



Pandemic communications



IGS Strategic Communications



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Communications comes first

- Help build trust in the authorities and response
- Promote behaviours that contain the outbreak
- Fill the information void before rumours take hold

BUT communications is often under-researched and under-resourced



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Risk communications is vital

- Engage & **empathise** with public concern
- Establish **trust** as a source of information
- Provide **accurate** information
- Place risks in appropriate **context**
- Explain what is **known and unknown**
- Encourage **public responses** if appropriate



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Research overview

- A literature review to establish good practice and identify research gaps
- Interviews with key expert working in pandemic response to understand the challenges they face



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Results: good practice

- Early, transparent intervention
- Embedded communications skills
- Consistent messages across multiple channels

BUT limited, generally low quality evidence for what works



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Results: key gaps

- Weak implementation of principles in "real world" environment; listening rare
- M&E tools to measure risk perception and trust, and test links between communications and behaviour
- Identification of priority populations & target communications



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Results: experts

“Countries tend to understand the need to communicate in an emergency when they are in the midst of one, but not always beforehand and this often results in lack of prioritization and investments.”



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What should we do about it?

Preparation: Helping countries prepare BEFORE the next pandemic

Principles: How to help decision-makers adopt principles like **uncertainty & listening?**

Information & measurement: What's needed in advance to communicate effectively; improving comms measurement



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Current conversations

 **Donald J. Trump** 
@realDonaldTrump Follow

The U.S. cannot allow EBOLA infected people back. People that go to far away places to help out are great-but must suffer the consequences!

RETWEETS 5,118 LIKES 2,514 

2:22 AM - 2 Aug 2014

 1.8K  5.1K  2.5K



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Current conversations

The problem with facts

ENTERTAINMENT 02/16/2017 10:50 am ET

Robert De Niro Joins Robert Kennedy Jr. On Panel Questioning Safety Of Vaccines



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Current conversations

Bill Gates 'hopeful' for global pandemic response plan

17 February 2017 Last updated at 15:26 GMT



EUROPEAN COURT OF AUDITORS
Guardians of the EU finances

EU should do more to protect citizens from pandemics and other serious cross-border health threats



THE WORLD BANK
IBRD • IDA

The first line of defense against outbreaks is to finance pandemic preparedness at a national level



PANDEM
PANDEMIC RISK AND EMERGENCY MANAGEMENT

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Going forward?

Improved pandemic preparedness & response

Institutional trust, understanding, & resilience



Better analytics to inform action



Managing knowledge & sharing skills



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Thank you



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