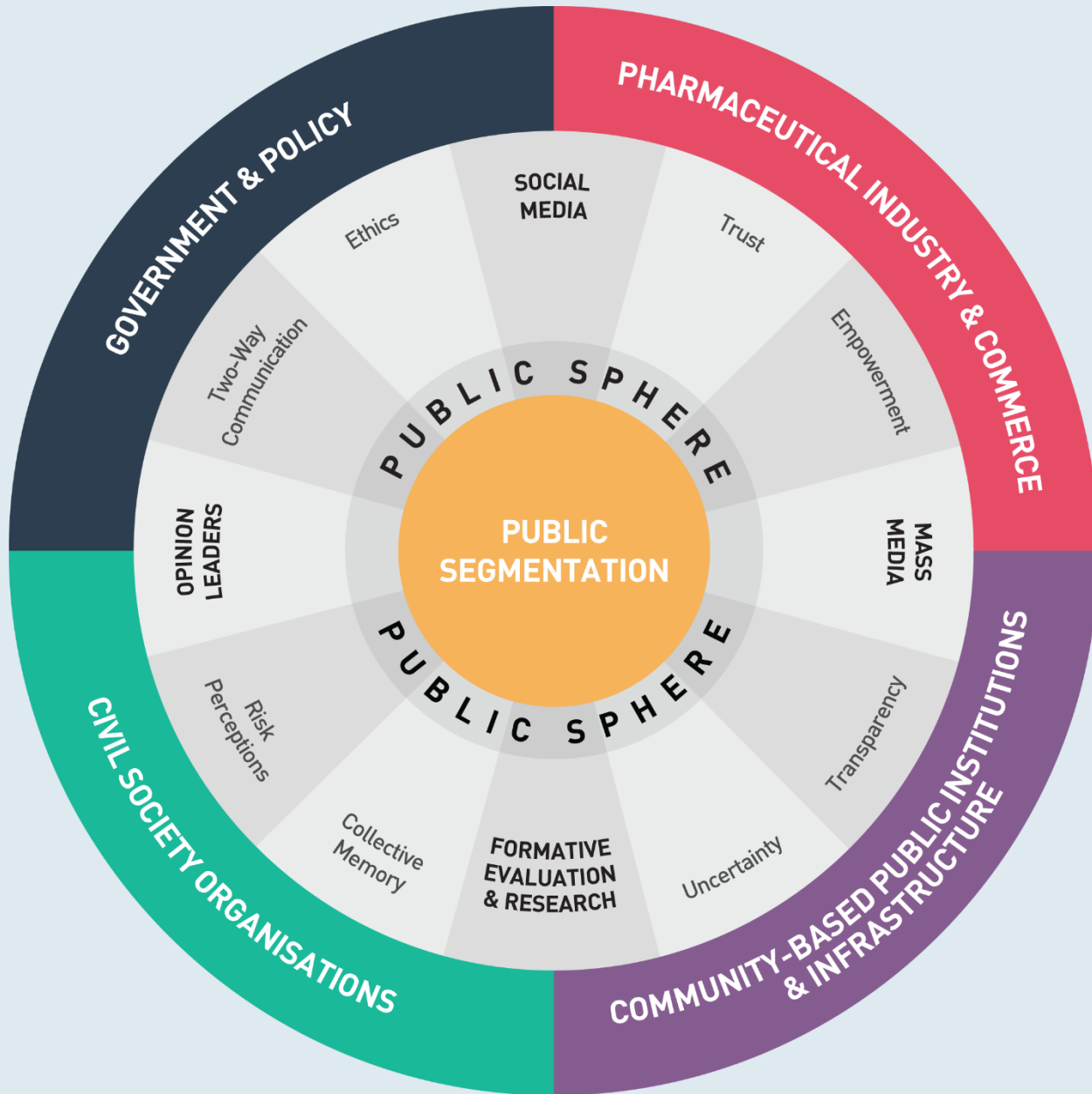
Risk Communication ≠ Public Relations

Press meetings as a case study

"This is at this point nowhere near the level of severity of the 1918 pandemic which many of us think of when we think of a pandemic" (June 11, 2009).

- "In 1918 it started out mild in the spring time and then over the course of several months became a severe illness" (May 5, 2009).





