ASEAN Plus Three Emerging Infectious Diseases Programme

Communication and Integration Strategy

Asia-Europe Foundation (ASEF) Network for Public Health Expert Meeting on Regional Integration and Infectious Diseases
18-20 May 2010, Luxembourg

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ASEAN Plus Three EID Programme
Context of Development of the Strategy

• Development of the Communication and Integration Strategy is explicitly stated in the Programme Design Document

• One of the instruments of the Programme to effectively initiate, facilitate and support communication among all the ASEAN Member States and partners in the region.

• Focus is not only on the dissemination of information but on strategic cooperation and partnership building.

• Address the barriers to Information Sharing on issues related to emerging infectious diseases.

• Filling the identified gap, and establishing a niche for the Programme and the ASEAN Secretariat.
The Start off Point (2007):
Identifying the Barriers to Communication and Information Sharing

- Political Commitment
- National and Regional Capacity
- Coordination and Partnerships
The Start off Point (2007):
Identifying the Barriers to Communication Information Sharing

Political commitment

• politically classified and sensitive information
• fear of information being used for other purposes
• cumbersome clearance processes in-country
• not knowing who have access to the information
The Start off Point (2007):
Identifying the Barriers to Communication Information Sharing

Coordination and Partnerships

- compartmentalised access to information
- different format of data reporting that do not fit together
- lack of appreciation on the value of information sharing
The Start off Point (2007):
Identifying the Barriers to Communication Information Sharing

National and regional capacity
• Reporting system is complicated (added workload)
• Masses of data but limited analysis (to make the information useful)
• Limited communication skills
• Weak communication infrastructure
The Drafting Stage:
Development of the Communication and Integration Strategy

- developed in partnership with the various ASEAN Plus Three Governments (through the Ministry of Health) and regional partner organizations.

- benefitted from the valuable inputs gathered from various consultations with ASEAN Plus Three Countries and partners in the region.

- drafted during the Communication Workshop in Bangkok, Thailand (28-29 May 2007).
Endorsement Stage:
Approval of Relevant ASEAN Bodies

- Strategy endorsed by the Programme Coordination Group (PCG) in July 2007.

- Strategy and Protocol for Communication and Information Sharing approved by the ASEAN Experts Group on Communicable Diseases (AEGCD).

- Adopted by the ASEAN Senior Officials Meeting on Health Development (SOMHD) in December 2007.
1. Coordination, Harmonization and Collaboration
   (linkages among sectors, including animal and human health)

2. Risk Communication
   (development of mechanism and training programme, based on needs of Member States)

3. Strengthening Communication Capacity
   (organizing opportunities for information sharing and skills training)

4. Real-Time Communication and Information Sharing
   (enhancement of the web-based platform to facilitate prompt and accurate information sharing)

5. Regional Networking and Partnerships
   (regional mechanism among sectors and partners to improve communication strategies for behaviour change)
Partners in Communication

ASEAN Member States and Plus Three Countries

Regional/Technical Organizations

Media, Civil Society and the Private Sector

ASEAN sectors
(trade, tourism, customs, quarantine, transport, environment and disaster management sectors included with animal and human health)
ASEAN Communication and Integration Strategy

1. Coordination, Harmonization and Collaboration
2. Risk Communication
3. Strengthening Communication Capacity
4. Real-Time Communication and Information Sharing
5. Regional Networking and Partnerships

Policy and Institutional Mechanism
Programme and Operational Support
Partnership and Sustainability Mechanism

Creating an Enabling Environment
Implementation of the Communication and Integration Strategy:

Developing Ownership through Country Leadership
1. COORDINATION, HARMONIZATION and COLLABORATION

(strengthening linkages among sectors, including animal health and human health sectors)

- Communication Focal Points were appointed and provided mandate by the ASEAN Plus Three Countries (chaired by the Philippines)
  -- responsible for the implementation of the Communication and Integration Strategy
  -- development of the Protocol for Communication and Information Sharing

- Initial work had been done by the Programme to strengthen the collaboration between the animal health and human health sectors, with a workplan including communication and information sharing.
2. RISK COMMUNICATION

(advancement of risk communication through development of mechanism and training programme, based on needs of Member States)

Development of a Regional Risk Communication Strategy (March 2008)

- Development of a Risk Communication Training Module (October 2008)
  - needs assessment conducted by the Philippines and training needs survey initiated by Malaysia
  - participated in by both human and animal health representatives
  - technical contribution from WHO (WPRO and SEARO) and OIE

