



Public Health  
England

# Ebola Home and Away Risk Communication Challenges

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Ebola Incident Director



## Where are we now? The messaging

- **Mixed picture of progress of epidemic**
- **Variable ability to measure progress**
- **Continuing extraordinary media interest**



# Ebola and culture

**How do we change generations of tribal culture?**

**How do we manage conspiracy theory?**



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# Ebola transmission

**Ebola can't be spread by asymptomatic people**

**Should asymptomatic people be allowed to walk around at will?**



# Politics and public health

- **All government decisions should be evidence-based**
- **Governments legitimately take other things into consideration apart from public health advice**



380 nm

700 nm



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