

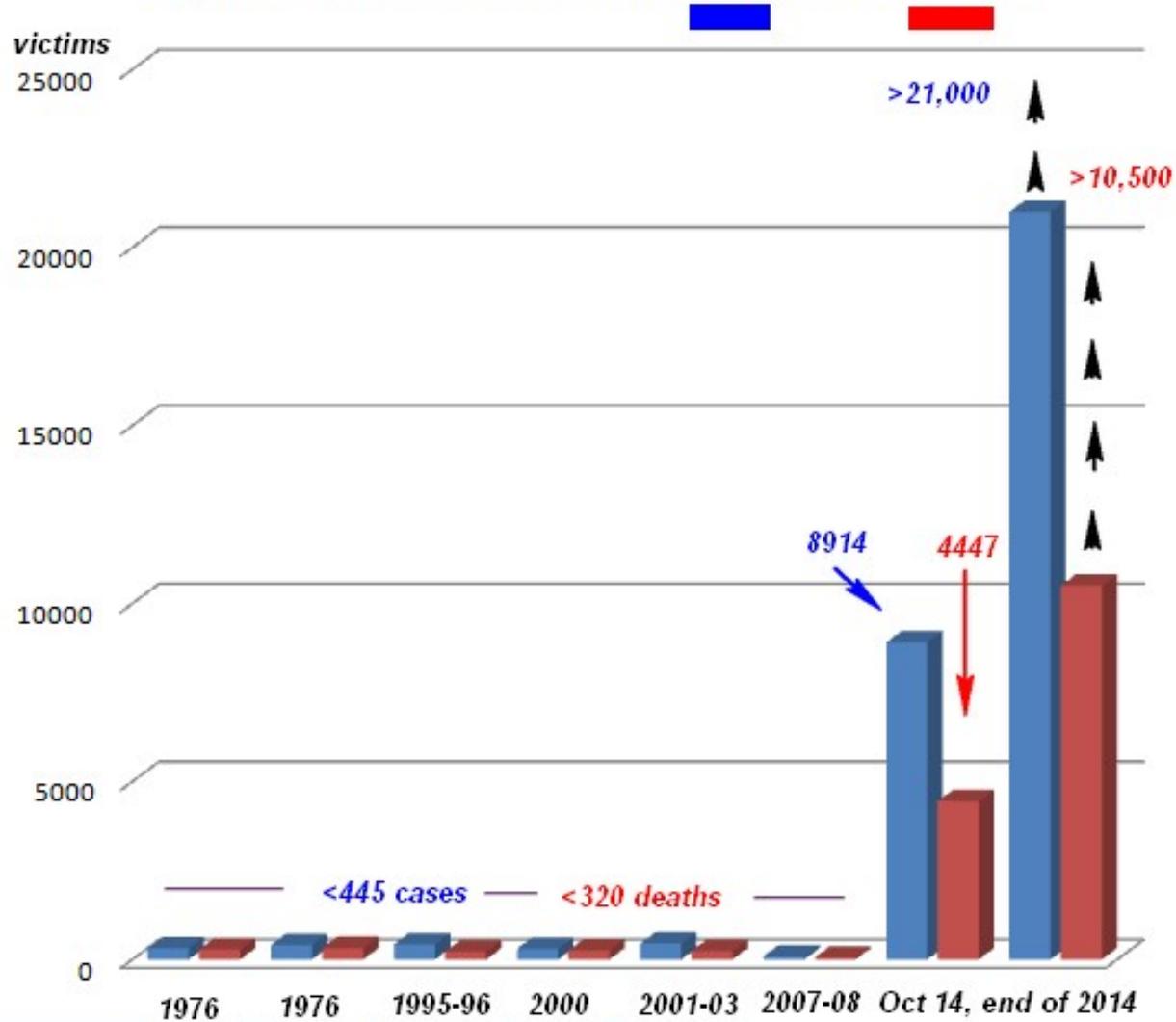


La  
comunicazione  
in tempo di crisi.  
Il caso Ebola

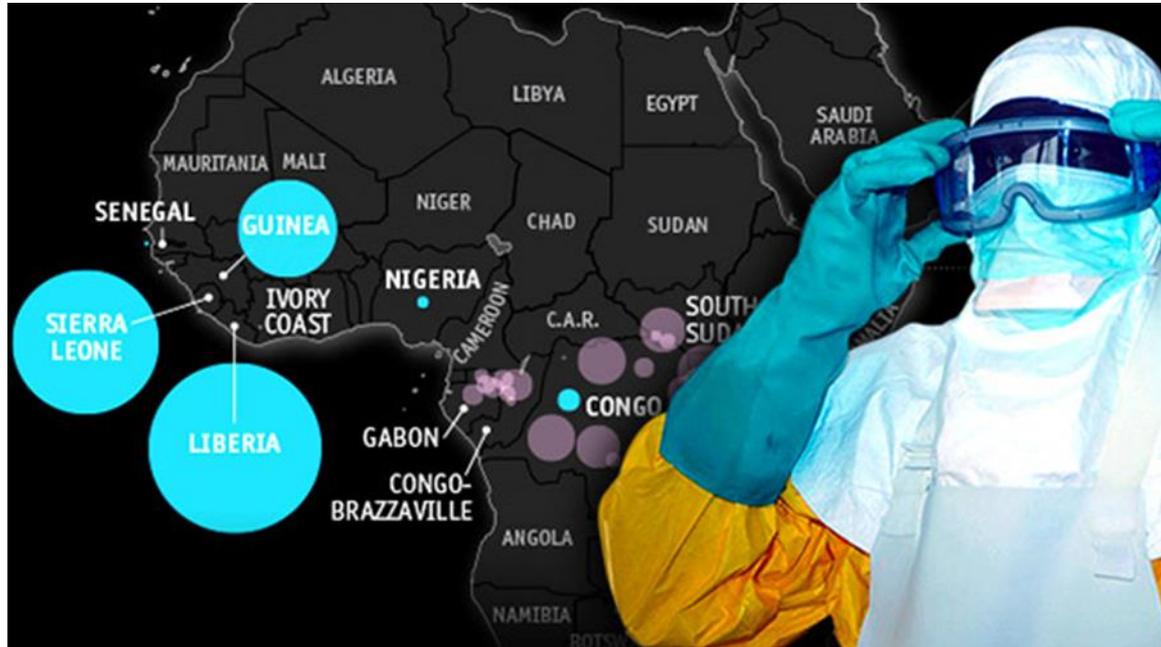
Roberta Villa, Zadig

---

## Top 8 Ebola Outbreaks: Cases and Deaths



# Dove? Perché?



- guerra
- mobilità
- scarsa conoscenza della malattia

# Rischio e paura

- Il **rischio percepito** è molto diverso da quello **effettivo**
- La **paura** dipende dal rischio percepito più che da quello effettivo
- La decisione di prendere (o chiedere) **precauzioni** dipende più dalla paura (e quindi dal rischio percepito) che da quello effettivo

# Scopi e modi della comunicazione del rischio

1. Poco allarme per un rischio serio
2. Allarme eccessivo per un piccolo rischio
3. Giusto allarme per un rischio serio

1. ↑ attenzione per stimolare comportamenti adeguati (**inizio dell'epidemia di ebola**)
2. ↓ preoccupazione per evitare azioni inutili e potenzialmente dannose (**ebola fuori dall'Africa occidentale**)
3. Controllare il panico e guidare i comportamenti (**ebola in Africa occidentale**)

ATTENTION!  
EBOLA!

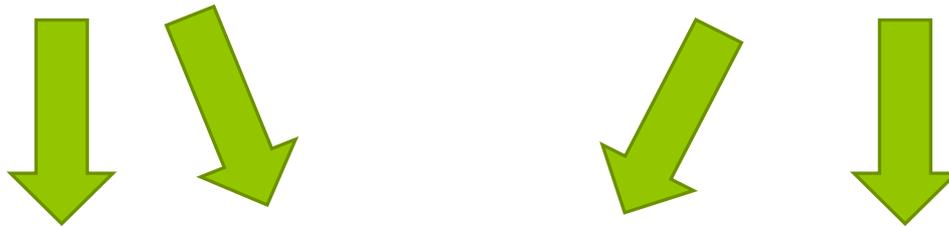
Un'epidemia da  
paura  
Un'epidemia di  
paura



# EBOLA 2014

- Virus ebola

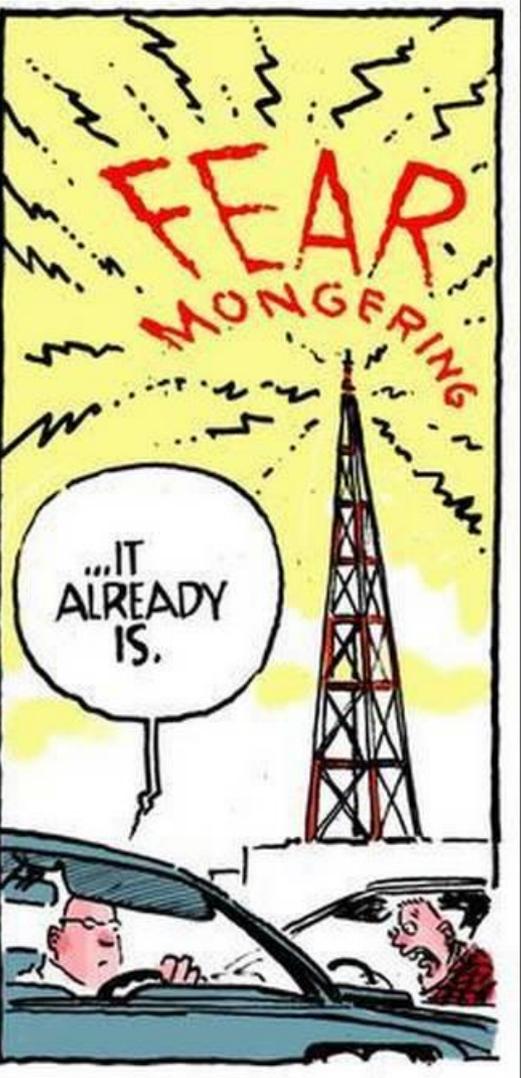
- «Virus» mediatico



autorità

- Esperti

- Pubblico



Nella prossima pandemia, che sia vicina o lontana, provocata da un virus più o meno aggressivo, la singola arma più importante arma contro la malattia sarà un **vaccino**.

