Crisis communication

HSC Communicators’ network

Luxembourg, May 2010
Mandate:
Health Security Committee

Created: November 2008
Focus on crisis communication, including communication preparedness aspects
Communicate about measures taken by crisis managers, health related recommendations, and risk management

“Health promotion and classical communication aspects are excluded from the mandate.”
Outline of responsibilities

- Bringing together health threat crisis communicators in order to exchange experience and best practice on risk and crisis communication

- Providing a forum where risk and crisis communication can be possibly coordinated

- All parties retain their ability to communicate independently

- Any initiative to coordinate communication strategies and messages on the response will be led by the Commission

- Any Member State can request the Commission to start a coordination process about an event.
HSC Communicators’ network

Membership

- **Full members**, representatives [27 MS; 3 EEA; ECDC; EFSA; EMA; ECHA]
- **Permanent observers** representatives [CH; WHO HQ & EURO]
- **Ad Hoc expertise** [OIE, FAO,...] could be invited for specific events when needed and depending on the topics under discussion.
- **Links with GHSAG communicators’ network** [DE; FR; IT; UK; CA; JP; MX; USA; DG SANCO; WHO HQ]
- **Links with WHO communicators’ network** (under IHR)
Activities since the launching of the network:

1\textsuperscript{st} meeting: (24-27 March 2009 - Athens)
- Introductory session, training and exercise

24 April: 
\textit{H1N1}

1\textsuperscript{st} steering group meeting (30 July 2009 - Brussels):
- Discussions about further actions

2\textsuperscript{nd} meeting: (9-10 September 2009 - Brussels)
- Presentation of Commission staff working paper on communication about H1N1
- Discussions about vaccine challenges
- Sharing of information from MS - Case studies about H1N1
- Endorsement of Red Book
- Round tables: roadmap with concrete actions
EU guided vaccine workshop (London 22 October 2009)
- How to communicate when a vaccination campaigns fails

3rd meeting (Luxembourg 16 & 17 December 2009)
- Outcomes of Eurobarometer survey (November)
- H1N1 focus: coordination issues and development of communication actions
- Improve knowledge of crisis management aspects at Member States and EU level
- Networking: Learning from each others

2nd Steering Group meeting (Luxembourg 5 February 2010)
- Lessons learned during H1N1
- Input into BE Presidency conference
4th meeting (Luxembourg 30-31 March 2010)

- **Evaluation process:**
  - Outcome of the communicators’ survey
  - TOR 1 & 2 review process
  - Input into BE Presidency conference (1-2 July 2010)

- Communication session
  - WHO "Network of Champions"
  - State of play and **workplan for the future**
  - **Challenges** encountered during the pandemic crisis and lessons learnt for the future
  - How to communicate and push forward the vaccination of seasonal flu, taking into account current uncertainties and options
  - How to reach young people in general – discuss a strategy to approach them
  - How to maintain communication about hygiene measures
  - Preparedness planning: Planning assumptions versus realities
  - Sustainability of the network
Other meetings

Audio- conferences (April 2009 – April 2010)
- 40 audio-conferences during H1N1
- Participation:
  - ± 25 /30 countries (average 15)
  - Regularly: WHO HQ, ECDC and EMA
- Monthly rhythm since February 2010
HEDIS [Crisis management portal]

Including Sub-portals for risk communication
(modules on:)

- Commission daily Lines to Take
- Ongoing Communication activities in MS/EC/GHSAG/WHO
- ECDC Communication activities
- MedISys articles on H1N1 ([http://medusa.jrc.it/](http://medusa.jrc.it/))
- GPHIN daily media screenings
- HSC Communicators meetings –Minutes
- Online questionnaires
- Useful links to MoH, WHO, ECDC, EMEA, ...
Other H1N1 activities related to communications:

- Commission staff working paper on communication about H1N1 (Sept. 2009)
- Eurobarometer Flash on risk perceptions
- Survey about communication activities during H1N1 and participation of the network (input into TOR 1 & 2 review processes)
- Link with GHSAG communicators network
- Media Screening
- Daily Lines to take
- Crisis web-page
- Consultancy contract for crisis communication – Development of toolkits,...
- Task force for improving HEDIS
Added value of the network

- The main themes centered on sharing ideas, experiences and information.
- An effective exchange network to discuss, share tools and learn from other Member States.
- To create synergies that lead to high reactivity and effectiveness.
Network: Lessons learned