- Development and implementation of a Risk Communication Training Programme led by Malaysia (involving human health, animal health and disaster management sectors), first training in April 2009)
3. STRENGTHENING COMMUNICATION CAPACITY

... towards BETTER UNDERSTANDING on the RISKS of DISEASES (organizing opportunities for information sharing and skills training)

- Facilitation of the Sharing of Experiences and Best Practices (Year 2 – Thailand)

- Collection and Sharing of Surveys on Knowledge, Attitudes and Practices (KAP) -- venue for countries to exchange methodologies and results (Year 2 – Lao PDR)

Lao PDR and Cambodia, as an application of their training on project design, took the lead role in successfully implementing the project on the Collection and Sharing of Knowledge, Attitudes and Practices (KAP) survey.
3. STRENGTHENING COMMUNICATION CAPACITY

- Viet Nam assisted the region in the development of policy advocacy strategy on rabies control and prevention that would eventually contribute to the development or strengthening of the country rabies plans.

- Development and Harmonisation of Community-Level IEC Materials on Dengue (Year 2 – Viet Nam)
3. STRENGTHENING COMMUNICATION CAPACITY

Better Understanding of Risks of Diseases

- IEC Project on dengue for Cambodia, Lao PDR, Thailand and Viet Nam is a showcase of ASEAN’s comparative advantage in making multi-country collaboration work on the ground. The project was able to demonstrate that small investments can go a long way in addressing common disease issues shared by neighbouring countries.
4. REAL-TIME COMMUNICATION and INFORMATION SHARING

(enhancement of the web-based platform to facilitate prompt and accurate information sharing)

• Development of a Protocol for Communication and Information Sharing (Year 1 – China)

• Restructuring of the information sharing website (www.aseanplus3-eid.info) (Years 1&2 – Indonesia)
  - address the gaps identified at the start of the Programme
  - based on the Protocol for Communication and Information Sharing agreed by the countries
  - serving as a platform for news surveillance and platform for information exchange, not only with the health sector, but with other relevant sectors as well.
  - The ASEAN Plus Three EID Programme served as the Coordinating Centre for ASEAN’s response to Influenza A(H1N1) pandemic.
5. REGIONAL NETWORKING and PARTNERSHIPS

(regional mechanism among sectors and partners to improve communication strategies for behaviour change)

• ASEAN Plus Three EID website (www.aseanplus3-eid.info) – platform for communication and information sharing on multi-sector pandemic preparedness issues

• The Programme’s sharing experience and in developing the Communication and Integration Strategy as an input to partner organizations, i.e., OIE own initiative to develop a communication strategy for Public Veterinary Services and on risk communication.

• Indonesia and ASEAN Secretariat conducted the First Meeting between ASEAN and the Secretariat of the Pacific Community (SPC) in New Caledonia to facilitate bi-regional sharing of common areas of interest, including establishment of public health surveillance system and pandemic response.
5. REGIONAL NETWORKING and PARTNERSHIPS

Regional Mechanism for Multi-sector Cooperation and Partnerships

- Contribution to the cross-sectoral cooperation between the animal health and human health sectors.

- Contribution to initiating partnership with the tourism sector through the development of a framework for cooperation, communication and information exchange.

- Contribution to the integration of the non-health sectors for pandemic preparedness and response.
2009 Influenza (H1N1) pandemic

- Teleconference and other information exchange mechanisms with the region’s health officials, comprising of experts on communicable diseases and on emerging infectious diseases; aimed to review preventive measures taken by the ASEAN Member States and the to consider a common stand and secure agreement on issues related to the public health measures being carried out.

- ASEAN Plus Three EID website (www.aseanplus3-eid.info) – platform for communication and information sharing on the influenza pandemic among the ASEAN Member States
2009 Influenza (H1N1) pandemic

The ASEAN Plus Three EID Programme supported:

- The ASEAN Secretariat Coordinating Centre for Influenza (H1N1) to monitor the developments on the Influenza A(H1N1) situation in the region precautionary measures taken by the ASEAN Member States.

- The Centre also supported the conduct of the ASEAN Plus Three Health Ministers Special Meeting on Influenza A(H1N1) on 8 May 2009 to intensify the region’s collective response measures.

- Provided technical guidance to the ASEAN Secretariat Task Force on Influenza Pandemic.