Ma la seconda sarà

# LA COMUNICAZIONE

John Barry,  
"The Great Influenza in  
Nature"





OF EBOLA

WA  
EATING BO

ULAR  
NS

RED EYES

HEADACHES

HICK

HICCUPS

FROM  
BODY  
PAINS

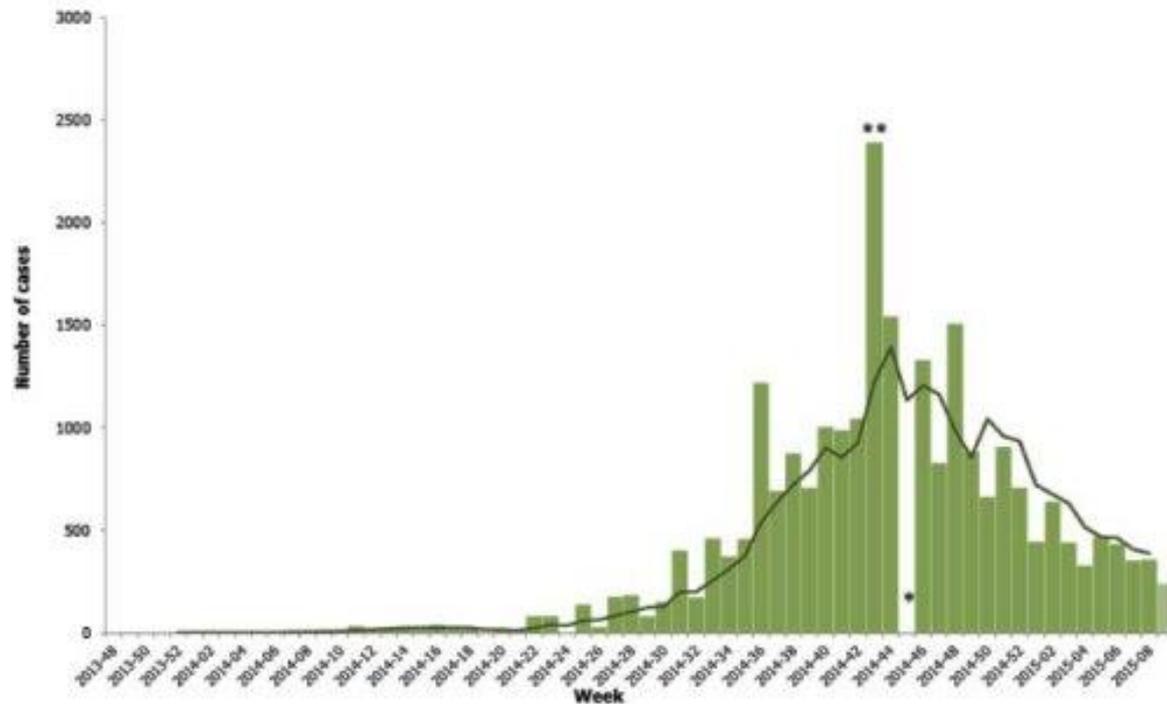
# INFORMAZIONE

- La malattia esiste ed è vera!
- Bush-meat
- Contatto persone e ammalati
- Pratiche funerarie
- Sospetti nei confronti dell'Occidente



# Andamento epidemia

Weekly number of EVD cases published on 26/02/2015



# COMUNICAZIONE

- Ascolto
- Mediatori culturali



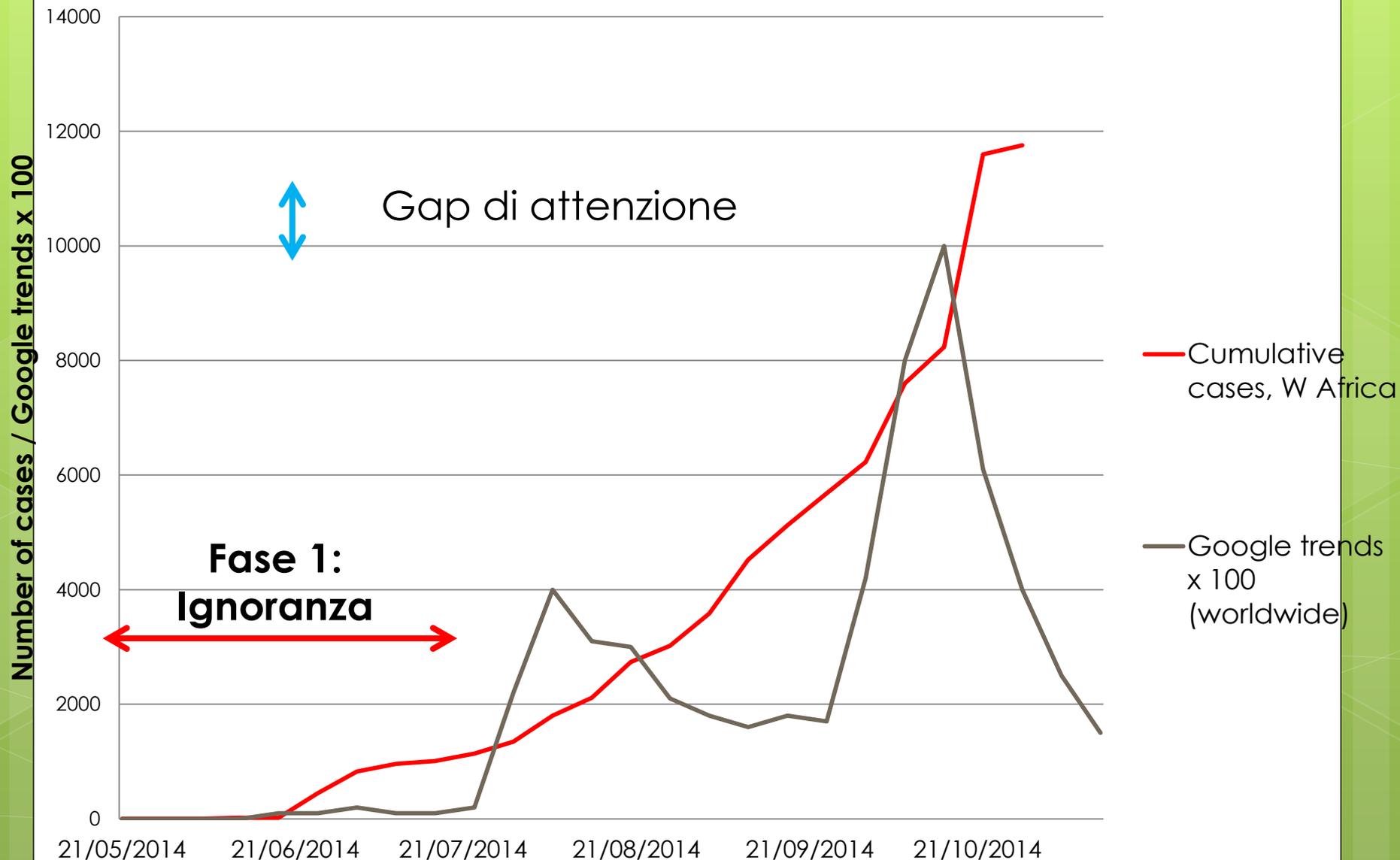
La malattia ha cominciato a cedere



IT'S THE EBOLA VIRUS FROM SOMEWHERE OVER IN ONE OF THOSE POOR, DEVELOPING COUNTRIES!!!

