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ASSET

share and move to face nasty bugs

ASSET Research Project



Valentina Possenti, ISS

On behalf of the ASSET Consortium

*Share and move for mobilization and mutual learning at local, national and international levels on Science in Society related issues in epidemics and pandemics
Rome, 30-31.10.2017*



co-funded by the EU. GA: 612236



COMMUNICATION

*« In the next influenza pandemic, be it now or in the future, be the virus mild or virulent, the single most important weapon against the disease will be a **VACCINE** but the second will be **COMMUNICATION** »*



John Barry. The Great Influenza in Nature, 2009



Country	% Informed (°)		% Distrust in information sources (°)				
	'Well'	'Not well'	Health professionals	National health authorities	European authorities	Media (TV, radio, newspapers)	Internet
Slovenia	91	8	26.7	35.0	39.6	56.3	39.6
Norway	87	12	10.7	13.2	17.4	69.6	44.8
Switzerland	87	13	13.3	24.9	36.6	69.1	51.9
Finland	87	13	7.4	14.2	24.8	39.6	43.6
Portugal	84	15	10.1	19.8	16.9	46.2	33.2
Malta	85	15	6.0	14.9	14.6	41.2	33.3
Luxembourg	84	15	14.0	31.0	37.3	68.4	56.1
United Kingdom	83	16	8.1	18.3	36.4	65.1	44.5
Iceland	83	16	3.5	6.6	20.4	54.2	43.3
HU: Hungary	83	17	29.0	43.4	33.7	70.7	40.2
IE: Ireland	83	17	7.1	22.1	21.2	49.6	43.5
Belgium	82	17	7.7	21.4	24.3	64.4	55.8
Sweden	82	17	11.0	14.9	23.2	72.8	47.7
Denmark	81	19	7.8	10.6	17.1	56.3	38.3
Netherlands	80	20	8.7	16.0	22.4	64.3	48.9
France	77	22	19.5	48.1	48.0	73.7	59.0
Austria	77	22	15.5	29.7	42.9	66.6	48.6
Germany	75	25	17.2	36.1	45.8	65.8	47.8
Italy	75	25	23.1	42.9	40.5	66.7	48.9
Cyprus	72	29	19.7	24.6	24.0	49.7	33.4
Slovakia	71	28	18.6	24.3	26.8	44.2	36.4
Bulgaria	70	29	21.1	35.6	25.5	39.8	21.2
Spain	69	30	12.8	41.7	38.7	62.3	48.9
Greece	67	33	26.5	43.1	36.8	74.1	35.4
Czech Rep.	66	34	15.3	25.8	32.3	42.4	37.9
Romania	66	34	15.0	34.9	29.4	44.5	31.0
Poland	66	35	23.6	52.0	44.3	57.5	44.5
Estonia	57	42	16.2	24.7	24.4	45.0	34.9
Latvia	51	48	27.4	56.4	48.5	53.8	42.3
Lithuania	43	54	25.4	36.5	39.3	39.3	27.4
EU-27	75	24	16.6	35.5	38.2	62.8	46.3

INFORMATION AND DISTRUST IN EUROPE, 2009 PANDEMIC

Table 1: Percentages of perceived information level across European countries, and percentages of distrust responses in five information categories (Data adapted from Eurobarometer No 287)

INFORMATION
How well informed do you feel about the pandemic H1N1 flu

DISTRUST
How much do you trust each of the following sources to inform you about the pandemic (H1N1) flu

H1N1 Expert Group. *Science, H1N1 and society: Towards a more pandemic-resilient society*. Brussels, 2011



PANDEMIC COMMUNICATION

Eur J Public Health. 2015 Feb;25(1):135-9. doi: 10.1093/eurpub/cku131. Epub 2014 Aug 14.

'By failing to prepare you are preparing to fail': lessons from the 2009 H1N1 'swine flu' pandemic.

Crosier A¹, McVey D², French J³.

Author information

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Abstract

BACKGROUND: Pandemic influenza has the potential to cause widespread death and destruction. Communications with the public have a vital role in the prevention of pandemic influenza by promoting the effective uptake of behaviours that can delay the spread of infection. This study explored the development and implementation of communications in the pandemic influenza outbreak of H1N1 ('swine flu') in 2009 in three European countries.

