

TELL ME

**Transparent communication in Epidemics:
Learning Lessons from experience, delivering
effective Messages, providing Evidence**

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Partner Institution	Country
1. Center for Science, Society and Citizenship (left)	IT
2. Vitamib SAS (VITAMIB)	FR
3. British Medical Journal Publishing Group (BMJPG)	UK
4. CEDARthree (CEDAR3)	UK
5. University of Surrey – CRESS (SURREY)	UK
6. Istituto Superiore di Sanità (ISS)	IT
7. Union Européenne Des Médecins Omnipraticiens (UEMO)	BE
8. Latvijas Cilvektiesību Centrs Biedriba (LCHR)	LV
9. Vrije Universiteit Brussel (VUB)	BE
10. National Disaster Life Support Foundation (NDLSF)	US
11. University of Haifa - School of Public Health (HU)	IL
12. Zadig (ZADIG)	IT



t@llm@ Six Work Packages



WP1 – Population behaviour during epidemics

WP2 – New challenges and new methods for outbreak communication

WP3 – Developing new communication strategies

WP4 – Agent-based social simulation

WP5 – Dissemination and policy dialogue

WP6 – Project management

Starting Date: Feb. 1, 2012

Duration: 36 months

Feb. 2012 to Jan. 2015



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TELL ME Research Questions



- **How can the general public be better motivated to take effective preventive measures during the outbreak?**
- **Which communication methods can deal with complexity, uncertainty, misinformation and malicious information?**
- **What communication strategies can maximise vaccine uptake, and assist health professionals and agencies to cope with vaccine-resistant groups?**



- To examine population behavioural responses to ID outbreaks, and how communication affects them
- To assess emerging challenges and new methods for communication during ID outbreaks
- To develop an evidence-based communication package for health professionals and agencies to deal with vaccine-resistant groups
- To construct a software prototype, simulating actions and interactions of decision-makers and individuals during an ID outbreak

