



INTRODUCTION

Risk Communication and Capacity Building under the IHR

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What's The Problem Here?

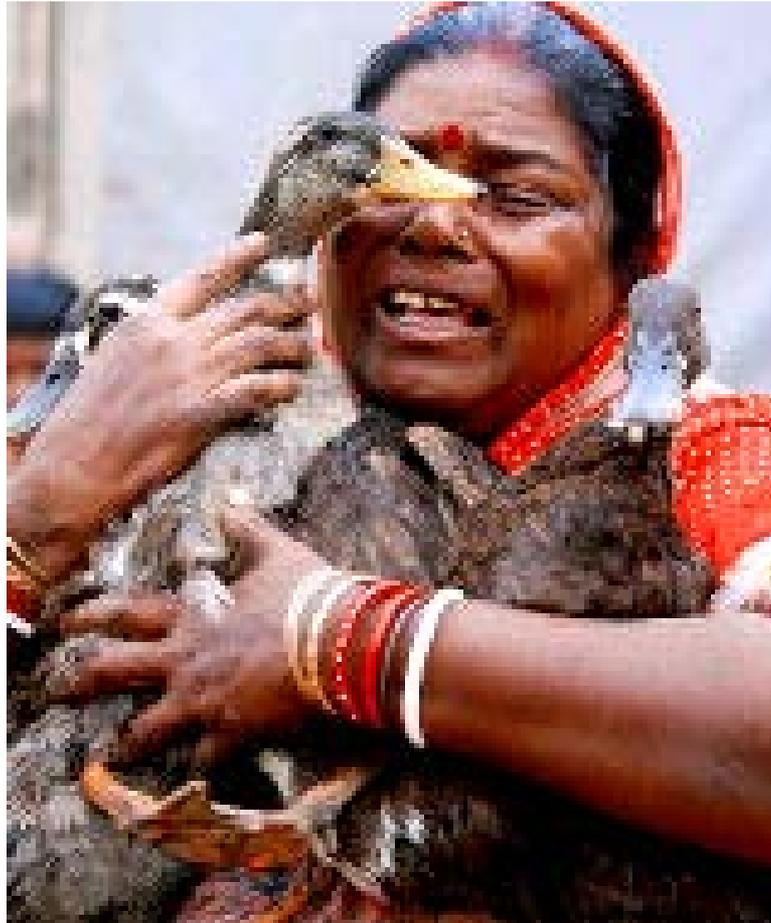
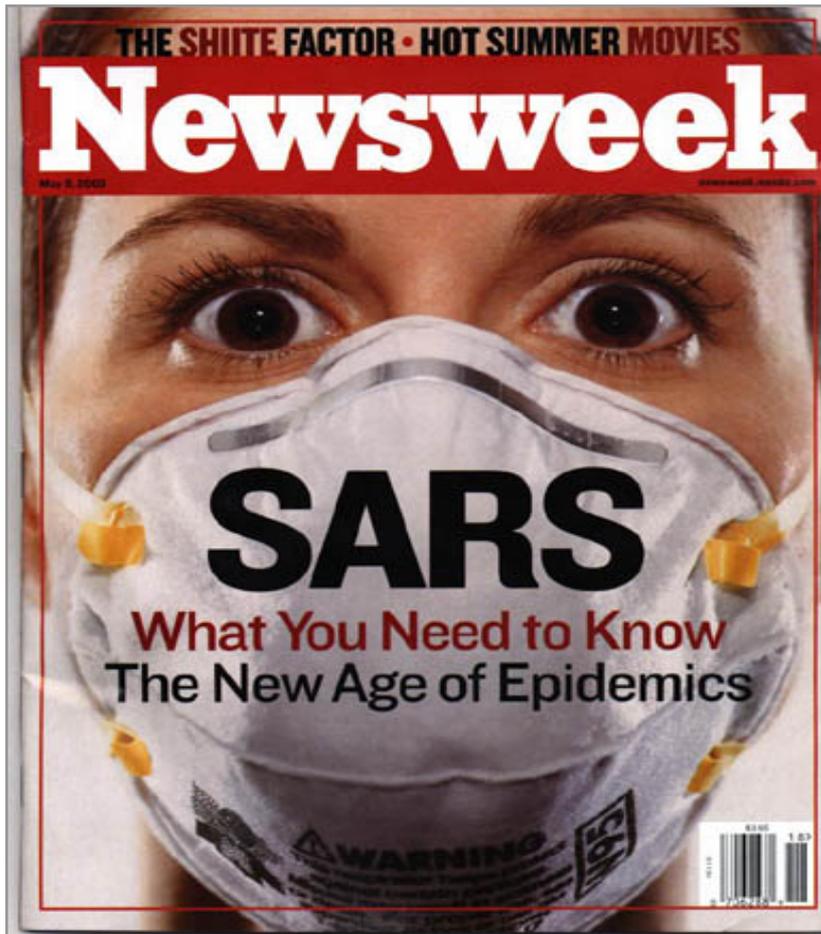


Photo - A. Roy Choudhary, Frontline magazine, Kolkata, India.

What's The Problem Here?

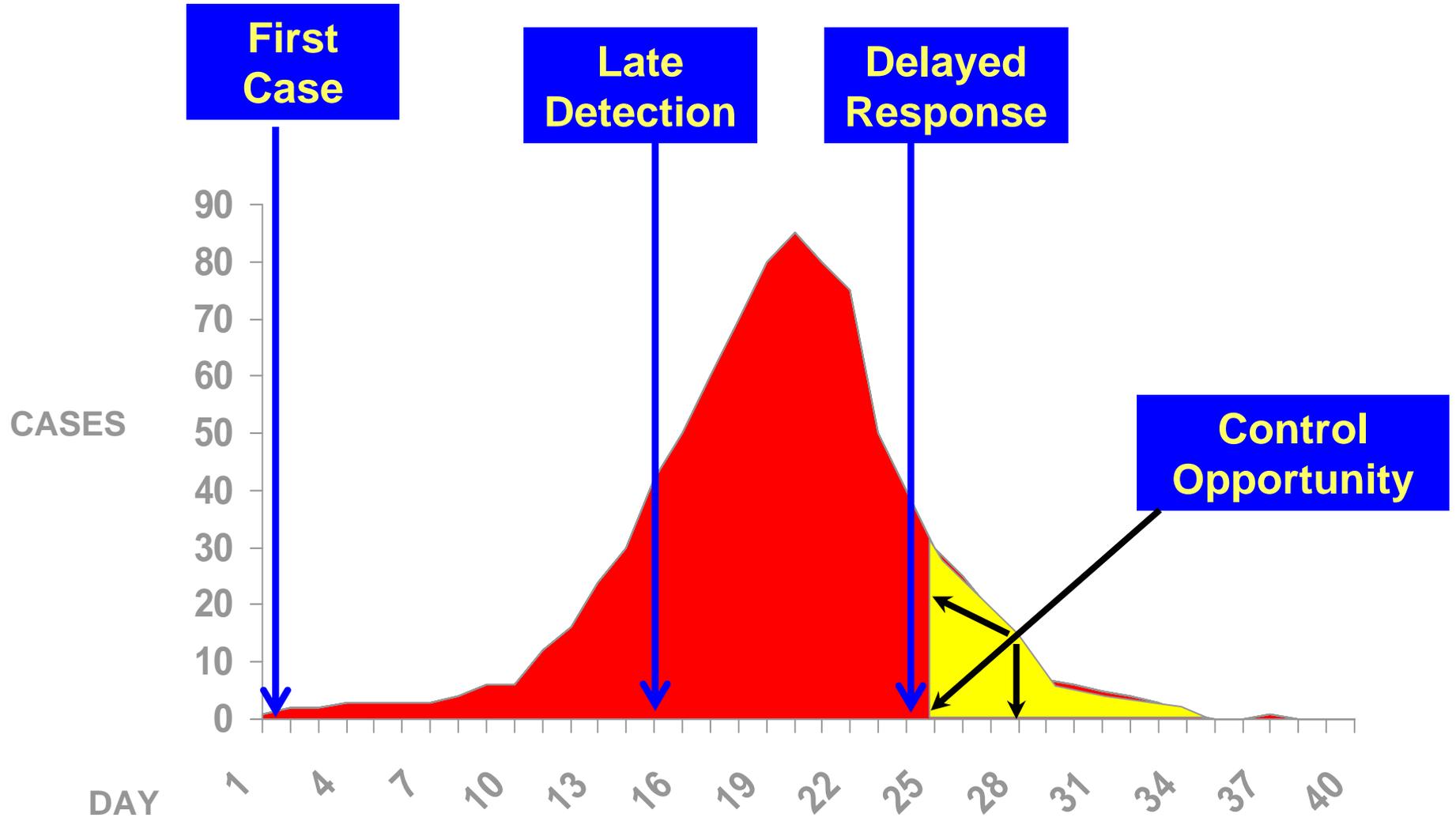


Understanding Risk Communication



Adapted from Lemyre, L et al.

