



share and move to face nasty bugs

# ASSET PROJECT A RESOURCE IN CASE OF INFECTIOUS THREATS

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[www.asset-scienceinsociety.eu](http://www.asset-scienceinsociety.eu)



## MISINFORMATION AND LACK OF TRUST





# Origins of ASSET

- **Much of what we've seen happen with Ebola outbreak and that we're discussing these days** had already emerged from A (H1N1) pandemic in 2009
- The experience of 2009 A (H1N1) pandemic showed that, **despite the efforts** made after SARS and bird flu crisis, preparedness to epidemic and pandemic threats in European member states was **not yet completely adequate**





# Reactions

- So, starting in 2010, the European Union and the international health authorities began to think about **how preparedness and the role of communication in preparedness** could be modified and improved
- The “main challenge was in dealing with the perception and communication of risks. In future those involved in risk communication need to develop ways of **better involving the scientific community and civil society**”

*The 2009 A (H1N1) pandemic in Europe. Stockholm: ECDC; 2010*





## EC Decision 1082/2013/EU

“Inconsistent or **confusing communication** with the public and stakeholders such as healthcare professionals can have a negative impact on the effectiveness of the response from a public health perspective as well as on economic operators”

According to the Decision: “every three years all MS must provide the Commission with an update on the latest situation with regard to their preparedness and response planning at national level, **in an intersectoral dimension**”





# TELL ME Project (2012-2014)...

In 2012 the European Union financed TELL ME:  
Transparent communication in Epidemics project:  
**Learning Lessons from experience**, delivering  
effective Messages, providing Evidence  
([www.tellmeproject.eu](http://www.tellmeproject.eu))

TELL ME aims to provide evidence and **develop  
models** for improved risk communication during  
infectious disease crisis







# ... and ASSET Project (2014-2017)

ASSET (Action plan in Science and Society in Epidemics and Total pandemics) is a 48 months Mobilization and Mutual Learning Action Plan (MMLAP) project, whose aim is to develop an **integrated, transdisciplinary strategy** for pandemic and epidemic preparedness at local, regional and national levels

[www.asset-scienceinsociety.eu](http://www.asset-scienceinsociety.eu)

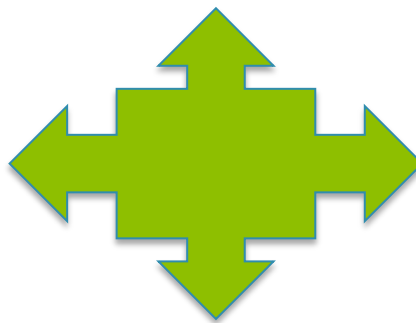




# Philosophy has changed...

STAKEHOLDERS

ASSET



PUBLIC HEALTH  
AUTHORITIES

MEDIA







# An important synthesis

ASSET project provides research, experiences, proposal and tools that could be **useful to incorporate Science in Society** issues into the Preparedness plans requested by CE DECISION 1082/2013/EU

As you can see, it's an important attempt at **combining** the legislative framework, a new EU vision and real, operating tools to improve communication





# Research on communication and other Science in Society issues

NEW SOCIAL MEDIA

GENDER ISSUES

ETHICS AND HUMAN RIGHTS

LAW

INTENTIONALLY CAUSED OUTBREAKS

As the **Ebola crisis** has recently shown, these factors need to be kept well in account when preparing national and transnational emergency plans, not only as a matter of principle, but also because they can have an **enormous impact on the spread** of the disease itself





# Ebola crisis: between TELLME and ASSET

During the Ebola crisis TELLME was closing up and ASSET had just begun.

Since TELLME left an explicit legacy to ASSET, I'd like to show you some examples of experiences and products realized by both projects





# The legacy of TELLME to ASSET

## TELL ME products:

- a new framework model for risk communication
- a communication practical guide
- two online courses (basic and **Ebola**)
- a proposal for a new pandemic threat index.



The screenshot shows the TELLME website interface. At the top is the TELLME logo and tagline: "Transparent communication in Epidemics: Learning Lessons from experience, delivering effective Messages, providing Evidence". Below this is a navigation bar with links: home, project, people, documents, human rights, media centre, flu a to z, and search. The main content area features a large article titled "Ebola crisis can only be solved in Africa" with a video player showing Karl Ekdahl. To the right of the article is a vertical list of product links: Primary Care Online Course, Online Ebola Course for Primary Care Staff, New Framework Model, Practical Guide for Health Risk Communication, Proposal for a new integrated Pandemic Threat Index, and Social Simulation Model. Below the article is a "video interviews >>" section with a list of experts. On the far right, there is a sidebar with a "SHARE AND MOVE ASSET TO FACE NASTY BUGS" banner, a "TELL ME Conference" poster for the 4-5 December 2014 in Venice, Italy, and a "TELL ME PROJECT" image showing people in a meeting. At the bottom right is a "deliverables >>" section with a link to "D1.7 Population behaviour in".





