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## WP7 COMMUNICATION D7.6 MEDIA REPORT 2

ASSET Project • Grant Agreement N°612236

# ASSET

Action plan on SiS related issues in Epidemics and Total pandemics

7<sup>th</sup> RTD framework programme

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### D7.6 Report MEDIA REPORT 2

Task: T7.4

Leader: ZADIG – Other contributors: None

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Vn	Status	Date	Organisation / Person responsible	Reason for Change
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## INTRODUCTION

According to the ASSET DOW, T7.4 Media Office was led by Zadig, with contribution of ISS and ABSISKEY.

Following a first report (D7.5) related to the first part of the project, mostly dedicated to networking, this deliverable would mainly deal with the 24-48m period, in which ASSET Media Office kept on disseminating the project's contents, results and values among relevant stakeholders by multimedia products, organization of events and participation to courses and conference.

A coordinated presence on social media, such as Facebook, Twitter and YouTube, in addition to cooperating with T5.1 Social Media Mobilization, contributed to ASSET internal and external communication, as suggested by D7.1 Communication Strategy.

Being at the end of the project, it would also sum up the total results of Media Office activities.

## EXECUTIVE SUMMARY

In the second half of its activity, ASSET Media Office used the network of journalists and other stakeholders previously established all over the world, in order to disseminate ASSET contents.

At the end of its work, ASSET Media Office collected a **MAILING LIST** with more than 7,500 contacts, including almost 1,000 journalists from more than 20 European and extraeuropean countries, working in printed press, radio TV broadcasting and/or blog and online news.

In the 25-48 m period, they received **1 press kit**, **12** (18 since the beginning of the project) **PRESS RELEASES** (one of which in 6 different versions, targeted to different countries, in 6 different languages).

They also received **16 VIDEOPILLS** + **1 final playlist** from ASSET website, with contribution by top scientists, public health researchers, pharma industry officers, journalists and other experts.

**Local initiatives, national and European EVENTS** (such as citizen consultation) were also occasions to disseminate ASSET.

**MEDIA PICKUP** can be considered satisfying: at the end of the project, ASSET, its events, activities and press releases were

- mentioned by **80 articles and broadcast** on print, online, radio and TV media in Europe and
- disseminated through ISS and TIEMS newsletters to **more than 160,000 professionals** all over the world.



Our **NETWORKING ACTIVITY** allowed mutual exchanges with many relevant stakeholders and experts. Some of them participated to our Final conference: **Walter Ricciardi**, president of the Italian National Institute of Health (ISS), who opened it, **Massimo Ciotti**, by the European Centre for Disease Prevention and Control (ECDC) in Stockholm, Sweden, **Jacques de Haller**, by the Comité Permanent des Médecins Européens (CPME) in Brussels, Belgium and **Michael Sulzner**, of the European Commission, Luxembourg.

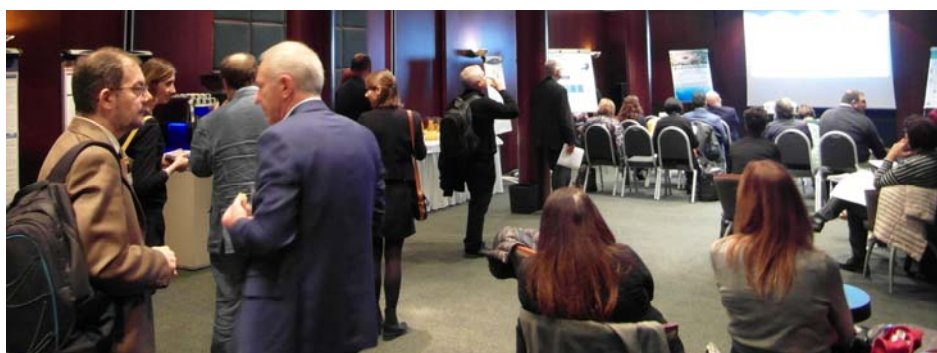


*Walter Ricciardi, president of the Italian National Institute of Health (ISS)*

Many other experts and stakeholders gave their own written or videorecorded **contribution to ASSET website** and invited us to present ASSET issues at meetings, courses and conferences.

Thanks to Media Office activity, ASSET was also asked to contribute to a [report](#) about Italian National Vaccine prevention Plan (PNPV 2017-2019), including interviews to Italian Ministry of Health officers and other relevant experts and stakeholders, published on *Vaccines Today* in January 2018.

Many connections have been established also with other **EU-FUNDED PROJECTS**: **39** of them accepted to participate to our T3.1 MMLAP virtual cluster, some of them gave their contribution to ASSET website and invited us to their meetings and **15** participated to the T9.2 final Brokerage event in Rome, on 30-31<sup>st</sup> October 2017.





ASSET accounts on **SOCIAL MEDIA**, i.e. **Twitter and Facebook**, were also used to disseminate ASSET contents and to get in touch with public, experts and journalists involved in infectious diseases and risk communication.

At the end of the project we had gained **1,560 likes on Facebook main ASSET page** and 243 followers on Twitter.

Romanian partners created their own Facebook page (**ASSET Romania**), achieving a very good reach in their country.