Role of Risk Communication: Infectious Disease Outbreak



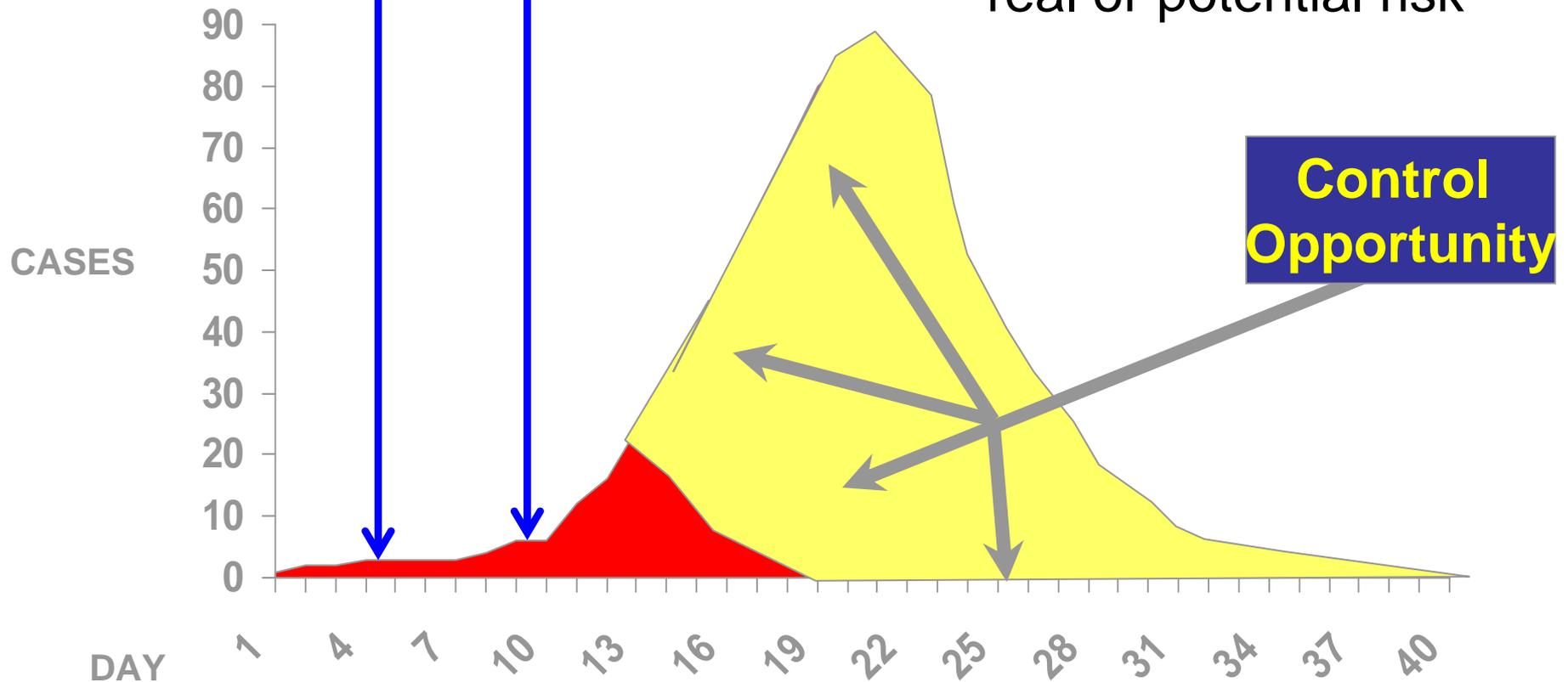
Role of Risk Communication: Infectious Disease Outbreak

Early Detection

Rapid Response



Proactive communication of real or potential risk





Role of Risk Communication for Public Health Emergencies

- Helps at risk populations make informed decisions
- Encourages uptake of protective behaviors
- Complements existing surveillance systems
- Coordinates health and non-health actors
- Minimizes social and economic disruption
- Builds the **trust** required to prepare for, respond to, and recover from serious public health threats



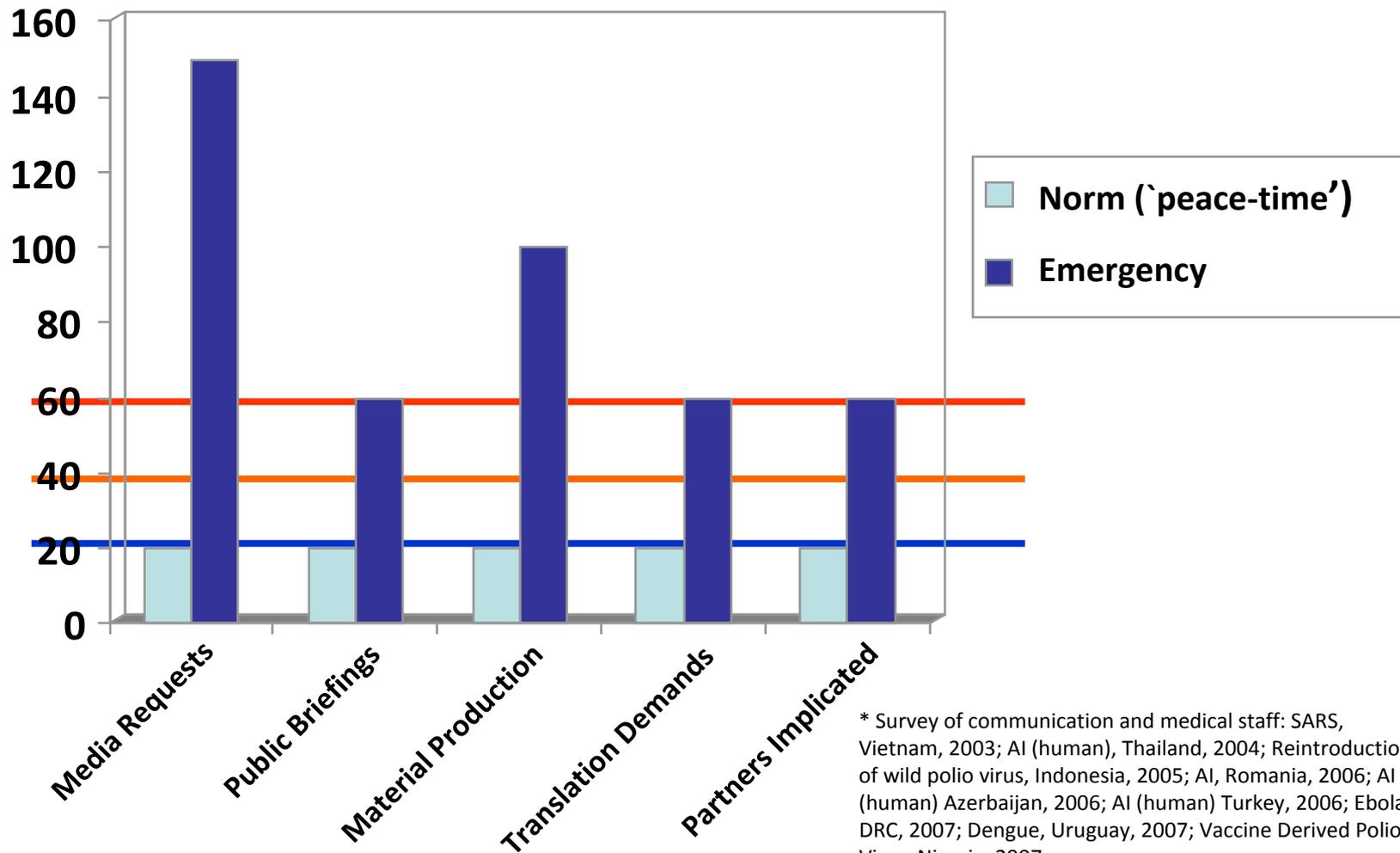
Emergency Communication: Common Characteristics

Emergencies have unique, yet common characteristics, including:

- high impact
- extreme time pressure
- involvement of multiple organizations

**Risk communication during emergencies
must adapt to these specific challenges**

Emergency Communication: Surge in Demands*



* Survey of communication and medical staff: SARS, Vietnam, 2003; AI (human), Thailand, 2004; Reintroduction of wild polio virus, Indonesia, 2005; AI, Romania, 2006; AI (human) Azerbaijan, 2006; AI (human) Turkey, 2006; Ebola, DRC, 2007; Dengue, Uruguay, 2007; Vaccine Derived Polio Virus, Nigeria, 2007

Emergency Communication : Common Characteristics

Analysis further suggests it is not only workload that increases. Emergency communication contexts typically include:

- A shift from national to **international** interest
- The involvement of **non-health** media
- **Economic** consequences in the immediate future
- Direct involvement of senior **political** actors

International Health Regulations

Came into force on 15 June 2007



Towards ensuring:

- maximum public health security
- minimum interference with international transport and trade

Legally binding for WHO and the 194 States Parties that have agreed to play by the same rules to secure international health.

International Health Regulations

Apply to Public Health Emergency of International Concern

The IHRs call for:

- ❑ Prevention, alert and response
- ❑ Global partnership and international collaboration
- ❑ Rights, obligations, procedures, progress monitoring
- ❑ **Strengthened national capacity**

Role of Communication in Public Health Emergencies

International Health Regulations(2005):

Prevent and respond to acute public health risks that have the potential to cross borders and threaten people worldwide.