Social Media

Social Media

**Internet
Forums**

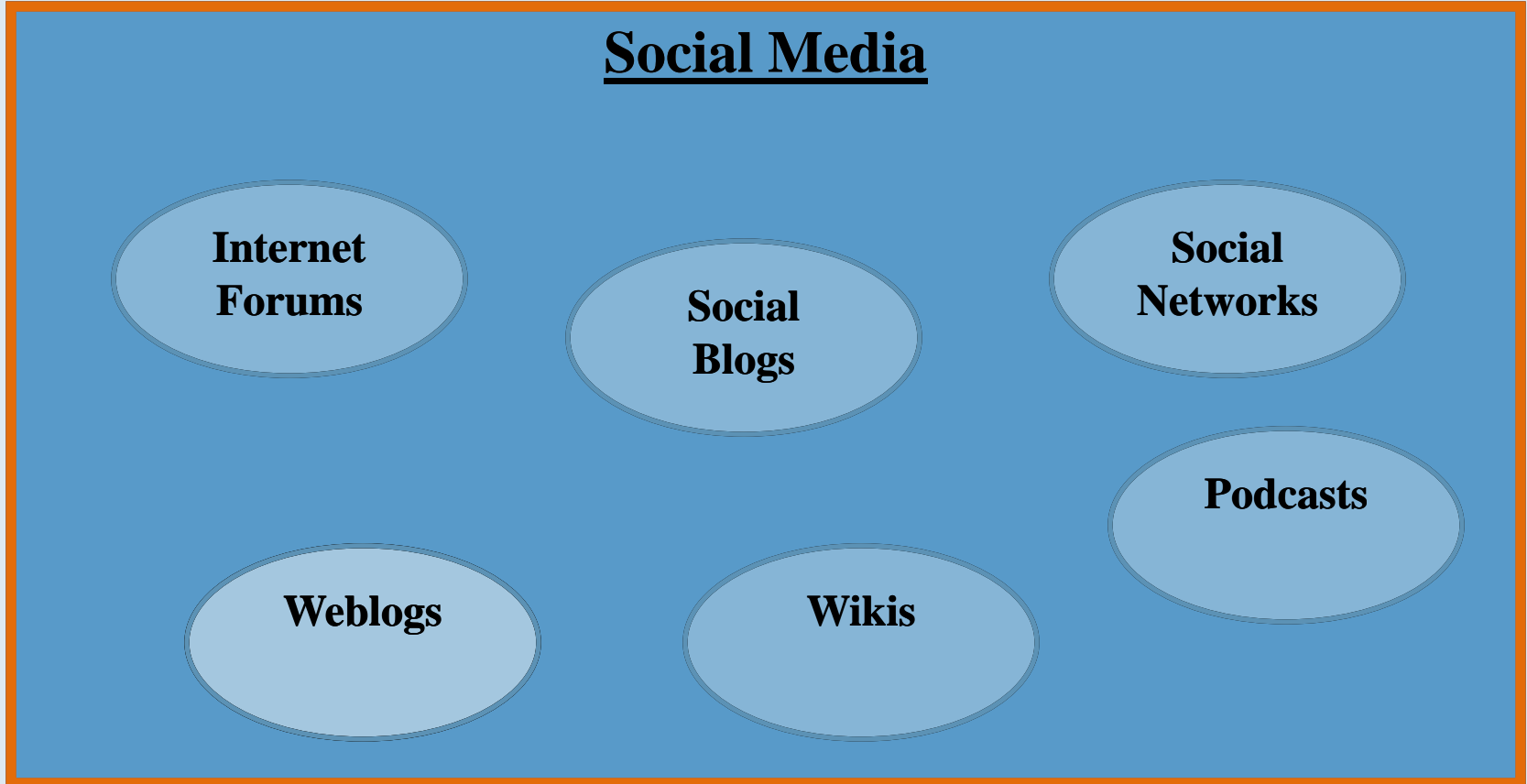
**Social
Blogs**

**Social
Networks**

Podcasts

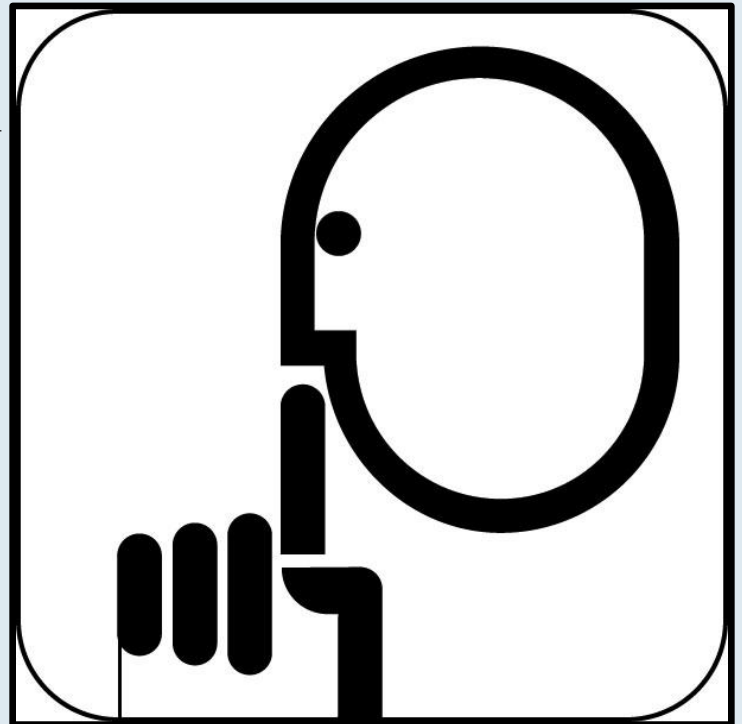
Weblogs

Wikis



Misconceptions:

1. One message fits all.