ASSET DISSEMINATION (as of December 2017)	MAIN RESULTS			LIMITS
<b>Mailing list</b>	7,532 email addresses	999 journalists	20 European and extraeuropean countries	Prevalence of Italian journalists (544)
<b>Articles and broadcasts</b>	78 web, paper, radio or TV mentions of ASSET project			Mainly in Eastern countries
<b>Press Releases</b>	18 press releases (including one in 6 different versions, in different languages, targeted to specific countries) + 16 videopills + 1 playlist			Pickups mainly in Italy and Eastern countries
<b>Other dissemination tools</b>	7 different kinds of other dissemination tools (presentation leaflet, brochure for policy makers, algorithm for Twitter analysis, data viz, videos, press kit, publishable final report)			Little feedback
<b>Social Media</b>	-1,560 likes on Facebook main ASSET page  -2106 likes on Facebook Romanian ASSET page	243 followers on Twitter	76 videos on YouTube	Twitter reach was not satisfying



## MAILING LIST, PRESS RELEASES AND VIDEOPIILLS

Thanks to the cooperation of several partners, at the end of the second period we collected a **mailing list** with **more than 7,500 contacts**, including almost **1,000 journalists** from more than **20 European and extraeuropean countries**, working in printed press, radio TV broadcasting and/or blog and online news.

In the 25-48m period, they were addressed with

- **12 press releases**, of which:
  - o 2 announced the 2<sup>nd</sup> and 3<sup>rd</sup> edition of the ASSET Summer school, respectively;
  - o 1 announced the Citizen consultation in 8 European countries;
  - o 1 presented the Citizen Consultation's results;
  - o 4 presented ASSET documents and points of view related to current news, such as new laws on compulsory vaccination, terror attacks and zika virus epidemic;
  - o 2 presented and discussed ASSET Dataviz on compulsory vaccination and ethical issues in European pandemic plans, respectively;
  - o 1 reminded of different issues related to ASSET;
  - o 1 announced the Final Conference in Rome.

For the policy workshop at the European Parliament in Bruxelles, at the end of April 2017, **six more different press releases** were produced, in six different languages (English, Italian, Danish, Romanian, Bulgarian and French), each focusing on the main results of the Citizen consultation in each country. They were sent to the 999 journalists of ASSET mailing list in English, to 602 Italian journalists in Italian, 105 Danish in Danish, 54 in Romania, 131 in Bulgaria and 390 in France.







In the 25-48m period, ASSET press office also sent **16 videopills**, and one final playlist with others of the **37 videos** present on the website with contribution of top scientists, public health researchers, pharma industry officers, journalists and other experts such as:

- **Albert Osterhaus**, director of the Research Center for Emerging Infections and Zoonoses (RIZ) in Hannover, Germany, and Chairman of the European Working group on Influenza (ESW)



- **Ilaria Capua**, director of the One Health Excellence Centre at the Emerging Pathogens Institute of the University of Florida, USA



- **Darina O'Flanagan**, previous Director of Health Protection Surveillance Centre Ireland and a member of the Advisory Forum of the European Centre for Disease Control
- **Susanna Esposito**, professor of Paediatrics at the University of Milan, Italy and president of WAIDID (World Association for Infectious Diseases)
- **Bert Niesters** from the University of Groningen, in the Netherlands





- **Ivan Hung**, Clinical Associate Professor and Honorary Consultant in the Department of Medicine at the Queen Mary Hospital of the University of Hong Kong
- **Thomas Breuer**, GSK Chief Medical Officer



- **Norman Begg**, GSK Vice President, Head of Scientific Affairs and Public Health, Vaccines
- **Piero Bassetti**, president of the Giannino Bassetti Foundation, one of the pioneers of the idea of Responsible Research and Innovation in Italy
- **Katie Flanagan**, senior lecturer of the Department of Immunology at Monash University, in Melbourne, Australia



- **Alberto Tozzi**, Research area coordinator and Head of Digital Medicine and Telemedicine Unit at Ospedale Pediatrico Bambino Gesù, Rome
- **Filippo Buccella**, EUPATI, European Patients' Academy on Therapeutic Innovation
- **Dennis Costello**, Web Communications Senior Manager & RareConnect Leader at EURORDIS (Rare Diseases Europe).



## EVENTS

Some events were also very relevant for ASSET dissemination in the m 24-48 period:

- The **Verbier Festival**, in Switzerland, where a Concert for piano and science gave some experts the opportunity to introduce the public to the issue of pandemic preparedness and response. Presentations were recorded in **12 videos** showing the interaction between music and science, published on the [ASSET YouTube channel](#) and the [ASSET website](#).



*Alberto Perra, from ISS, speaking at the Verbier Festival.*

- **ASSET citizen consultation**, held simultaneously in 8 European countries on 24<sup>th</sup> September 2016;





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- **Policy workshop on citizen consultation at the European Parliament**, in Bruxelles, on the 27<sup>th</sup> April 2017, where we could also interact with Gianluca Quaglio, from the Secretariat of the EU STOA (Science and Technology Options Assessment);



- **Local initiatives** in 12 cities: Rome, Milan (Malpensa airport), Paris, Lyon, Dublin, London, Brussels, Oslo, Sofia, Bucharest, Geneva, Haifa.







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- Final conference and brokerage event, in Rome, on 30-31<sup>st</sup> October 2017;





## MEDIA PICKUPS

During its whole period ASSET Project was mentioned by **80 articles** on print, online, radio and TV media in Europe and disseminated through ISS and TIEMS newsletters to **more than 160,000 professionals** all over the world.