METHODS: In-depth interviews were conducted with senior policy and communication officials involved in the planning and delivery of communications programmes in England, Italy and Hungary.

RESULTS: The study found a lack of planning and a low value attached to the skills required to produce effective communications. In all case study countries there was a dearth of good quality audience research to inform the development of communications. Little thought had been given to the tone, targeting or channelling of messages. Instead, communications were characterized by a 'one size fits all' and a 'top down', expert-led response. There was also little effort to evaluate the impact of communications, but where this was done, very low levels of public compliance and engagement with key behavioural messages were found.

CONCLUSIONS: Policy makers should prioritize investment in the skills and expertise required to achieve desired behaviour changes. Audience research should be conducted throughout the planning cycle to inform national communications strategies. This should include insights to inform the segmentation of public audiences, targeting of messages and consideration of content and emotional tone most likely to achieve desired behavioural outcomes.

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PHEIC: WHO DEFINITION

Public Health Emergency of International Concern

Some examples:

- Ebola (Africa, 2014)
- Zika (South America, 2016)
- Yellow fever (Brazil, 2017)
- Measles (Romania, 2017)
- Polio (Afghanistan, Pakistan)
- MerS-CoV (Middle East)

Outbreaks and emergencies

Emergencies »

Nigeria crisis »

South Sudan crisis »

Syrian Arab Republic »

Zika virus and complications »

Sustainable Development Goals

ASSET GLOSSARY: <http://www.asset-scienceinsociety.eu/pages/pandemic-influenza>





DECISION No 1082/2013/EU OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL
of 22 October 2013
on serious cross-border threats to health and repealing Decision No 2119/98/EC
(Text with EEA relevance)

EU DECISION

Decision 1082/2013/EU

Article 4

Member States and the Commission shall consult each other (...) with a view to coordinating their efforts to develop, strengthen and maintain their capacities for the monitoring, early warning and assessment of, and response to, serious cross-border threats to health.

That consultation shall be aimed at:

- (a) **sharing best practice and experience** in preparedness and response planning;
- (b) **promoting the interoperability** of national preparedness planning;
- (c) addressing the **intersectoral dimension** of preparedness and response planning at Union level; and
- (d) supporting the **implementation of core capacity** (...) of the **IHR**.

THE EUROPEAN PARLIAMENT AND THE COUNCIL OF THE EUROPEAN UNION,

Having regard to the Treaty on the Functioning of the European Union, and in particular Article 168(5) thereof,

Having regard to the proposal from the European Commission,

After transmission of the draft legislative act to the national

among themselves their policies and programmes in the areas covered by Union action in the field of public health.

(2) Pursuant to Decision No 2119/98/EC of the European Parliament and of the Council (*) a network for the epidemiological surveillance and control of communicable diseases in the Community was set up. Experience gained in the implementation of that Decision confirms that coordinated Union action on monitoring, early warning of and combating those





ASSET NUMBERS

- 4 years old (2014-2017)
- 14 Partners involved
- 11 Countries covered in the Consortium



ASSET PEOPLE

1. Forskninginstitutt - FFI
2. The International Emergency Management Society - TIEMS
3. Forsvarets Fonden Teknologiradet - DBT
4. European Institute of Women's Health - EIWH
5. VITAMIB
6. LYONBIOPOLE
7. International Prevention Research Institut - IPRI
8. Datamining International - DMI
9. Universitatea de Medicina si Farmacie «Carol Davila» din Bucuresti - UMFDB
10. ZADIG SRL
11. Istituto Superiore di Sanità - ISS
12. National Center of Infectious and Parasitic Diseases - NCIPD
13. Institute of Preventive Medicine Environmental and Occupational Health - PROLEPSIS
14. University of Haifa - HU





ASSET KEYWORDS

- Science in Society – SiS
- Responsible Research and Innovation – RRI
- Mobilisation and Mutual Learning Action Plan – MMLAP





ASSET MAIN CONCEPT: MML

Connecting

- local to global issues
- researchers to benefit from links to civil society between different stakeholders from academia, policymakers, civil society and the private sector
- general public to access data