Public Health Emergencies of International Concern:

- i) constitute a public health risk to other States, and
- ii) potentially require a coordinated international response

IHR Core Capacity Requirements

8 Core Capacities

- Legislation and Policy
- Coordination
- Surveillance
- Response
- Preparedness
- **Risk Communication**
- Human Resources
- Laboratory

3 Levels

- National
- Intermediate
- Peripheral/Community

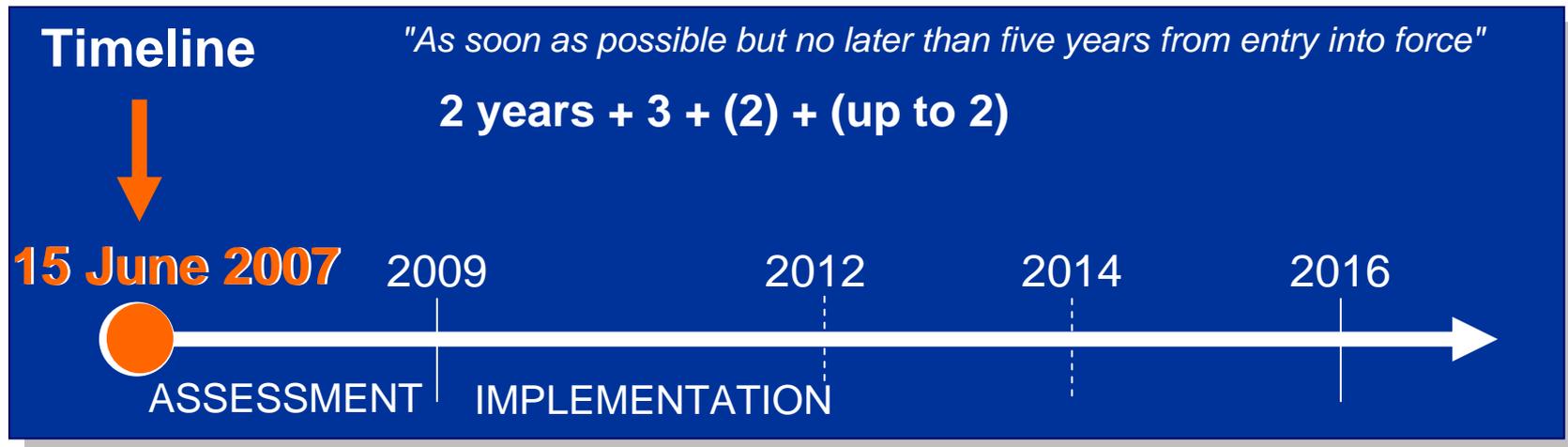
Potential Hazards

- Infectious
- Zoonoses
- Food Safety
- Chemical
- Radio-Nuclear

Events at Points of Entry
(Ports, Airports, Ground-Crossings)

National IHR Core Capacity Strengthening Agenda

Capacity Building Deadlines under the IHR



What is Risk Communication for Public Health Emergencies under the IHR?



Pan American
Health
Organization



World Health
Organization

Risk Communication under the IHR Approach and Application

Risk communication is a broad field with applicability across public health and other sectors and involves functions of health communication, health education, public affairs, behaviour change communication, and social mobilization.

Risk Communication Working Group, March 2009, Lyon

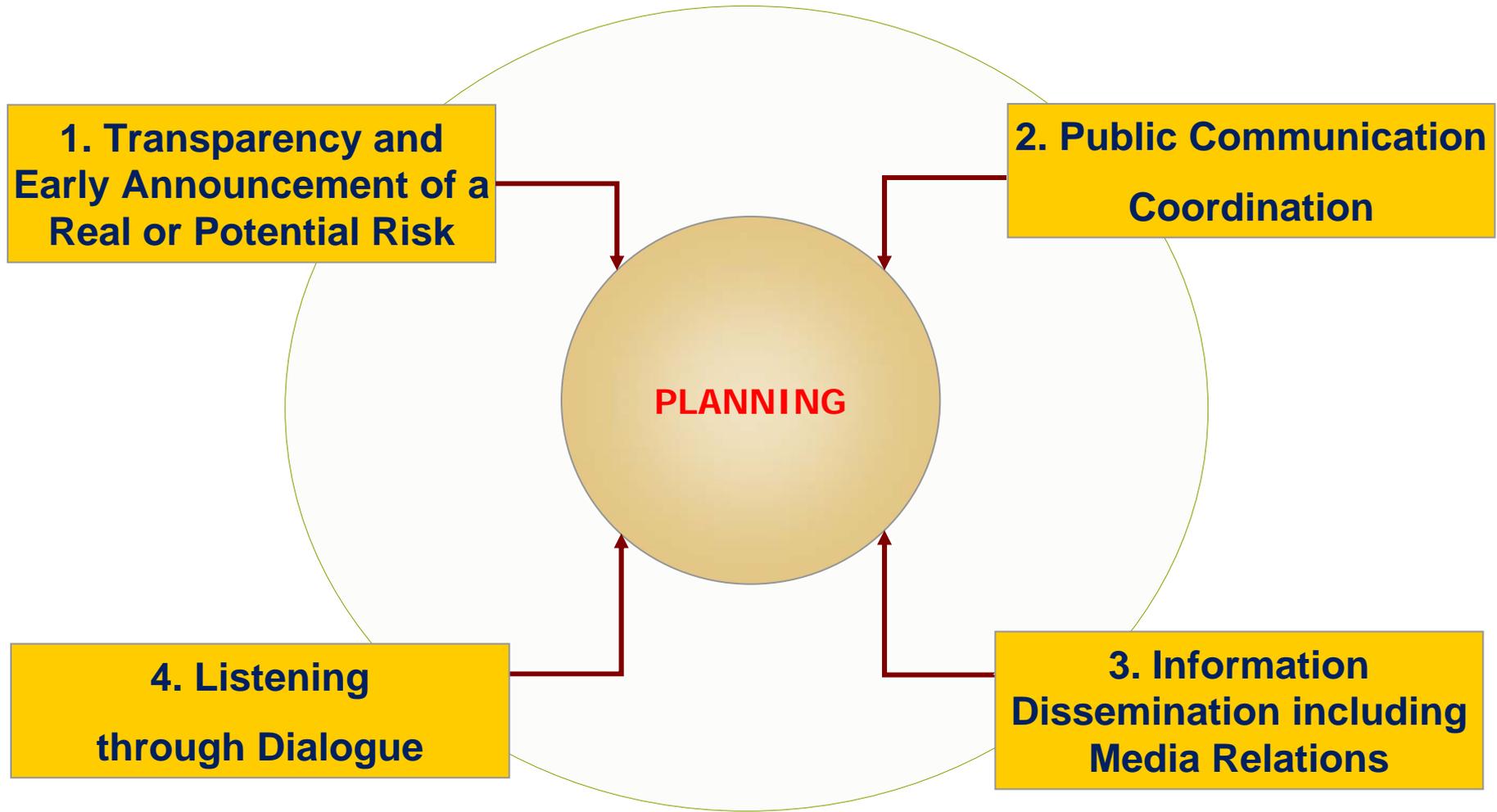
Risk Communication under the IHR Approach and Application

Risk communication is an integral component of public health risk management. It is focused on dialogue with those affected and concerned, and strives to ensure communication strategies are evidence based.

Under the IHR, risk communication for public health emergencies includes the range of communication capacities required through the preparedness, response and recovery phases of a serious public health event to encourage informed decision making, positive behaviour change and the maintenance of trust.

Risk Communication Working Group, March 2009, Lyon

IHR Risk Communication Capacity Components



Planning is a core ability that is central to the effective implementation of the four components

IHR Risk Communication Capacity Components Rationale and Description

1. Transparency and Early Announcement of a Real or Potential Risk:

The management of information related to a health emergency, including the first announcement warning a population of a potential risk, and ongoing transparency of decision making, help ensure those at real or potential risk can protect themselves; and that trust between authorities, populations and partners is maintained and strengthened.

Four ABILITIES associated with this core capacity component.

Planning is a core ability that is central to the effective implementation of the four components

IHR Risk Communication Capacity Components Rationale and Description

2. Public Communication Coordination:

The cross-jurisdictional nature of public health emergencies demands that public health authorities be able to effectively engage and coordinate public communication with other involved organizations including designating roles and responsibilities of lead and supporting agencies. This capacity helps take advantage of available public communication resources; allows for coordinated messaging reducing the possibility of confusion and overlap; and strengthens the reach and influence of the advice provided.

Five ABILITIES associated with this core capacity component.

Planning is a core ability that is central to the effective implementation of the four components

IHR Risk Communication Capacity Components

Rationale and Description

3. Information Dissemination including Media Relations:

The extreme time pressure associated with emergencies, high demand for information, and the crucial role of advice and warning to minimize a threat makes the rapid and effective dissemination of information crucial during serious public health events. Mass Media relations remains a pillar of effective information dissemination, however, it is increasingly important to access other trusted information sources of the population group at risk, including new media channels, existing information sharing networks and non-traditional media.

Five ABILITIES associated with this core capacity component.

Planning is a core ability that is central to the effective implementation of the four components

IHR Risk Communication Capacity Components Rationale and Description

4. Listening through Dialogue

Listening to those affected and involved in an organized, purposeful manner is a crucial capacity to ensuring communication efforts are effective and support sound emergency management decision making. Understanding community perceptions of risk and then acting upon that understanding by making appropriate adaptations to communication messages, materials and strategies demands a meaningful engagement with those affected and involved.