2. It is possible to not respond, or to respond only on an official website.



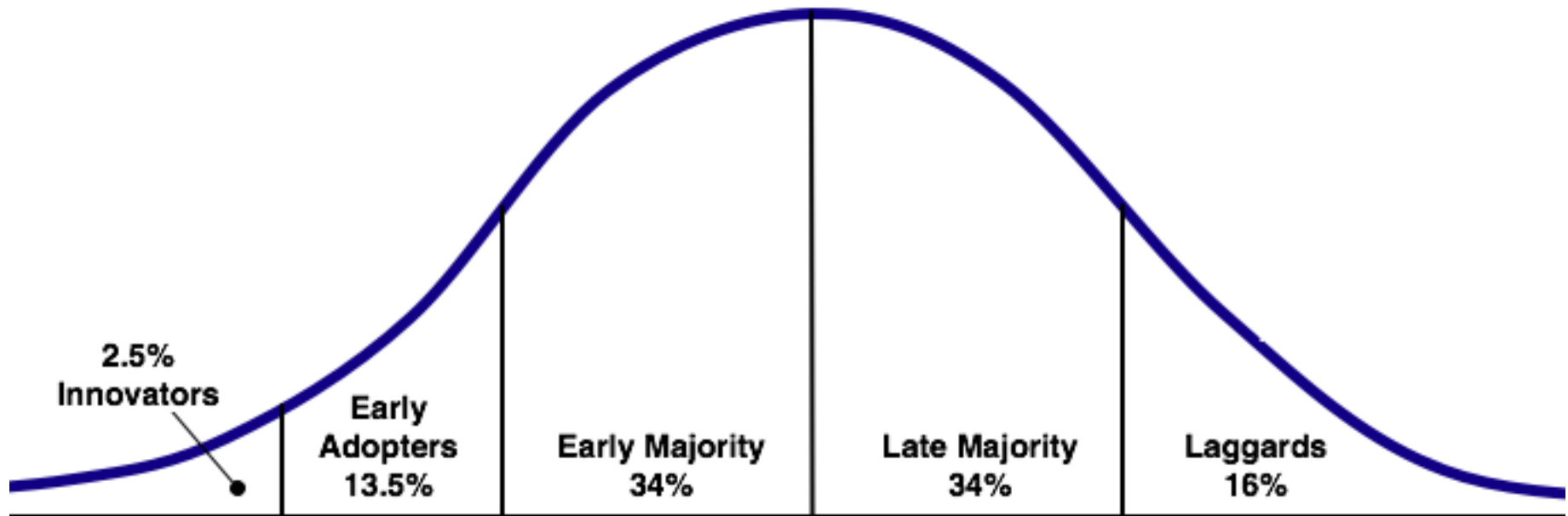
How can organizations respect the power emanating from the public sphere, while still exerting influence based on their professional knowledge and expertise in order to manage the outbreak?