The main interest was raised by **European citizen consultation** and by the results of our visual analysis (**Dataviz**), confirming the notion that any project needs data and news to catch the attention of media, while it is difficult to spread ideas and discuss issues, even with great practical impact such as epidemics and pandemics, without something sounding as “breaking news”.

- So, we gain **only 5 articles** mentioning the **project in general**, in Italy and Bulgaria:
  1. February 2, 2016 - Scienza in rete - [Zika, o delle difficoltà di comunicare l'incertezza](#) - (in Italian)
  2. June 15, 2016 - Vaccines Today - [Vaccines: a case study of false balance on TV](#)
  3. October 21, 2016 – Dnevnik - [Как да се предпазим през грипния сезон - съвети от епидемиолога проф. Мира Кожухарова \(in Bulgarian\)](#)
  4. October 20, 2016 - EuranetPlus - [Югтянха кжямля ь шьнпонтшул "Отяр ця щшфмльхш ьгь ьнгцуя м рякуяля ь пюдшмльплп" онх шохщшсхх х оярщшсхх](#) (in Bulgarian)
  5. April 2017 - Io e il mio bambino - [Vaccini gratis per tutti!](#) - (in Italian)
- On the contrary, the **European citizen consultation**, which took place simultaneously in 9 countries on 24<sup>th</sup> September 2016 and was disseminated by **28 videos** in different languages on ASSET YouTube channel, raised great interest, especially in the east of Europe.





ASSET press releases on this issues were picked up:

-in France by

1. **Purquoi doctor.** Epidémies : les Français s'estiment mal renseignés.  
<https://www.pourquoidoctor.fr/Articles/Question-d-actu/20986-Epidemies-Francais-s-estiment-mal-renseignes>

-in Italy by

1. **Corriere della Sera.** [Vaccini, consultazioni popolari per ascoltare le ragioni delle scetticismo](#) - (in Italian).
2. **Healthdesk.** "In caso di pandemia chiudere le scuole". Così i cittadini europei si mettono nei panni delle istituzioni  
<http://www.healthdesk.it/scenari/caso-pandemia-chiudere-scuole-cos-cittadini-europei-mettono-nei-panni-istituzioni>
3. **Salutesanità.** Italia, ultimo posto per quanto riguarda l'informazione sulle pandemie.  
<http://salutesanita.it/2017/04/27/italia-ultimo-posto-per-quanto-riguarda-linformazione-sulle-pandemie/>
4. **Quotidiano Sanità.** Epidemie e minacce pandemiche. Gli europei insoddisfatti del "racconto" delle autorità sanitarie: "Vogliamo più trasparenza".  
[http://www.quotidianosanita.it/studi-e-analisi/articolo.php?articolo\\_id=50175](http://www.quotidianosanita.it/studi-e-analisi/articolo.php?articolo_id=50175)
5. **Paese Roma.** I cittadini europei e le minacce pandemiche: i risultati di una consultazione popolare finanziata dalla UE.  
<http://www.paeseroma.it/wordpress/i-cittadini-europei-e-le-minacce-pandemiche-i-risultati-di-una-consultazione-popolare-finanziata-dalla-ue/>

-In Romania, by 54 print/online articles or radio/TV broadcasts:

1. **AGERPRES** - Consultări privind pregătirea cetățenilor în cazul apariției unor epidemii și pandemii  
<http://www.agerpres.ro/sanatate/2016/09/24/consultari-privind-pregatirea-cetatenilor-in-cazul-aparitiei-unor-epidemii-si-pandemii-11-06-26>
2. **Radio Romania** - Calendarul evenimentelor, 24 septembrie  
<http://www.rador.ro/2016/09/24/calendarul-evenimentelor-24-septembrie-selectiuni/>
3. **Arges Express**- Premieră românească și europeană: consultări cetățenești ASSET privind pregătirea în caz de epidemie sau pandemie  
<http://www.argesexpres.ro/index.php/fapt-divers/11537-premiera-romaneasca-si-europeana-consultari-cetatenesti-asset-privind-pregatirea-in-caz-de-epidemie-sau-pandemie>
4. **DiaCa**- Consultări privind pregătirea cetățenilor în cazul apariției unor epidemii și pandemii





[http://www.diacaf.com/stiri/actualitate/consultari-privind-pregatirea-cetatenilor-in-cazul-aparitiei-unor-epidemii\\_48453924.html](http://www.diacaf.com/stiri/actualitate/consultari-privind-pregatirea-cetatenilor-in-cazul-aparitiei-unor-epidemii_48453924.html)