Communicating

- doing more for communication at national level
- e.g. communicating with policy makers to share developments in research agendas and progresses in investigation

Democratising

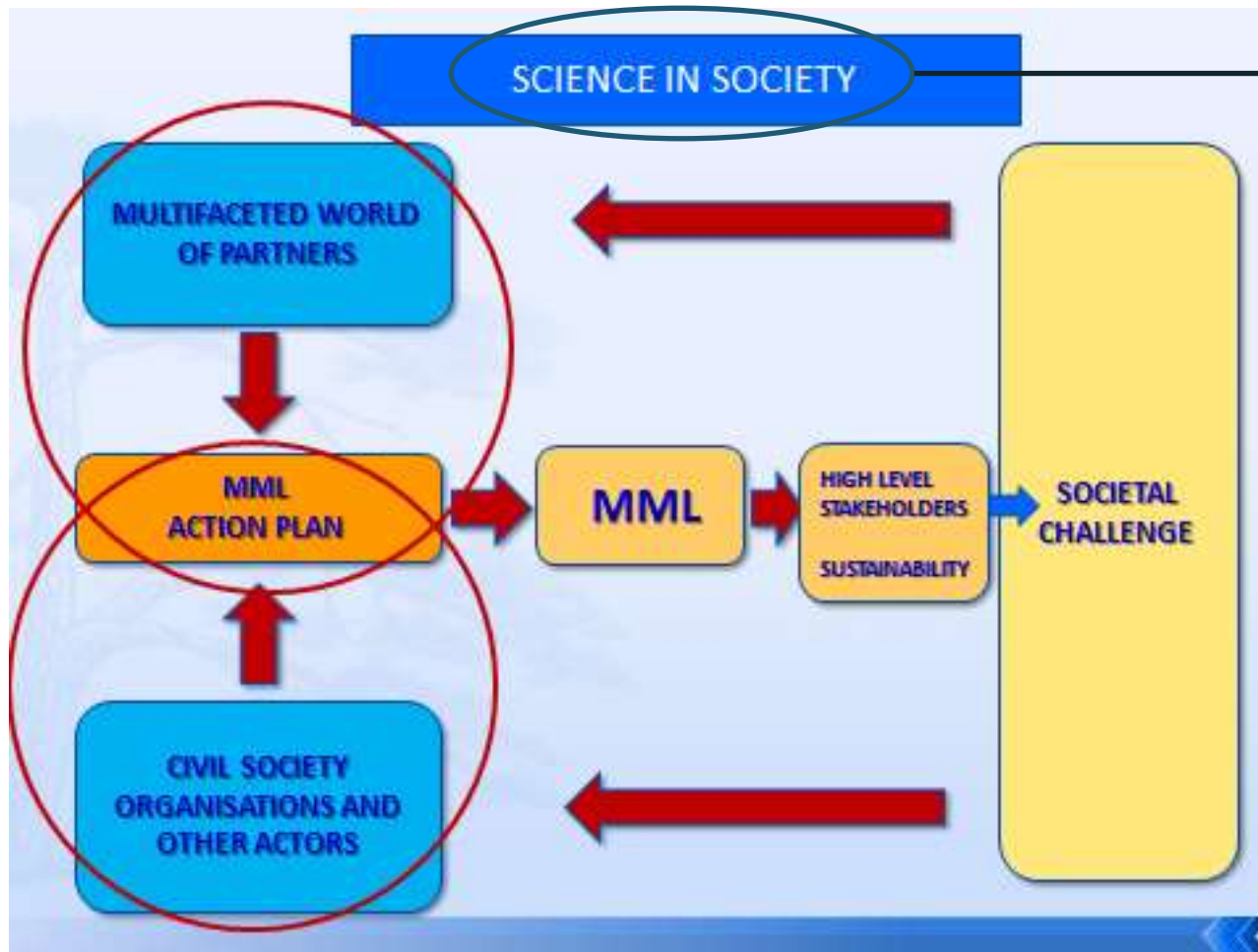
- allowing different categories of stakeholders, and particularly marginalised social groups, to have a voice in decision-making processes
- “fully embedding CSOs in research processes”