Four ABILITIES associated with this core capacity component.

Planning is a core ability that is central to the effective implementation of the four components

Emergency Communication Plan

- Develop a simple public health emergency plan which builds from day to day approaches
- Ensure key functions such as media relations, material production and internet communication are planned for
- Integrate into the broader public health emergency plan

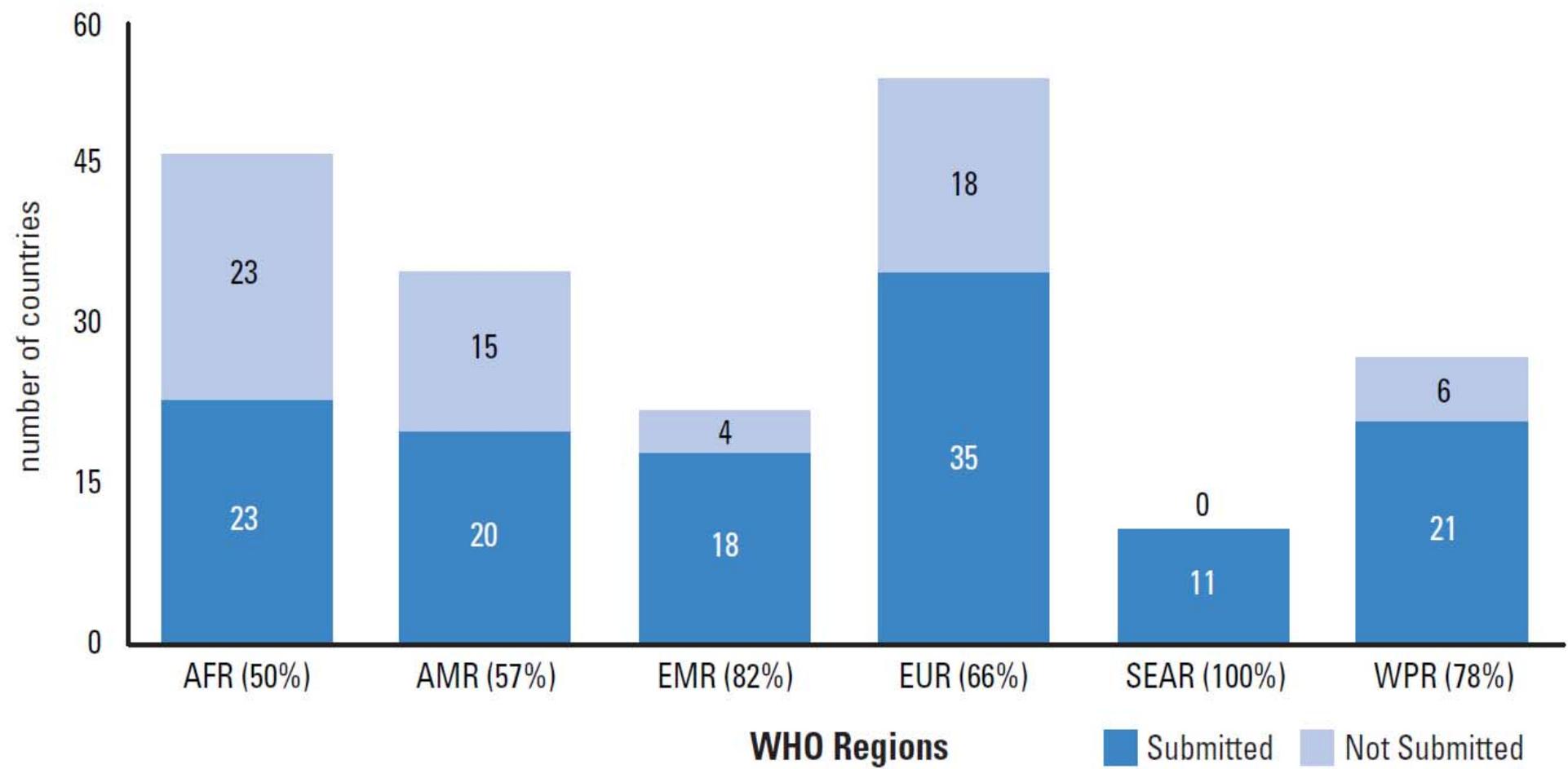
Monitoring National Core Capacities

2010 self-assessment questionnaire with 20 WHA Indicators across the 8 Core Capacities

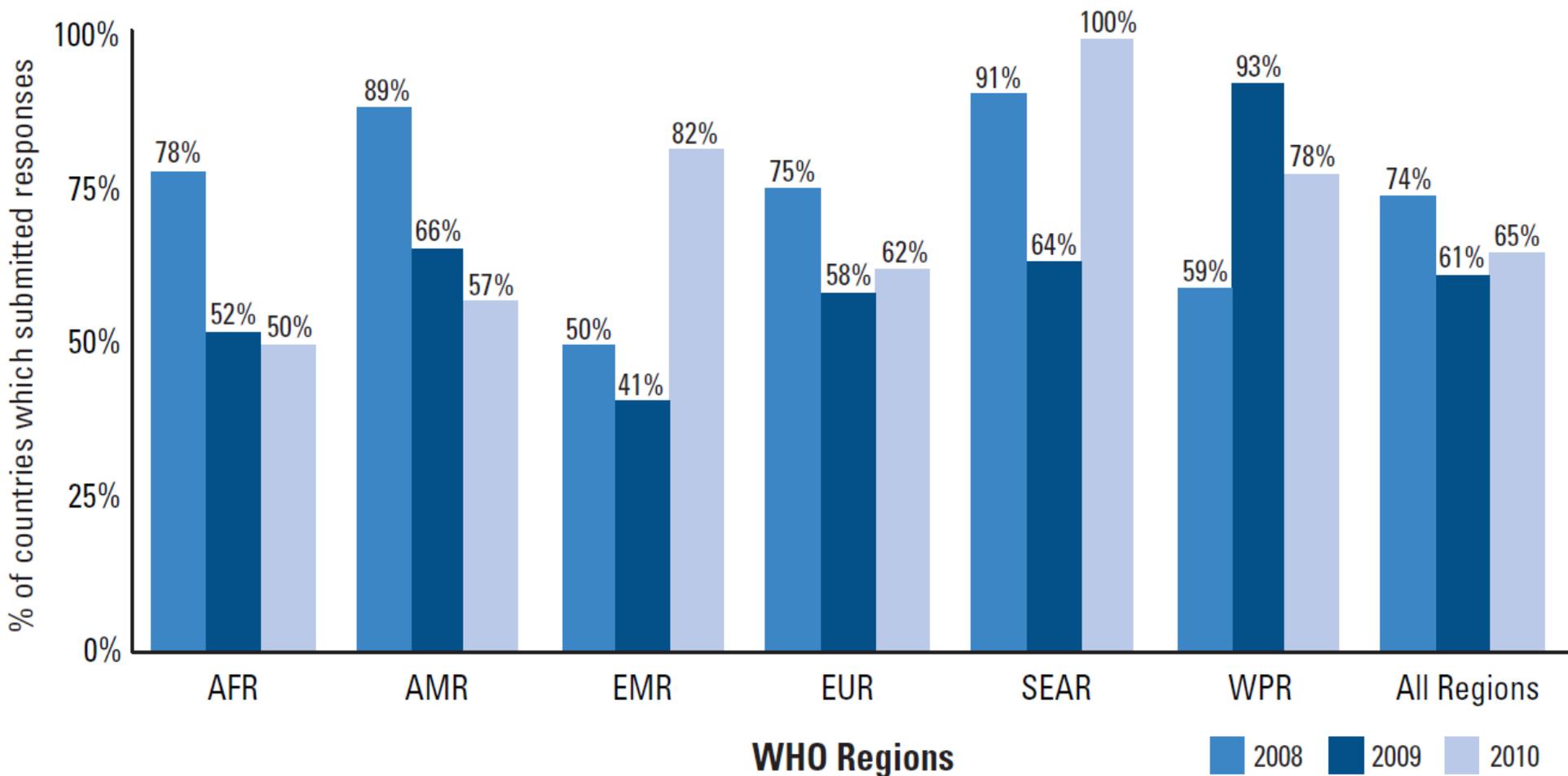
Process 2010 data to be presented to WHA 2011

