

**Korea Centers for Disease Control & Prevention (KCDC)
and
Asia-Europe Foundation (ASEF)
Joint Event**

**High-level Meeting on Risk Communications for Public Health Emergencies:
“Risk Communication & Leadership during Health Emergencies”**

14-15 June 2017, Seoul, Korea (Hotel President)

Programme

Tuesday, 13 June 2017

Welcome Reception to the KCDC & ASEF Joint High-level Meeting
19:00 - 19:30 Venue: 31/F Mozart Hall, Hotel President, Seoul

DAY 1: Wednesday, 14 June 2017

**Theme 1 : Risk Communication for Public Health Emergencies:
*From health problem to a social, cultural or economic crisis***

08:30 - 09:00 **Registration** (Place: 31/F Mozart Hall, Hotel President)

09:00 - 09:20 *DAY1: Facilitators: Mr Ben DUNCAN & Ms Melinda FROST*

Welcome and Opening Remarks

Dr JUNG, Ki-Suck, Director, Korea Centers for Disease Control and Prevention (KCDC), Korea
Ambassador Karsten WARNECKE, Executive Director, Asia-Europe Foundation (ASEF)

09:20 - 15:30 **Session I: Understanding Emergency Risk Communications and its Implications**

09:20 - 10:30 **1.1: Keynote Speech**

Are we going the right way after MERS in Korea?: Risk Communication Approach

Dr Kiso PARK, Spokesperson, Korea Centers for Disease Control and Prevention (KCDC), Korea

10:30 - 11:00 **Coffee break**

11:00 - 12:30 **1.2: How Risk Communication Plays an Important Role in Public Health Emergencies**

Purpose: This session aims to demonstrate the importance and influence of risk communications by sharing examples from the past public health events

Case Study/Panel Discussion:

- Ms Karen TAN, Ministry of Communication and Information, Singapore
- Dr Iris HUNGER, Robert Koch Institute, Germany
- Ms Joy CAMINADE, World Health Organisation Western Pacific Regional Office (WHO-WPRO), the Philippines
- Ms Andrea WURZ, European Centre for Disease Prevention and Control, Sweden

12:30 - 13:30 **Lunch break**



13:30 – 15:00 **1.3: Health Crisis, Trade, Tourism and Beyond**
Purpose: This session aims to highlight the impact of public health emergencies within and beyond the health sector

Panel Discussion

- Dr Shoji MIYAGAWA, Ministry of Health, Labour and Welfare, Japan
- Dr Francisco GEORGE, Directorate General of Health, Portugal
- Ms Rhonda OWEN, Department of Health, Australia
- Dr Patrizia PARODI, Directorate General for Health Prevention, Ministry of Health, Italy

15:00 – 15:30 **Coffee break**

15:30 – 17:30 **Session II: Risk Communication in Action (Emergency Simulation Exercise)**

2: Introduction and first session of Emergency Simulation Exercise

Purpose: This and other sessions in the exercise will challenge participants to develop strategies and take decisions to address problems arising in simulated (but realistic) emergency situations

15:30 – 16:00 **2.1: Ice-breaking session and introduction to the exercise**

16:00 – 17:15 **2.2: Group Discussion and Feedback to Plenary**

17:15 – 17:30 **Wrap-up of Day 1**

19:00 **Welcome Dinner** (Place: 19/F Ivy Hall, Hotel President)

DAY 2: Thursday, 15 June 2017

Theme 2: How Can We Overcome Challenges in Risk Communication and the Political Interface?

08:30 – 09:00 **Registration** (Place: 31/F Mozart Hall, Hotel President)

DAY2 Facilitators: Mr Ben DUNCAN & Ms Melinda FROST

09:00 – 09:30 **Day 1 Summary and Re-introduction of Scenario**

09:30 – 12:45 **Session III: Risk Communication in Action 2 (Emergency Simulation Exercise cont..)**

3.1: Group Discussion and Feedback to Plenary

09:30 – 10:15 *Purpose: This session continues and develops the scenario from Day 1 to present participants with a new set of emergency challenges, against which they must develop strategies and take decisions*

10:15 - 10:45 **Coffee break**

10:45 – 11:30 **3.2. Group Discussion and Feedback to Plenary**

Purpose: a third and final set of challenges require a response from participants

3.3: Group Discussion and Feedback to Plenary

11:30 – 12:30 *Purpose: Building upon and refining strategies developed in previous sessions – developing them into conclusions and recommendations*

12:30 – 14:00 **Lunch break**

14:00 – 16:15 **Session IV: Conclusions**

14:00 – 15:15 **4.1: Defining Solutions – Summary of the High-Level Meeting and Recommendations on: “Risk Communication & Leadership during Health Emergencies”**

Purpose: Participants will debate and develop final consensus on recommendations and conclusions from the High-level Meeting

15:15 – 15:45 **Coffee break**

15:45 – 16:15 **4.2: Statements by Participants**

Dr Margaret HARRIS, World Health Organisation (WHO), Switzerland

16:15 – 16:35 **Closing Remarks**

Mr Yuji AMAMIYA , Director, Asia-Europe Cooperation Division, Ministry of Foreign Affairs Japan
Dr Geneviève BARRÉ, Director, Political & Economic Department, Asia-Europe Foundation (ASEF)
Dr Kisoo PARK, Spokesperson, Korea Centers for Disease Control and Prevention (KCDC), Korea