TELL IT TO GO AWAY. OUR SOCIETY IS TOO ADVANCED TO BE CONCERNED WITH SUCH THING

# Ebola virus vs. media virus

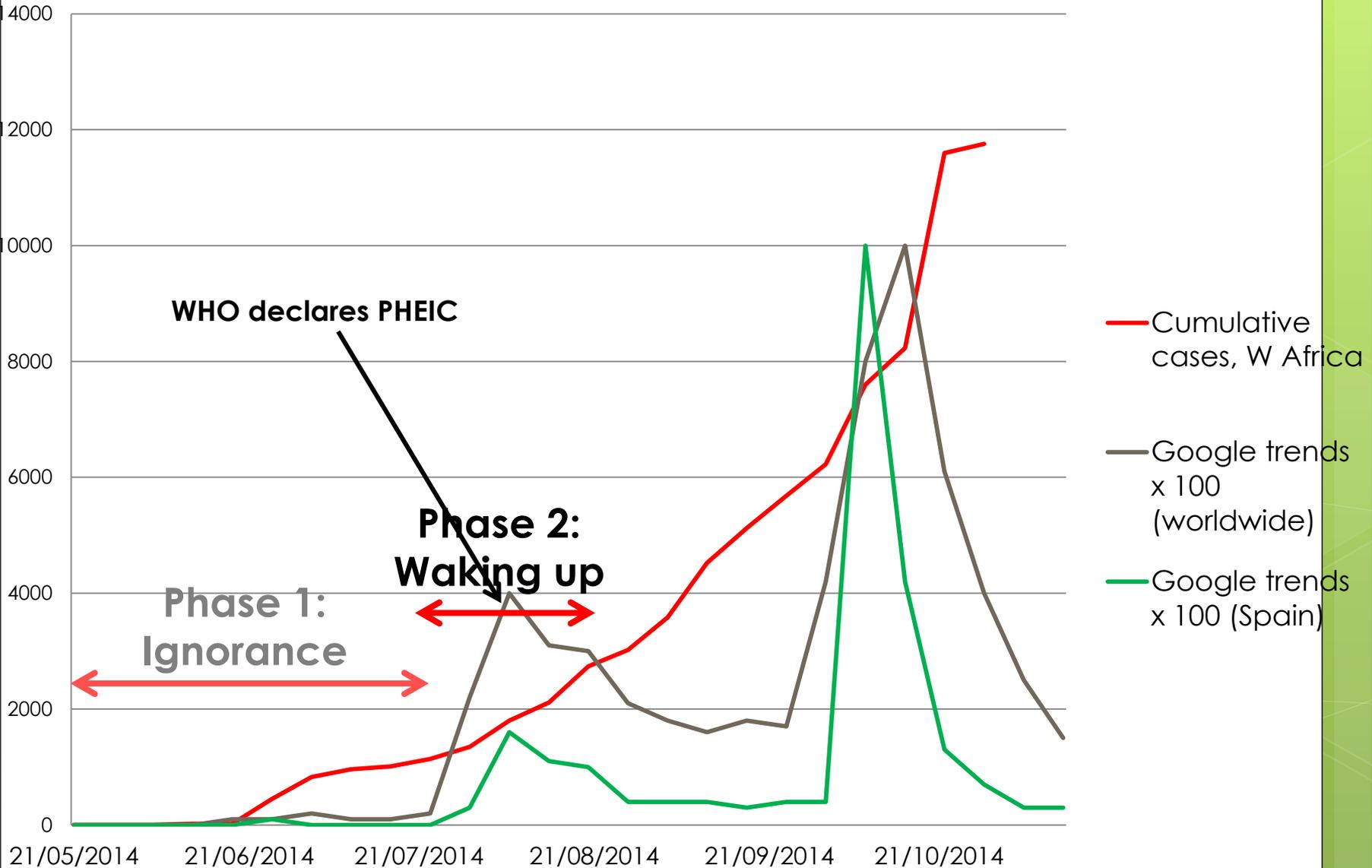


# Storia potenzialmente "interessante" ma...

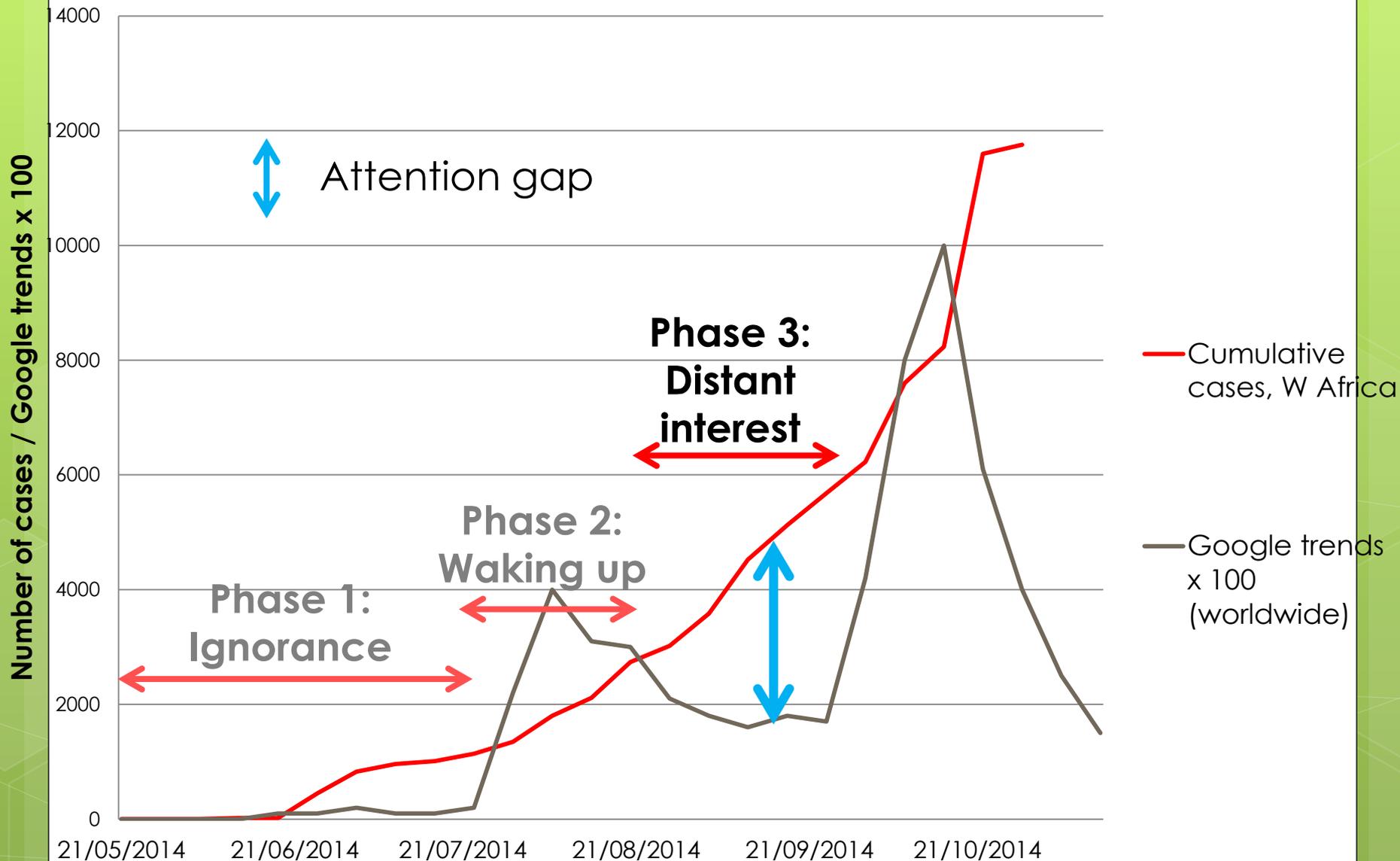
- lontana
- Pochi giornalisti in loco
- Rischio per l'occidente percepito come basso
- Sottofondo razzista: una vita africana non vale come un'europea o americana

