

change  
it section

Dublin, 17 April 2011

**Why was ECDC established in 2005?**



## Expanded Europe – the five freedoms in the EU



1. Free movement of people\*
2. Free movement of services\*
3. Free movement of goods\*
4. Free movement of monies\*
5. Free movement of microbes

Emerging and re-emerging communicable diseases revitalised through globalisation, bio-terrorism, interconnectivity, and EU without internal borders

Health implications of enlarging EU

Strengthen EU public health capacity to help meet EU citizen's concerns

Adapted from Summary of Legislation — Internal Market <http://europa.eu.int/scadplus/leg/en/s70000.htm>

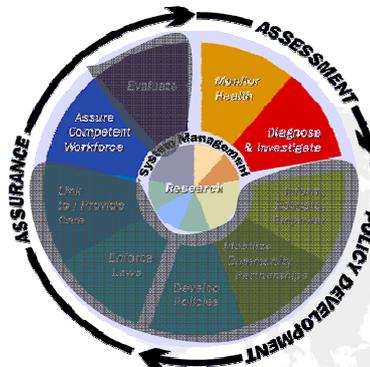
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## What is the role of ECDC?



Identify, assess & communicate current & emerging health threats to human health from communicable diseases  
(ECDC Founding Regulation (851/2004), Article 1)

- EU level disease surveillance
- Scientific opinions and studies
- Early Warning System and response
- Technical assistance and training
- Epidemic intelligence
- Communication to scientific community
- Communication to the public



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## Who are ECDC's strategic partners?



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## What are the communication challenges?



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### Cultural challenges

- Cultural differences across Europe
- Language barriers
- ½ billion people
- Developing capacity to connect with diverse communities
- Developing culturally relevant materials

### Political challenges

- ECDC mandate is sometimes challenged by MS
- Different political agendas across MS
- Timeliness vs. coordination of messages

- Interaction between politics and research

### Scientific challenges

- Uncertainty
- Timeliness vs. accuracy

- Building trust and credibility

## Risk communication

### Risk assessment

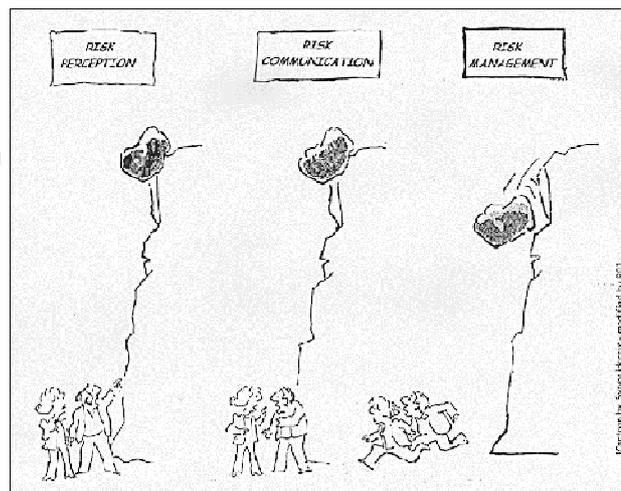
- leading role

### Risk communication

- shared role

### Risk management

- supporting role



**ECDC communication is...**



**... based on in-depth knowledge and consideration of our target audiences**



## ... guided by the communication objectives



## ... set on consistent messages tuned to the target audiences



Spotlight Tuberculosis > Public health experts



**Tackling tuberculosis in children: towards a TB-free generation**

[Read more](#)



# ... deployed by the most suitable tools



- 1. Influenza season is here
- 2. Learn about the facts
- 3. Understand prevention

## New season, different influenza? - Spotlight 2010/11

Spotlight: Seasonal influenza looks at the most recent analyses concerning the influenza virus, weigh up the burden of the disease, and reinforces previous evidence-based guidance relating to prevention.

