



SHARE AND MOVE TO FACE NASTY BUGS

Published on *ASSET* (<https://www.asset-scienceinsociety.eu>)

[Home](#) > View EU Project

ECOM

Website:

<http://www.ecomeu.info/>

Ecom project brought together various disciplines to go beyond the current knowledge, in order to develop an evidence-based behavioural and communication package for health professionals and agencies throughout Europe in case of major outbreaks of infectious diseases.

The goal was reached through the following specific objectives:

- To assess the time-dependent influences of epidemiology and risk communication including media content on human behaviour during the A/H1N1 pandemic;
- To analyse, using social marketing principles, vaccination behaviour, audience segmentation, and vaccination service delivery;
- To analyse knowledge, attitudes, risk perception, vaccination non-response and reasons for resistance during past epidemics;
- To apply Discrete Choice Experiments to determine acceptance of preventive measures in the case of epidemic outbreaks;
- To integrate the key findings of the

studies under the first four objectives, to determine critical factors, groups, and media to be addressed in the development of effective strategies;

- To test behavioural interventions and communication strategies tailored to different target audiences;
- To finalize and disseminate a package of evidence-based tools that can be tailored to individual European countries.

Newsletters

Select the newsletter(s) to which you want to subscribe or unsubscribe.

News from Asset project

Responsible Research and Innovation Newsletter

Asset PPRB

E-mail *

Contacts



[Facebook](#)



[Twitter](#)



[YouTube](#)



[LinkedIn](#)

Contacts

General inquiries: info@asset-scienceinsociety.eu

ASSET

Action plan on **Science in Society** related issues in **Epidemics and Total pandemics**
[European Commission](#)

This project has received funding from the European Union's Seventh Framework Programme for research, technological development and demonstration under grant agreement no 612236.