

# Communication during an epidemic

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# Risk communication

The real-time exchange of information, advice and opinions between experts or officials and people who face a threat (hazard) to their survival, health or economic or social well-being.

Its ultimate purpose is that everyone at risk is able to make informed decisions to mitigate the effects of the threat (hazard) such as a disease outbreak, and take protective and preventive action.

# The WHO guideline

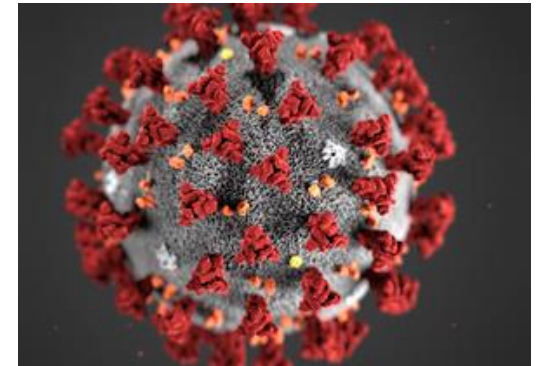
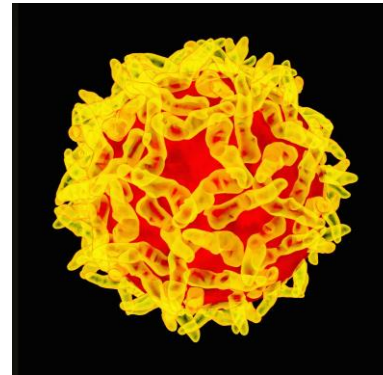
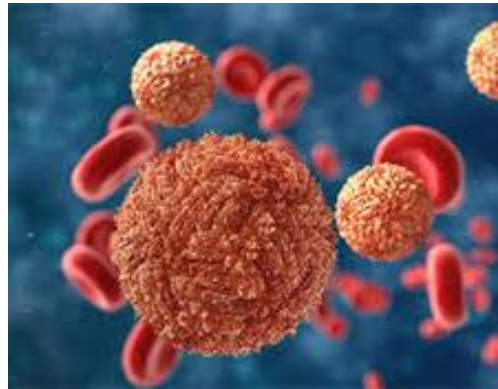
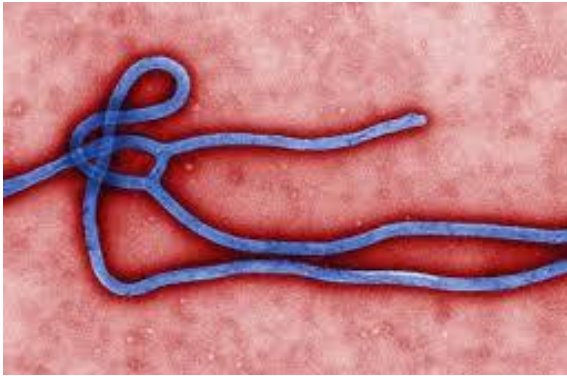
## Communicating risk in public health emergencies