5. **IndexZiare.ro** - Consultari cetatenesti asset pentru pregatirea populatiei in cazul aparitiei unor epidemii  
<http://indexziare.ro/consultari-cetatenesti-asset-pentru-pregatirea-populatiei-cazul-aparitiei-unor-epidemii-1890443>
6. **Stiri.ro** - Consultari privind aparitia unor epidemii sau pandemii  
<http://i-stiri.ro/consultari-privind-aparitia-unor-epidemii-sau-pandemii-731324>
7. **I-Ziare.Ro** - Consultari privind aparitia unor epidemii sau pandemii  
<http://i-ziare.ro/consultari-privind-aparitia-unor-epidemii-sau-pandemii-4727228>
8. **Ournet.ro** - Consultari privind pregatirea cetatenilor in cazul aparitiei unor  
<http://news.ournet.ro/item/consultari-privind-pregatirea-cetatenilor-in-cazul-aparitiei-unor-85f9591144fa999a5255cc14923d4084>
9. **Stiriaz.ro** - Consultari cetatenesti ASSET pentru pregatirea populatiei in cazul aparitiei unor epidemii  
<http://stiriaz.ro/consultari-cetatenesti-asset-pentru-pregatirea-populatiei-in-cazul-aparitiei-unor-epidemii-8018955>
10. **Economica** - Consultări la Facultatea de Medicină privind pregătirea cetățenilor în cazul apariției unor epidemii și pandemii  
[http://www.economica.net/consultari-la-facultatea-de-medicina-privind-pregatirea-cetatenilor-in-cazul-aparitiei-unor-epidemii-si-pandemii\\_125872.html](http://www.economica.net/consultari-la-facultatea-de-medicina-privind-pregatirea-cetatenilor-in-cazul-aparitiei-unor-epidemii-si-pandemii_125872.html)
11. **e StireaZilei (beta)** - Consultari privind pregatirea cetatenilor in cazul aparitiei unor epidemii si pandemii  
<http://www.e-stirezilei.ro/stire.aspx?id=60229187&titlu=Consultari-privind-pregatirea-cetatenilor-in-cazul-aparitiei-unor-epidemii-si-pandemii>
12. **Portalul Ziarelor din Romania** - Consultari privind pregatirea cetatenilor in cazul aparitiei unor epidemii si pandemii  
<http://portalziare.ro/consultari-privind-pregatirea-cetatenilor-in-cazul-aparitiei-unor-epidemii-si-pandemii-6984423>
13. **Puterea** - Consultari cetatenesti ASSET pentru pregatirea populatiei in cazul aparitiei unor epidemii  
<http://www.puterea.ro/social/consultarile-cetatenesti-asset-pentru-pregatirea-populatiei-in-cazul-aparitiei-unor-epidemii-144619.html>



14. **ROmedic** - Consultări privind pregătirea cetățenilor în cazul apariției unor epidemii și pandemii  
<http://www.romedic.ro/consultari-privind-pregatirea-cetatenilor-in-cazul-aparitiei-unor-epidemii-si-pandemii-ON59418>
15. **Sănătatea buzoiană** - Perceptia publica asupra epidemiilor si pandemiilor, testata la UMF Carol Davila  
<http://www.sanatateabuzoiana.ro/perceptia-publica-asupra-epidemiilor-si-pandemiilor-testata-la-umf-carol-davila/>
16. **Telegraf** - Consultări privind pregătirea cetățenilor în cazul apariției unor epidemii și pandemii  
<http://www.telegrafonline.ro/consultari-privind-pregatirea-cetatenilor-in-cazul-aparitiei-unor-epidemii-si-pandemii>
17. **US 24** - Consultări privind pregătirea cetățenilor în cazul apariției unor epidemii și pandemii  
<http://s.us24.ro/consultari-privind-pregatirea-cetatenilor-in-cazul-aparitiei-unor-epidemii-si-pandemii/>
18. **Vox Capital** - Consultări la Facultatea de Medicină privind pregătirea cetățenilor în cazul apariției unor epidemii și pandemii  
<http://voxcapital.ro/revista-presei-consultari-la-facultatea-de-medicina-privind-pregatirea-cetatenilor-in-cazul-aparitiei-unor-epidemii-si-pandemii/>
19. **Ziare live** - Consultari privind pregatirea cetațenilor in cazul apariției unor epidemii și pandemii  
<http://www.ziarelive.ro/stiri/consultari-privind-pregatirea-cetatenilor-in-cazul-aparitiei-unor-epidemii-si-pandemii.html>
20. **Ziare pe net** - Consultări privind pregătirea cetățenilor în cazul apariției unor epidemii și pandemii  
<http://www.ziare-pe-net.ro/stiri/consultari-privind-pregatirea-cetatenilor-in-cazul-aparitiei-unor-epidemii-si-pandemii-4763911.html>
21. **Ziua News** - Consultari privind pregatirea cetațenilor in cazul apariției unor epidemii și pandemii  
<http://www.ziuanews.ro/revista-presei/consultari-privind-pregatirea-ceta-enilor-in-cazul-apari-iei-unor-epidemii-i-pandemii-540204>
22. **Discard.Ro** - Consultări la Facultatea de Medicină privind pregătirea cetățenilor în cazul apariției unor epidemii și pandemii  
<http://stiri.discard.ro/stiri/consultari-la-facultatea-de-medicina-privind-pregatirea-cetatenilor-in-cazul-aparitiei-unor-epidemii-si-pandemii>
23. **InfoZiare** - Consultări privind pregătirea cetățenilor în cazul apariției unor epidemii și pandemii -  
<http://www.infoziare.ro/stire/10265557/Consult%C4%83ri+privind+preg%C4%83tirea+cet%C4%83%C8%9Benilor+%C3%AE+n+cazul+apari%C8%9Biei+unor+epidemii+%C8%99i+pandemii>



