

Day 2: The Challenges and How to Address them

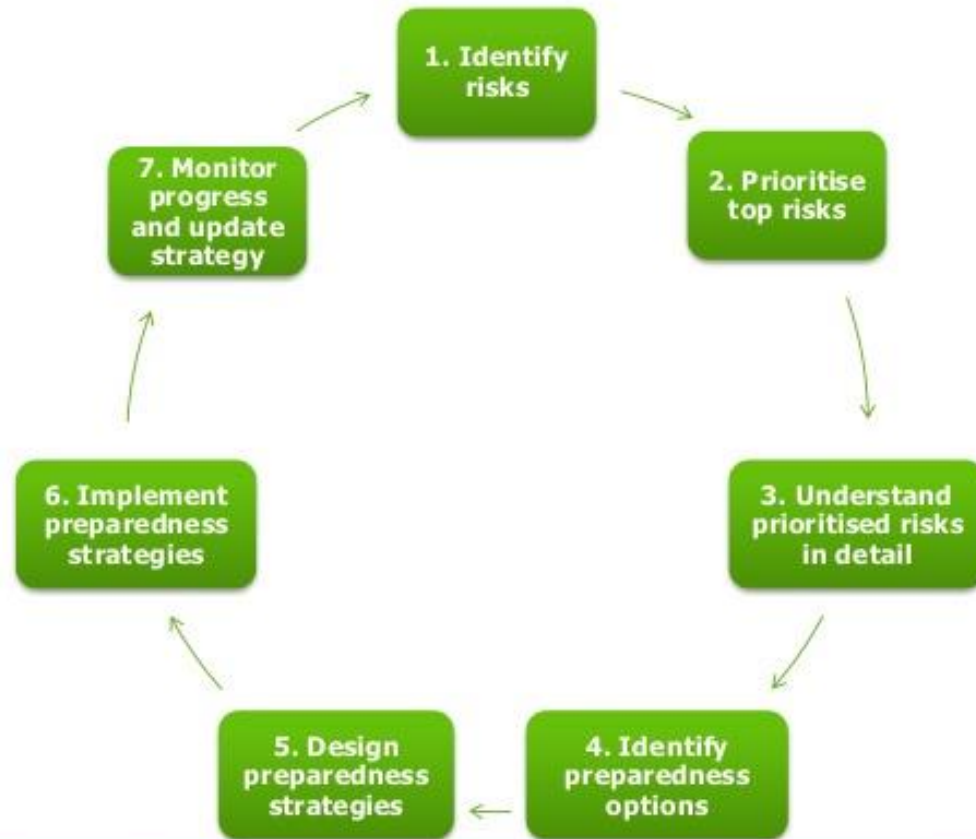


Reminder: Our Objective

To strengthen the link between emergency risk communication and public health preparedness planning



Cycle of preparedness activities



Adapted from Kunreuther, Michel-Kerjan and Useem, 2013, Corporate Strategies for Managing Catastrophic Risks in the S&P 500: Linking Intuitive and Deliverative Thinking. The Wharton School, University of Pennsylvania.



Key Question: what is the real health emergency challenge?



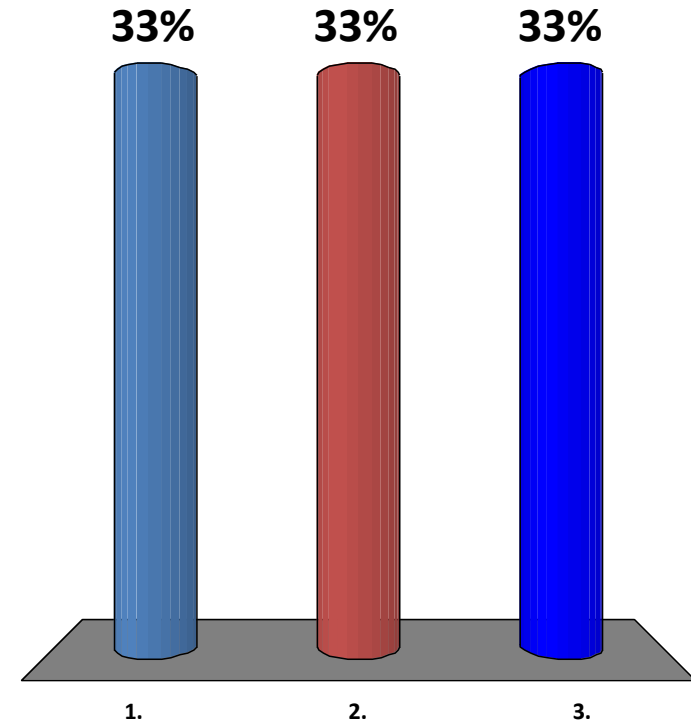
**“As likely as a
black swan!”**





Immediately following a traumatic event, what is the most common reaction?