- Facilitated development of information materials and the ASEAN Secretariat Crisis Management Guidelines on Influenza Pandemic.
Cross-Cutting Principles/Themes for Communication and Information Sharing

- Sustainability – sustainable mechanisms beyond the Programme lifespan
- Transparency – stated goal of the ASEAN Plus Three Member Countries’ Health Ministries
- Consistency – common understanding of the kind of information to be shared through the Protocol
- Trust – open dialogue for maintaining trust
- Political commitment – policy environment will enable proactive information sharing
Protocol for Communication and Information Sharing on Emerging Infectious Diseases in the ASEAN Plus Three Countries

- Developed by the Focal Points for Communication and Information Sharing of the ASEAN Plus Three Emerging Infectious Diseases Programme Phase II

- Workshop organized by ASEAN Secretariat/PFS and China, 22-23 November 2007, Beijing, China

- Approval and Endorsement by the ASEAN Experts Group on Communicable Diseases (AEGCD) and by the Senior Officials on Health Development in December 2007
Protocol for Communication and Information Sharing on Emerging Infectious Diseases in the ASEAN Plus Three Countries

• Diseases and Surveillance Data
  □ Diseases/events that fall under International Health Regulations (2005): Smallpox, Poliomyelitis caused by wild-type poliovirus, Human influenza caused by a new subtype, Severe acute respiratory syndrome (SARS), and other Public Health Emergency of International Concern (PHEIC), for compulsory reporting
  □ Any outbreak declared of national concern (compulsory, within 48 hours)
  □ Diseases under routine surveillance: dengue (monthly basis, cases and deaths only); malaria (quarterly basis); and HIV, tuberculosis and rabies (on an annual basis, with analysis, using Country formats)
  □ Information on imported cases (when available)
  □ Cross notification among ASEAN Plus Three Countries (when available)
Protocol for Communication and Information Sharing on Emerging Infectious Diseases in the ASEAN Plus Three Countries

Country’s prerogative/optional
• Guidelines, Standard Operating Procedures (SOPs), Manuals and Protocols
• Preparedness Plans
• Legislation and Policies
• Activity Updates: Proceedings, Reports, Announcements

On a regular basis:
Exemplary Practices, Knowledge and Lessons Learnt
Protocol for Communication and Information Sharing on Emerging Infectious Diseases in the ASEAN Plus Three Countries

• Laboratory-Based Surveillance Information
  - Dengue virus
  - *Vibrio cholerae*
  - *Neisseria meningitides*
  - Enterovirus 71
  - Malaria parasite
  - *Escherichia coli* 0157:H7
  - *Corynebacterium diphtheriae*
  - *Bordetella pertussis*
  - *Haemophilus influenzae* type b
  - *Staphylococcus aureus* (MRSA)
  - Hepatitis E virus
  - Hepatitis A virus
  - Japanese encephalitis virus

• Capacity Development Sources: Database of Experts and Training Opportunities (restricted to safeguard privacy)
Platforms for information sharing

1. **Website** ([http://www.aseanplus3-eid.info](http://www.aseanplus3-eid.info))
   - Focal Points for Communication and Information Sharing, assigned password.

2. **Regular Communication Among the Focal Points**
   - e-group, chat/ hyperlinks/ videoconference/ teleconference and fax.

3. **Other Mechanisms**
   - Emergency situations, pandemic - a hotline to relevant people will be established for communication.
   - Additional mechanisms identified
Sustainability: What’s Next after June 2010?

- Sustainability measures to ensure that investments made will have long-term impacts.
- Provision of technical support to the countries in carrying on with the multi-country and multi-sector approaches.
Sustainability:
What’s Next after June 2010?

Some of the Sustainability Indicators to Date:

• The Government of Indonesia (Ministry of Health) intention to continue the management of the website (www.aseanplus3-eid.info) beyond the Programme phase, with funding support from the Indonesia government.

• As endorsed by the ASEAN Member States, Malaysia is developing the initial stages for the establishment of the Risk Communication Resource Centre for ASEAN. The centre is intended to cover research and training programme – based on the needs and resources in the Member States.

• Thailand expressed interest to continue to take the lead in documentation of good practices on addressing EID.

• Proposal for the yearly ASEAN Dengue Day to be observed by the ASEAN Member States for approval by the ASEAN Health Ministers

• Current negotiations with potential partners to sustain regional cooperation
Acknowledgment

Ms. Joy Caminade
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Thank you!

ASEAN: One Vision One Identity
One Community

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