New Media = New Public Sphere

WHO experience with social media during 2009 H1N1, serve as one-way communication tool

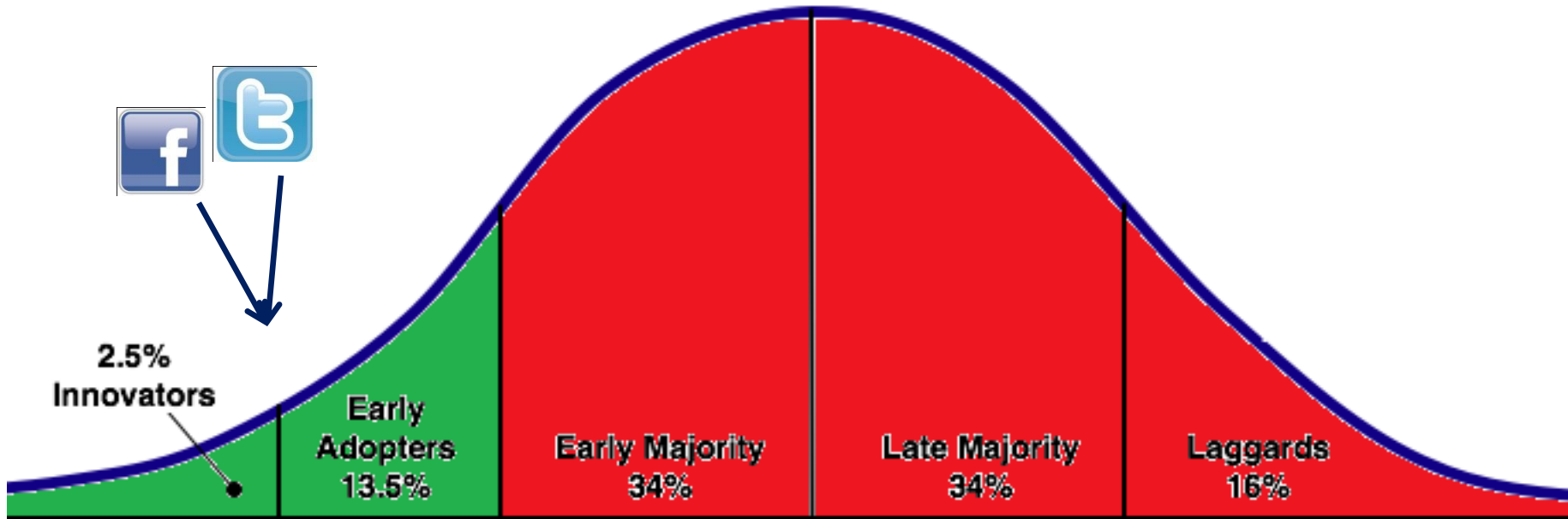
How to Fight a Rumor?

(Rogers, 2003)



How to Fight a Rumor?

(Misinformation)



**"accurate,
accessible and
timely
Transparency
[information]
about an actual or
potential health
risk..."**

"Containing the epidemic requires continued efforts by dedicated international health workers and a willingness to trust that though our health authorities cannot know everything, they will do everything they can to protect us with the knowledge they have."