2011 Questionnaire recently sent to all countries

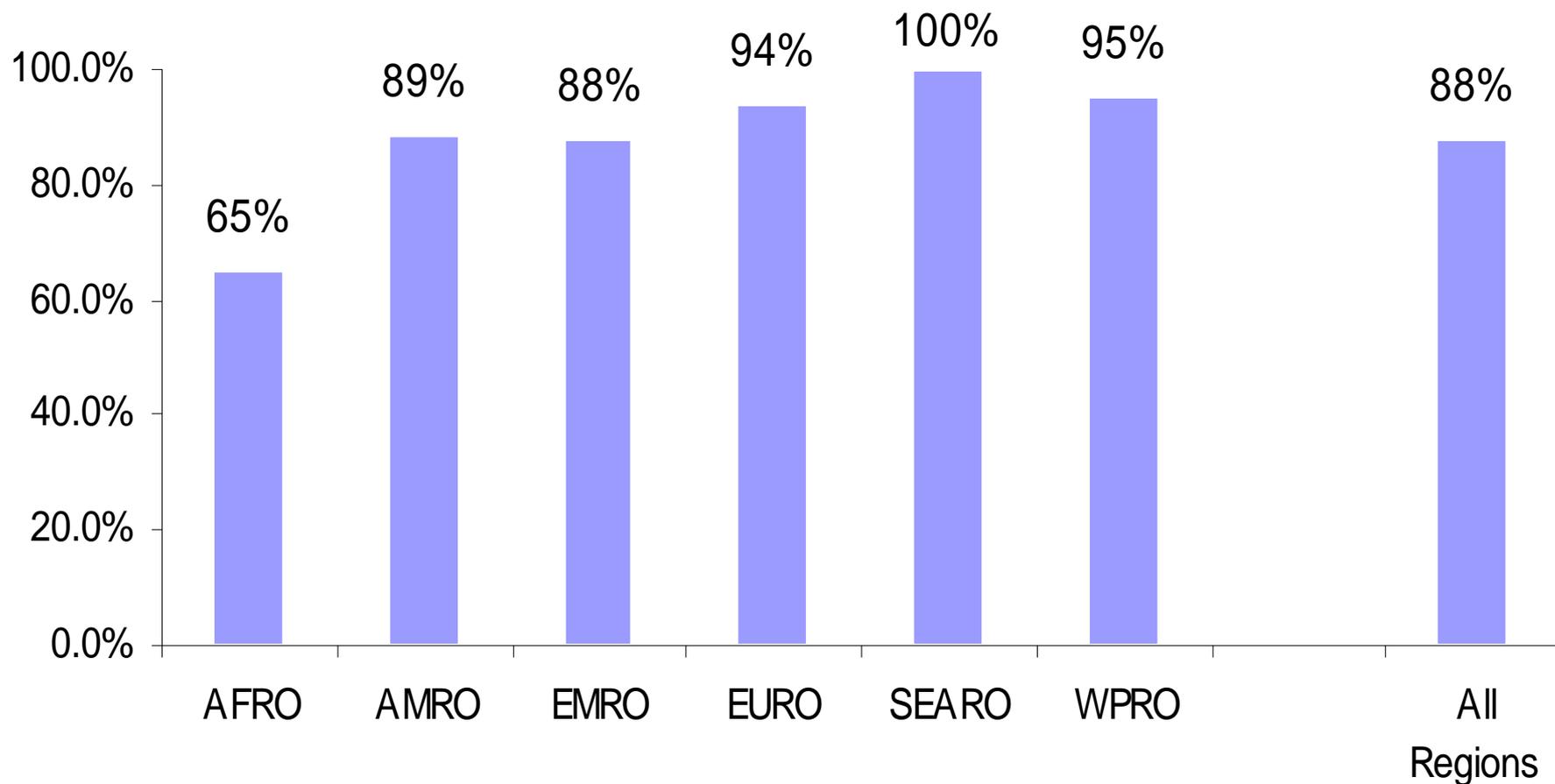
Response to the 2010 Questionnaire



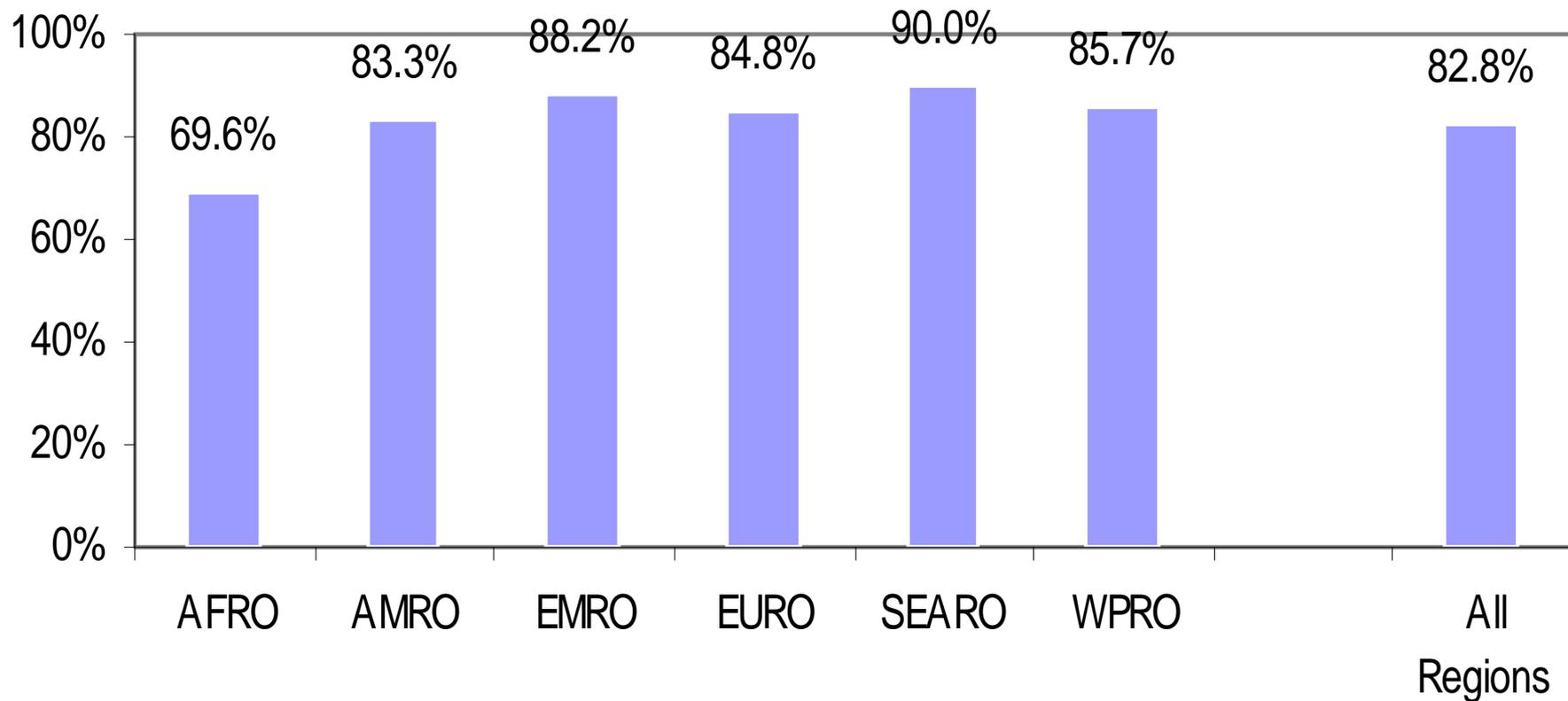
Questionnaire Submission 2008-10



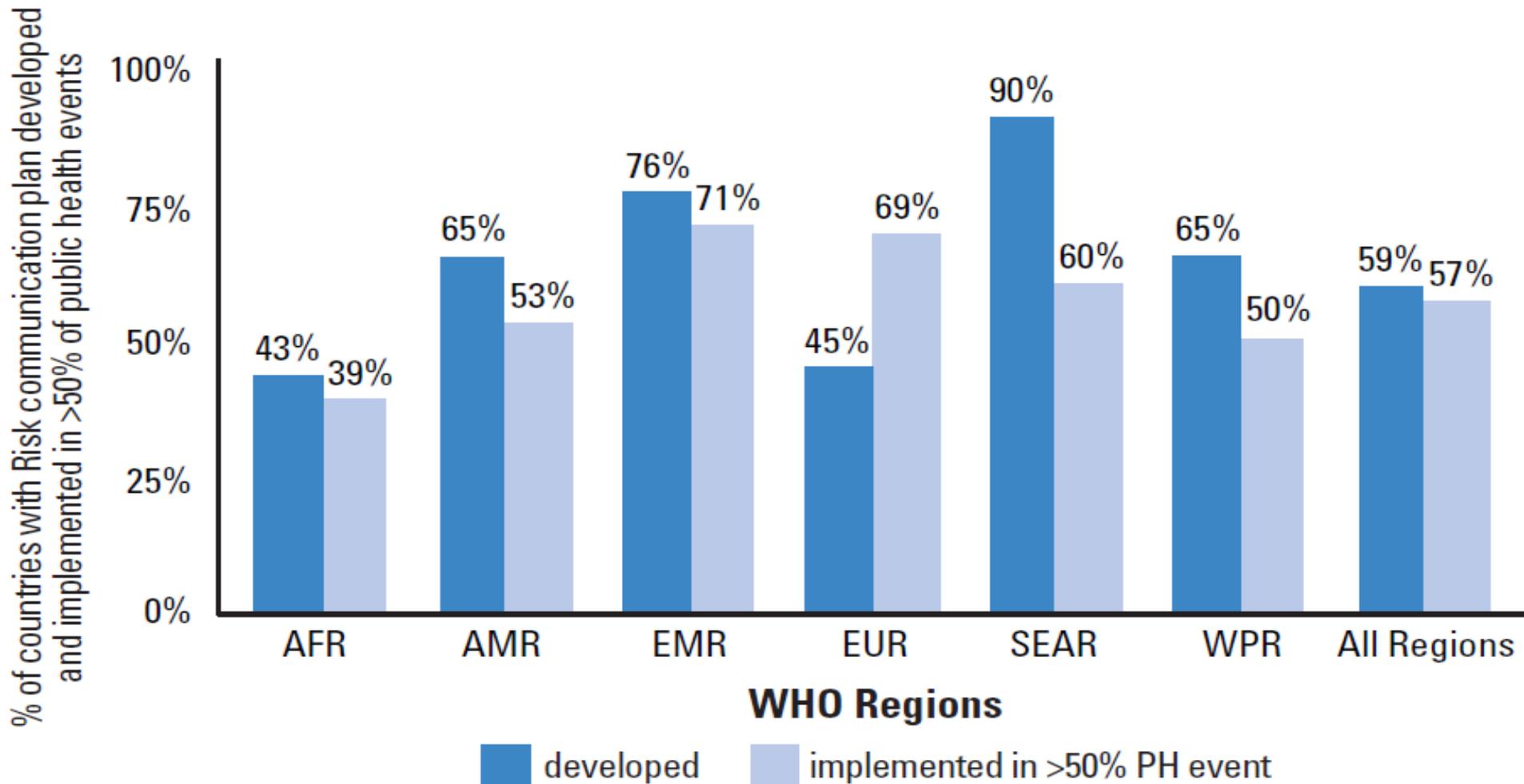
Risk communication partners and stakeholders