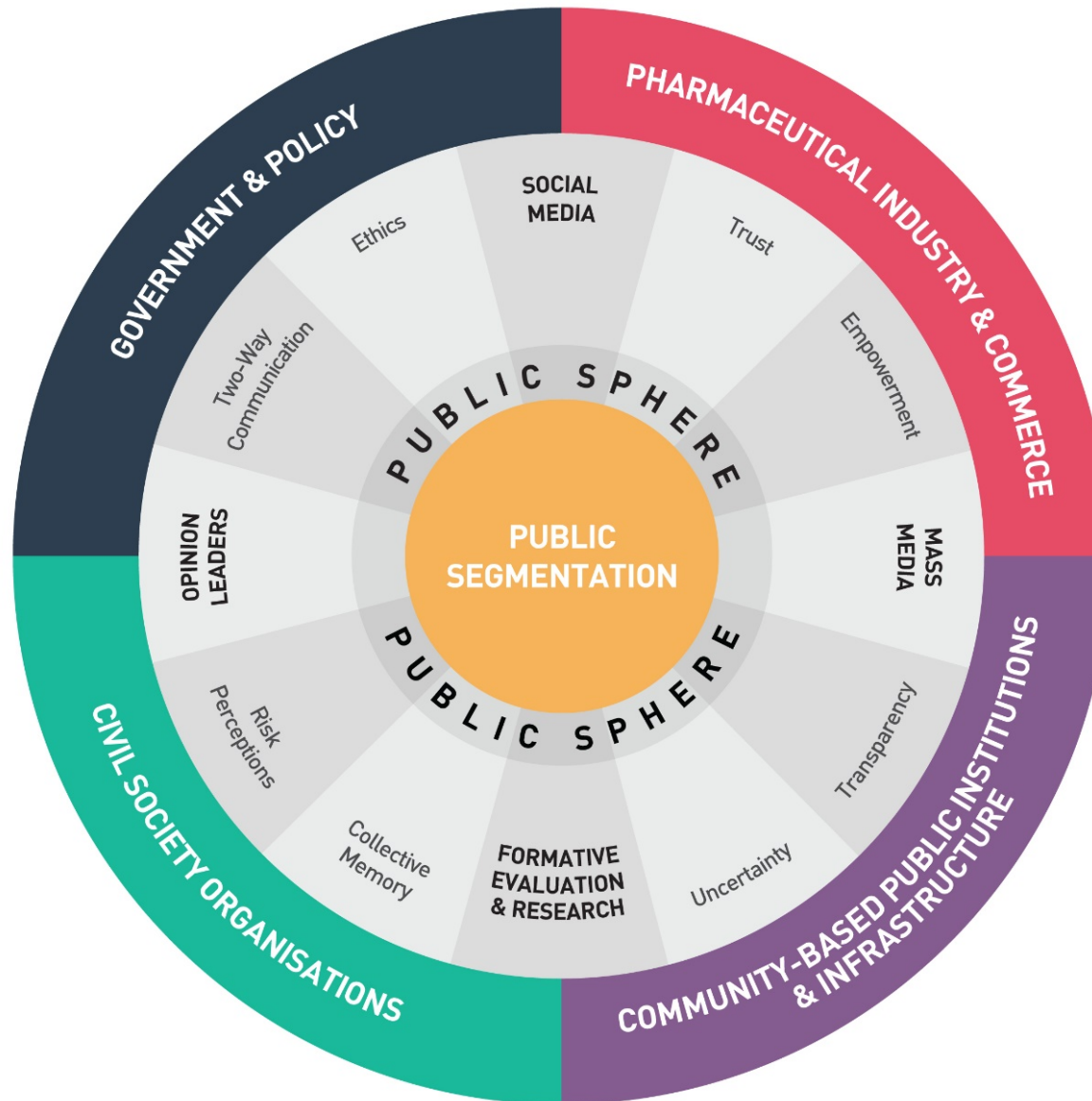


- **TELL ME Website**
- **Framework model for outbreak communication**
- **TELL ME Communication Kit**
- **Agent-Based Simulation Model**
- **Online course for primary care staff**



Four crucial elements determine flow of information in outbreak communication:

- 1.WHO:** Which actors are involved at each stage?
- 2.HOW:** What communication channels are best used by those actors to achieve objectives?
- 3.WHEN:** Which time is best to communicate messages, prior, during or after an epidemic?
- 4.WHAT:** What risk communication theories and tools should be considered to produce messages for more effective involvement of the public?





- **Offers theoretical and practical tools for achieving public involvement in different stages of an outbreak**
- **Demonstrates the ways in which public concerns, beliefs and opinions flow between the various actors involved**
- **Shows how interactions between different stakeholders and the general public can maximize compliance**

- **Evidence-based, participatory model for risk and crisis communication to support HCWs and decision-makers in the different phases of a pandemic**
- **Aims to minimise deviations between perceived and intended messages for the public**
- **Uses the notion of “consensus communication”**
- **Examines the role of emerging communication technologies in allowing immediate public participation under crisis situations**