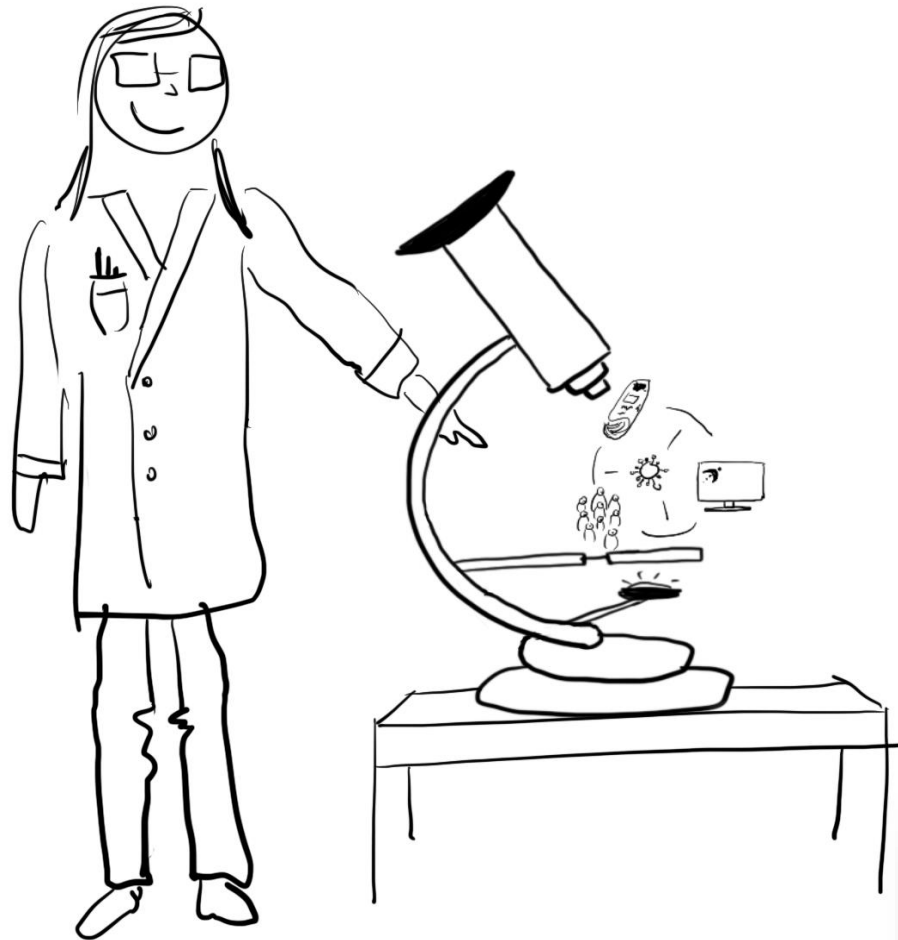
A WHO guideline for emergency risk  
communication (ERC) policy and practice



- The WHO has developed a set of guidelines, based on a series of systematic review groups.
- The recommendations in the WHO guidelines provide overarching, evidence-based guidance on how risk communication should be practised in an emergency.
- The recommendations also guide countries on building capacity for communicating risk during health emergencies.

# Recent challenges





Risk communication only works well when the communication is based on trust between:

- Those with the expertise
- Those with responsibility
- Those affected

Without trust, it is less chance for people to follow the advice given. Listening to – and understanding – people’s thoughts, worries and experiences is just as important as offering facts and advice.

**Honesty about what is known, and transparency about the unknowns, is essential.**

when you leave people out of decisions about risk, they get more angry, they get more frightened, they interfere more in policy. And the outcome usually is not the sort of policies the experts wanted in the first place.

# The principles

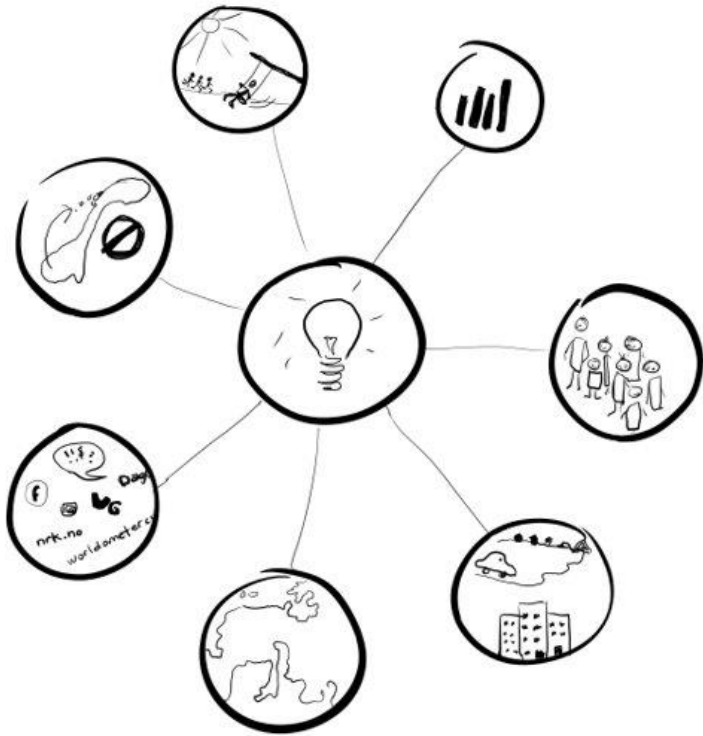
Communication is a strategic tool.

The primary aim of communication is to contribute to the success of the various actors' handling of the situation.

