



RISK COMMUNICATION

Preparing for the Pandemic

unite for
children

unicef 

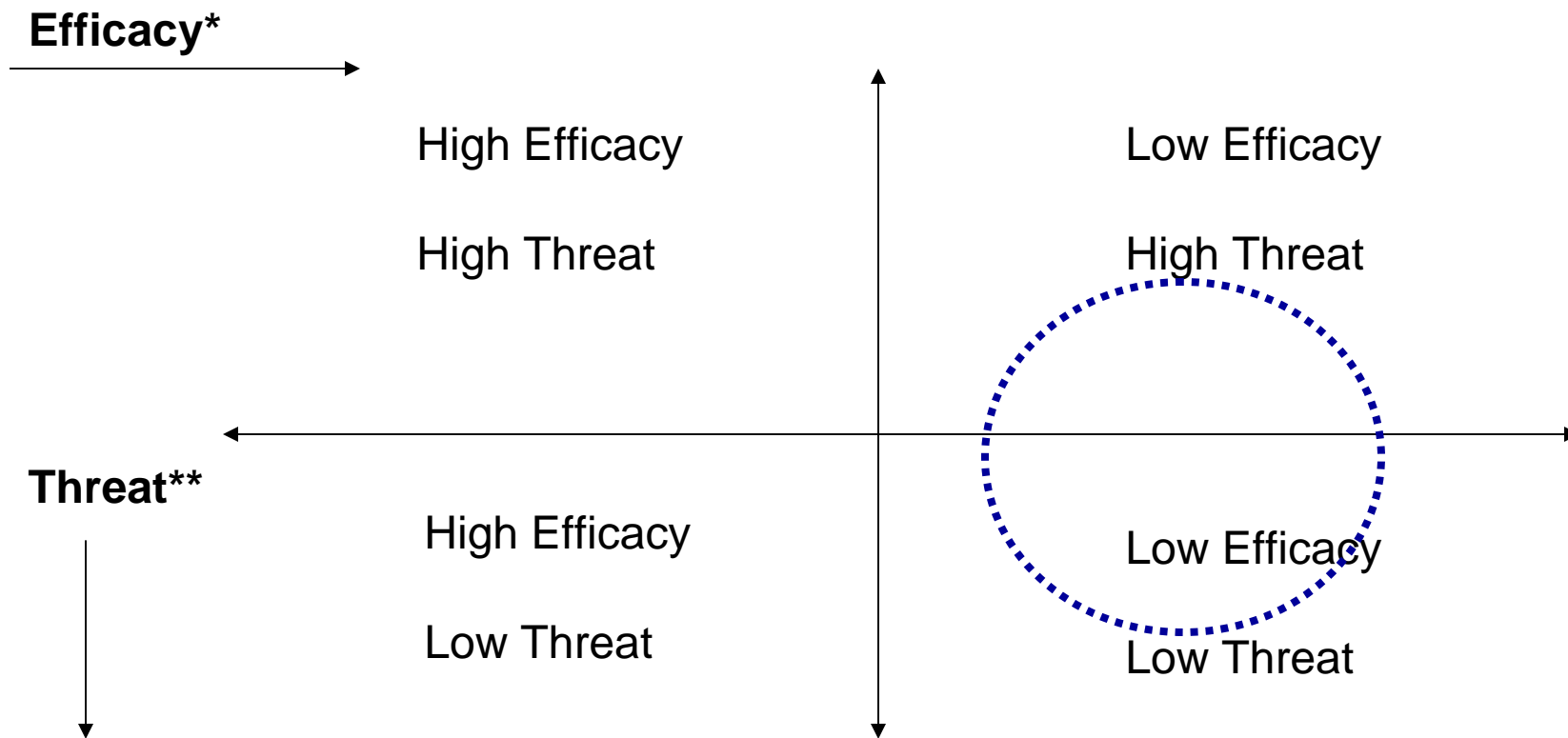
What is risk communication?