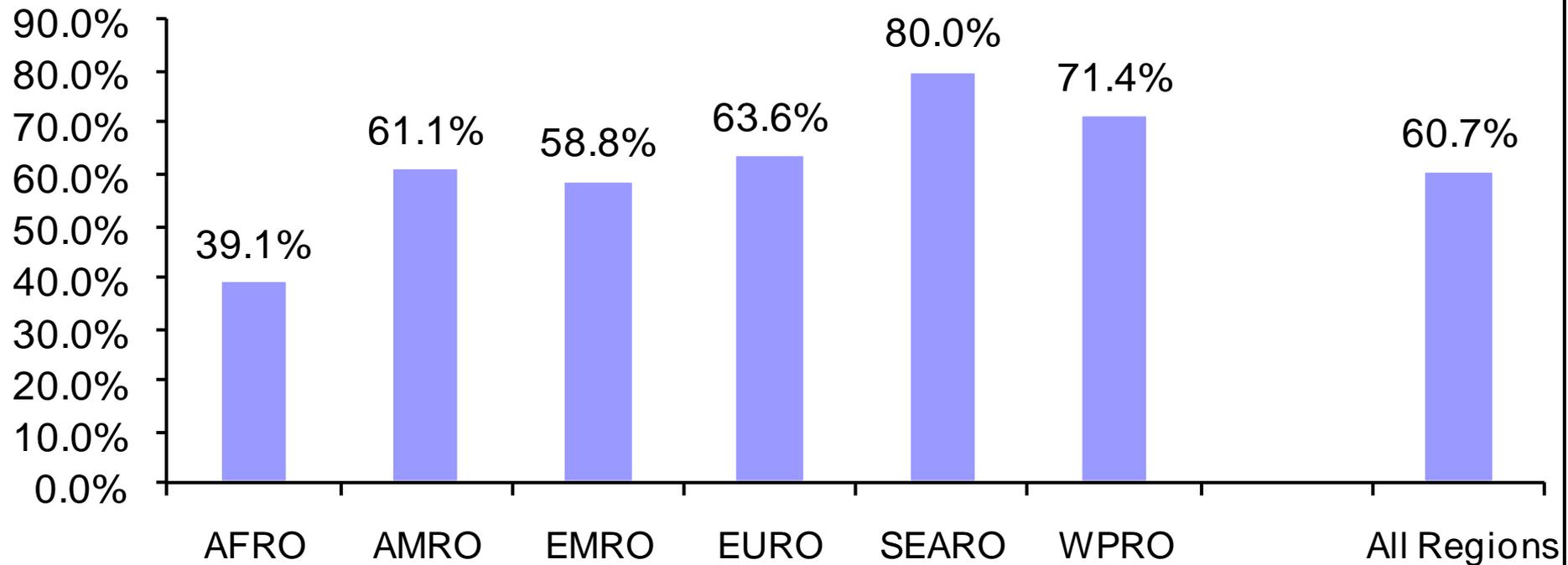
Responsible Unit for Coordination of Public Communication