# Ebola virus vs. media virus

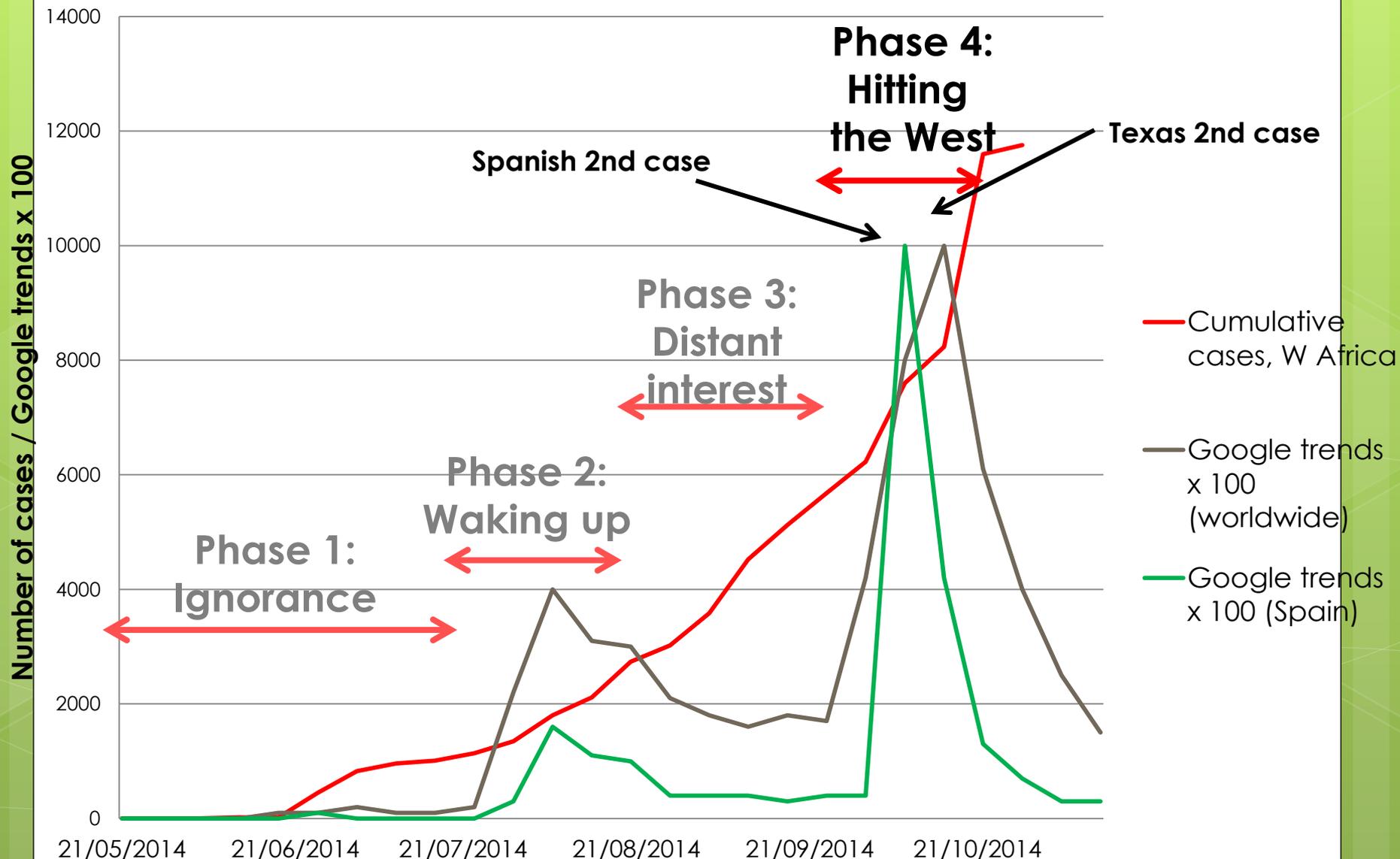
Number of cases / Google trends x 100

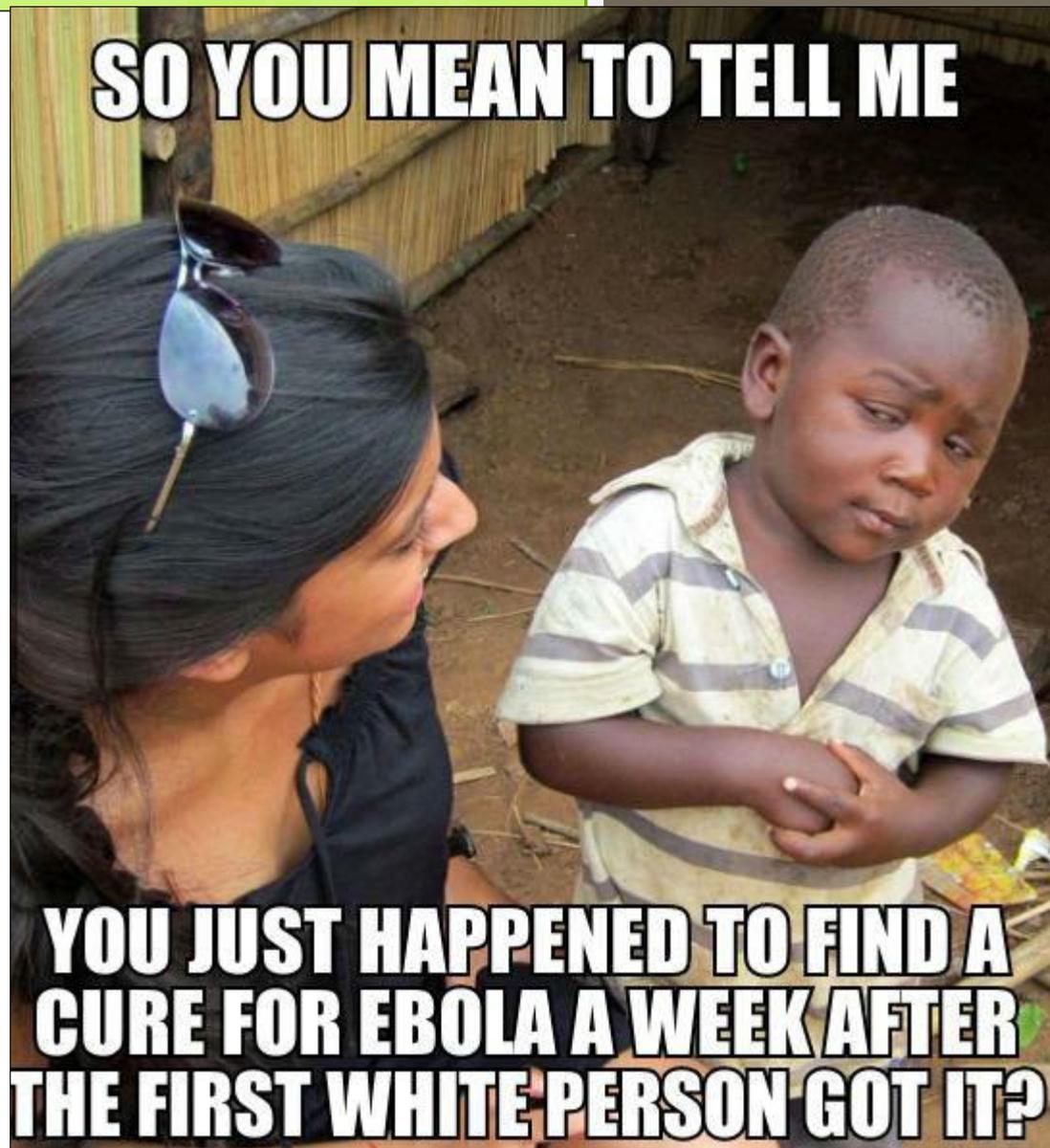


# Ebola virus vs. media virus



# Ebola virus vs. media virus

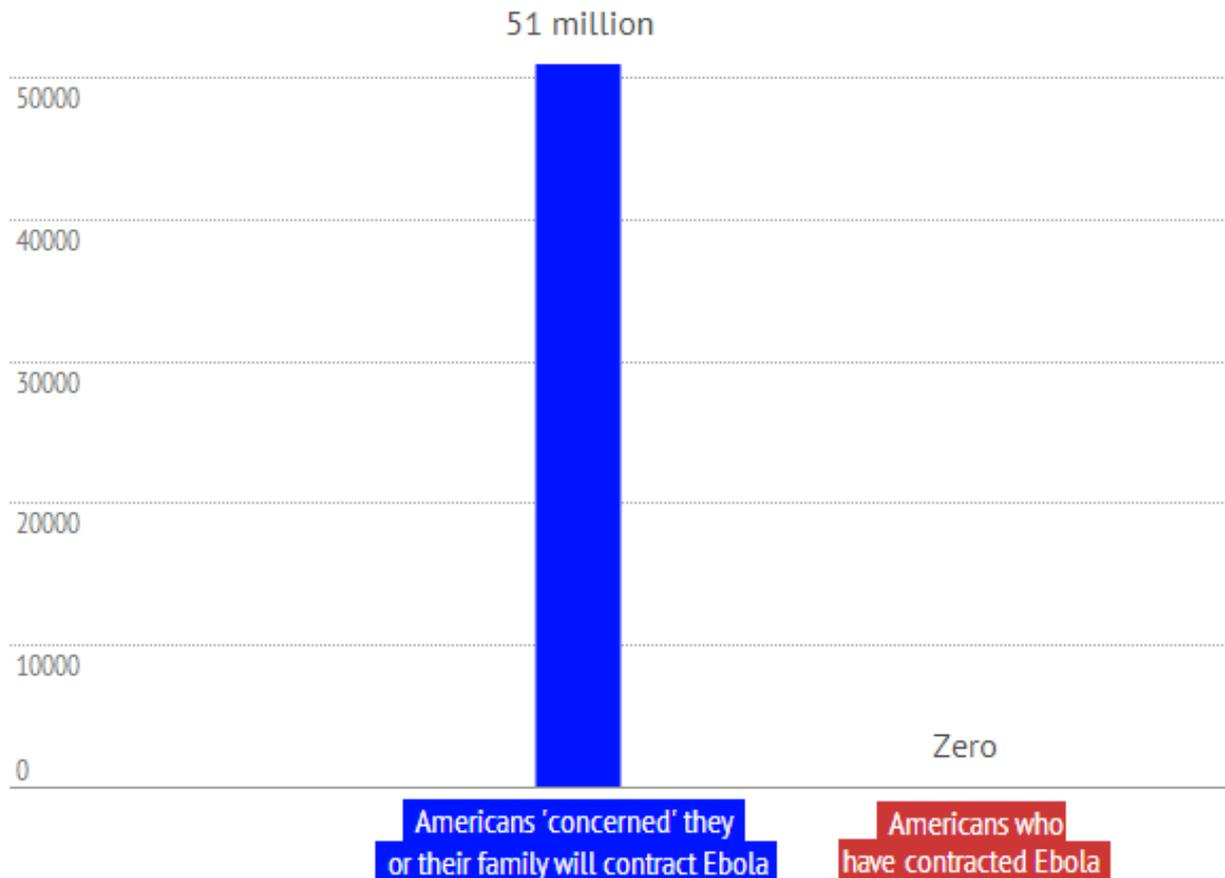




**SO YOU MEAN TO TELL ME**

**YOU JUST HAPPENED TO FIND A  
CURE FOR EBOLA A WEEK AFTER  
THE FIRST WHITE PERSON GOT IT?**

# Ebola in America: Fear outstrips reality



Source: Harvard School of Public Health poll, 8/21/14; Census data.

