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Home > Taxonomy term

## New Zealand

## Population consultation, two-way communication and decision

Some countries are slowly moving toward the implementation of a two-way PH communication strategy. For example, in May 2010, shortly after the H1N1 pandemic, the public health authorities of New Zealand designed a rapid response initiative to have feedback from population on the communication campaign and on their risk perception. The project consisted in a study, which aimed to retrieve evidence-based information which health authorities could use to design tailored health communication campaigns during/after periods of pandemics.

## Country:

New Zealand

## Target:

Citizens, Decision Makers, Government and Public Health, Healthcare Professionals
Topic:
Local Activities, Stakeholders
Tags:
communication, inequities

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#### Abstract

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.


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