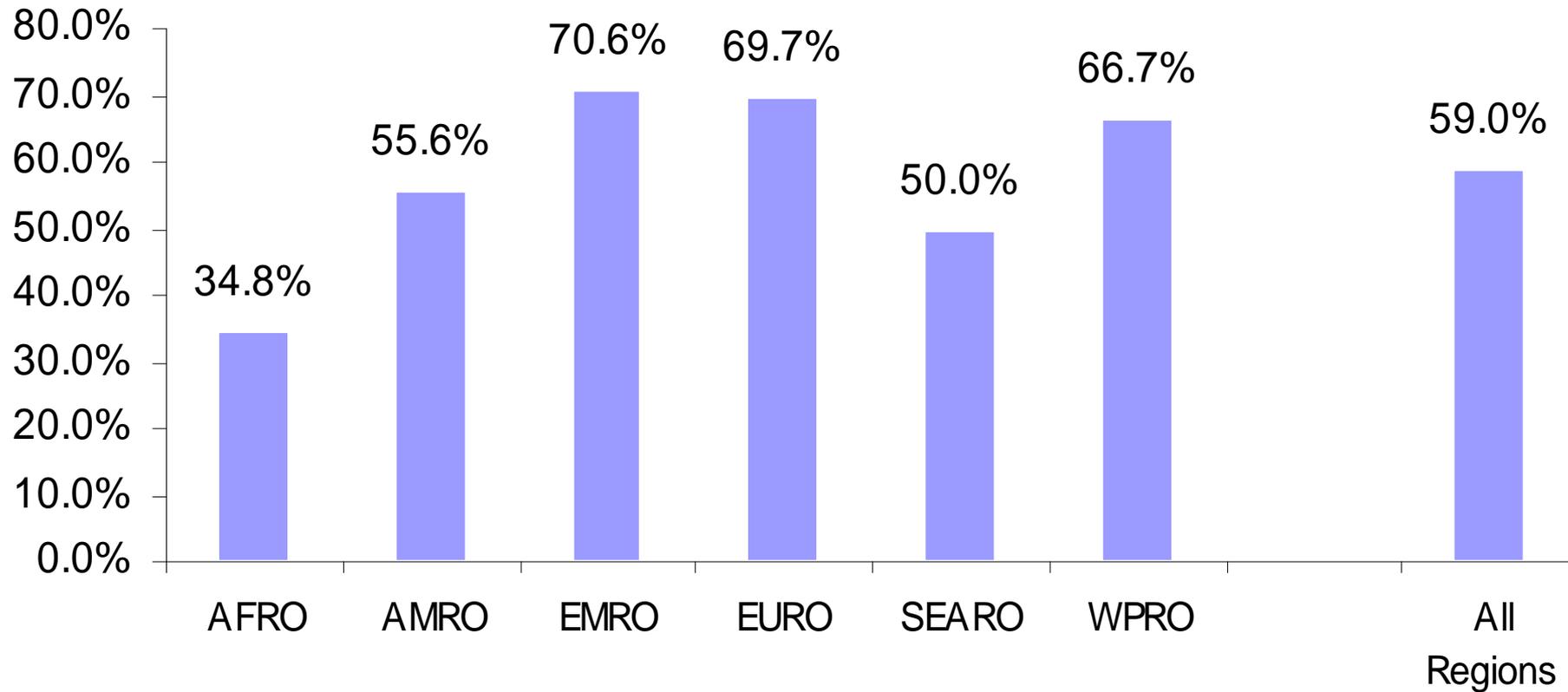
Risk Communication Plan



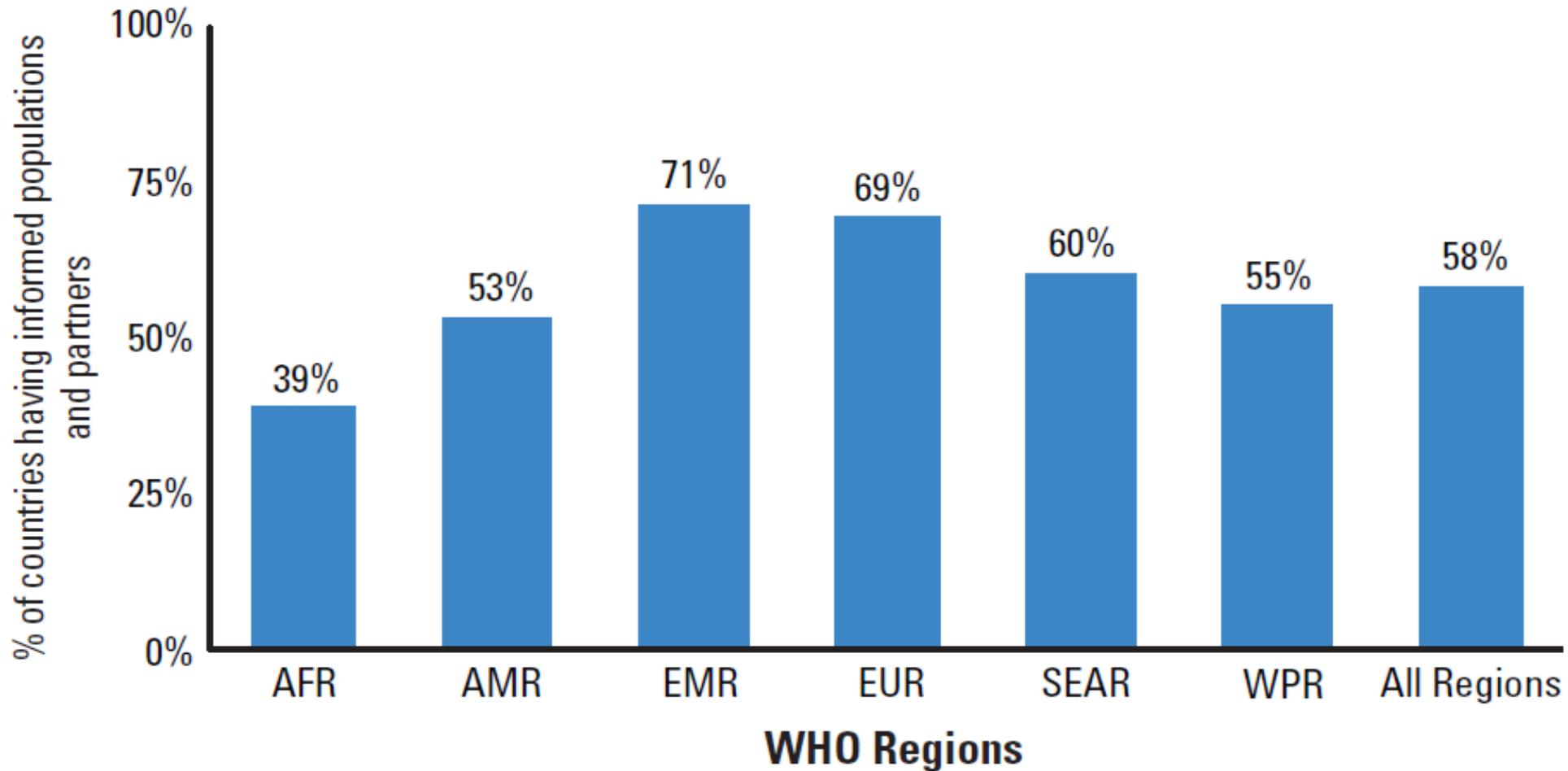
SOPs for release of information during a public health event



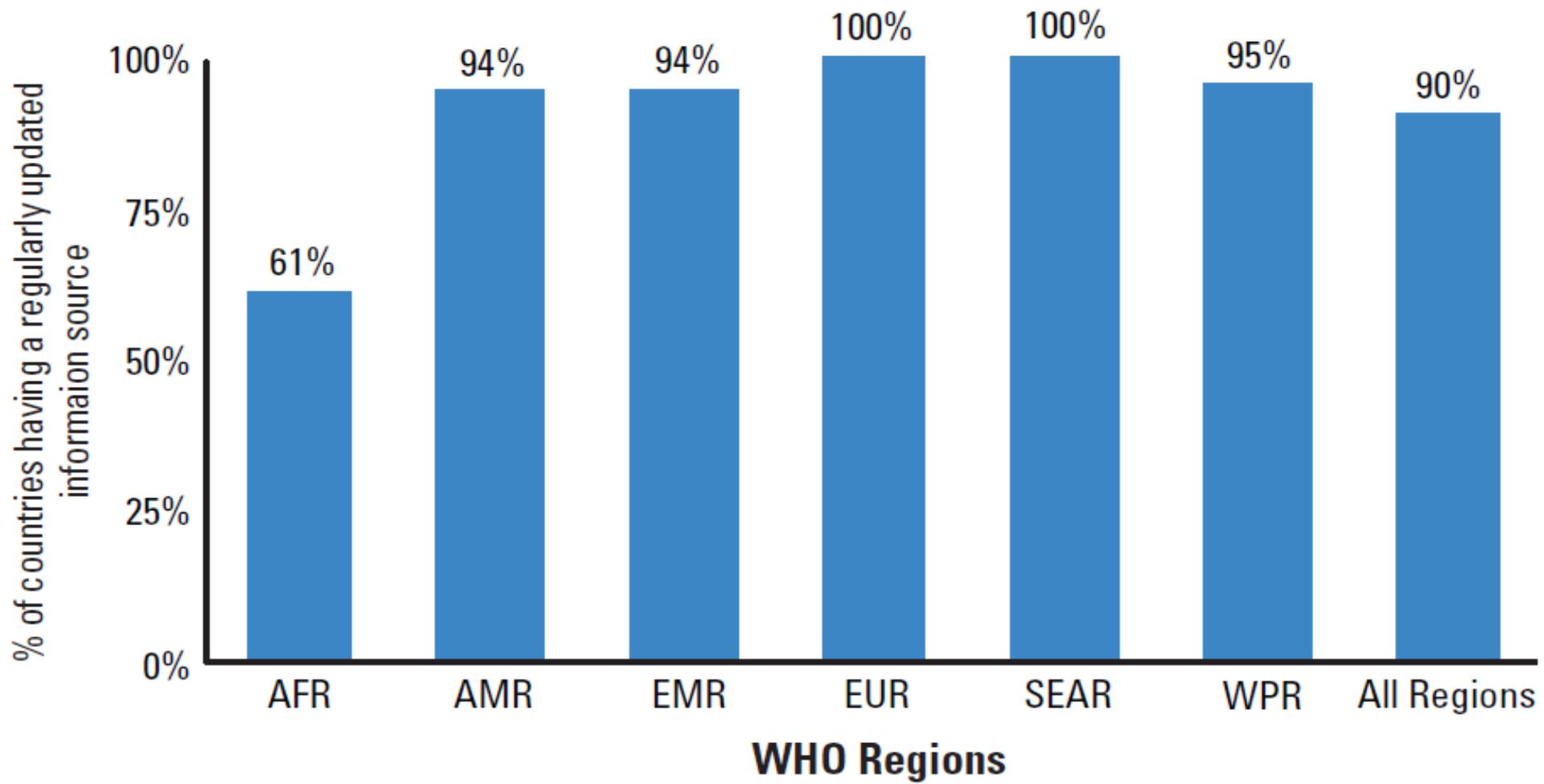
Policies, SOPs, or Guidelines



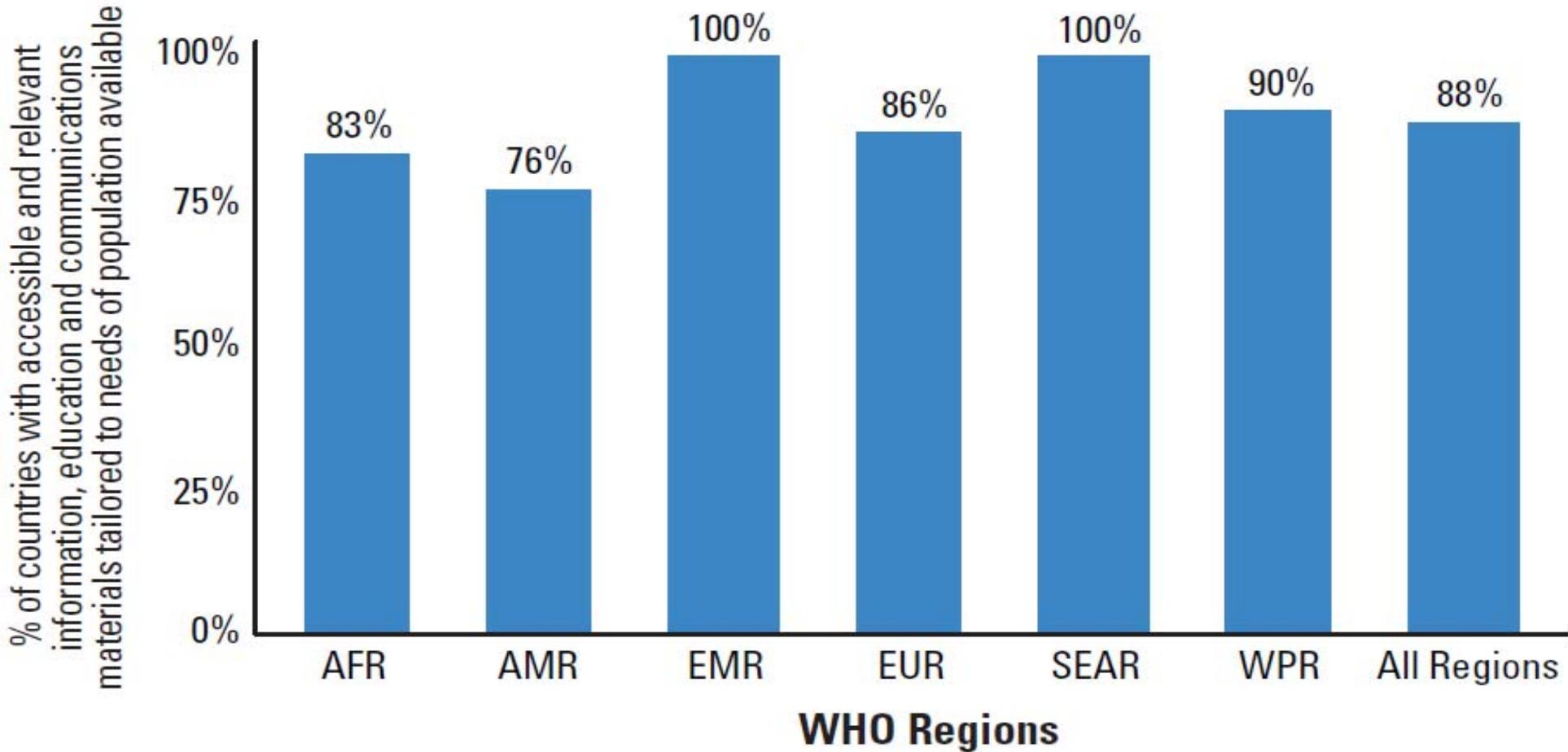
Informed populations and partners of a real or potential risk



