

Building risk communication capacity: Can it be done?

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Culturally sensitive

Transparent

Adaptive

**Risk Communication
Excellence**

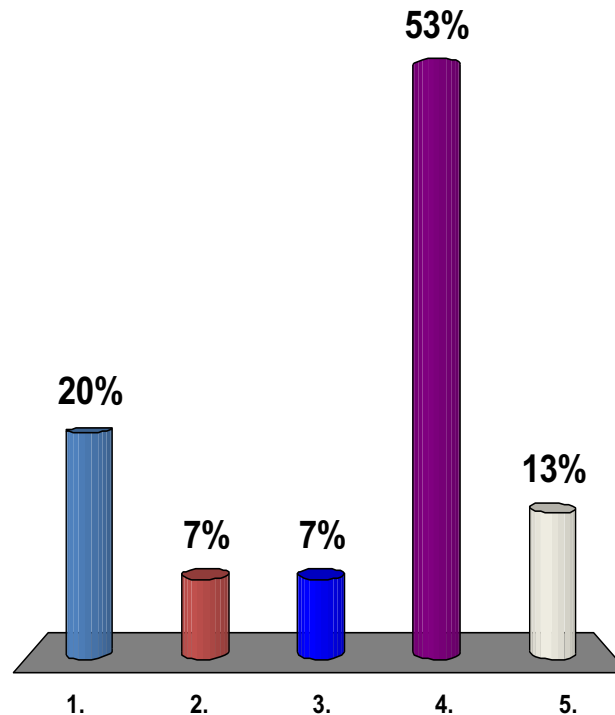
Accessible

Coordinated

A Health Organization has just found out that there was a serious problem with a single (and small) batch of measles vaccine

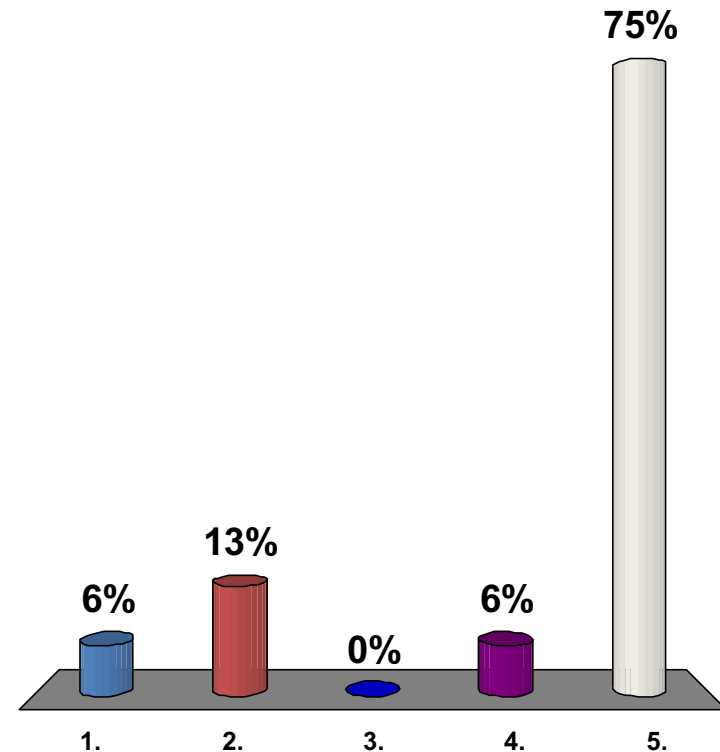
What is the risk from the perspective of the Director responsible for the vaccination program?

1. Measles vaccination campaign is threatened
2. Legal liability of the health authority
3. Authorities will be criticized publicly
4. Broader confidence in vaccine based programs is threatened
5. Adverse reactions