Analysis and graphic by @ddiamond.

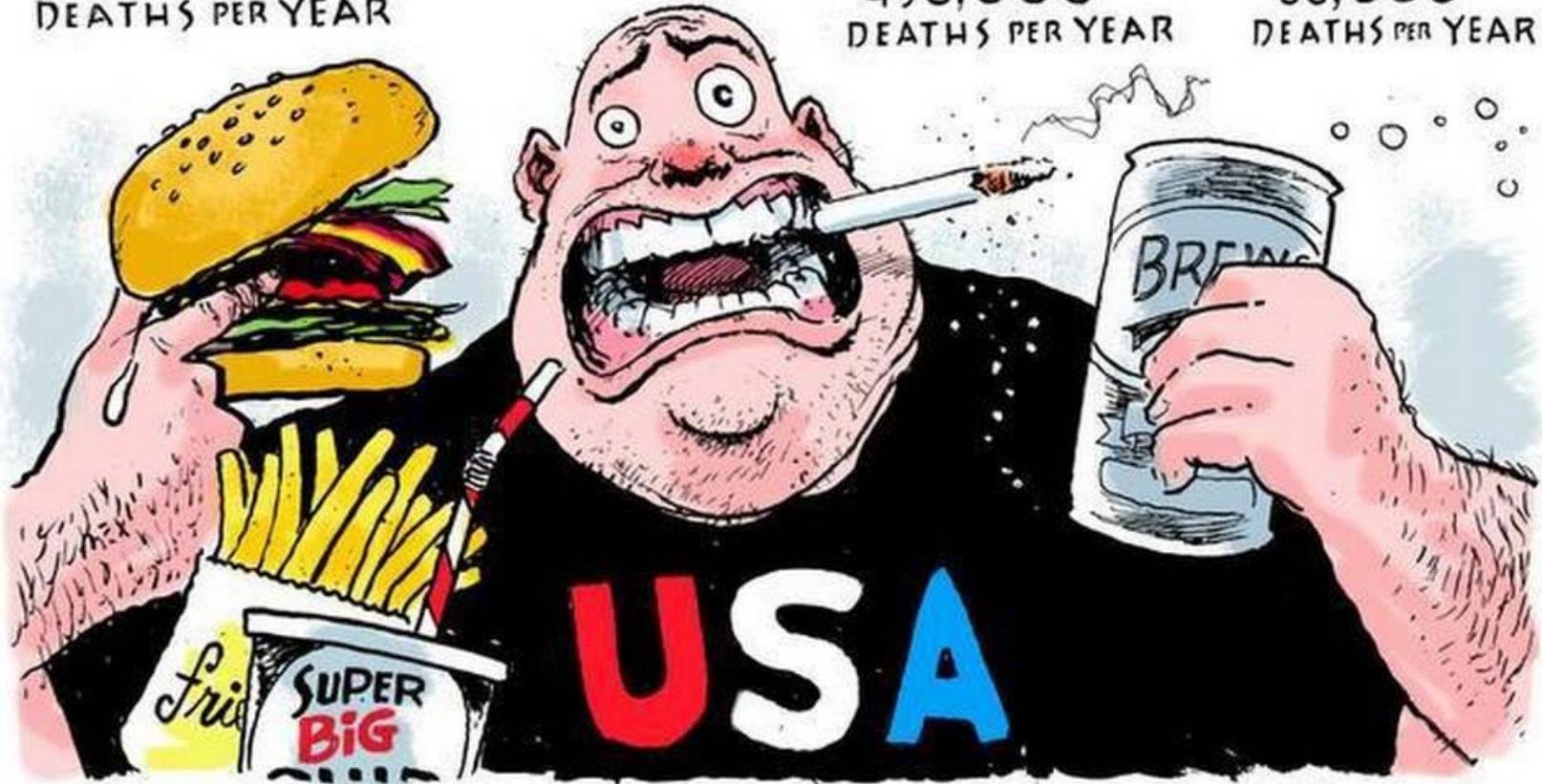
Ov~P~  
THE SACRAMENTO BEE  
©2014-10/9-TCA

# EBOLA!!!

OBESITY:  
300,000  
DEATHS PER YEAR

TOBACCO:  
450,000  
DEATHS PER YEAR

ALCOHOL:  
88,000  
DEATHS PER YEAR



# Siamo pronti??

## Insight - U.S. hospitals unprepared to handle Ebola waste

BY JULIE STEENHUYSEN



## Nurses warn U.S. not ready for Ebola outbreak

Posted: Sep 25, 2014 12:52 AM  
Updated: Sep 25, 2014 12:52 AM



## Ebola outbreak: Airlines stop flights as US expert warns outbreak will 'worsen'

More airlines continue to cancel flights as the Ebola outbreak spreads and Nigeria closes all schools until October 13



A man prepares to take off his protective suit at Blankouma hospital in Ivory Coast Photo: AFP/Getty

By AFP 7:59AM BST 28 Aug 2014

Print this article

## Ebola : des pilotes d'Air France refusent de voler vers les pays touchés

Le Monde.fr avec AFP | 10.09.2014 à 13h33 • Mis à jour le 10.09.2014 à 13h41

Abonnez-vous à partir de 1 €

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Partager

Des hôtesses et stewards d'Air France avaient déjà choisi, en août, de ne pas embarquer dans des avions à destination de pays africains touchés par le virus Ebola. Depuis, des pilotes ont rejoint le mouvement.

Un avis de « danger grave et imminent » en ce qui concerne la Guinée, la Sierra Leone et le Nigeria « a été déposé » au comité d'hygiène, de sécurité et des conditions de travail

September 8, 2014, 13:29 | [viruses](#) [Guinea](#) [Nigeria](#) [CPS](#) [Senegal](#) [Ebola](#)

## Russia imposed a monitoring arrivals from Africa due to an outbreak of Ebola

CPS initiated a daily monitoring of all citizens entering the territory of the Russian Federation from Africa, in connection with the spread on the continent of Ebola virus. It is reported by [the press service](#) of the supervisory authority.

The press release states that these measures should help to prevent the penetration of the deadly fever in Russia. Terms monitoring comes from the African entities account for 21 days.

The department also noted that at the present time on the territory of Guinea continues to operate specialized anti-epidemic Rospotrebnadzora group, which, together with representatives of various international organizations trying to localize the epidemic.

## EBOLA

## The fear of Ebola breaks out in Madrid in less than 24 hours, two false alarms

■ The man, who was transferred to the FJD, was found lying on the floor in a dock station

EUROPA PRESS / Madrid



THURSDAY, SEPTEMBER 18, 2014 - 12.34 H

COMMENTS 0



SEND A LETTER TO THE EDITOR

The fear that the Ebola virus spreads throughout Spain unleashed in Madrid and in less than 24 hours two false alarms related to two patients, one who found himself indisposed on the southern bus station and another who went to a health center Villaverde with high fever.

Indeed, the case of Villaverde Health Center, the Los Rosales, set off

# ebola virus o media virus???

## British man dies 'with Ebola symptoms' in Macedonia



Tight security: Police guard the entrance of a quarantined hotel in Skopje, Macedonia (REUTERS/Ognen Teofilovski)

## Alcohol, not Ebola, possible cause of Briton's death in Macedonia

BY KOLE CASULE

SKOPJE | Fri Oct 10, 2014 4:49pm BST

Tweet

[Link this](#) [Share this](#) [Email](#) [Print](#)



People look from the window of a quarantined hotel in Skopje October 9, 2014.

# How Many Ebola Cases Are Outside of West Africa?

At least 20 cases have been treated outside of West Africa. [Full Q. and A. »](#)

■ Recovered   ■ In treatment   ■ Died



# it's all about politics

## HOW TO SOLVE THE EBOLA PROBLEM IN THE U.S.:

1. RESTRICT TRAVEL FROM COUNTRIES THAT ARE INFESTED WITH THE EBOLA VIRUS
2. GET A NEW U.S. PRESIDENT



## Ebola becoming political issue



■ McFadden focusing heavily on Ebola

Story Image (1)

Print Font Size: + -

Posted: Tuesday, October 28, 2014 4:19 pm

Associated Press |

ST. PAUL — Ebola is becoming more than just a health issue as it moves to forefront of politics in Minnesota.

Republican Senate candidate Mike McFadden has repeatedly raised questions about the federal response and brought it up in debates with Democratic Sen. Al Franken. Meanwhile, as Gov. Mark Dayton wages his own re-election fight, he's taken several steps aimed at readiness. Dayton announced Monday a new set of guidelines to monitor people who have recently traveled to West Africa.