24. **Feedler.Ro** - Consultări la Facultatea de Medicină privind pregătirea cetățenilor în cazul apariției unor epidemii și pandemii -  
<http://www.feedler.ro/feed/4692648--consultari-la-facultatea-de-medicina-privind-pregatirea-cetatenilor-in-cazul-aparitiei-unor-epidemii-si-pandemii>
25. **243 News** - Consultari privind pregatirea cetățenilor în cazul apariției unor epidemii și pandemii  
<http://243.ro/consultari-privind-pregatirea-cetatenilor-in-cazul-aparitiei-unor-epidemii-si-pandemii/>
26. **Palo.Ro** - Consultări privind pregătirea cetățenilor în cazul apariției unor epidemii și pandemii  
<http://www.palo.ro/a/consult%C4%83ri-privind-preg%C4%83tirea-cet%C4%83%C8%9Benilor-%C3%AE-n-cazul-apari%C8%9Biei-unor-epidemii-%C8%99i-pandemii-377996>
27. **Viata medicala** - Cum ne pregătim pentru epidemii?  
[http://www.viata-medicala.ro/Cum-ne-preg%C4%83tim-pentru-epidemii.html\\*articleID\\_12255-dArt.html](http://www.viata-medicala.ro/Cum-ne-preg%C4%83tim-pentru-epidemii.html*articleID_12255-dArt.html)
28. **Viata medicala** - Pregătiri pentru epidemii și pandemii  
[http://www.viata-medicala.ro/\\*articleID\\_12283-dArt.html](http://www.viata-medicala.ro/*articleID_12283-dArt.html)
29. **Viata medicala** - Consultări cetățenești cu impact european  
[http://www.viata-medicala.ro/\\*articleID\\_12339-dArt.html](http://www.viata-medicala.ro/*articleID_12339-dArt.html)
30. **AGERPRES** - Bucuresti - consultarile cetatenesti ASSET  
<http://foto.agerpres.ro/index.php?i=9064105>
31. **Presa din Costanta** - Consultări privind pregătirea societății civile în cazul izbucnirii unei epidemii  
<http://www.constanta.press/principal/2016/09/25/consultari-privind-pregatirea-societatii-civile-in-cazul-izbucnirii-unei-epidemii/>
32. **i-stiri.ro**. Cum ne pregatim pentru epidemii?  
<http://i-stiri.ro/cum-ne-pregatim-pentru-epidemii-661553>
33. **Portal-ro**. <http://news.portal-start.com/post/consultari-cetai/>
34. **Perfect Finance** - Consultări la facultatea de medicină privind pregătirea cetățenilor în cazul apariției unor epidemii și pandemii  
<http://pfinance.ro/2016/09/24/consultari-la-facultatea-de-medicina-privind-pregatirea-cetatenilor-in-cazul-aparitiei-unor-epidemii-si-pandemii/>



35. **ASTAZI.Ro** - Consultari cetatenesti ASSET pentru pregatirea populatiei in cazul aparitiei unor epidemii -  
<http://stiri.astazi.ro/stire-consultari-cetatenesti-asset-pentru-pregatirea-populatiei-in-cazul-aparitiei-unor-epidemii-256835115.html>
36. **Ultimele Stiri Romania** - Consultari privind pregatirea cetătenilor în cazul apariției unor epidemii și pandemii  
<http://www.ultimele-stiri.eu/articol/consultri-privind-pregtirea-cetenilor-n-cazul-apariiei-unor-epidemii-i-pandemii/2379895>
37. **Radio România Constanța** - Consultări privind pregătirea societății civile în cazul izbucnirii unei epidemii  
<http://radioconstanta.ro/2016/09/25/consultari-privind-pregatirea-societatii-civile-in-cazul-izbucnirii-unei-epidemii/>
39. **Medical Life** - Pregătiri pentru epidemii și pandemii  
[http://www.asset-scienceinsociety.eu/sites/default/files/2016\\_09\\_16\\_page\\_2.pdf](http://www.asset-scienceinsociety.eu/sites/default/files/2016_09_16_page_2.pdf)
40. **Medical Life** - Cum ne pregătim pentru epidemii?  
[http://www.asset-scienceinsociety.eu/sites/default/files/viata\\_medicala\\_nr36\\_2016\\_p4b.pdf](http://www.asset-scienceinsociety.eu/sites/default/files/viata_medicala_nr36_2016_p4b.pdf)
41. **Medical Life** - Consultări cetățenești cu impact european  
[http://www.asset-scienceinsociety.eu/sites/default/files/2016\\_09\\_30\\_page\\_9.pdf](http://www.asset-scienceinsociety.eu/sites/default/files/2016_09_30_page_9.pdf)
42. **Revista Medica** - Premieră românească și europeană: consultări cetățenești ASSET privind pregătirea în caz de epidemie sau pandemie (primele rezultate) -  
[http://www.asset-scienceinsociety.eu/sites/default/files/2016\\_10\\_08\\_medical-net.pdf](http://www.asset-scienceinsociety.eu/sites/default/files/2016_10_08_medical-net.pdf)
43. **Clipa.com** - Premiera româneasca si europeana – consultari cetatenesti ASSET privind pregatirea în caz de epidemie sau pandemie (primele rezultate)  
<http://www.clipa.com/a19452-Premiera-rom226-neasca-si-europeana--consultari-cetatenesti-ASSET-privind-pregatirea-238-n-caz-de-epidemie-sau-pandemie-primele-rezultate.aspx>
44. **Suceava News** - Premiera româneasca si europeana – consultari cetatenesti ASSET privind pregatirea în caz de epidemie sau pandemie (primele rezultate)  
<https://svnews.ro/premiera-romaneasca-si-europeana-consultari-cetatenesti-asset-privind-pregatirea-in-caz-de-epidemie-sau-pandemie-primele-rezultate/80858/>
45. **Ziare pe net**. Premieră românească și europeană – consultări cetățenești ASSET privind pregătirea în caz de epidemie sau pandemie  
<http://www.ziare-pe-net.ro/stiri/premiera-romaneasca-si-europeana-consultari-cetatenesti-asset-privind-pregatirea-in-caz-de-epidemie-sau-pandemie-4789261.html>