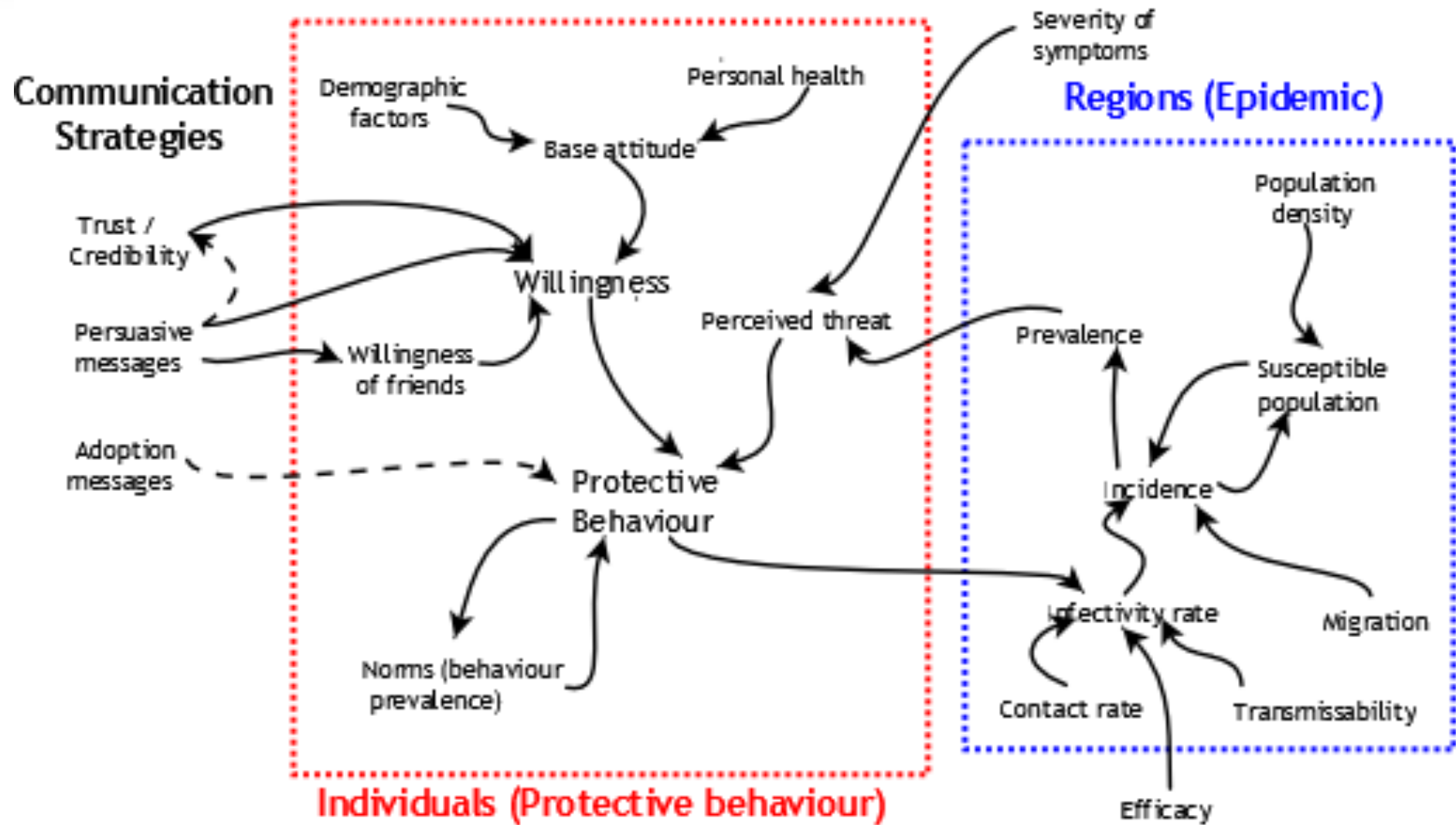
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TELL ME Communication Guide



- **Four guidance documents**
- **A set of strategies in relation to the communication flow in the event of a pandemic**
- **Supports relevant actors with the development and delivery of messages to the intended audiences**

A simulation model to assist decision makers to understand and assess communication options in the event of a pandemic



Objectives:

- **Assess the feasibility of an online course for primary care HCWs**
- **Develop an E-learning tool for HCWs to rapidly disseminate information during a pandemic**

Methods:

- **Examination of the CME system in the 27 EU countries, to identify the best open-source LMS system for the development of E-learning**
- **To identify the best training approach to deliver to HCWs information necessary to coordinate a timely response to a ID outbreak**



Online Course for Primary Care HCWs

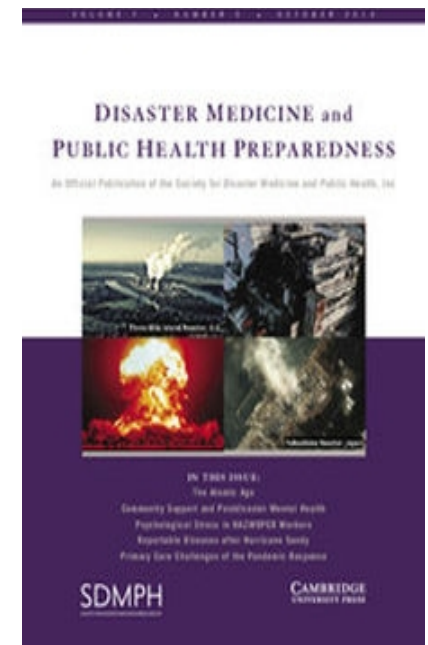
Results

- **Most EU countries have CME systems with similar accreditation systems and recognize distance learning**
- **Moodle is the open-source LMS platform that meets the Project requirements**
- **The case-based e-learning approach is the best system to allow active learning and skill acquisition**



t@llm@Dialogue - Scientific Publications

- The J Disaster Medicine and Public Health Preparedness is publishing a [special issue in 2014](#) on the role of communication in public health preparedness measures and response to infectious disease outbreaks
- This special issue aims to bring together the most relevant research from TELL ME and E-COM@Eu, and others



- **Final Publishable Summary Report (by January 2015)**
- **Final Stakeholder Conference (by January 2015)**
- **Assessment of the socio-economic impact of the TELL ME Communication Package**
- **Study of feasibility of “take up” activities generated by TELL ME**

Thank you for your attention!