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One of the ASSET's purposes is to develop its approach on different levels, from the global to the local one. This will include both the analysis of specific experiences and the production of new initiatives. According to this aim, the Bulgarian [National Center of Infectious and Parasitic Diseases](#) ^[12] (NCIPD) has just released the [Local Communication Plan for Bulgaria](#) ^[13], which is a complement of the Communication Strategy of the ASSET project. The document explains how the communication activities of the project will be adapted to the Bulgarian social and cultural context. The document also highlights the importance of characterizing target groups, and their related key messages, of finding the most appropriate communication channels, of mapping local initiatives ? like conferences and seminars, or popular science events ?

and of planning citizens meeting to discuss about different aspects of pandemic control. Also, it explains the importance of the role of health mediators in the interaction with ethnic minorities, particularly with Roma communities.

Target: decision makers, government and public health, healthcare professionals

Topics: gender, human rights, local activities, media, policy, prevention, social media, stakeholders, vaccination

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Action plan on **S**cience in **S**ociety related issues in **E**pidemics and **T**otal pandemics
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