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### **Target**

Government and Public Health  
Healthcare Professionals

### **Topic**

Media

### **Tags**

Ebola

*Gesser-Edelsburg A, Shir-Raz Y, Bar-Lev OS,  
James JJ, Green MS. Targeting Ebola  
International Congress 2015: Scientific Bases  
& Applications, Pasteur Institute, Paris, May  
28-29, 2015.*

Effective communication is crucial during public health emergencies such as Ebola, because language affects the decision-making process of social judgments and actions. The choice of the term ("outbreak") over another ("epidemic") can create different conceptualizations of the disease, thereby influencing the risk signature.

To access this article in the *Disaster Medicine and Public Health Preparedness*, please go to <https://doi.org/10.1017/dmp.2016.48>

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## ASSET

Action plan on **Science in Society** related issues in **Epidemics and Total pandemics**  
European Commission

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[1] [http://www.asset-scienceinsociety.eu/sites/default/files/outbreak\\_or\\_epidemic\\_-\\_targeting\\_ebola\\_2015\\_0.pdf](http://www.asset-scienceinsociety.eu/sites/default/files/outbreak_or_epidemic_-_targeting_ebola_2015_0.pdf)