

The National Academies of
SCIENCES • ENGINEERING • MEDICINE

**WORKSHOP ON BUILDING COMMUNICATION CAPACITY
TO COUNTER INFECTIOUS DISEASE THREATS**

THE NATIONAL ACADEMIES - KECK CENTER
500 5TH ST NW, WASHINGTON, DC 20001

AGENDA

This Workshop will provide a venue to review progress and needs in strengthening communication capacity for dealing with infectious disease threats, both for outbreaks and routine challenges. The workshop's specific objectives are to:

- Examine the key elements of communication capacity necessary to address infectious disease threats, including:
 - Scientific foundations for effective communication
 - Roles of scientists and health professionals, the community, and media
 - Evidence-based methods for designing, pretesting, and evaluating of communication strategies
 - Multi-sector support for investment in these capabilities
- Examine the current state of science regarding public engagement and trust, the understanding of risk and health-protective behaviors, and behavioral responses, including:
 - The cognitive, affective, social, and economic factors shaping health-related decision making
 - The roles of persuasive vs. non persuasive communication
 - The roles of traditional and digital media
 - Proactive and reactive management of misinformation and rumors
 - Bidirectional communication platforms, both to engage the public and to generate data
- Assess the implications of the 2005 International Health Regulations (IHR) and lessons learned from recent outbreaks
- Discuss research needs, opportunities, and barriers for collaboration among, across, and within the epidemiology, biomedical, and social and behavioral science communities.

TUESDAY, 13 DECEMBER 2016

Room 100

8:30 am ET	Welcome	David Relman , Forum Chair
8:35 am	Building risk communication capacity: Can it be done?	John Rainford , The Warning Project
8:45 am	Perspectives on achieving successful communications for infectious disease threats	Maryn McKenna , independent journalist and author
8:55 am	Opening Remarks	Stefano Bertuzzi , American Society of Microbiology
9:05 am	Workshop Overview and Goals	Jeff Duchin , Workshop Chair

Session I: Laying the Foundation for Effective Communication

PART A

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| 9:10 am | <ul style="list-style-type: none"> - An overview of successful communication capacity - Learning from the social/behavioral/decision science field(s) - Evidence-based methods and evaluation of strategies | <p>Baruch Fischhoff, Carnegie Mellon University</p> <p>Angie Fagerlin, University of Utah</p> <p>Gary Kreps, George Mason University</p> |
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Moderated by: Doug Storey

10:45 am **Break**

PART B

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| 11:00 am | <ul style="list-style-type: none"> - Drivers of risk perception, effective communication, and behavior change - Risk perception, responsiveness, and avoidance - Sources of information about disease outbreak and community trust: Lessons from Ebola communication in Liberia - Advocacy and communication of health risks: Examples of tobacco control | <p>Noel Brewer, University of North Carolina at Chapel Hill</p> <p>Rajiv Rimal, George Washington University</p> <p>Monique Turner, George Washington University</p> <p>Jeff Niederdeppe, Cornell University</p> |
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Moderated by: Baruch Fischhoff

12:30 pm **Lunch Break**

Session II: Achieving Effective Communication

PART A

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| 1:30pm | <ul style="list-style-type: none"> - Packaging a story: Traditional vs. digital media - Responding to misinformation and rumors | <p>Dina Maron, Scientific American</p> <p>Heidi Larson, London School of Hygiene and Tropical Medicine</p> |
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Moderated by: Jennifer Gardy

3:00 pm **Break**

PART B

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| 3:15 pm | <ul style="list-style-type: none"> - Participatory surveillance and social listening - Bidirectional communication platforms - Building capacity: Training of trainers | <p>Kacey Ernst, University of Arizona</p> <p>Nick van Praag, Ground Truth Solutions</p> <p>Damien Chalaud, World Federation of Science Journalists</p> |
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Moderated by: Jennifer Olsen

4:45 pm **Highlights and Key Lessons Learned** **Jeff Duchin**, Workshop Chair

5:00 pm **Adjournment and Reception**

WEDNESDAY, DECEMBER 14 2016
Room 100

8:30 am ET **Welcome and Objectives**

Jeff Duchin, Workshop Chair

**Session III: International Context –
IHR considerations, Lessons from Recent Outbreaks, and Research Gaps**

8:40am	PART A - Lessons from the field: The role of data and evidence in Ebola and Zika outbreaks	Rev. John Sumo , Ministry of Health, Liberia Julienne Anoko , Paris Descartes University Katherine Lyon Daniel , CDC
	Moderated by: Rima Khabbaz & Rafael Obregon	
10:15 am	Break	
10:30 am	PART B - Strengthening risk communication and community engagement in disease outbreak response: A systems perspective	Gaya Gamhewage , World Health Organization Erma Manoncourt , M&D Consulting
	Moderated by: Rima Khabbaz & Rafael Obregon	
11:50 am	Concluding Remarks	Lonnie King , Forum Vice-Chair
Noon	Adjournment	