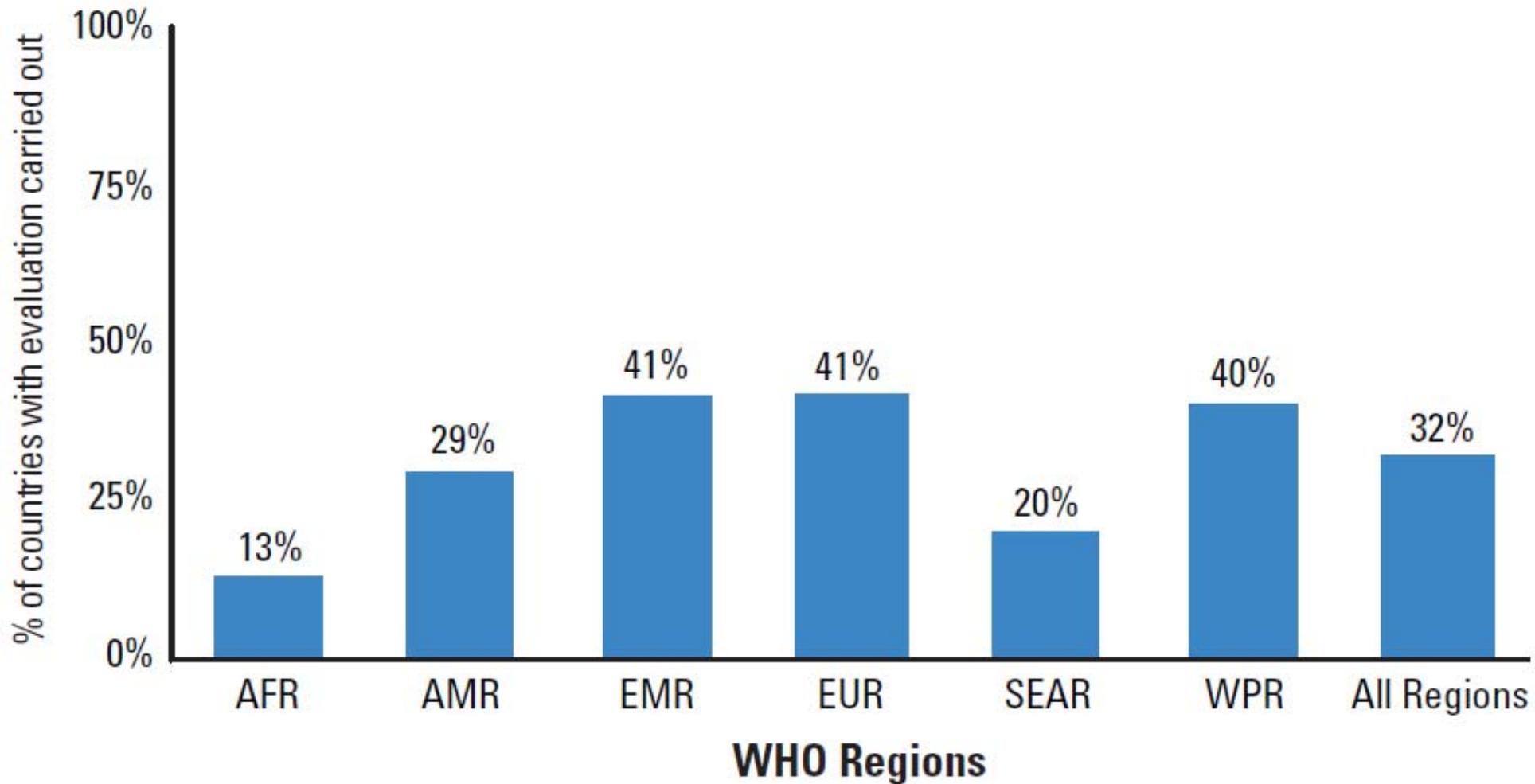
Accessibility to a regularly updated information source



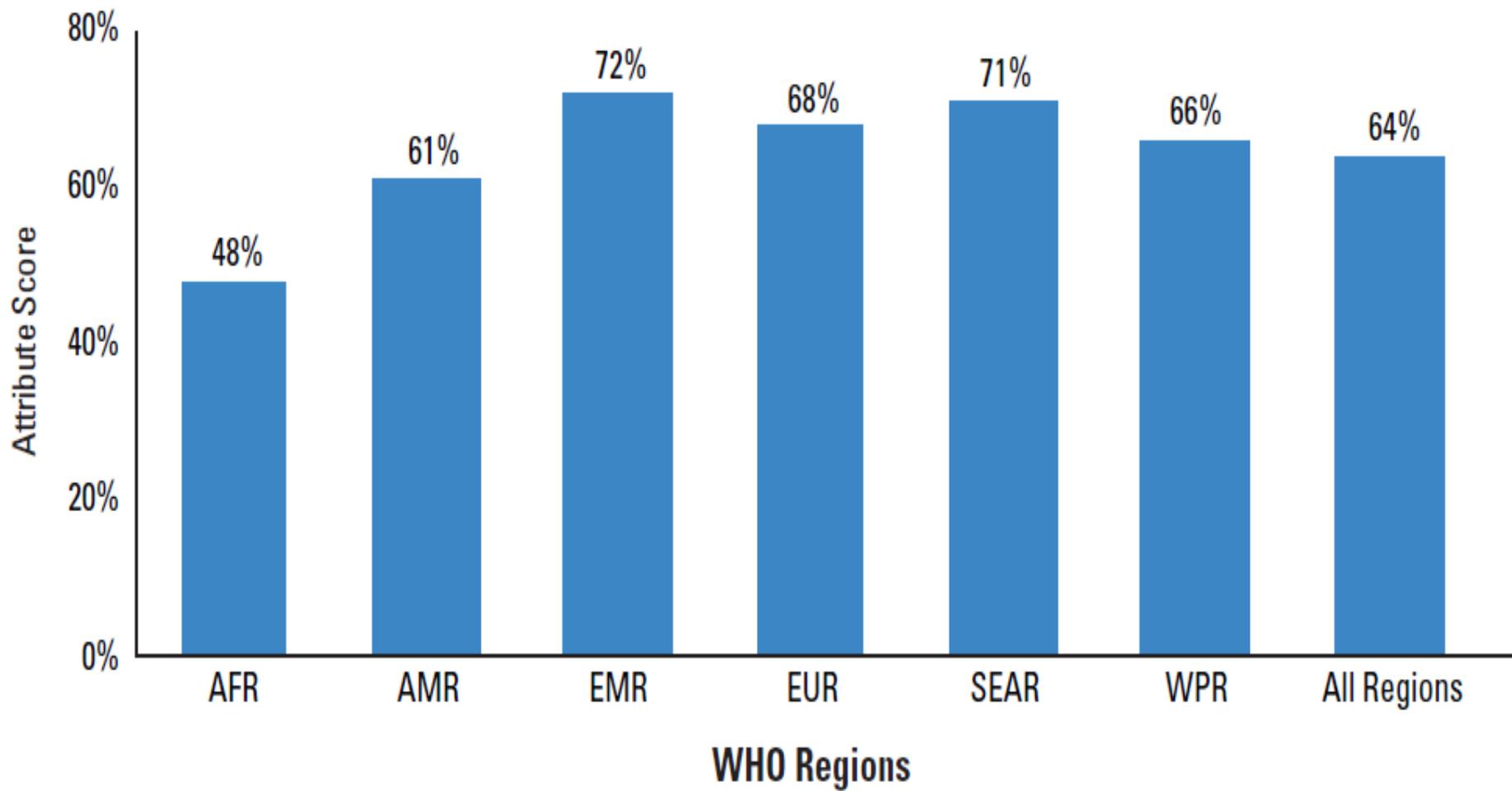
IEC Materials



Evaluation of public health communications after an emergency



CONCLUSION



Towards Building Sustainable Capacities

Training Workshops and Tools

- Online Module / IHR Course
- SEARO / AFRO / EMRO / PAHO
- Facilitator's Guide

Publication of International Guidelines



World Health Organization Outbreak Communication Planning Guide

2008 Edition



International Collaboration:

- IHR Risk Communication and Capacity Building Working Group
- Global Health Security Communication Network (GHSCN)

Thank You!