In a Public Health Emergency, informing the general public about -

- The emergent **threat to health**
- **Measures** being taken by authorities
- What people can do to **protect themselves** and assist in the emergency response
- What people should **not do** during the emergency

Correct, consistent, timely information to mitigate fears & misconceptions, reassure people

Flu - Risk Perception and Behavior Analysis Framework



Source: KAP Study, SRI:06-07 and Baseline, GFK-Mode 2007

H1N1 Pandemic Scenarios

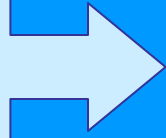
Preparedness =
Outbreak Prevention

Facilitate adoption of prevention behaviours, particularly among children, youth and the elderly – so they are adequately protected from the infection of H1N1 influenza virus

Response =
Recovery and Rehabilitation

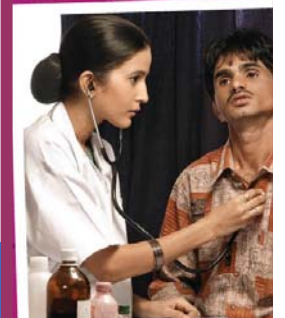
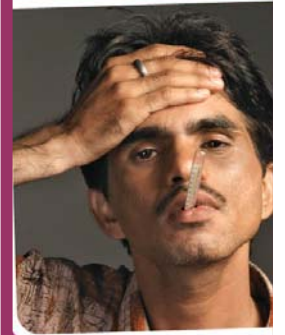
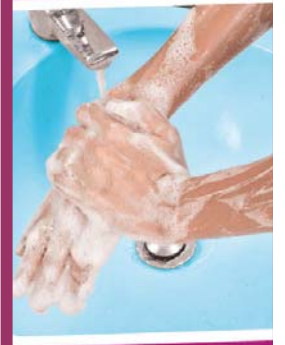
To reassure the populace while reinforcing the critical need to take precautions to protect themselves & their families

Before the
Pandemic



Key Behaviours Flu-WISE

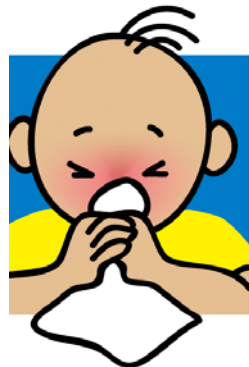
- **COVER YOUR MOUTH WHILE SNEEZING, COUGHING**
- **WASH HANDS WITH SOAP/ASH** after sneezing and coughing
- **STAY AWAY FROM PUBLIC PLACES** when you have fever, cough, sneezing and difficulty in breathing
- **SEEK TREATMENT IF YOU HAVE THESE SYMPTOMS** - to protect your family, especially children, from the infection



During
Pandemic

Key Behaviours Flu CARE

1. **KEEP YOURSELF INFORMED** about the disease, modes of transmission
2. **SOCIAL DISTANCING:** Avoid crowded places. gatherings, schools, unnecessary social contact, playing with friends (for children), avoid visiting sick friends/family
3. **PRACTICE COUGH ETTIQUETTES:** (wash hands with soap and cover mouth after coughing and sneezing); **WEAR MASK** if symptomatic



During
Pandemic

Key Behaviours Flu CARE

4. CARE FOR PATIENTS AT HOME:

isolate patients as far as possible, both to wear masks, give fluids and food frequently, keep the room well ventilated and caretaker monitors oneself.



5. SEEK TREATMENT: If you have flu symptoms and respiratory distress and/or if you have flu symptoms with other complications



Facilitating media communication

1. Assess media needs, media constraints, and internal media-relations capabilities

2. Develop goals, plans and strategies

3. Train Communicators – lead spokesperson, Public Information Officers

4. Prepare clear, concise and targeted messages

5. Identify media outlets and media activities

6. Deliver clear, timely and targeted messages

7. Evaluate messages and performance

Group work ...

1. Assess media needs
2. Discuss the constraints and challenges
3. Discuss and agree on the tools needed to help develop clear, concise and targeted messages
4. Assess the internal media-relations capabilities and identify the actions needed