MMLAP: future development, *17-18 April 2012*





SIS AND MML IN ASSET



1. PUBLIC ENGAGEMENT
2. GENDER EQUALITY
3. SCIENCE EDUCATION
4. ETHICS
5. OPEN SCIENCE
6. GOVERNANCE

[GLOBAL TRENDS IN SCIENCE IN SOCIETY]



The PAR
paradigm:

ASSET APPROACH

Participatory
Action
Research

PARTICIPATORY
Life in society
Democracy

ACTION
Experience
Transformative

RESEARCH
Mind, inquiry
Knowledge





TOWARD A CITIZEN SCIENCE OR PARTICIPATORY RESEARCH STRATEGIES

SPECIFIC STRATEGIES TO INVOLVE CITIZENS.
CORE CITIZENS' ENGAGEMENT STRATEGIES.





PARTICIPATORY RESEARCH STRATEGY

IMPLIES ENGAGING POPULATION SINCE THE DEFINITION OF THE RESEARCH AGENDA

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EDITORIAL

Knowledge and participation. Moving towards scientific citizenship

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The scientific and technological progress of the first modernity developed through the centralization of intelligence, power and risk control, which was concentrated in technical structures comprising technicians, specialist, decision makers. The relationship between science and society has progressively evolved establishing a net separation between the experts who, through the use of the usual investigative methodologies, are able to reach an excellent level of analytical understanding of the issues that need resolving, and the public authorities. In this sense, the institutions are to be considered the client that ordered the investigations and also the users of these results, which then are transformed into some form of operative function in policy making. In this way, a mechanism has been generated in which collective will is flanked by the desires of policy makers, which are released from democratic procedures but which in their turn are legitimated due to the availability of a *surplus* of knowledge which determines the attribution of representative ability. In the words of Antonio Gramsci in the *Quaderni dal carcere*: "The popular element 'hears' but does not always understand or knows; the intellectual element 'knows' but does not always understand and especially 'hears'. If the relationship between intellectuals and population-nation, between directors and subordinates, and between the governors and the governed - is based on a form of participation in which sentiment-passion becomes understanding and therefore knowledge (not mechanically but actively), only then can the relationship be considered representation with an exchange of individual elements between the governed and governors, between the subordinates and directors. In other words, only shared life represents social power" [1].

This is a surprisingly up to date statement if one compares it to the current historical period, characterized by a rapid transition towards a knowledgeable society in which new forms of social relationship are evolving based on the ability to look for, elaborate and gain knowledge, which becomes the parameter in determining the levels of freedom, self-realization and independence of each person. In this sense, it is important to remember that knowledge is a more advanced and refined style of elaboration, because it requires the capacity to create links between people and disciplines. This

means that it can gain value if it is considered a relational asset and not simply as static and limited goods. This prospective is based on the idea that knowledge is, ever more, a cooperative asset and this means it is necessary to modify the structures and forms of representation and inclusion of science, the economy, law and politics [2].

This series of theoretical questions is closely linked to the need to define social strategies and public policies that are able to favour a balanced and rational management of the risks and benefits that are present in the interaction between science and society. Science has become one of the main organizational instruments of a multitude of individual and collective actors and is positioned between the influence of some subjects and forces that are often opposing and which amplify the role of general politics [3]. This new dimension of scientific enterprise means having to increase and diversify the responsibilities of scientists, who must make a broader evaluation of transparency, communication and the use of the results of their research. Identifying the elements that condition the work of scientists and highlighting incongruences does not mean making accusations against science and the cultural patrimony it is based on, but, on the contrary, it simply means posing the question regarding a more serene evaluation of its importance and therefore of the responsibility of science in contemporary society. In order to express the contents and realize the potential of a knowledge-based society, it is becoming ever more important to make a correct evaluation of the conditions of the general background to understand the possible alternatives between risk and benefit. The importance of bearing in mind this intricate network of relations was evidenced by the transformation that has taken place in an extremely delicate sector, namely communication and the public management of risk [4]. The crisis today regards the model which is based on what could be considered as a form of technocratic protection of policies founded on an untouchable "hierarchy of knowledge", which in cases of doubt "determine knowledge". However, who is it that decides in those situations of "mixing knowing and not knowing what must and must not be considered as proof?" [5]. As Stuart Kauffman so often reminds us, the combination of all biological and technological func-