Paramount principles are:

- To be open
- To be clear
- Provide information about what the epidemic is and what it is not
- Help the public
- Support the health services
- Cooperate with all relevant actors
- Allow for interim messages – adjust the information to new knowledge and new situations

# The plan before the fact



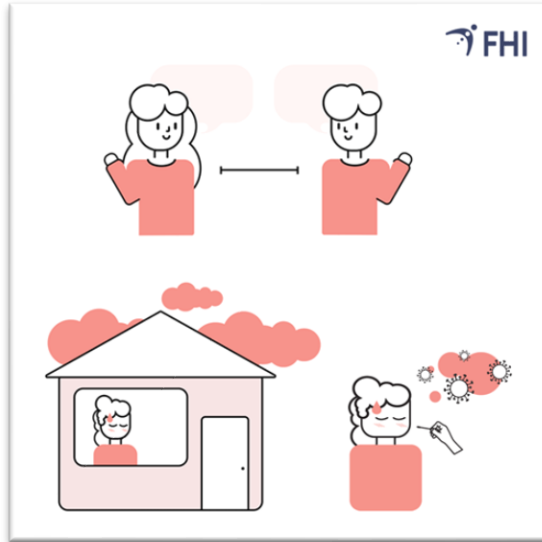
- Map your interest groups – think big
- Consider and map out any relevant social structure - demographic or other relevant context issues that may help target the message
- Find and describe the best choice of communication channels and time of communication.
- Involving key members of society to communicate risk and interventions can increase uptake of the message, if done correctly.
- The ongoing COVID-19 pandemic has proved how social media are used for communication
- Fake news – how will you monitor?
- Never underestimate community engagement

# Heterogeneous areas

- Economic, social and living conditions
- Health inequity and lower access to health care services
- More likely to include homeless, refugee and displaced populations.
- Sub-populations
  - low socioeconomic status,
  - living in informal settlements
  - dependent on the informal economy for their livelihoods.



# Visualization



### What is a safe distance from other people?

By maintaining a safe distance from others, we help to slow the spread of coronavirus (COVID-19).

**Advice for everyone**

- Follow good hand hygiene and cough etiquette.
- You and your closest family and friends can socialise in the normal way.
- Keep a safe distance from everyone except your closest family and friends, at least 1 metre.
- If you have symptoms of respiratory tract infection, you must stay home.

### Umbali salama wa kukaribiana na watu wengine ni nini?

Kwa kudumisha umbali salama wa kukaribiana na watu wengine, tunasaidia kupunguza kusambazwa kwa virusi vya korona (COVID-19).

**Ushauri kwa kila mtu**

- Fuata ushauri wa kudumisha usafi bora wa mikono na maadili ya kukohoa.
- Wewe na marafiki na wanafamilia wako wa karibu mnaweza kutangamana kwa njia ya kawaida.
- Dumisha umbali salama wa kukaribiana na kila mtu isipokuwa marafiki na wanafamilia wako wa karibu, angalau mita 1.
- Iwapo una dalili za maambukizi ya maradhi yanayohusiana na upumuaji, ni lazima ukae nyumbani.
- Iwapo una dalili za COVID-19, unapaswa kupimwa.

**Umezimwa na kupatikana na COVID-19 na UMEJITENGA UKIWA NYUMBANI**

- Kaa nyumbani.
- Dumisha umbali salama wa kukaribiana na kila mtu nyumbani kwako.
- Tumia chumba na bafu tofauti iwapo inawezekana.
- Safisha sehemu za juu za vitu mara kwa mara.

**KARANTINI**

- Watoto wanaweza kutangamana na wengine nyumbani kama kawaida, lakini wakae umbali unaojaa kutoka kwa watu wazima.
- Usiende shuleni au kazini.
- Usitumie usafiri wa umma.
- Usiwatemelee watu wengine na usiwaalike wageni nyumbani.
- Unaweza kuenda matembezini, lakini ni lazima ukae umbali wa zaidi ya mita 1 kutoka kwa watu wengine.
- Unaweza kwenda kwenye duka la kuzaa bidhaa za chakula au dawa iwapo ni muhimu kabisa.
- Watu unaoishi nao hawako karantini.
- Iwapo utaki yanayohusiana na upimwe.
- Majibabu ya uumeambukaji utenge uk

**ISOLATION**

... tested positive D-19 and are in ISOLATION

... a safe distance from everyone ur home. arate room and bathroom if ble. faces frequently, one else to do your shopping th your doctor how you should your health. ile you live with must go into te.