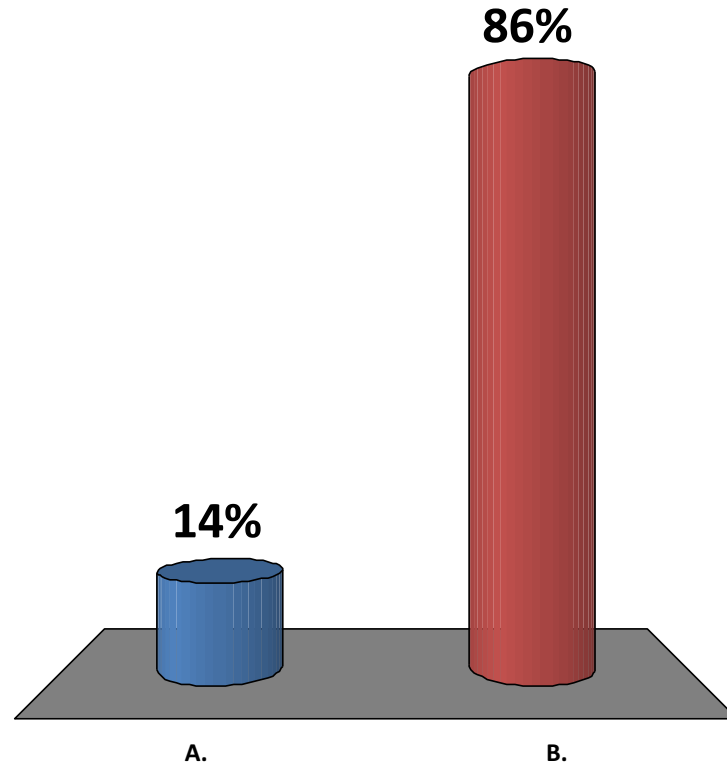
What is the risk from the perspective of a mother about to take her child to be vaccinated?

1. Measles vaccination campaign is threatened
2. Legal liability of the health authority
3. Authorities will be criticized publicly
4. Broader confidence in vaccine based campaigns is threatened
5. Adverse reactions



In achieving your objective, who is more important?