### KEY MESSAGES:

#### 1. Influenza comes every winter and affects many people

Europe is now experiencing the first influenza season after the 2009 influenza A(H1N1) pandemic. Influenza is a contagious disease with sometime serious outcomes. However, it is often preventable. Understanding how it infects and how one can prevent infection and disease is key to reducing the number of illnesses, hospitalisations and premature deaths. [Read more...](#)



#### 2. The hard facts are often overlooked: Influenza remains a threat!

Annual influenza epidemics are associated with high morbidity and mortality. ECDC estimates that on average nearly 40,000 people die prematurely each year from influenza in the EU. For each death there are many more hospitalisations resulting from complications. [Read more...](#)

#### 3. Prevention makes a difference

Flu transmits easily from person to person. It does this through the air or from contaminated hands or surfaces. The risk of getting or causing infection is easily reduced by following some simple logical rules of prevention. Immunisation in particular decreases the risk of a person being infected. Hence proper use of flu vaccines is the most effective form of protection of the individual. [Read more...](#)

### VIDEOS



The influenza season is here, protect yourself and those you care about.



A new season, a different influenza?

### THE INFLUENZA SEASON 2010/11

Director's statement

### EPIDEMIOLOGICAL DATA

Latest surveillance data

### RELATED HEALTH TOPICS

- 2009 influenza A (H1N1) pandemic
- Avian influenza in humans
- Influenza
- Influenza pandemic preparedness
- Influenza, in swine
- New season, different influenza Spotlight 2010/11
- Seasonal influenza

### HEALTH TOPICS IN SPOTLIGHT

- Chlamydia: High numbers, low awareness - Spotlight 2010
- HIV testing: Know, treat, prevent - Spotlight 2010
- Immunisation - Spotlight 2010
- New season, different influenza Spotlight 2010/11
- Surveillance: data for action - Spotlight 2010
- Tackling tuberculosis in children towards a TB-free generation - Spotlight 2011
- Tick-borne diseases - Spotlight 2010
- Tuberculosis: a global challenge - Spotlight 2010

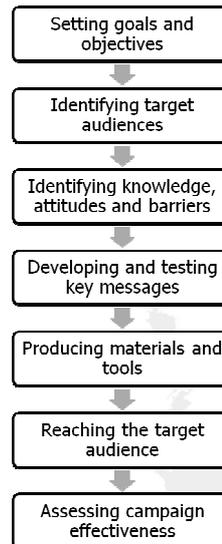
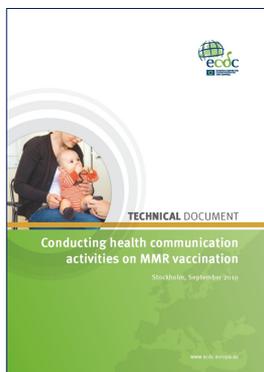
### EXTERNAL LINKS

- European Commission: Seasonal Influenza 2011

# Communication toolkits and guides



Key steps for a successful health communication programme



## Health Communication Knowledge



What do we mean by health communication, health advocacy or social marketing?

What do the concepts of risk, crisis and outbreak communication refer to?

How can an effective public health communication campaign be developed?



## Providing evidence-base for health communication



Making evidence-based information on health communication easily accessible

Promoting communication skills and providing expertise in health communication among public health professionals

Providing resources to the development of communication activities

**Build a bridge between communication science and public health**

## Translating health communication



Project (2009–2012) on establishing a program for dissemination of evidence based health communication activities and innovations on communicable diseases for country support in the EU and EEA/EFTA

### Consortium

- Health Promotion Research Centre, NUI Galway, Ireland
- Institute for Social Marketing, University of Stirling, Scotland
- University of Navarra Clinic, Pamplona, Spain