# The online Ebola course for primary care staff

As of today 71.868 healthcare workers, 16.127 medical doctors and 55.741 nurses, finished the course

Customer satisfaction: relevance, quality, efficacy on >70.000 compiled surveys >98%

23.392 open comments left on the platform, 99,32% positive.





Transparent communication in Epidemics: Learning Lessons from experience, delivering effective Messages, providing Evidence

[home](#)[project ▾](#)[people](#)[documents ▾](#)[human rights](#)[media centre ▾](#)[flu a to z](#)[search](#)

home

## Europe recognizes TELL ME project's role in Ebola research

Submitted by amministratore on Tue, 04/21/2015 - 16:45

The TELL ME project has been included by the European Commission in the [Global overview of Ebola research](#). The document – which provides a selected list of projects from all around the world with strong pertinence for the management of the Ebola outbreak – mainly focuses on the analysis, performed by TELL ME experts, about the main actors and topics of discussion in relation to Ebola on Twitter.

Also, [on the EU web portal](#), TELL ME is credited for the e-learning course for primary care professionals – which was adopted by the Italian Associations of Doctors and Nurses respectively, reaching about 30,000 Italian health professionals, including a dedicated course on Ebola – and the TELL ME Communication Kit, which also offers practical guidance at different levels which can be useful to consider in order to overcome communication obstacles in the context of the Ebola crisis.

Primary Care Online Course

Online Ebola Course for Primary Care Staff

New Framework Model

Practical Guide for Health Risk Communication



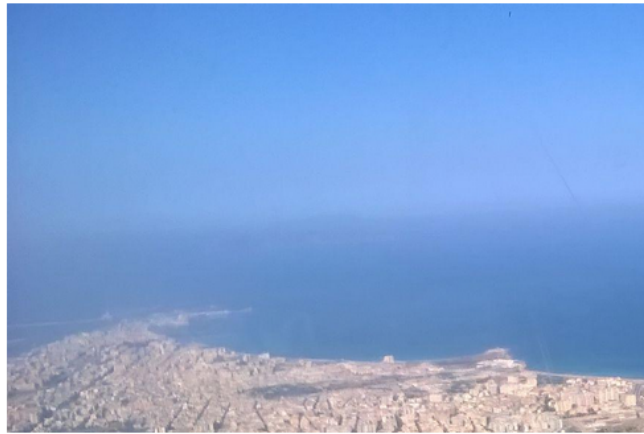
SHARE AND MOVE  
TO FACE NASTY BUGS

### TELL ME Conference

Bridging theory and practice for effective communications during infectious disease crises







### Mathematics and epidemiology in Erice

From August 30 to September 5, the "Ettore Majorana" Centre for Scientific Culture in Erice hosted the "Mathematical and Computational Epidemiology of Infectious diseases" international conference.

[Read more](#)


### Read our bulletin

News on pandemic and emergency preparedness and response

FOLLOW US ON:



## NEWS AND EVENTS

### LESSONS TO BE LEARNED FROM THE EBOLA EPIDEMIC

OCTOBER 12, 2015 (ALL DAY)

Mondorf-les-Bains, Mondorf-les-Bains (Luxembourg)

### 8TH EUROPEAN PUBLIC HEALTH CONFERENCE

OCTOBER 14, 2015 (ALL DAY)

MiCo Milano Congressi, Milano (Italy)



## Vaccine Hesitancy: A Widespread Problem. Here are the WHO's recommendations

MONDAY, SEPTEMBER 14, 2015 - 17:55

The monographic issue of Vaccine, published in August 2015 under the title "[WHO Recommendations Regarding Vaccine Hesitancy](#)", is a collection of materials produced by a group specifically dedicated to the topic in 2012, under the combined leadership of the WHO and UNICEF.

