

Asia-Europe Foundation (ASEF) & Public Health Wales Joint Event: High-level Meeting on Risk Communication for Public Health Emergencies: “The Role of Risk Communication in Pandemics”

19-20 October 2022
Cardiff, Wales (UK)

PROGRAMME

Tuesday, 18 October 2022

18:00 - 20:00 **Welcome Reception to Asia Europe Foundation (ASEF) & Public Health Wales (PHW) Joint High-level Meeting**
Venue: Urban Restaurant, Mercure Cardiff Holland House Hotel & Spa

DAY 1: Wednesday, 19 October 2022

08:30 - 09:00 **Registration/ Venue:** Brecon Suite, Mercure Cardiff Holland House Hotel & Spa

09:00 - 09:30 **Welcome & Opening Remarks**

Sir Frank ATHERTON, Chief Medical Officer, Welsh Government

Dr Tracey COOPER, Chief Executive, Public Health Wales

Mr Kyoichiro KAWAKAMI, Minister (Economic), Embassy of Japan in the United Kingdom

Ambassador Toru MORIKAWA, Executive Director, Asia-Europe Foundation (ASEF)

09:30 - 10:30 **Keynote Speech**

“Risk Communication in Practice: Using Science to Win Hearts and Change Minds for Public Good”

Mr Alex AIKEN, Executive Director, Government Communications, Cabinet Office, UK Government

10:30 - 11:00 *Tea Break (Group Photo Session)*

11:00 - 12:30 **Panel Discussion 1 | Risk Communication and Behaviour Change – Session 1**

Purpose: This session aims to share best practices and lessons learnt to overcome the difficulties implementing effective risk communication.

Case Studies:

Moderated by Ms Leah MORANTZ, Head of Communications, Public Health Wales

- Dr Tanya MERILLO, Ministry for Health, Malta
- Dr Ines LEIN, Robert Koch Institut (RKI), Germany
- Dr Pahurat TAISUWAN, Ministry of Public Health, Thailand

12:30 - 13:30 *Lunch Break*

13:30 - 17:30 **Emergency Simulation Exercise (SIMEX)**

Moderated by Dr Giri SHANKAR, Public Health Wales & Ms Riko KIMOTO, Asia-Europe Foundation

Introduction & First Session

Purpose: The sessions in this exercise will challenge participants to develop strategies and take decisions to address problems arising in simulated (but realistic) emergency situations.

13:30 - 14:00 **Ice-breaking Session & Overview of the SIMEX**

14:00 - 15:30 **Group Discussion & Feedback to Plenary**

15:30 - 16:00 *Tea Break*

16:00 - 17:30 **Continuation of Group Discussion & Feedback to Plenary**

17:30 - 17:45 **Day 1 Reflection to Achieve Objectives**

18:30 **Dinner/ Venue:** Urban Restaurant, Mercure Cardiff Holland House Hotel & Spa

DAY 2: Thursday, 20 October 2022

- 08:30 – 09:00 Registration/Venue: Brecon Suite, Mercure Cardiff Holland House Hotel & Spa
- 09:00 – 09:15 **Welcome Remarks - Day 2**
Dr Meng KHAW, National Director of Screening & Health Protection, Public Health Wales
- 09:15 – 10:45 **Panel Discussion 2 | Risk Communication & the Political Interface During a Pandemic**
Purpose: This session aims to share best practices and lessons learnt to overcome the difficulties posed by the political interface in implementing risk communication.
Case Studies:
Moderated by Dr Margaret HARRIS, Spokesperson, World Health Organization (WHO)
- Dr Caterina RIZZO, University of Pisa, Italy
 - Dr Dinh Anh NGUYEN, Ministry of Health, Viet Nam
 - Ms Christina EBBERSTEN, The Public Health Agency, Sweden
 - Ms Karen TAN, Ministry of Communications and Information (MCI), Singapore
- 10:45 – 11:15 *Tea Break*
- 11:15 – 12:00 **Panel Discussion 3 | Risk Communication and Behaviour Change – Session 2**
Purpose: This session aims to share some of the approaches and lessons around organising and deploying risk communication and behavioural science in response to SARS CoV2 in Wales.
- Mr Ashley GOULD, Programme Director – Behavioural Science Unit, Public Health Wales
 - Dr Chris ROBERTS, Head of Behavioural Science, Science-Evaluation-Advice, Health Protection Division, Welsh Government
- 12:00 – 13:00 *Lunch Break*
- 13:00 – 15:30 **Re-introduction of Emergency Simulation Exercise**
Dr Giri SHANKAR, Public Health Wales & Ms Riko KIMOTO, Asia-Europe Foundation (ASEF)
Emergency Simulation Exercise - Day 2
Group Discussion & Feedback to Plenary
Purpose: This session is a continuation and development of the scenario from Day 1 to present participants with a new set of emergency challenges, against which they must develop strategies and take decisions.
- 15:30 – 16:00 *Tea Break*
- 16:00 – 16:45 **Conclusions | Defining Solutions – Summary of the High-level Meeting & Recommendations on: “The Role of Risk Communication in Pandemics”**
Purpose: Participants will debate and develop a final consensus on recommendations and conclusions from the High-level Meeting.
Moderated by Ms Leah MORANTZ, Head of Communications, Public Health Wales
- 16:45 – 17:00 **Statements by Participants**
Professor Thomas ABRAHAM, The University of Hong Kong, Hong Kong SAR, China
- 17:00 – 17:20 **Closing Remarks**
Ms Laure du TEILHET, Director, Governance and Sustainable Development Department, Asia-Europe Foundation (ASEF)
Dr Giri SHANKAR, Director of Health Protection, Public Health Wales

DAY 3: Friday, 21 October 2022

AM **Cardiff Castle Visit (Optional)**



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