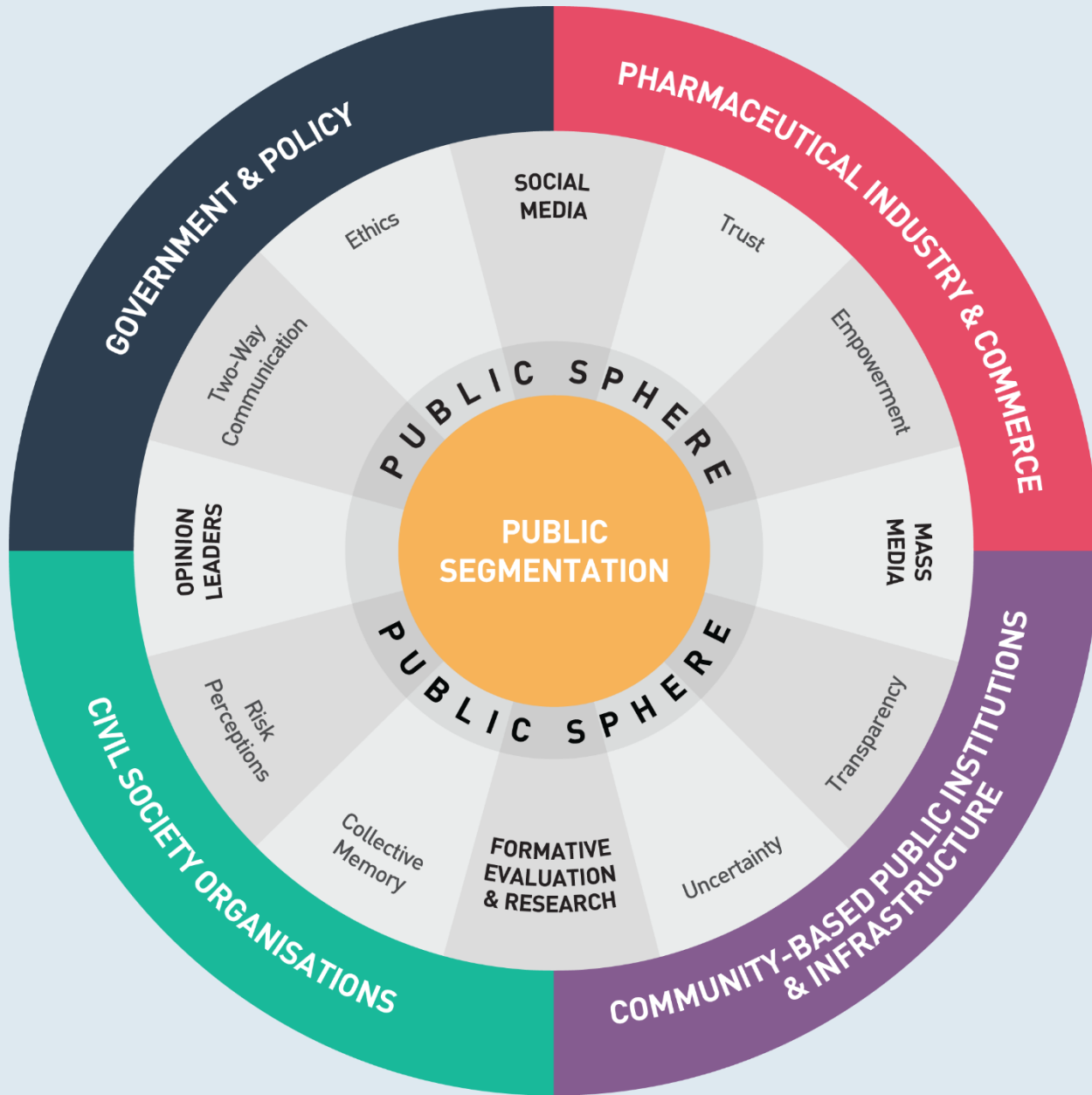
Rosenbaum, *New England Journal of Medicine*, 2014

Providing timely information on:

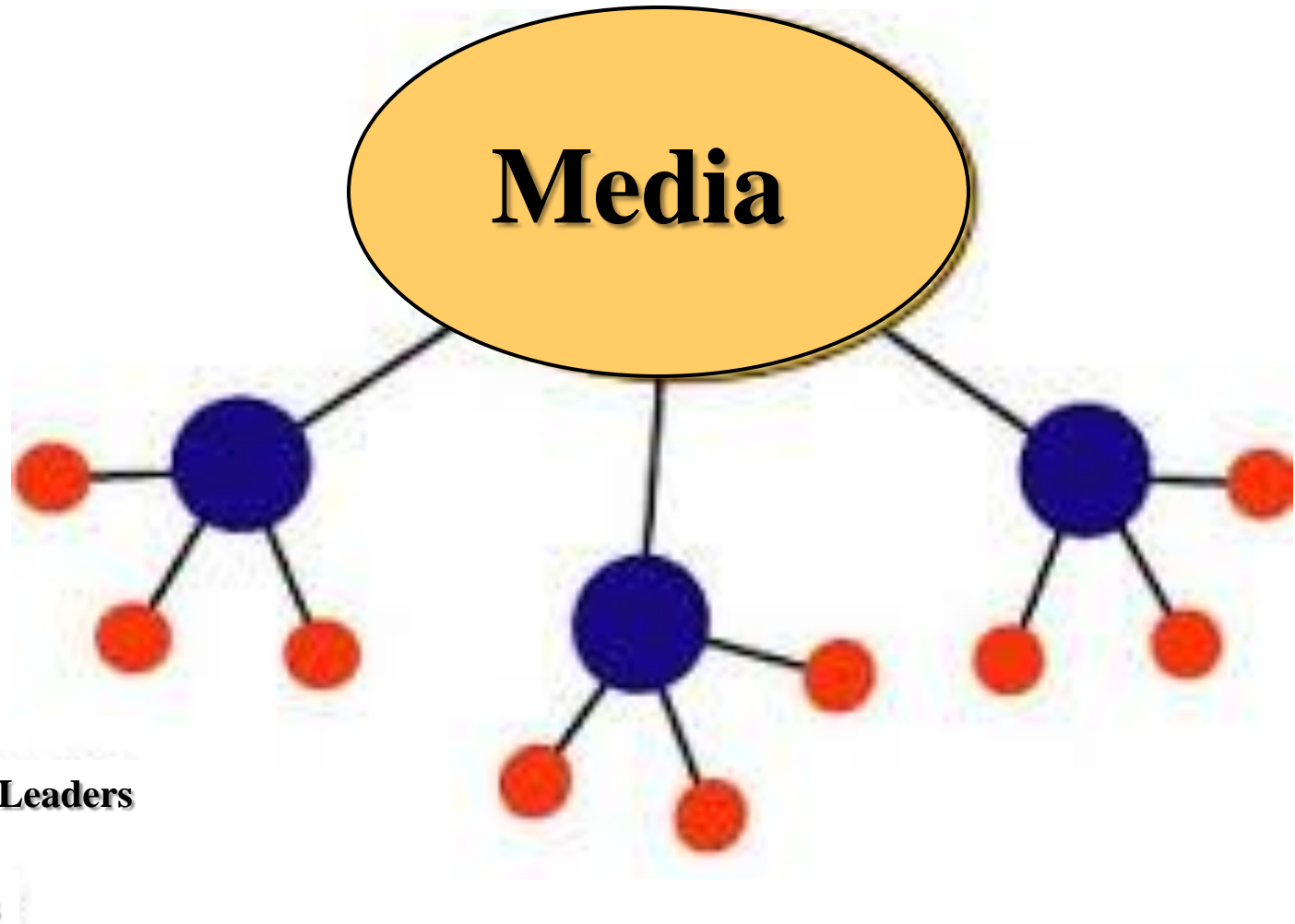
Issues having scientific consensus only?

OR

On matters that involve scientific uncertainty too?



The importance of personal influence



Who are the opinion leaders?

Active voice in a
community

Speaks out a lot

Gets asked a lot

Grass-root level leaders

Ordinary people!





Formative Research

Not only evaluation of interventions (compliance)