### Aim

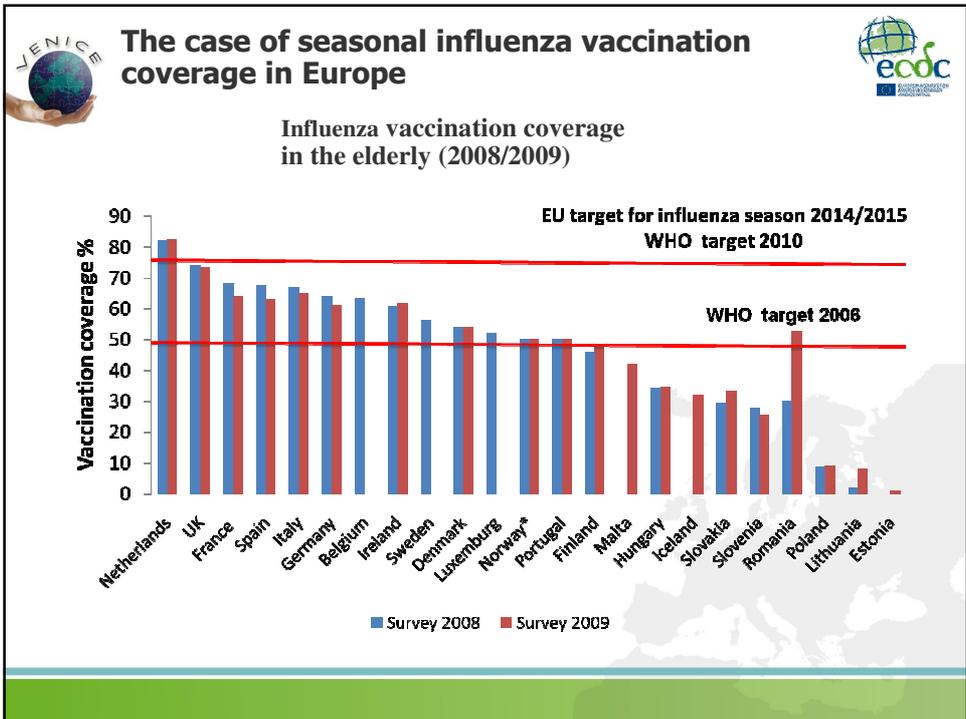
- Systematically map and gather information on current activity in health communication
- Develop, in cooperation with ECDC, a Virtual Knowledge Resource Centre for Health Communication in Europe

## The road to behavioural change





Ingredients: Mercury, Formaldehyde, Aluminum Phosphate, Aspartame, Human Fetal Tissue, Monkey Kidney & Lung Cells, MSG, Bovine Fetal Serum



## Lacking support from many health professionals



Recent survey tells that almost 30% of UK nurses don't intend to be vaccinated to to fear of side effects

BBC NEWS

A 2008 Survey on Dutch GPs...

Reasons for not being vaccinated (%)

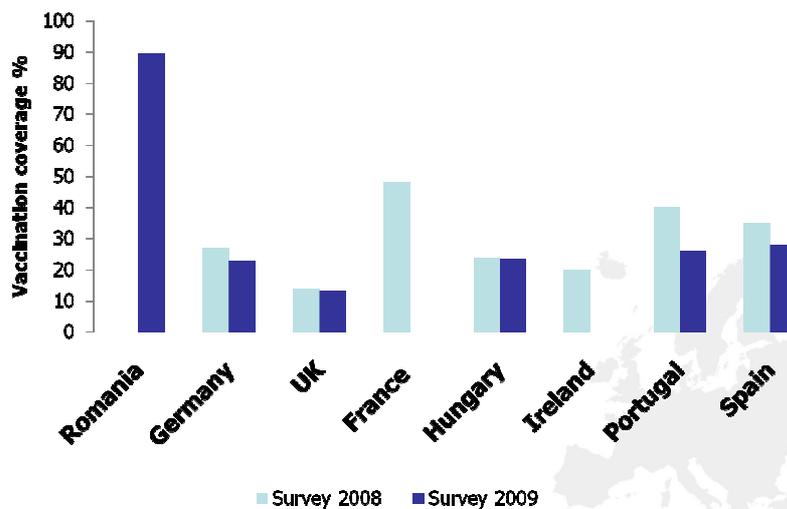
- I have no medical indication for vaccination (52%)
- I am protected against influenza by frequent professional exposure to the virus (28%)
- I doubt whether vaccination will be effective (16%)
- I forgot the vaccination (14%)
- I fear adverse effects from vaccination (6%)

Scpticism over vaccine roll-out  
By Julian Sturdy  
BBC Look East

**Scpticism among front line health staff has led to a "mini crisis" over the roll-out of the new swine flu vaccine, BBC Look East has revealed.**  
Last year only one in five doctors and nurses chose to have the seasonal flu jab. But in some hospitals, such as Northampton, less than 6% of nurses had the jab. Front line health workers are among the "at risk" groups being offered the vaccination when it arrives this week.  
Hospital managers in the East are trying to persuade NHS staff to be vaccinated to protect themselves and reduce the risk to vulnerable patients.  
But an NHS action plan adopted across Essex states: "In effect we are facing a mini MMR crisis where people are being influenced by negative media coverage (and in this case, reinforced by staff scepticism) to believe it is safer to suffer the illness than take a chance with immunisation."