46. **Buletin de carei.** Premieră românească și europeană – consultări cetățenești ASSET privind pregătirea în caz de epidemie sau pandemie

<http://www.buletindecarei.ro/2016/10/premiera-romaneasca-si-europeana-consultari-cetatenesti-asset-privind-pregatirea-in-caz-de-epidemie-sau-pandemie.html>

47. **Index-stiri.ro.** Premiera romaneasca si europeana - consultari cetatenesti asset privind pregatirea in caz de epidemie sau pandemie

<http://www.buletindecarei.ro/2016/10/premiera-romaneasca-si-europeana-consultari-cetatenesti-asset-privind-pregatirea-in-caz-de-epidemie-sau-pandemie.html>

48. **Observatorul.** Premiera romaneasca si europeana - consultari cetatenesti asset privind pregatirea in caz de epidemie sau pandemie

<http://www.observatorul.com/default.asp?action=articleviewdetail&ID=16051>

49. **Riposta pe net.** Premieră românească și europeană! Consultări cetățenești privind pregătirea în caz de epidemie sau pandemie

<http://ripostapenet.ro/2016/10/03/premiera-romanesca-si-europeana-consultari-cetatenesti-privind-pregatirea-in-caz-de-epidemie-sau-pandemie/>

50. **i-ziare.ro.** Premiera romaneasca si europeana - consultari cetatenesti asset privind pregatirea in caz de epidemie sau pandemie

<http://i-ziare.ro/premiera-romaneasca-si-europeana-consultari-cetatenesti-asset-privind-pregatirea-in-caz-de-epidemie-sau-4684833>

51. **Ziare live.** Premiera românească si europeana – consultari cetatenesti ASSET privind pregatirea în caz de epidemie sau pandemie (primele rezultate)

<http://www.ziarelive.ro/stiri/premiera-romaneasca-si-europeana-consultari-cetatenesti-asset-privind-pregatirea-in-caz-de-epidemie-sau-pandemie-primele-rezultate.html>

52. **Feeder.Ro** - Premiera românească si europeana – consultari cetatenesti ASSET privind pregatirea în caz de epidemie sau pandemie (primele rezultate)

<http://www.feedler.ro/feed/4735166--premiera-romaneasca-si-europeana-consultari-cetatenesti-asset-privind-pregatirea-in-caz-de-epidemie-sau-pandemie-primele-rezultate>

53. **Stiriaz.** - Premiera românească si europeana – consultari cetatenesti ASSET privind pregatirea în caz de epidemie sau pandemie (primele rezultate)

<http://stiriaz.ro/premiera-romaneasca-si-europeana-consultari-cetatenesti-asset-privind-pregatirea-in-caz-de-epidemie-sau-8053946>

54. **Medical Net.** Premiera românească si europeana – consultari cetatenesti ASSET privind pregatirea în caz de epidemie sau pandemie (primele rezultate)

<http://medicalnet.ro/blog/premiera-romaneasca-si-europeana-consultari-cetatenesti-asset-privind-pregatirea-in-caz-de-epidemie-sau-pandemie-primele-rezultate/5778/>



-In Bulgaria by

1. Bulgarian OnAir - [Три грипни щама ни атакуват този сезон](#)
2. BNR, Bulgarian National Radio - [Б уняа ря пулпсьнх мш пжяуьл огньхлш мткжях ря ънхо к рям](#)
3. TV 3 - [Forum-za-epidemiite-i-pandemiite-v-Sofiya](#)
4. Jivotadnes - [За първи път сhte се проведе obshtestvena diskusiya „Grazhdanska konsultatsiya“](#)
5. Credo Web - [Обществена дискусия „Гражданска консултация“ за пръв път в България](#)
6. Clinica - [ПЪРВА „ГРАЖДАНСКА КОНСУЛТАЦИЯ“ У НАС](#)
7. ЖИВОТЪТ ДНЕС - [За първи път ще се проведе обществена дискусия „Гражданска консултация“](#)

ASSET Citizen Consultation was also

- disseminated by TIEMS newsletter to 160,000 e-mail addresses all over the world (<http://tiems.info/images/TIEMS2016NewsletterRegularFinalver2.pdf>) and
- presented by Kailash Gupta of TIEMS in the Research and Practice Highlights of the Natural Hazards Center website by University of Colorado: <https://hazards.colorado.edu/workshop/2017/abstract/research-and-practice-highlight#pandemic-knowledge-to-action>
- **ASSET Best Practice Award** was mentioned in Bulgaria by
  - **Bulgarian Medical Association** - [стартира третото издание на европейския проект ASSET](#). (III edition, 26th April 2017)
  - **Zdravnaposhta.net** - [За втори път обявяват награди от 3000 евро за джипи с най-добра практика](#) (II edition, 19th September 2016).
- Great interest found also **ASSET Dataviz**, especially the one about compulsory vaccination, on the wake of Italian government decision to put 10 vaccinations as a condition to enter school.

