

Risk communication in a communicable disease outbreak

Target audience:
General Public

Objectives

- Inform the population in real time to control the situation as a general objective.
- Specific objectives:
 - Build trust
 - Reduce/Eliminate panic
 - Avoid media manipulation

Content of the communication

- Expose the situation
- Source, risk transmission, people at risk
- First control measures
- Predictions
- Uncertainty and limitations
- Plan action of the authorities
- Practical information: phone numbers, internet sites, where to go if you feel symptoms

Whom and why?

- An expert in the issue Epidemiologist, Doctor.... with the knowledge that allows him and gives him an implicit authority.

Means of communication

- Mess media : Tv, radio.....
- Community agent and channels depending on the context and country

Ladies and gentlemen,

In June 28, we detected a case of Crimean Congo Haemorrhagic fever in a 46 years old lady in a hospital of the north of Greece. She is an agriculture worker.

This is the first case reported in Greece. It s a viral haemorrhagic fever transmitted to humans by tick bite of infected animal blood.

The transmission to humans occurs through contact with infectious blood or body fluids.

The public health authorities have taken the necessary control measures to avoid the further spread of this disease in the affected area. But we will continue to investigate and keep you informed of any new information we have.

If you have been bitten by a tick and develop any symptoms (like fever, rash and headache), please attend nearest health centre. In case you need any further information, please call the CCHF hotline number (which is free of charge) on 5554432.