- A. The Director
- B. The Mother

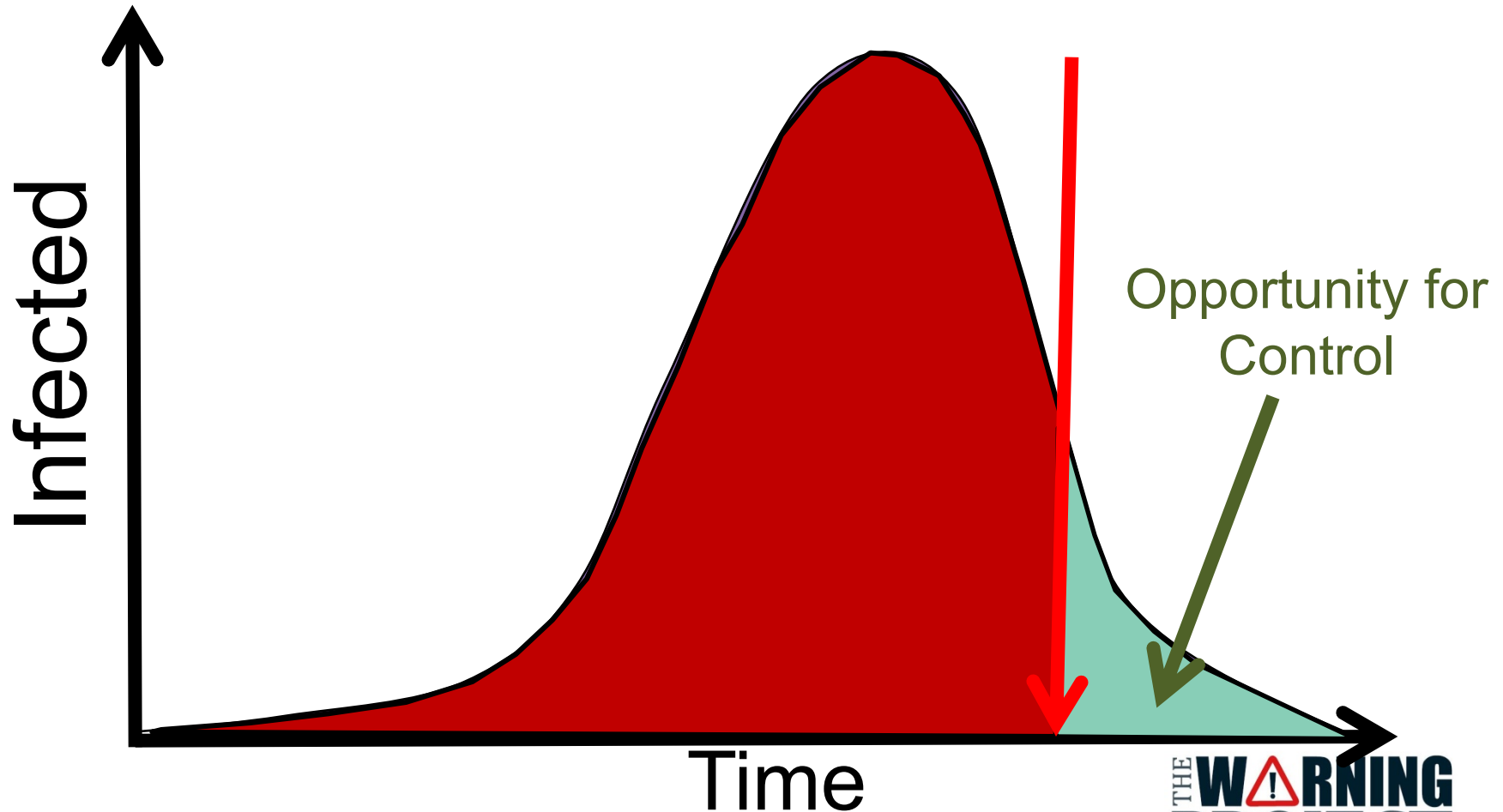


Who is our communication for?

Level	Education
5 →	University graduate
4 →	Community college graduate
3 →	Secondary school graduate
2 →	Some secondary school
→	
1 →	No secondary education