Jerry Holt

# PRESIDENT EBOLA



fb/libertyheadquarters

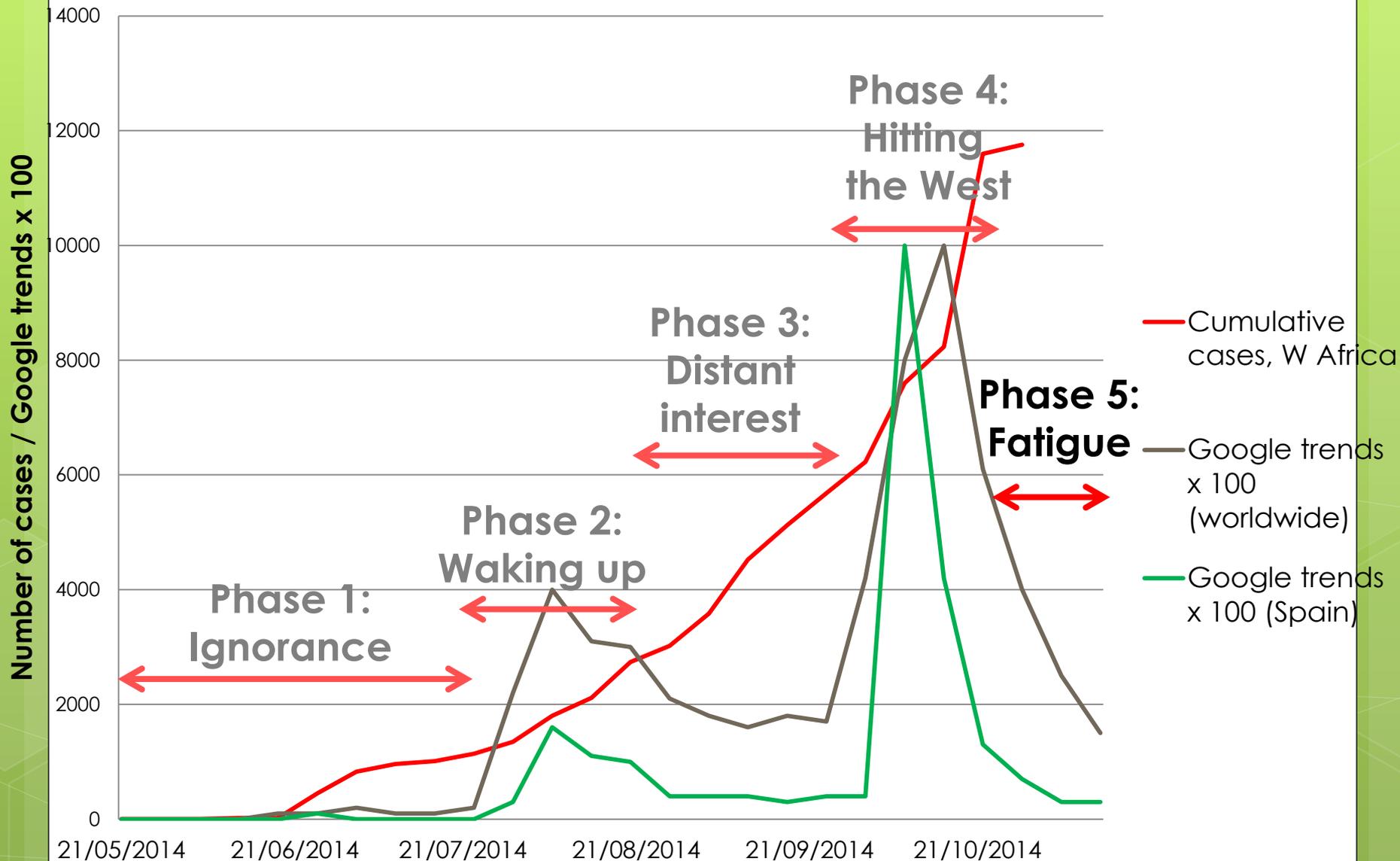
# INFECTING THE USA SINCE 2008

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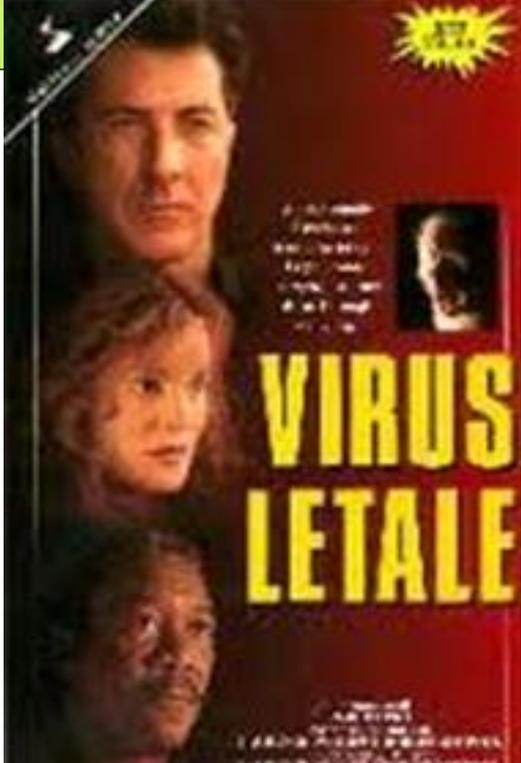
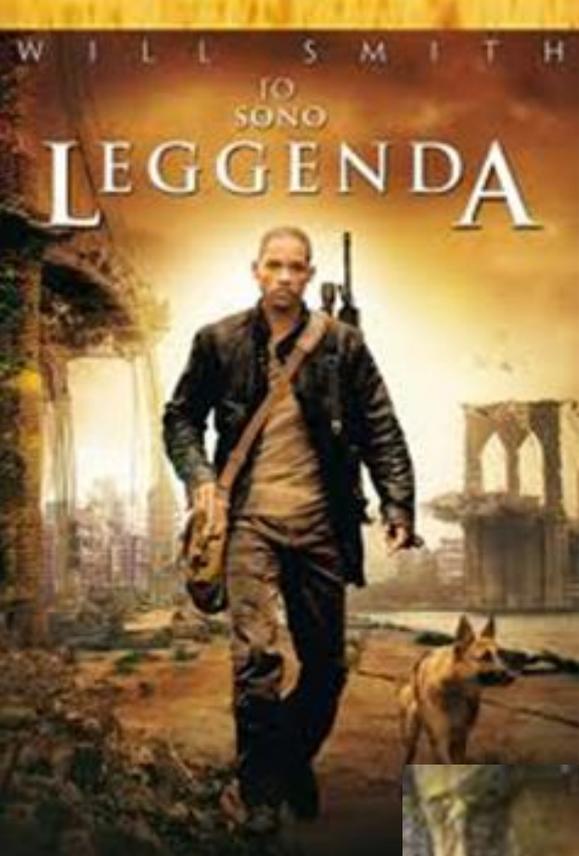


# Ebola virus vs. media virus



# IN OCCIDENTE

- PANICO
- SOTTOVALUTAZIONE
- STRUMENTALIZZAZIONE



**DON'T TALK TO ANYONE.  
DON'T TOUCH ANYONE.**

**LAURENCE FISHBURNE**  
**CONTAGION**

**SEPTEMBER 9**

PG-13 PARENTS STRONGLY CAUTIONED  
Some Material May Be Inappropriate for Children Under 13

participant

Campanella

IN THEATERS AND IMAX

www.lakepart.com/contagion

www.contagionmovie.com

WARNER BROS. PICTURES  
© 2011 Warner Bros. Entertainment Inc. All Rights Reserved

- «Per ammalarsi, si deve entrare in contatto con una persona malata o con qualcosa che abbia toccato.
- Per spaventarsi basta entrare in contatto con una calunnia, con la televisione, con internet»

Laurence Fishburn as Dr. Ellis Cheever

## COSTUMI DI HALLOWEEN



+ ZOOM - ZOOM RESET

PHOTOS

## Sexy Ebola Nurse Costume

SKU: 448697477

**Price: £45**



**Sexy Ebola Nurse Costume includes:**

- Hazmat Dress
- Hazmat Leggings
- Safety Goggles
- Prop Gas Mask

\* PLEASE NOTE: this item is not suitable for protection against hazardous materials.

**ADD TO CART**

# Strumentalizzazioni



# Buona informazione

## Facts *about* Ebola

You can't get Ebola  
through air



You can't get Ebola  
through water



You can't get Ebola  
through food



You can only get Ebola from touching bodily fluids of a person who is sick with or has died from Ebola, or from exposure to contaminated objects, such as needles. **Ebola poses no significant risk in the United States.**



## QUIZ: DO YOU HAVE EBOLA?

1. Have you touched the vomit, blood, sweat, saliva, urine, or feces of someone who might have Ebola?

NO

You do not have Ebola.