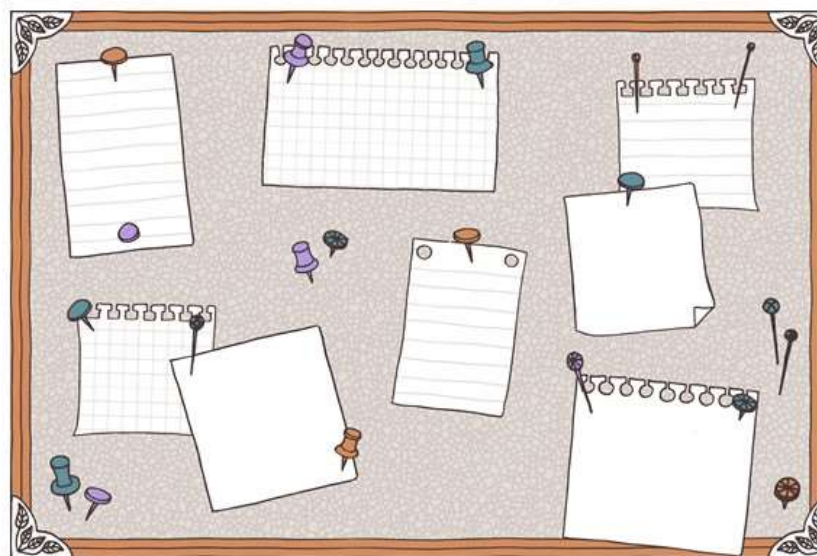
3

EDITORIAL





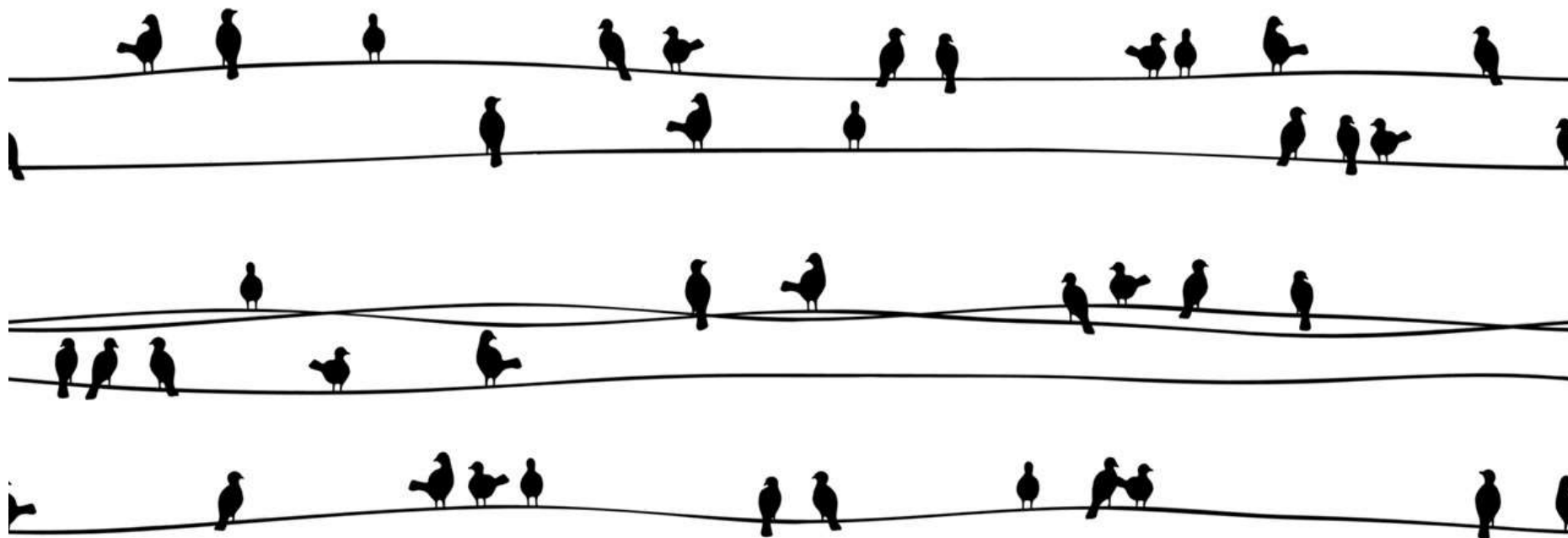
RESEARCH QUESTIONS. REASONABLE ENDPOINTS. CONSISTENT WAYS TO MEASURE THEM.