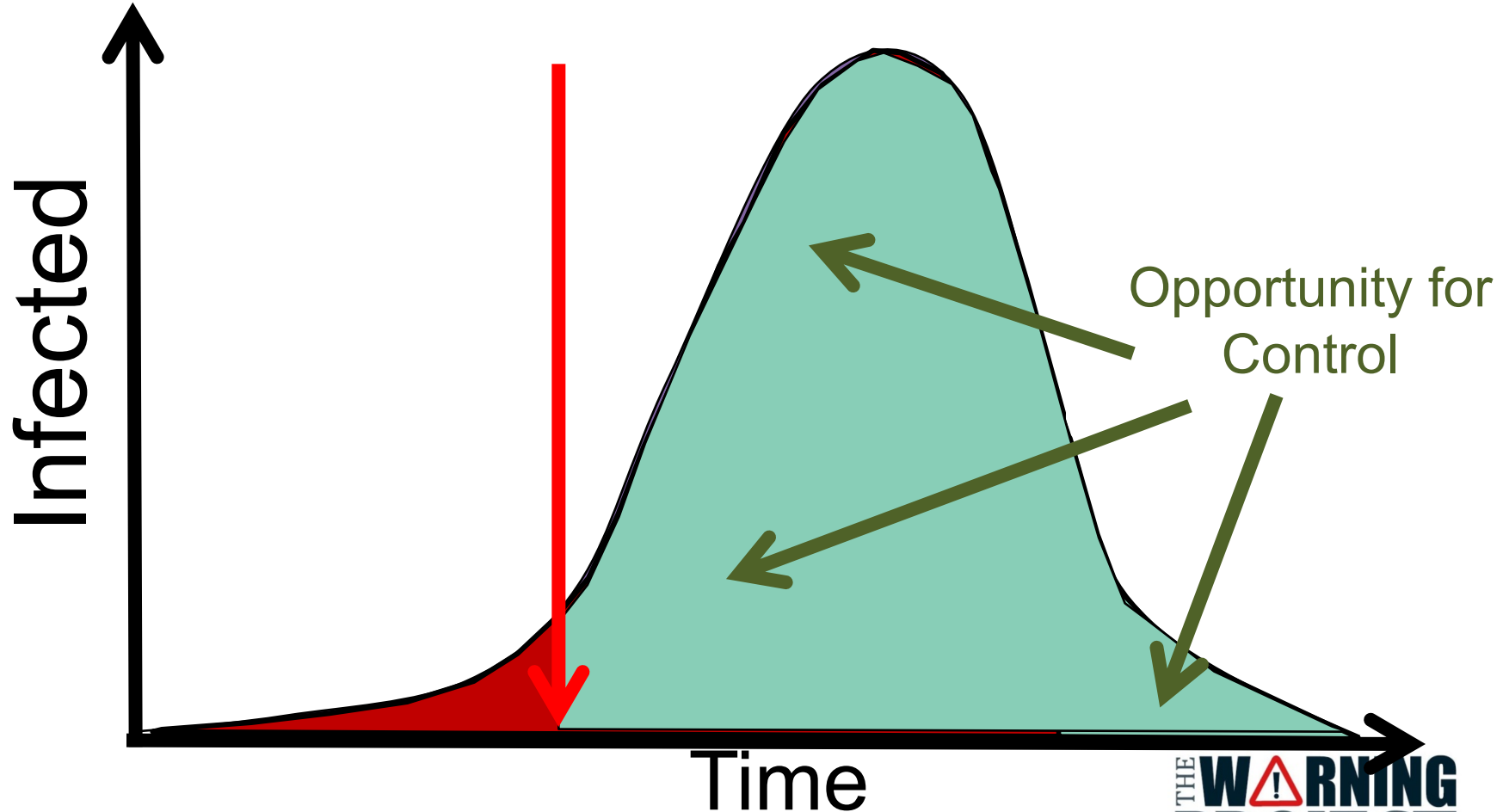
Communications and the Epi Curve

Delayed Response



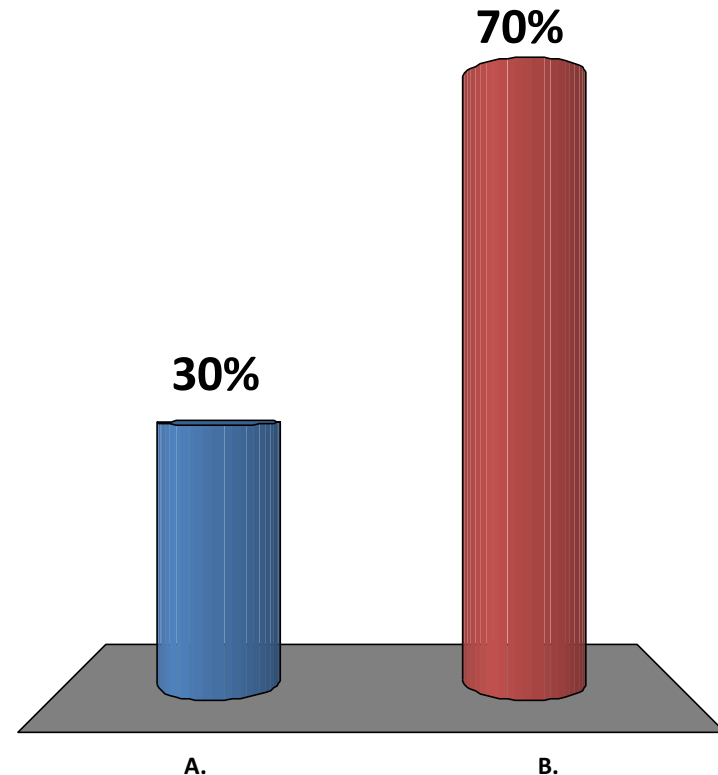
Communications and the Epi Curve

Rapid Response



When would your organization communicate a serious, emerging risk?

- A. Immediately, when a potential risk is identified.
- B. When full details of the cause and nature of the risk are confirmed.



Uncertainty Management: in practice

“The Zika virus should be considered “guilty until proven innocent” of causing birth defects, the World Health Organization said Friday.” Feb 19, 2016, USA Today



Building risk communication capacity: What REALLY matters

Performance measurement

Define success and failure

Building risk communication capacity: What REALLY matters

Re-balance resources between
knowledge generation and
knowledge translation

Building risk communication capacity: What REALLY matters

Convince leadership of the
strategic advantage of better risk
communication

Building risk communication capacity:

~~**Can it be done?**~~

It has to be done

Thank You

www.warningproject.org