## Influenza vaccine coverage among Healthcare Workers (2008/2009)



"Survey 2008" - data refers to influenza season: France – 2004/2005; Germany, Ireland - 2005/2006; the remaining countries – 2006/2007  
"Survey 2009" – all countries data refers to 2007/2008 influenza season

**FLU VACCINE CATEGORIES**

- H1N1 FLU
- REGULAR FLU
- NASAL FLU MIST
- NEEDLE INJECTION
- HIGH DOSE
- LOW DOSE
- HIGH RISK
- PREGNANT
- OVER AGE 65
- AGE 2-49
- LOW RISK
- UNDER AGE 2
- PRIORITY JOBS HEALTH STAFF

ANY QUESTIONS?

DAVE GRANLUND © www.davegranlund.com

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## The case of seasonal influenza vaccination coverage in Europe



**Understanding the Behavioural Aspects and the Role of Health Communication in Mitigating the Impact of Seasonal Influenza**

- Stockholm, 20-21 January 2011
- Lunch-to-lunch workshop
- 38 participants
- 11 speakers

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## The case of seasonal influenza vaccination coverage in Europe



### Need for a credible source of scientific-based information

Healthcare workers need a standard credible source of information so to provide different groups with unbiased, accurate information about the effectiveness of the vaccine, risk of adverse effects and epidemiology of influenza

### Need to build trust

Health messages need to be science-based but also motivating and achievable, aiming at building confidence and showing concrete health benefits

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## The case of seasonal influenza vaccination coverage in Europe



### Health economics

In times of economic crisis, arguments of "cost-benefit" and "cost-effectiveness" of vaccines (e.g. using the argument of absenteeism of staff if not vaccinated) could increase impact of communication

### Health education

Educating general population and healthcare workers is an ongoing need. A considerable amount of people believe influenza is not a serious disease

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## The case of seasonal influenza vaccination coverage in Europe



### Target population

Communication should be targeted and reach all levels and everyone concerned.

Health professionals remain the most important target audience as they play a key role in offering vaccination to the individuals.

### Provide alternatives and empower

Messages should take in alternative approaches towards seasonal influenza prevention.

Communication should empower and allow people to feel accountable for decisions regarding their health

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## The case of seasonal influenza vaccination coverage in Europe



### Combine efforts

A pan-European initiative :  
Influenza Awareness Day  
to raise awareness,  
support the countries,  
coordinate actions

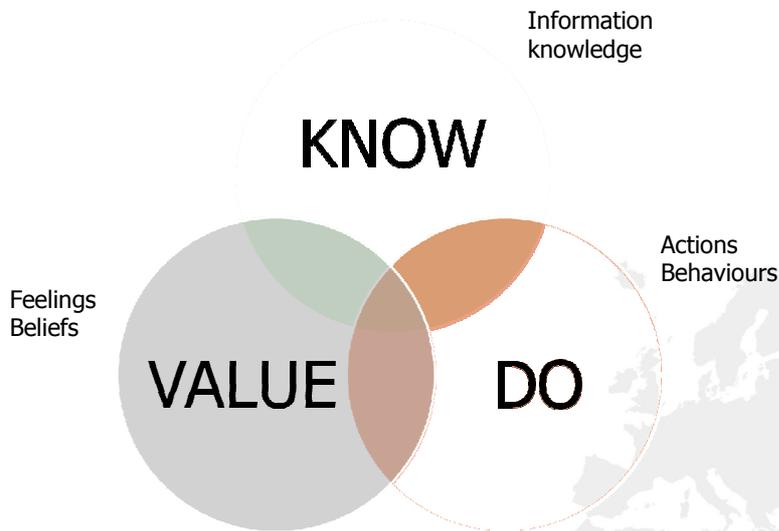
### Accessibility

Make it simple for people to vaccinate.

Take vaccination to settings outside the doctor's clinics where people will not be confronted with illnesses

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**Building a communication strategy in relation with influenza has to necessarily address/understand behaviours.**



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<http://ecdc.europa.eu>