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### Mała, duża odległość czy unikanie kontaktu?

Zachowując dystans hamujemy rozprzestrzenianie się koronawirusa (covid-19).

**Porady dla ogółu społeczeństwa**

- Pamiętaj o zachowaniu higieny rąk i kaszlu.
- Najbliższa rodzina i przyjaciele mogą przebywać razem jak zwykle.
- Zachowaj większy odstęp od innych osób niż najbliższa rodzina i przyjaciele, czyli co najmniej 1 metr.
- Przy objawach infekcji dróg oddechowych pozostań w domu.
- Przy objawach covid-19 należy wykonać test.

**Do osób z grupy bliskiego kontaktu z osobą zarażoną lub wracających z podróży, które zostały objęte KWARANTANNĄ**

- Nie chodź do szkoły ani do pracy.
- Nie korzystaj z transportu publicznego.
- Nie odwiedzaj innych osób ani nie przyjmuj gości.
- Możesz wychodzić na spacer, zachowując przynajmniej 1 metr odstępu od innych.
- Możesz zrobić absolutnie niezbędne zakupy w sklepie spożywczym lub aptece.
- Dzieci mogą przebywać z dorosłymi we wspólnym gospodarstwie domowym tak jak zawsze, ale dorośli powinni dbać o zachowanie odpowiedniego dystansu między sobą.
- Osoby, z którymi mieszkasz, nie są objęte kwarantanną.
- Jeżeli zaczniesz wykazywać objawy infekcji dróg oddechowych, odizoluj się i wykonaj test.
- Jeżeli test będzie pozytywny, musisz poddać się izolacji domowej.

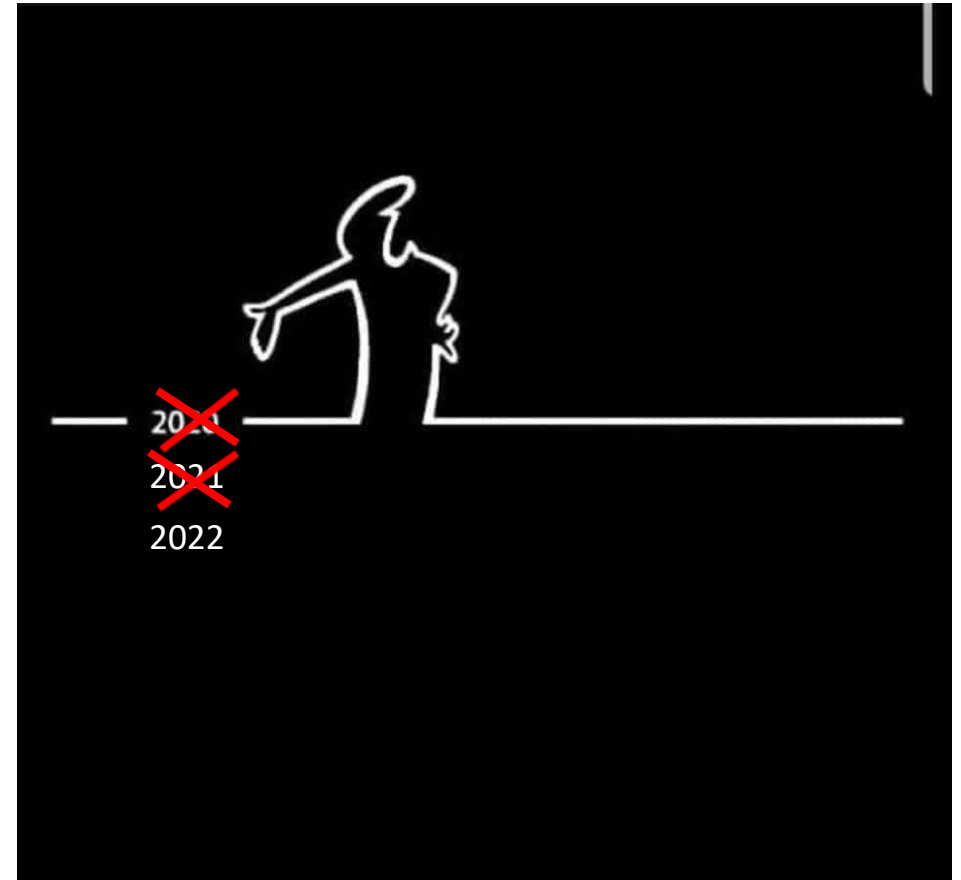
**Do osób, u których potwierdzono covid-19 lub u których zarażenie jest prawdopodobne i zostały objęte IZOLACJĄ DOMOWĄ**