INSTITUTIONAL RESPONSIBILITY TO EMPOWER PUBLIC AWARENESS

TRANSPARENCY AND DISCUSSION.





VACCINATION

AN OUTSTANDING EXAMPLE

SCIENCE IN SOCIETY RELATED ISSUES
ETHICS, GENDER, GOVERNANCE
RESPONSIBLE RESEARCH AND INNOVATION
PEOPLE INCLUSION AND ENGAGEMENT
CURRENT HEALTH CHALLENGE
LOW COVERAGE, VACCINATION HESITANCY,
ANTIVACCINE MOVEMENTS





ASSET

INTERNAL AND EXTERNAL COMMUNICATION RESEARCH PROJECT



PROJECT
Information about ASSET project and partners

STORIES
Events related to issues of interest, by a list and a calendar, as the three Summer School editions
News and relevant features in the field, on infectious threats and broadly on Science-in-society
Videos by ASSET and other related projects

RESOURCES
Laws and rulements
Related EU projects and outputs generated
Health authorities (papers and documents available at international level)
Scientific literature
Sex and gender

OUTPUTS
Deliverable – Gender platform – Published papers – Paper series – Presentations – Other documents – Glossary – RRI newsletters – Pandemic preparedness and response bulletins – Analytics – Twitter influencer analysis – Best practice platform and Stakeholder portal –Citizen consultation

MEDIA
Press release
Press review

DATA visualizations
Social networks [Facebook](#) [Twitter](#) [LinkedIn](#) [Youtube](#)

OUTPUTS + **MEDIA** + A

- Deliverables
- Gender Platform
- Published papers
- ASSET paper series
- Presentations
- Other project's documents
- Glossary
- Newsletters
- Bulletins
- Analytics
- Twitter influencer analysis
- Best Practice Platform
- Citizen Consultation





ASSET BRAND

THE ASSET PAY-OFF CLAIMS 'TO FACE NASTY BUGS', BUT THE BOTTOM OF THE WEBSITE LOOKS LIKE A BEEHIVE...

WORK PACKAGES



BEES BRING MESSAGE OF SUSTAINABILITY FOR THE ECOSYSTEM. THEY ARE THE CONTROL UNITS FOR THE ENVIRONMENT





COMMUNITY OF PRACTICE



Wenger E, Trayner B.





ASSET COMMUNITY OF PRACTICE



Main menu

Community news

Navigation

Home

- My home
- My profile
- My courses

Administration

- Front page settings
 - Turn editing on
 - Edit settings
 - Users
 - Filters
 - Reports
 - Backup
 - Restore
 - Question bank
- My profile settings
- Site administration

ASSET Community of Practice

Welcome to the ASSET Community of Practice web platform!

ASSET (Action plan in Science in Society in Epidemics and Total pandemics) is a 48 month Mobilisation and Mutual Learning Action Plan, started in January 2014 aimed to

- forge a partnership with complementary perspectives, knowledge and experiences to address effectively scientific and societal challenges raised by pandemics and associated crisis management
- explore and map Science in Society related issues in global pandemics
- define and test a participatory and inclusive strategy to succeed
- identify necessary resources to make sustainable the action after the project completion

This is a work area accessible only to the ASSET Community of Practice members!

