Communicating Uncertainty

• the difficulties of grappling with unknowns
• Covid versus flu pandemics
• How can health ministries collaborate with journalists?
Grappling With The Unknowns

• Embrace what we know to be true
• Be cautious about what’s purported to be true, but can’t be verified
• Highlight the unknowns
• Identify critical questions
Covid v. Pandemic Flu

• Case definitions
• Diagnostics
• Treatments
• Transmission
• Prevention/vaccination
• Post-infectious sequelae
Collaborating With Journalists

• Why?
• Is it possible?
• How can it be done?