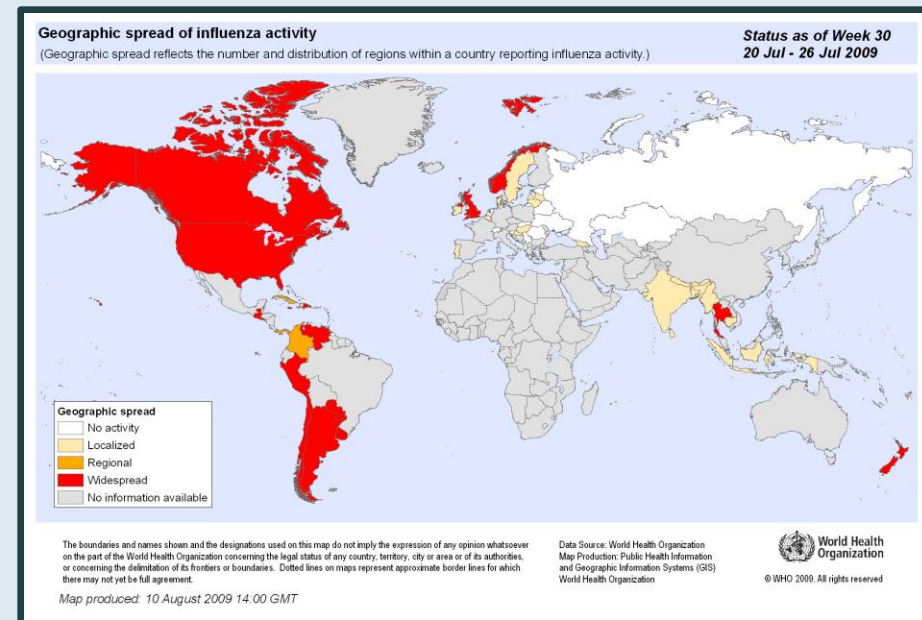
Formative evaluation

Trends

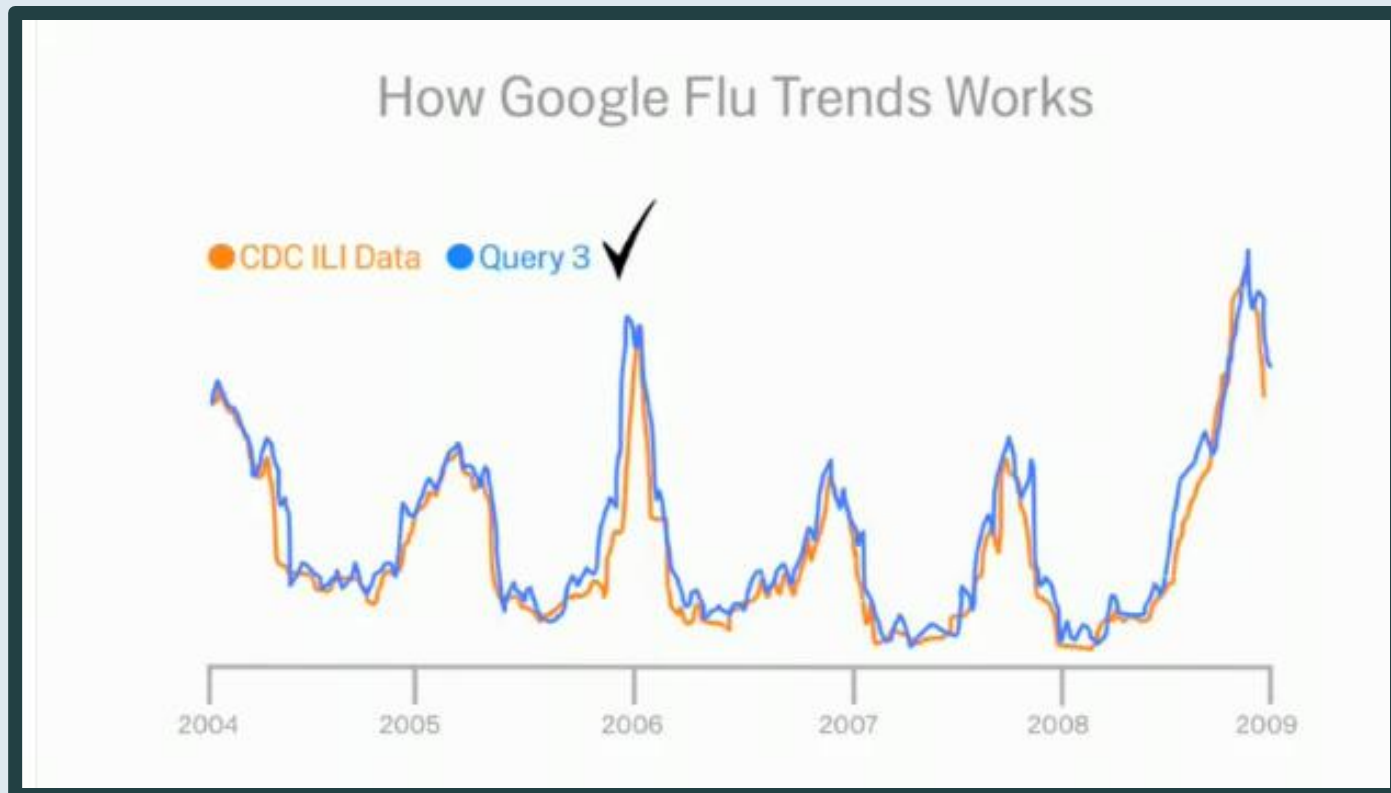
Quantitative and qualitative

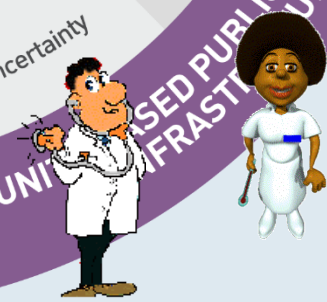
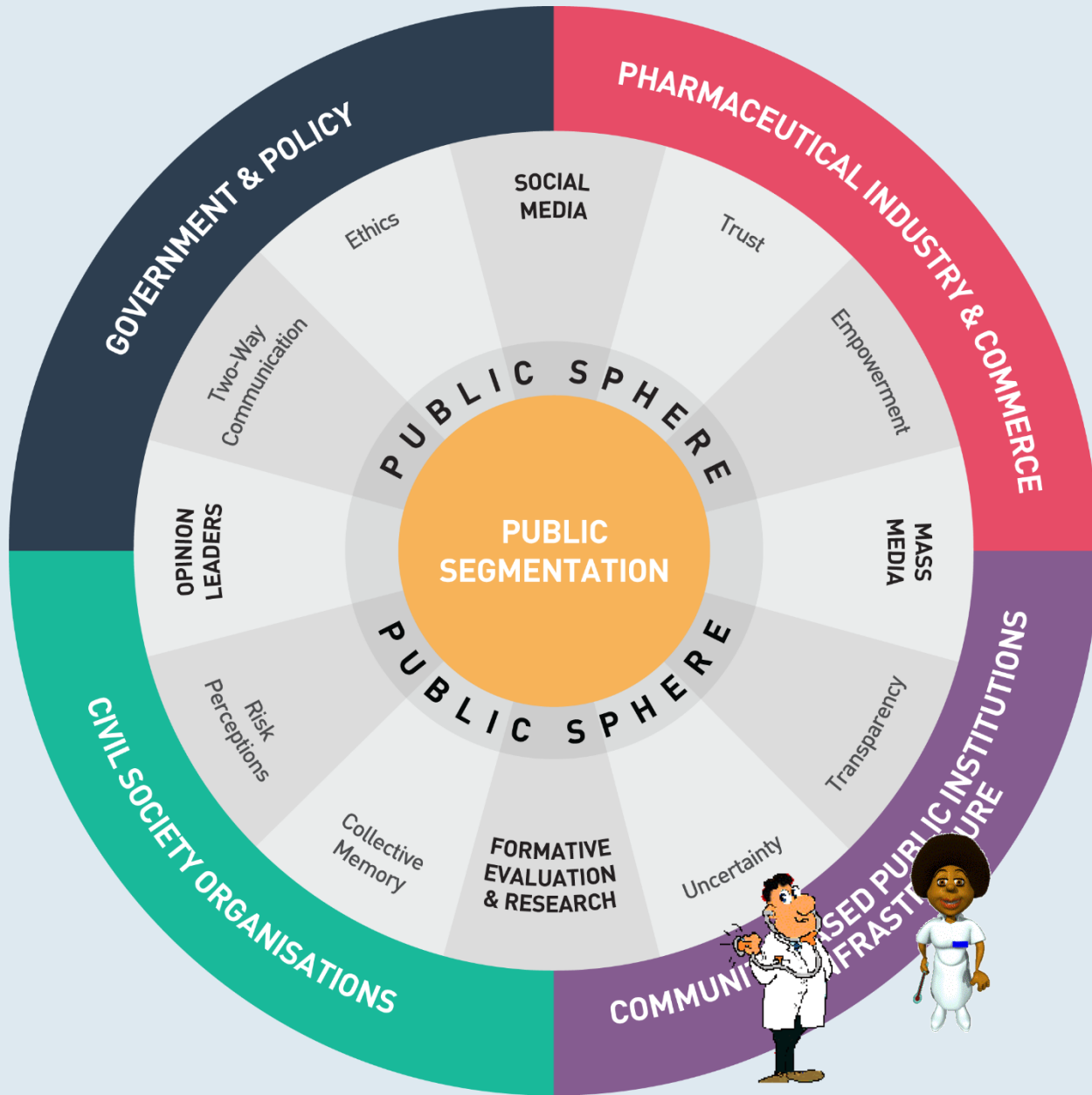
Research initiates discourse

Research shapes policy



Not only Outbreak Surveillance but also Discourse Surveillance





Conclusion

Integrative mapping of outbreak communication

Adaptable to risk situations through simulations

Clear, science-based, understandable communication

New view on links between aspects of risk communication

Integrates the major actors in EID communication in light of technological advances

Thank you

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