# Cattiva informazione

- <http://tv.ilfattoquotidiano.it/2014/11/26/berlusconi-avevamo-addomesticato-gheddafi-avevo-fatto-mettere-bidet-nei-bagni/315804/>

# Cattiva informazione

- «si incendia addirittura con dentro dei malati, perché nessuno vuole andare a curare i malati perché si sono scagliati contro chi li voleva curare e quindi non si può più fare. **Si chiudono dentro e si incendia. E un bel po' di queste persone sono immigrate in giro per l'Africa a portare il contagio.**
- .....si sono scoperte alcune cose che sono molto pericolose. Punto primo che **l'ebola si trasmette per via aerea**, punto secondo che è **mutante**: il vaccino che vale oggi non vale più 15 giorni dopo. Punto terzo che **è diverso il vaccino che si deve impiegare là o qui**. Quindi che Dio ci preservi, ci conservi» **Silvio Berlusconi**



In Africa ci sono più di 50 Paesi. I Paesi coinvolti rappresentano meno dell'1% dell'economia africana

# Altri Paesi

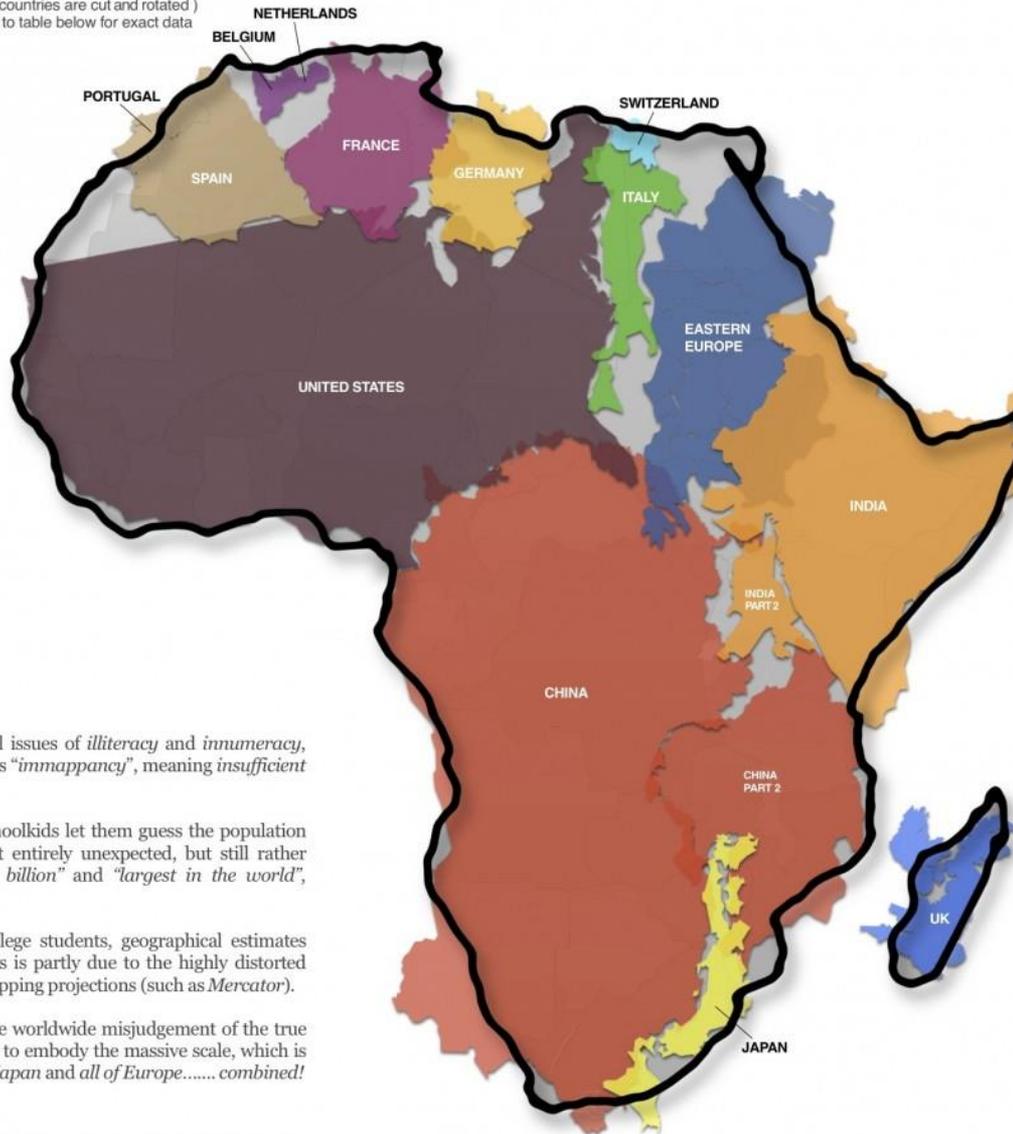
- Nigeria(20 casi, 8 morti) (dichiarata free)
- Senegal (1 caso)
- Mali (8 casi, 6 morti)

# The True Size of Africa

A small contribution in the fight against rampant *Immappancy*, by Kai Krause

Graphic layout for visualization only ( some countries are cut and rotated )  
But the conclusions are very accurate: refer to table below for exact data

COUNTRY	AREA x 1000 km <sup>2</sup>
China	9.597
USA	9.629
India	3.287
Mexico	1.964
Peru	1.285
France	633
Spain	506
Papua New Guinea	462
Sweden	441
Japan	378
Germany	357
Norway	324
Italy	301
New Zealand	270
United Kingdom	243
Nepal	147
Bangladesh	144
Greece	132
<b>TOTAL</b>	<b>30.102</b>
<b>AFRICA</b>	<b>30.221</b>



## Top 100 Countries

Area in square kilometers, Percentage of World Total  
Sources: Britannica, Wikipedia, Almanac 2010

	AREA km <sup>2</sup>	%	
1	Russia	17.098.242	11,50
2	Canada	9.984.670	6,70
3	China	9.596.961	6,40
4	United States	9.629.091	6,40
5	Brazil	8.514.877	5,70
6	Australia	7.692.004	5,20
7	India	3.287.263	2,30
8	Argentina	2.780.400	2,00
9	Kazakhstan	2.724.900	1,80
10	Sudan	2.505.813	1,70
11	Algeria	2.381.741	1,60
12	Congo	2.344.858	1,60
13	Greenland	2.166.086	1,50
14	Saudi Arabia	2.149.690	1,40
15	Mexico	1.964.375	1,30
16	Indonesia	1.860.360	1,30
17	Libya	1.759.540	1,20
18	Iran	1.628.750	1,10
19	Mongolia	1.564.100	1,10
20	Peru	1.285.216	0,86
21	Chad	1.284.000	0,86
22	Niger	1.267.000	0,85
23	Angola	1.246.700	0,85
24	Mali	1.240.192	0,83
25	South Africa	1.221.037	0,82
26	Colombia	1.141.748	0,76
27	Ethiopia	1.104.300	0,74
28	Bolivia	1.098.581	0,74
29	Mauritania	1.025.520	0,69
30	Egypt	1.002.000	0,67
31	Tanzania	945.087	0,63
32	Nigeria	923.768	0,62
33	Venezuela	912.050	0,61
34	Namibia	824.116	0,55
35	Mozambique	801.590	0,54
36	Pakistan	796.095	0,53
37	Turkey	783.562	0,53
38	Chile	756.102	0,51
39	Zambia	752.612	0,51
40	Myanmar	676.578	0,45
41	Afghanistan	652.090	0,44
42	Somalia	637.657	0,43
43	France	632.834	0,43
44	C. African Rep	622.984	0,42
45	Ukraine	603.500	0,41
46	Madagascar	587.041	0,39
47	Botswana	582.000	0,39
48	Kenya	580.367	0,39
49	Yemen	527.968	0,35
50	Thailand	513.120	0,34
51	Spain	505.992	0,34
52	Turkmenistan	488.100	0,33
53	Cameroon	475.442	0,32
54	Papua New Guinea	462.840	0,31
55	Uzbekistan	447.400	0,30
56	Morocco	446.550	0,30
57	Sweden	441.370	0,30
58	Iraq	438.317	0,29
59	Paraguay	406.752	0,27
60	Zimbabwe	390.757	0,26
61	Japan	377.930	0,25
62	Germany	357.114	0,24
63	Rep of Congo	342.000	0,23
64	Finland	328.419	0,23
65	Vietnam	331.212	0,22
66	Malaysia	330.803	0,22
67	Norway	323.802	0,22
68	Côte d'Ivoire	322.463	0,22
69	Poland	312.685	0,21
70	Oman	308.500	0,21
71	Italy	301.336	0,20
72	Philippines	300.000	0,20
73	Burkina Faso	274.222	0,18
74	New Zealand	270.467	0,18
75	Gabon	267.668	0,18
76	Western Sahara	266.000	0,18
77	Ecuador	256.369	0,20
78	Guinea	245.857	0,17
79	United Kingdom	242.900	0,16
80	Uganda	241.038	0,16
81	Ghana	238.539	0,16
82	Romania	236.391	0,16
83	Laos	236.800	0,16
84	Guyana	214.969	0,14
85	Belarus	207.600	0,14
86	Kyrgyzstan	199.951	0,13
87	Senegal	196.722	0,13
88	Syria	185.180	0,12
89	Cambodia	181.035	0,12
90	Uruguay	176.215	0,12
91	Suriname	163.820	0,11
92	Tunisia	163.610	0,11
93	Nepal	147.181	0,10
94	Bangladesh	143.998	0,10
95	Tajikistan	143.100	0,10
96	Greece	131.957	0,09
97	Nicaragua	130.373	0,09
98	North Korea	120.538	0,08
99	Malawi	118.484	0,08
100	Eritrea	117.800	0,08
<b>TOP 100 TOTAL</b>		<b>132.632.524</b>	<b>89,34</b>