It was picked up

-in Europe by





- Vaccines Today - [Hesitancy and refusal: mandatory vaccination may not be the solution](#)

-in France by:

- Atlantico- [Pourquoi l'extension des vaccins obligatoires chez l'enfant n'aura pas l'efficacité attendue](#)

-in Italy by:

- Il Ragionevole dubbio - [È emergenza morbillo in Italia?](#)
- La Repubblica.it - [Vaccini, al via la settimana mondiale "per colmare il gap di immunizzazione"](#)
- Venerdì di Repubblica - Vaccini, la legge non è uguale per tutti.



ASSET Final Conference was picked up by

- Healthdesk - [Dai vaccini alle pandemie: la scelta "giusta" è sempre etica?](#)

and also disseminated through:

- CCM- Italian Prevention and Public Health Network. [ASSET Final Conference](#).
- ALL-ISS – Italian National Institute of Health newsletter. [Epidemie e pandemie: la società civile chiede una migliore comunicazione](#)



## TABLE OF MEDIA PICKUPS by subject and by country

Country	General mentions	Data Viz	Citizen consultation + its presentation in Bruxelles	Best Practice Award	Final Conference	TOTAL
Europe	<b>1</b>	<b>1</b>				<b>2</b>
Italy	<b>2</b>	<b>3</b>	<b>5</b>		<b>1</b>	<b>11</b>
Bulgaria	<b>2</b>		<b>7</b>	<b>2</b>		<b>11</b>
Romania			<b>54</b>			<b>54</b>
France		<b>1</b>	<b>1</b>			<b>2</b>
<b>TOTAL</b>	<b>5</b>	<b>5</b>	<b>67</b>	<b>2</b>	<b>1</b>	<b>80</b>



## NETWORKING AND PRESENTATIONS

In the period 25-48m ASSET partners took any chance to present the project and its results to many conferences, meeting and courses.

1. ASSET quality officer Donato Greco was invited to attend an ECDC scoping meeting (“Addressing Knowledge Gaps in Infectious Disease Emergency Preparedness in Europe”) in Stockholm, on February 16-17, 2016. ASSET contribution was presented and well received as an important source of knowledge and useful tools.
2. In February 2016, we established contacts with one of the main producer of vaccines (GSK), visited the largest vaccine facility in the world (**Wavre, in Belgium**) and videointerviewed two top managers (Norman Begg, GSK Vice President, Head of Scientific Affairs and Public Health, Vaccines and Thomas Breuer, GSK Chief Medical Officer).



3. In February 2016, at the **WAIDID conference in Milan**, we interviewed:
  - Ab Osterhaus, head of EISW
  - Susanna Esposito, pediatric infectivologist
  - Bert Niesters from the University of Groningen, in the Netherlands
  - Ivan Hung, Clinical Associate Professor and Honorary Consultant in the Department of Medicine at the Queen Mary Hospital of the University of Hong Kong
  - Katie Flanagan, senior lecturer of the Department of Immunology at Monash University, in Melbourne, Australia, expert of gender issues.
4. On 20<sup>th</sup> March 2016, we presented about vaccine hesitancy at the annual meeting of the **Association of Italian science journalists SWIM (Science writers in Italy)**, in Genua.
5. We were invited to present ASSET Action Plan at the “**Workshop on targeting media, civil society and health professionals relating to the implementation of the Decision 1082/2013 on serious**



cross border threats to health” in Perl Nennig, Germany, organized by Public Health England on behalf of DG Santé 7-9<sup>th</sup> June 2016.

For that meeting we produced a **poster**, to show the ASSET Action Plan Handbook idea of “Bringing SiS issues into Pandemic Preparedness and Response”, highlighting the concept of 6 main themes addressed to 6 main groups of stakeholders.



6. Networking with other other international MMLAP conference, we presented at the **Synnergene Forum in Amsterdam**, on 23-26<sup>th</sup> June 2016.
7. On 7<sup>th</sup> October 2016, we participated to the conference “Italiani immuni ai vaccini? Evidenze scientifiche, comunicazione e pianificazione” at the **Festival della Statistica in Treviso, Italy**.



