ECOM: Effective communication in outbreak management: development of an evidence-based tool for Europe

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http://www.ecomeu.info/
What is ECOM?

For effective behavioural and communication strategies, we need to integrate: 

social, behavioural, management 

communication and marketing sciences.

ECOM brings together these disciplines to develop an evidence-based behavioural and communication package

For health professionals and agencies throughout Europe
The 10 ECOM Work Packages
2012-2016

WP1: Dealing with the 2009 H1N1 pandemic: Time-dependent influences of epidemiology and risk communication on human behaviour

WP2: Media and social media content analysis of the H1N1 pandemic

WP3: Social Marketing analysis of vaccination behaviour, audience segmentation, and service delivery

WP4: Vaccination knowledge, attitudes, risk perception & vaccination non-response


WP6: Vaccine-resistant group analysis

WP7: Integration of key findings from WP 1-6

WP8: Testing effective behavioural intervention and communication strategies

WP9: Building of web application tools

WP10: Tool finalisation and dissemination
Conclusions so far

1. Risk perception and recognition of personal risk status can be influenced by ‘trustworthy’ sources of information;
**Implication:** Develop and promote trustworthy sources of information and individual decision aids and self-risk assessment tools.

2. Mass media / digital media have a spotlight effect that increases perception of risk but moves on in advance of later advice about appropriate action.
**Implication:** Develop a continuous flow of trustworthy, easy to access and interpretable information through all pandemic phases."

3. There is a need to target communication and behavioural programmes for different groups Test the ‘Return On Investment’ associated with investment in targeting programmes. Develop in country and regional segmentation
4. A dominant current characteristic of many existing programmes is a focus on rational decision making and the transmission of accurate advice.

**Implication:** There is a need to go beyond communication dominated responses and develop interventions that focus on non-rational decision making and behavioural influence.

5. Disease characteristics, perceptions of efficacy of advice and personal risk perception have a big impact on decision making and compliance.

**Implications:** There is a need to develop scenario planning tools that reflect different disease trajectories and responses.
6. Health Care workers are key sources of information and public opinion, but are often not optimally used in such roles due to their lack of accurate risk perception and or understanding about risks associated with pandemic events.

**Implication:** Investigate this lack of awareness and willingness to accept their key public health role and develop strategies and tools to better inform and engage health care workers.

7. Under-vaccinated groups (UVG) are often as diverse in their opinions and actions as the rest of the population; however they do have distinct information, access and support needs.

**Implication:** Develop UVG intervention strategies that reflect specific needs of different communities but are based on common communication and behavioural programmes used with the whole population.
OUR FINDINGS
SO FAR

SUGGESTION 1
Build up a trustworthy institution

SUGGESTION 2
Establish a channel to your audiences

SUGGESTION 3
Tailor your information

SUGGESTION 4
Emotionalize your information

SUGGESTION 5
Use uptake simulations to plan better

SUGGESTION 6
Inform and engage health care workers

FIND OUT MORE
ECOM

Video
‘By failing to prepare you are preparing to fail’: lessons from the 2009 H1N1 ‘swine flu’ pandemic

European Journal of Public Health

A Crosier  D McVey  J French
ECOM has developed 23 tools and checklists

- When to use the media
- Designing Information Programmes
- Cost /Value Matrix
- Guide to Segmentation
- Behavioural Economics Checklist
- Checklist for assessing the strength of Planning for a behavioural intervention
- Guide to Customer Journey Mapping
- Ensuring effective engagement in Pandemic Communication and behavioural Influencing programme

Set of BEHAVIOURAL goals for three key audiences
WP3: Social Marketing analysis of vaccination behaviour, audience segmentation, and service delivery
5 Key findings from the behavioural review

• Complex behaviour challenges highlight the limits of conventional communication.

• Humans are not just rational when making health choices this understanding needs to be reflected in pandemic programmes.

• Existing programmes do not focus enough on understanding different segments of the population.
The Magic Message / Approach

Trap

BEARD IS THE ANSWER
THE QUESTION DOESN'T MATTER
Knowledge
Attitudes
Behaviour

Tell & sell
Not hard to reach but easy to miss
1. Rapid Cognition
   - Mindless Choosing
   - Status Quo Bias
   - Ego Depletion
   - Decision fatigue

2. Loss & Gain
   - Consistency
   - Temporal discounting
   - Anchoring

3. Feedback
   - Incentives
   - disincentives

4. Trust
   - Authority
   - Liking

5. Framing
   - Computation
   - Salience
   - Priming
   - Low attention processing

6. Social Norms
   - Reciprocity
   - Value attribution
The complex environment of pandemic preparedness behavioural programmes

- Multiple agencies
- Multiple networks
- Multiple sets of guidance
- Multiple agendas related to risk, threat
- Coordination complexities

- Tendency to react rather than prepare
- Weak insight and segmentation
- Poor social media capacity and capability
- Low status and lack of investment in Health Promoting, Health Education, Health Communication and Social Marketing
Solutions

1. Increased mandatory coordination across Europe

2. Increased status of communication and marketing

3. Capacity and capability development on marketing and communication research and application
Social offerings that are valued inspire, engage and enable
Questions

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