- Communicators’ network should be maintained
- Hedis and MedISys to be improved to meet the communicators needs – Need for interactive tools
- MS need crisis communication guidelines / toolkits / training and workshops on specific issues / evaluation tools (impact)
- Commission to give support on a short-term basis; e.g. development of key messages, strategic communication planning, short-term analyses, providing recommendations.
- MS: to share communication material and messages
- DG SANCO needs to be prepared for future crises.
- Communication needs to be better integrated into management of crisis at EU and national levels
- Only 1/3 “respected” plans in place, how to improve it?
Some lessons learned in terms of communication (1)

- Difficulty to reach specific target groups (e.g. Vulnerable groups, youth)

- Social / new media: that’s where we lost the battle
  - How to use them better in future crisis / communication plans
  - How to take advantage of the internet by opting for a pro-active approach
  - Respond quickly to the speed of information circulating?

- The need for understanding the impact of messages / the citizen needs
  - Panels, surveys, polls, analysing social medias, media screening
Some lessons learned in terms of communication (2)

- Need to identify and involve the media before and during a crisis
- Need to involve stakeholders in the communication
- Planning assumptions / Modelling assumptions → communication challenges
2010- Next steps

- Development of a detailed work programme for the coming years taking into account the lessons learned from H1N1 (see above)
- BE Presidency conference (communication session- 2 July)
- Exchange of experts between MS, including communicators (starting in September 2010)
- Table top exercise for communicators (17-18 November 2010)
Next steps: Internal developments

- Internal guidelines for our Directorate in case of crisis
- Tool kit for HSC Communicators’ network
- Specific web-site for crisis communication hosted on PHWS which will be used for any upcoming crisis
- Revision of other crisis communication web-sites HEDIS
- Call for tender for Framework contract « immediate availability of a crisis communication consultant » should a crisis occur
Guidelines for SANCO

To set up
- Decision makers
- Line of command/responsibilities
- Tasks definition - Who does what
- Strategies to adopt
- Key messages
- Target public
- Media channels
- Impact assessment of messages
- Training
- Evaluation
Toolkit

- To develop strategies for effective communication in crisis situations in the future
- To quickly and accurately provide the public, stakeholders, at risk groups, policymakers, and the media access to consistent and comprehensive information about the crisis, and the management of the situation
- To develop key messages
- To evaluate all activities and draft lessons learned

For Commission and Member States
- adapt to their own situation

Including: identification and working with different target groups, stakeholders, media and how to reach them, using tailored messages and tailored communication channels
United Kingdom; Romania; Norway; Sweden; Luxembourg; Germany; Iceland; Hungary; Bulgaria; Spain; Austria; Liechtenstein; Finland; Netherlands; Argentina; Canada; China; Hong Kong; Indonesia; Japan; Korea, Republic Of; Korea, Democratic People's Republic Of; Kyrgyzstan; Lao People's Democratic Republic; Macau; Malaysia; Moldova; Mongolia; Myanmar; Nepal; Pakistan; Papua New Guinea; Philippines; Russian Federation; Singapore; Sri Lanka; Taiwan, Province Of China; Tajikistan; Thailand; Turkey; East Timor; Turkmenistan; Uzbekistan; Vietnam.
Latest News About - Malaria

Articles published more than 30 minutes ago

WHO Director-General pushes for sustained commitment to MDGs at World Health Assembly

newsmedical Wednesday, May 19, 2010 9:07:00 AM CEST | info

During her opening address to the World Health Assembly in Geneva, Switzerland, on Monday, WHO Director-General Margaret Chan called for increased global efforts to reach the Millennium Development Goals, PANA/Afrique en ligne reports. Chan also set-up several global health challenges to be.....

Articles published more than 2 hours ago

Malaria ‘changes to resist treatment’
heraldscotland Wednesday, May 19, 2010 7:18:00 AM CEST | info

Malaria parasites can detect when they are being threatened and change their behaviour to survive, new research suggests.....
### Latest News - Singapore

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Participants to the pilot project

Systems

biocaster
Global Health Monitor
Communicate disease surveillance from Internet news

http://biocaster.nii.ac.jp/
THANK YOU FOR YOUR ATTENTION !!!

Europe working for healthier, safer, more confident citizens

Public Health Web site:
http://ec.europa.eu/dgs/health_consumer/publichealth_en.htm

• EU Health portal
http://ec.europa.eu/health-eu/index_en.htm