8. On 14<sup>th</sup> October 2016, we presented ASSET and its results to **SATORI Workshop in Milan**, with special emphasis on our DATAVIZ analysis about ethical issues in pandemic preparedness and response plans.
9. On 16<sup>th</sup> November 2016, we gave a lesson on communication about vaccines at the **Scuola Studi Superiori Ferdinando Rossi** in Turin, addressing university students from different faculties.
10. On 22<sup>nd</sup> November 2016, we presented ASSET, providing some tips on good communication in infectious outbreaks to doctors, researchers and public health officers, at a **meeting on Vaccine-Preventable Invasive Infectious Diseases**, organized by Regione Lombardia in Milan.
11. On 15<sup>th</sup> December 2016, we met and videointerviewed **Ilaria Capua**, top virologist in the field of bird flu and chief of the One Health Excellence centre at Emerging Pathogens Institute at the University of Florida.
12. On 15-16th December 2016, we participated to an interactive course for doctors and public health officers in Rome ("**Vaccinazioni: i miti irrazionali e la realtà scientifica**") where we met relevant stakeholders and learned new communication techniques for involving the public.
13. On 27<sup>th</sup> April 2017 we presented the project within the **policy workshop** at the European Parliament in Bruxelles.
14. On 27<sup>th</sup> May 2017, we presented ASSET dataviz on compulsory vaccination at the meeting "**Chi decide in medicina?**" in Vicenza, Italy.
15. On 25th September 2017 Valentina Possenti by ISS presented at RRI-SiS Conference in Rome: "**The ASSET Research Project as a Tool for Increased Levels of Preparedness and Response to Public Health Emergencies**".
16. On the 25<sup>th</sup> October 2017, Valentina Possenti by ISS presented at the 41<sup>st</sup> Conference of the AIE (Italian Association of Epidemiology): "**Comunicazione e partecipazione dei cittadini per una migliore gestione delle emergenze: l'esperienza delle consultazioni europee in ASSET**".
17. On the 1<sup>st</sup> of November Donato Greco and Eva Benelli participated to the European Public Health Conference (EUPHA) in Stockholm, where they presented 2 posters, one about the project in general and one about our [semantic analysis of ethical issues in European pandemic preparedness and response plans](#).





## ETHICS NEGLECTED IN MOST EU PANDEMIC PREPAREDNESS PLANS

### BACKGROUND

WHO recommends to consider **ethical issues** in pandemic influenza preparedness and response plans.

### RESULTS

- **Most national plans neglect ethical issues.**
- Only Swiss, UK and French plans have dedicated sections.
- Contents such as “quarantine” are treated in all plans as **containing measures**, but only few consider their ethical implications.

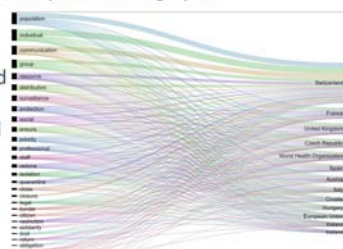
<http://www.asset-scienceinsociety.eu/>



Co-funded by the EU. GA 612236

### ANALYSIS

A **semantic analysis** of EU national pandemic plans relates the frequency of each keyword to each plan in flow graphs.



18. On the 8th November 2017, Roberta Villa presented at the 51st Course of the Scuola Superiore di Epidemiologia e Medicina Preventiva “Giuseppe D’alessandro” on “Health Literacy, Emotività ed Evidenze Scientifiche: gli elementi per una Comunicazione efficace in Sanità Pubblica” in Erice (Tp), Italy.



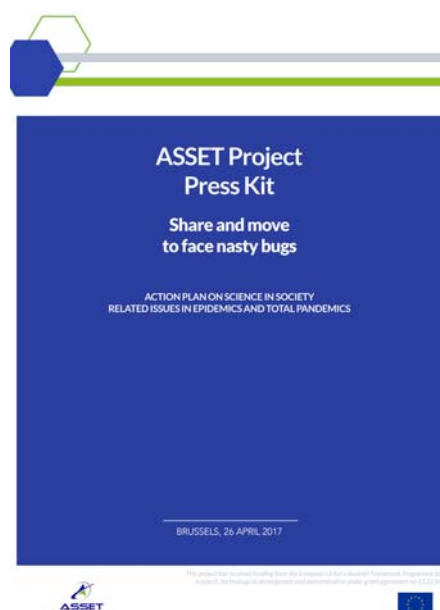




## OTHER DISSEMINATION TOOLS

During the whole course of the project, ZADIG staff, on charge of WP7 COMMUNICATION, produced **several DISSEMINATION TOOLS** in order to favour ASSET visibility in the field of infectious threats preparedness and response:

- a **leaflet**, presenting the project in general
- a **brochure**, specifically addressed to public health officers
- an **algorithm for Twitter analysis**
- **2 videos** presenting the project;
- **4 data visualizations**, on issues related to infectious outbreaks preparedness and response:
  - relationship between compulsory vaccination and coverage in European countries
  - [ethical issues in pandemic preparedness and response plans](#)
  - [gender equality in clinical trials](#)
  - [immunization in healthcare workers](#).
- a [press kit](#) prepared and distributed in concurrence with the policy workshop at the European Parliament, in Bruxelles, explained to the media the context in which ASSET project was conceived and funded, its activities and results, focusing on citizen consultation and dataviz;





- a [final publishable report](#), presenting the results of the project, prepared and distributed in 250 copies in concurrence with the Final Conference and Brokerage event in Rome and the EUPHA Conference in Stockholm.



## SOCIAL MEDIA

ASSET accounts on **SOCIAL MEDIA**, i.e. **Twitter** and **Facebook**, were also used to disseminate ASSET contents and to get in touch with public, experts and journalists involved in infectious diseases and risk communication.

At the end of the project we had gained **1,560 likes on Facebook main ASSET page** and 243 followers on Twitter.

Romanian partners created their own Facebook page (**ASSET Romania**), achieving a very good reach in their country

## CONCLUSIONS

In the second phase of ASSET project, several events and contents were disseminated through Media Office activity.

Actions involving the public, such as the ASSET Citizen consultation, found most interest, especially in Eastern European countries (Bulgaria and Romania), where dissemination proved to be best spread.

New approaches such as data viz analysis also showed to be more appreciated than traditional press releases, despite the large number of journalists and stakeholders included in our mailing list.