- Nie możesz wychodzić z domu.
- Unikaj kontaktu z pozostałymi domownikami.
- Jeśli to możliwe, przebywaj w osobnym pokoju i korzystaj z osobnej łazienki.
- Często myj powierzchnie płaskie.
- Ktoś musi pomóc Ci zrobić zakupy.
- Ustal z lekarzem, jak będziesz kontrolować stan swojego zdrowia.
- Osoby, z którymi mieszkasz, są objęte kwarantanną.

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# Learning points from the corona pandemic

# Sprint vs marathon



Transparency has built trust– even though the messages weren't always coordinated or the same

CORONAVIRUSET [Tall](#) [Tiltak](#) [Vaksiner](#) [Siste](#) [Spør oss](#) [Artikler](#)



UENIGHET: Mens FHI anbefaler å avvikle de fleste restriksjonene, ønsker helsedirektoratet å holde litt igjen. Foto: Ali Zare

## Nye anbefalinger: Her er fagfolkene uenige

Helsedirektoratet og Folkehelseinstituttet (FHI) har kommet med nye anbefalinger for en «normal hverdag». Her er de uenige.

Av YASMIN SFRINTZERIS og MARTHA C. S. HOLMES  
Oppdatert 17. september

# We must be better at informing those who we expect to implement our advice, well ahead.

KRONIKK

## Regjeringens informasjonsstrategi: Joker Nord i praksis?

Manglende informasjon fra sentrale helsemyndigheter gjør kommunenes arbeid med lokalt smittevern og beredskap vanskeligere.



Statsminister Erna Solberg, kunnskaps- og integreringsminister Guri Melby og barne- og familieminister Kjell Ingolf Ropstad

FOTO: FREDRIK HAGEN / NTB



59 kommuneoverleger

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# When insecurity rules, the need for detailed advice is endless

Helse

## Klart råd til single: Ikke ha sex med fremmede

Roger Grosvold

2. apr. 2020 18:12 – Oppdatert 15. apr. 2020 23:06



Det er foreløpig ingen holdepunkter for at corona overføres gjennom seksuell kontakt, men medisinsk direktør Michael Brady er likevel tydelig: – Ikke avtal sextreff under lockdown. Illustrasjonsfoto: NTB Scanpix

Foto: NTB Scanpix

Kan coronaviruset overføres gjennom sex, og kan man pådra seg corona av å runke? Medisinsk direktør Michael Brady vet svaret på disse og flere spørsmål du lurer på, men ikke våger stille.

«Folkehelseinstituttets råd når det kommer til sex er litt uklare. Kan man for eksempel ha sex med den man er kjæreste med, selv om man ikke bor på den samme adressen?»

# Endurance is key

12 mars  
2020



12 mars  
2021



12 mars  
202~~0~~2



# Fake news and conspiracies





# Communication is hassle

- It will take time – a lot
- It will be unpleasant –there are only so many hours
- It will happen - continuously
  
- And often we ourselves do not decide what or when is interesting for others

# References

- Global Preparedness Monitoring Board (GPMB), June 15. 2020: *Urbanization and preparedness for outbreaks with high-impact respiratory pathogens.* ([https://apps.who.int/gpmb/assets/thematic\\_papers\\_2020/tp\\_2020\\_4.pdf](https://apps.who.int/gpmb/assets/thematic_papers_2020/tp_2020_4.pdf))
- *Communicating risk in public health emergencies: A WHO guideline for emergency risk communication (ERC) policy and practice* (<https://www.who.int/risk-communication/guidance/download/en/>)
- Aftenposten 10.03.21: Hvordan har koronaen påvirket folks tillit til myndighetene i Norden? <https://www.aftenposten.no/meninger/kronikk/i/wennPM/hvordan-har-koronaen-paavirket-folks-tillit-til-myndighetene-i-norden>



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Thank you!