If you are already logged in, please, press a button to get into the area of your interest

General forum	Events	Glossary	Resources Database
WP1 Dialogue and participation	WP2 Study and analysis	WP3 Action Plan Definition	WP4 Citizen Consultation
WP5 Mobilization and Mutual Learning	WP6 Policy Watch	WP7 Communication	WP8 Evaluation
WP9 Legacy	WP10 Management	WP Leaders Forum	

Help

For any information or request, please send a email to eva.appelgren@iss.it

Calendar

November 2014						
Mon	Tue	Wed	Thu	Fri	Sat	Sun
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

Online users

Valentina Possenti (last 5 minutes)





RRI SIX KEYS IN ASSET

GOVERNANCE
OF PANDEMICS AND EPIDEMICS



ETHICS, LAW AND FUNDAMENTAL RIGHTS IN PANDEMICS AND EPIDEMICS



ENGAGEMENT
FOR
INTENTIONALLY CAUSED OUTBREAKS



OPEN ACCESS TO SCIENCE
OUTCOMES

UNSOLVED SCIENTIFIC QUESTIONS RELATED TO PANDEMICS AND EPIDEMICS



GENDER ISSUES IN PANDEMICS AND EPIDEMICS



PARTICIPATORY GOVERNANCE IN CRISIS MANAGEMENT





ASSET OBJECTIVES

- COMMON APPROACH AND LANGUAGE
- COOPERATIVE MULTI-ACTOR AND MULTIDISCIPLINARY ACTION
- STUDY OF SOCIETAL IMPLICATIONS ON PHEIC
- PUBLIC CONSULTATION ON PREPAREDNESS AND GOVERNANCE OF PHEIC
- MOBILISING RELEVANT ACTORS/STAKEHOLDERS AND PROMOTING MUTUAL LEARNING MECHANISMS
... TOWARD RESTORING TRUST AMONG SCIENTISTS, RESEARCHERS, POLICY MAKERS AND LAY PUBLIC





ASSET CAPITALS





ASSET IN TERMS OF...

- **CITIZEN CONSULTATIONS** IN 8 EU COUNTRIES (BULGARIA, DENMARK, FRANCE, IRELAND, ITALY, NORWAY, ROMANIA, SWITZERLAND) ON 24 SEPTEMBER 2016
- **MML** BY SOCIAL MEDIA COVERAGE, BEST PRACTICE PLATFORM AND STAKEHOLDER PORTAL INITIATIVES IN 12 CITIES (ROME, MILAN, PARIS, LYON, DUBLIN, ATHENS, BRUSSELS, OSLO, SOFIA, BUCHAREST, GENEVA, HAIFA)
- **POLICY WATCH** THROUGH A HIGH LEVEL POLICY FORUM AND A PANDEMIC PREPAREDNESS AND RESPONSE BULLETIN





ASSET TAILORED COMMUNICATION

- SCIENTIFIC COMMUNITY – PAPER SERIES (8 PUBLICATIONS)
- PROFESSIONALS – SUMMER SCHOOLS (3 EDITIONS)
- GPS/HCWS – BEST PRACTICE AWARD (3 EDITIONS)
- SCHOOL – LIAISON WITH ERASMUS PLUS
- STAKEHOLDERS – GENDER PLATFORM
- PHARMA INDUSTRY – NEWSLETTER ON RRI ON DRUGS (6 PUBLICATIONS)





Bringing SIS issues into Pandemic Preparedness & Response

ASSET is a project funded by the European Union under the Horizon 2020 research and innovation programme. The project aims to address the societal and ethical challenges of emerging infectious diseases and pandemics, and to develop a framework for a more resilient and inclusive society.

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6 MAIN SIS/RRI THEMES

- 1. Public Preparedness and Response, Health Equity, Public Health**
- Develop and promote a public health approach to pandemic preparedness and response
 - Develop and promote a public health approach to pandemic preparedness and response
 - Develop and promote a public health approach to pandemic preparedness and response
- 2. Health Equity**
- Address health equity issues in pandemic preparedness and response
 - Address health equity issues in pandemic preparedness and response
 - Address health equity issues in pandemic preparedness and response
- 3. Public Health and Health Equity**
- Address health equity issues in pandemic preparedness and response
 - Address health equity issues in pandemic preparedness and response
 - Address health equity issues in pandemic preparedness and response
- 4. Health Equity**
- Address health equity issues in pandemic preparedness and response
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- 5. Health Equity**
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- 6. Health Equity**
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 - Address health equity issues in pandemic preparedness and response





THANKS



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