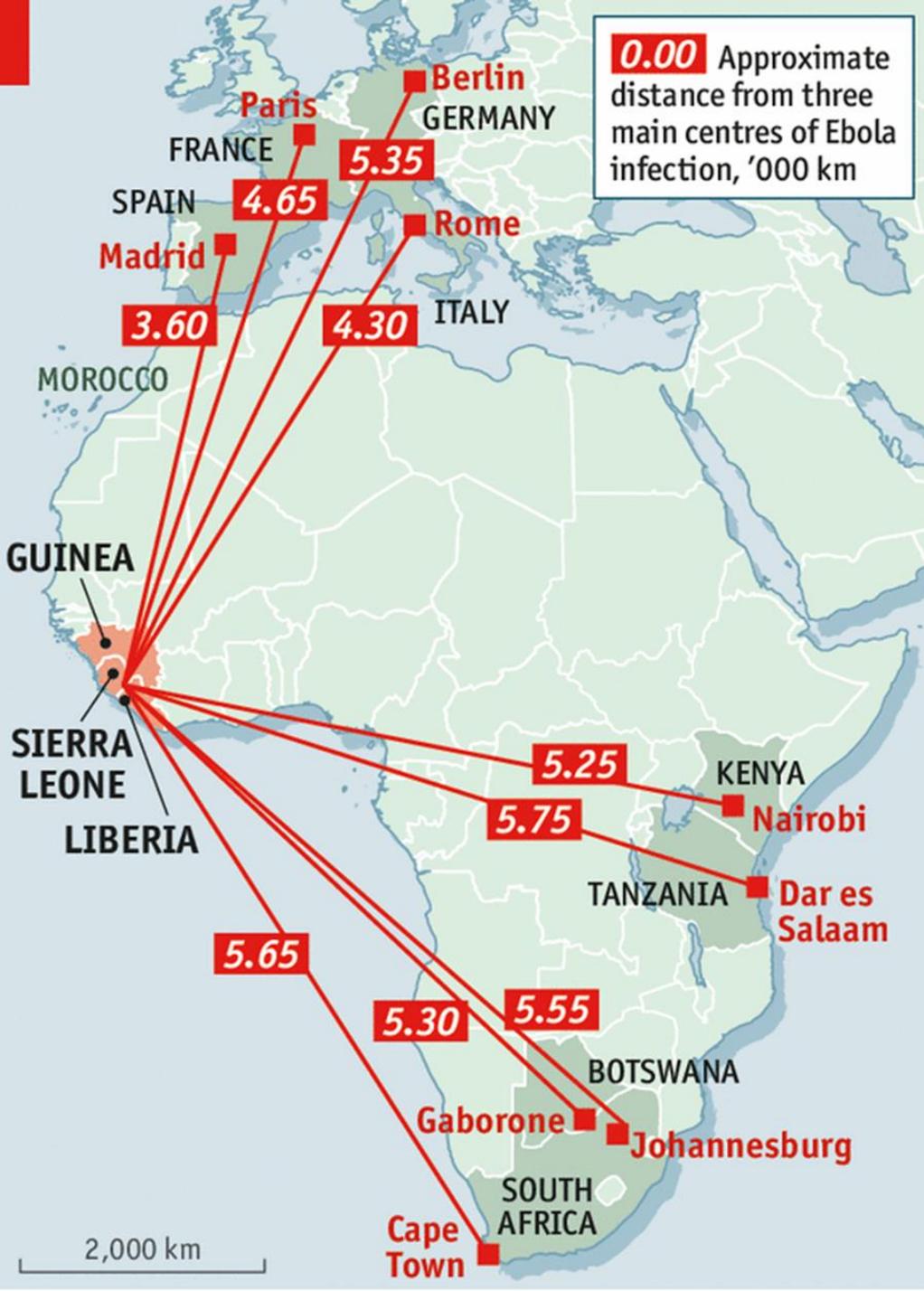


In addition to the well known social issues of *illiteracy* and *innumery*, there also should be such a concept as "*immappancy*", meaning *insufficient geographical knowledge*.

A survey with random American schoolkids let them guess the population and land area of their country. Not entirely unexpected, but still rather unsettling, the majority chose "1-2 billion" and "largest in the world", respectively.

Even with Asian and European college students, geographical estimates were often off by factors of 2-3. This is partly due to the highly distorted nature of the predominantly used mapping projections (such as *Mercator*).

A particularly extreme example is the worldwide misjudgement of the true size of *Africa*. This single image tries to embody the massive scale, which is larger than the *USA*, *China*, *India*, *Japan* and *all of Europe*..... combined!



## The Ignorance Epidemic

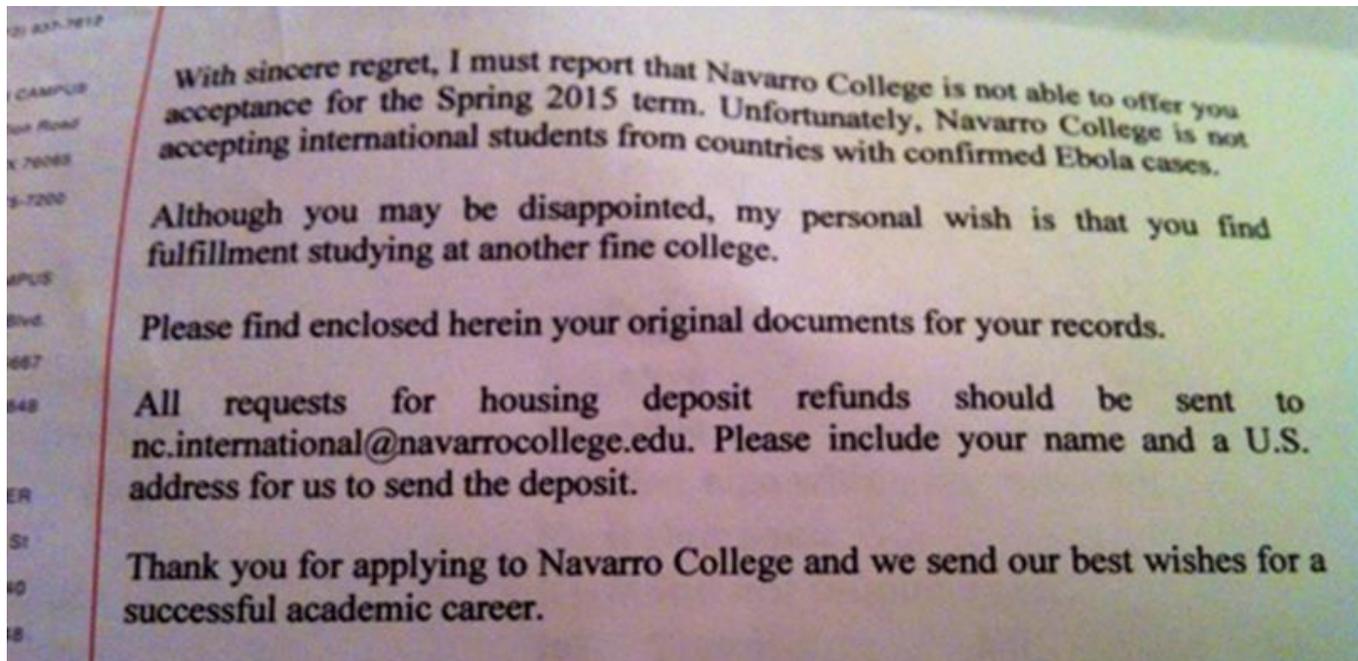
The Economist, 15 Nov 2014

-crollo delle prenotazioni turistiche a settembre (↓20-70%)

-sospesa African Cup of Nations in Marocco (gennaio 2015)

- Stanford e altre università pongono limiti al personale che va volontario

# Discriminazioni



# STIGMA ( $\neq$ discriminazione)



Verso le persone con un legame geografico, anche se solo di origine, con la malattia

## Ebola fears ripple across continent to hurt east African tourism

BY EDITH HONAN

NAIROBI | Wed Oct 29, 2014 4:00pm EDT

[Tweet](#) [Share](#) [Share this](#) [8+1](#) [0](#) [Email](#) [Print](#)



A tourist rides on a camel's back at the Jomo Kenyatta public beach in Kenya's coastal city of Mombasa, March 24, 2013.



**DAILY** **Intelligencer** / EBOLA

## Kentucky Teacher Resigns Over Parents' Dumb Ebola Fears

By Margaret Hartmann [Follow @marghartmann](#)



Where the giraffes are, and the zebra. Photo: Credit field Shutterstock

A teacher at St. Margaret Mary Catholic School in Louisville, Kentucky, who recently returned from a medical mission trip to Africa has [resigned](#) rather than submitting to a paid 21-day leave and producing a doctor's note that says she is in good health. The school's request was a reaction to "strong parent concerns" about Susan Sherman exposing students to Ebola — though she was in Kenya, which is separated from the Ebola outbreak by at least five countries.



«Mangiare carne cruda di animali della foresta, fare sesso con le scimmie non è esattamente quel che si dice un sano stile di vita»

# CATEGORIE A RISCHIO STIGMA

- Ammalati e parenti
- Guariti
- Operatori
- Chi è legato all'origine geografica della malattia
- Chi è legato alle modalità di trasmissione della malattia

# Conseguenze pratiche

- Mancanza di ricerca di cure
- Mancanza di prevenzione
- Maggiore diffusione della malattia
- Conseguenze economiche e sociali importanti

È finita?

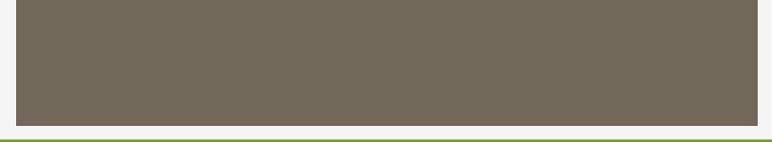


PANICO

SOTTOVALUTAZIONE



PREPARAZIONE



GRAZIE!

Roberta Villa villa@zadig.it