[Read more](#)

**TARGET:** [DECISION MAKERS, GOVERNMENT AND PUBLIC HEALTH, HEALTHCARE PROFESSIONALS](#)  
**TOPIC:** [PREVENTION, VACCINATION](#) **TAGS:** [VACCINE, WHO, UNICEF](#)



# Geraldine O'Hara, a doctor on the air



An infectious diseases specialist in London, Geraldine O'Hara spent two months in Sierra Leone with *Médecins sans Frontières* last year, at the peak of the Ebola crisis. While working in an Ebola treatment centre, she was asked to share her experience on Radio 4, a national radio station in UK. We met her at the International Journalism Festival in Perugia, where she told us about how she learnt such a new job and how she realized that real-life stories might greatly improve science communication.



## Target

[Citizens](#)  
[Government and Public Health](#)  
[School and Education](#)

## Topic

[Media](#)  
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## TAGS


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[VIDEO](#)


## SHARE




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 2015-09-17

 **Introducing ASSET project**  
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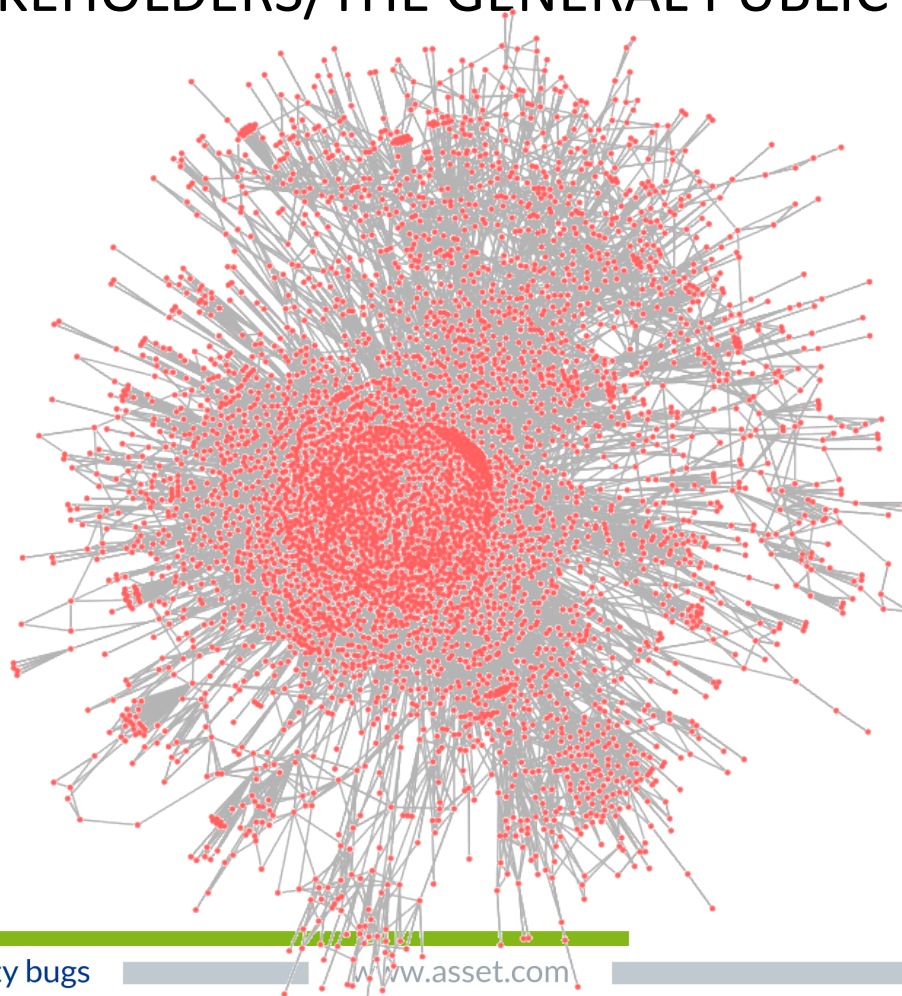
 **Fighting inequities: the health mediator's program in...**  
 2015-07-21



# From TELLME to ASSET

## A TWO-WAY COMMUNICATION BETWEEN PUBLIC HEALTH AUTHORITIES AND STAKEHOLDERS/THE GENERAL PUBLIC

- An algorithm developed between TELL ME and ASSET projects, which allows an innovative way of **Twitter analysis**, in order to identify different categories of “influencers” (This was included among the most interesting outcomes of European research in Ebola crisis)





# ASSET TOOLS

For a two-way communication between public health authorities and stakeholders, media, general public:

- The methodology and the results of ASSET project **transnational citizens' consultations**
- Interventions in schools, cultural events and so on
- ASSET **website** ([www.asset-scienceinsociety.eu/](http://www.asset-scienceinsociety.eu/))
- An international **mailing list** of the main journalists and stakeholders in the field of risk communication and infectious outbreaks
- An Action Plan Handbook written to advise on Mobilization and Mutual Learning actions to improve response to infectious threats
- Collaboration with other MMLAP
- A new philosophy about the risk and crisis communication





# The ASSET quick comments

Early last week, the Italian health ministry released updated data on vaccine coverage, declining at an alarming rate.

