

# FACTSHEET

**GOOD PRACTICE NAME:** 2-WAY COMMUNICATION AND DECISION ON VACCINATION

**MAIN THEME:** 2-WAY COMMUNICATION AND DECISION MAKING IN PUBLIC HEALTH

**SPECIFIC SUB-THEME:** Consulting population on risk communication campaign during epidemics

**COUNTRY:** New Zealand

**KEYWORDS:** 2-WAY COMMUNICATION, TAILORED COMMUNICATION, COMMUNICATION CAMPAIGN, MESSAGE, FOCUS GROUP, H1N1 EPIDEMIC, COMMUNITY, TRUST, FEEDBACK, PREPAREDNESS, RISK PERCEPTION, INFORMATION, AWARENESS, INFLUENCE SOURCE

**START DATE:** May 2010

**END DATE:** July 2010

**KEY OBJECTIVE:**

Provide health authorities with evidence-based practical information to guide the conception and delivery of key messages for H1N1 and other health campaigns

**WEBSITE:** - (study conducted at the Massey University, article published <http://bmcpublichealth.biomedcentral.com/articles/10.1186/1471-2458-12-205> )

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**IMPLEMENTED AT NATIONAL/LOCAL LEVEL:** LOCAL