The news sparked many comments and immediately a controversy between pro and con vaccinations groups.

ASSET immediately published its website a comment on go communication and use of data in controversial situations.

We managed to have a link on this comment from the main site of Italian public health

The screenshot displays two web pages. The top page is from ASSET, titled "Action plan on Science in Society related issues in Epidemics and Total pandemics". The bottom page is from Epicentro, titled "Il portale dell'epidemiologia per la sanità pubblica". The Epicentro page features a section "IN EVIDENZA" with articles on vaccine coverage, obesity, and mental health. A graph titled "TV rilevazione: continua la diffusione dei risultati" shows vaccine coverage trends. The right sidebar lists various health topics like chronic diseases, infectious diseases, and preventive health.



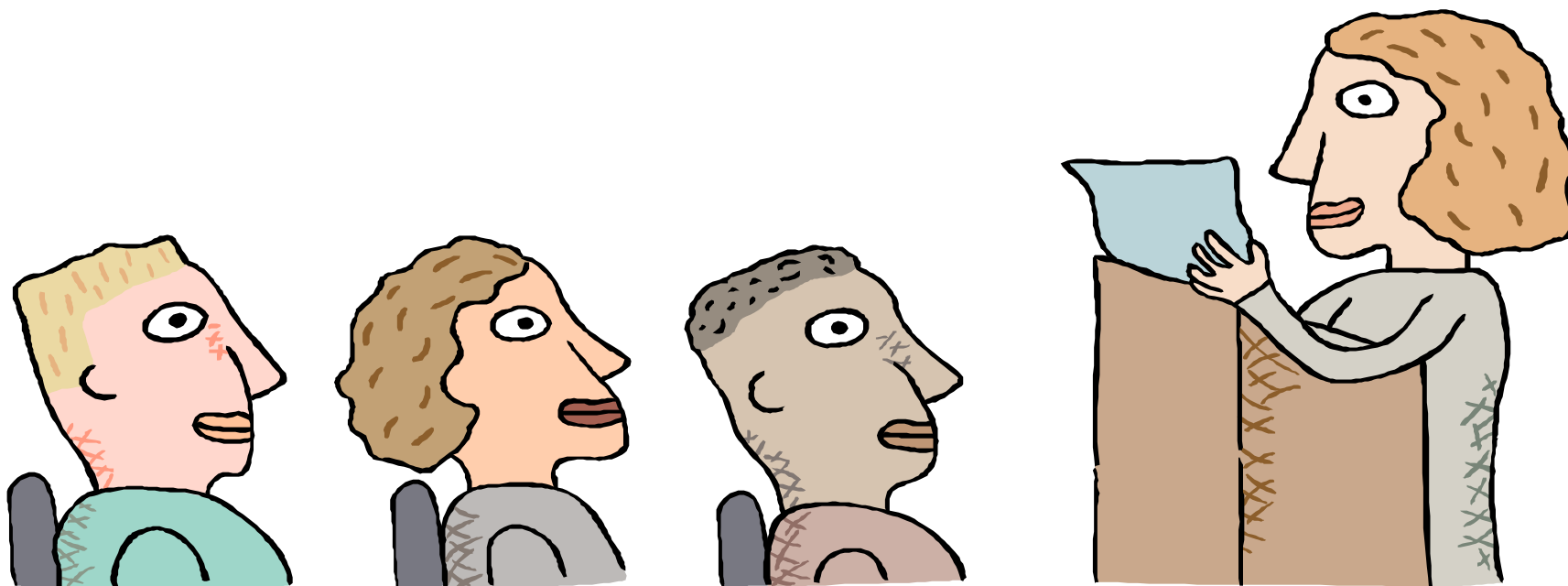


# Looking ahead

The **main challenge** for the project?

Build an integrated strategy with the **real** involvement of the decision makers and stakeholders, otherwise it will remain an integrated strategy only on paper





**THANK YOU FOR YOUR ATTENTION**

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