1. Fight?
2. Flight?
3. Freeze?



Research findings:

- 10-15%: relative calm, unimpaired judgement and decision making
- 10-15%: counterproductive behaviour, adding to danger
- 75%: stunned and bewildered, impaired judgement and decision making



During crisis normal inter/intra organizational tensions and rivalries are suspended?

1. True
2. False



Research findings:

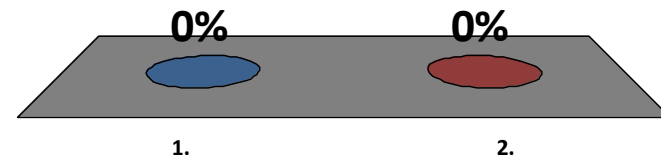
Strategic behaviour is common:

- Existing bureaucratic tensions do not disappear
- Explained through key characteristics: many actors; divergent interests; shared ownership and influence; compromise nature of decisions



Organizations prepare for worst case scenarios?

1. Yes
2. No



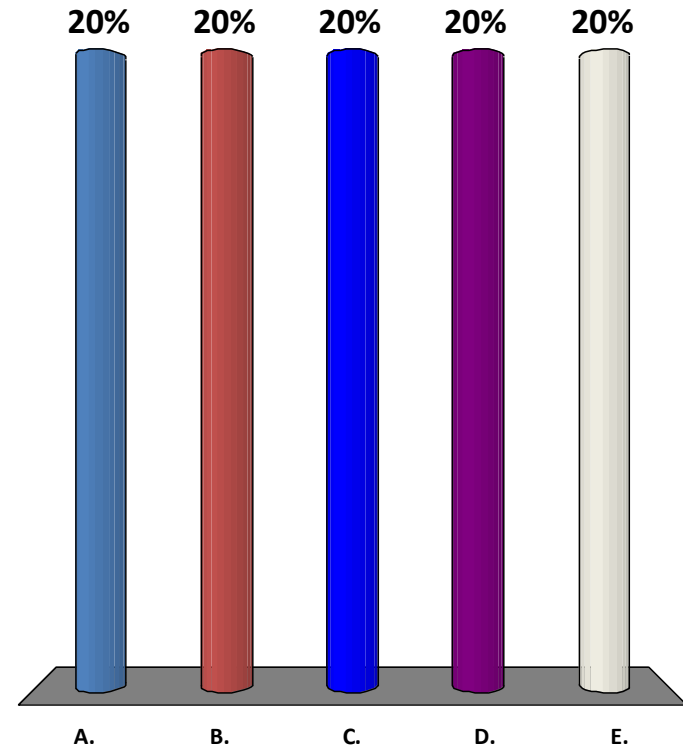
Research findings:

- Crisis contingency planning and exercises not a priority
- Success is based in finding opportunity not contingency management
- Policy makers misinterpret or ignore signs of impending danger



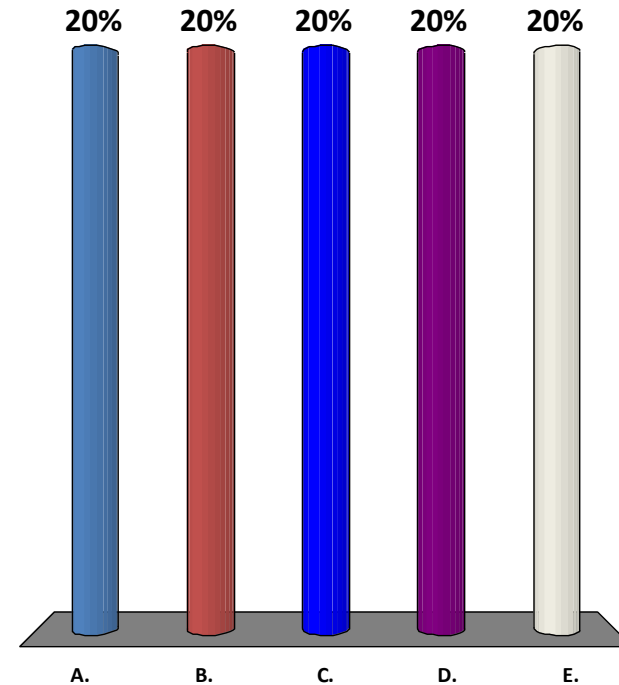
In your experience during emergencies, how important is the communication of risk to a successful response

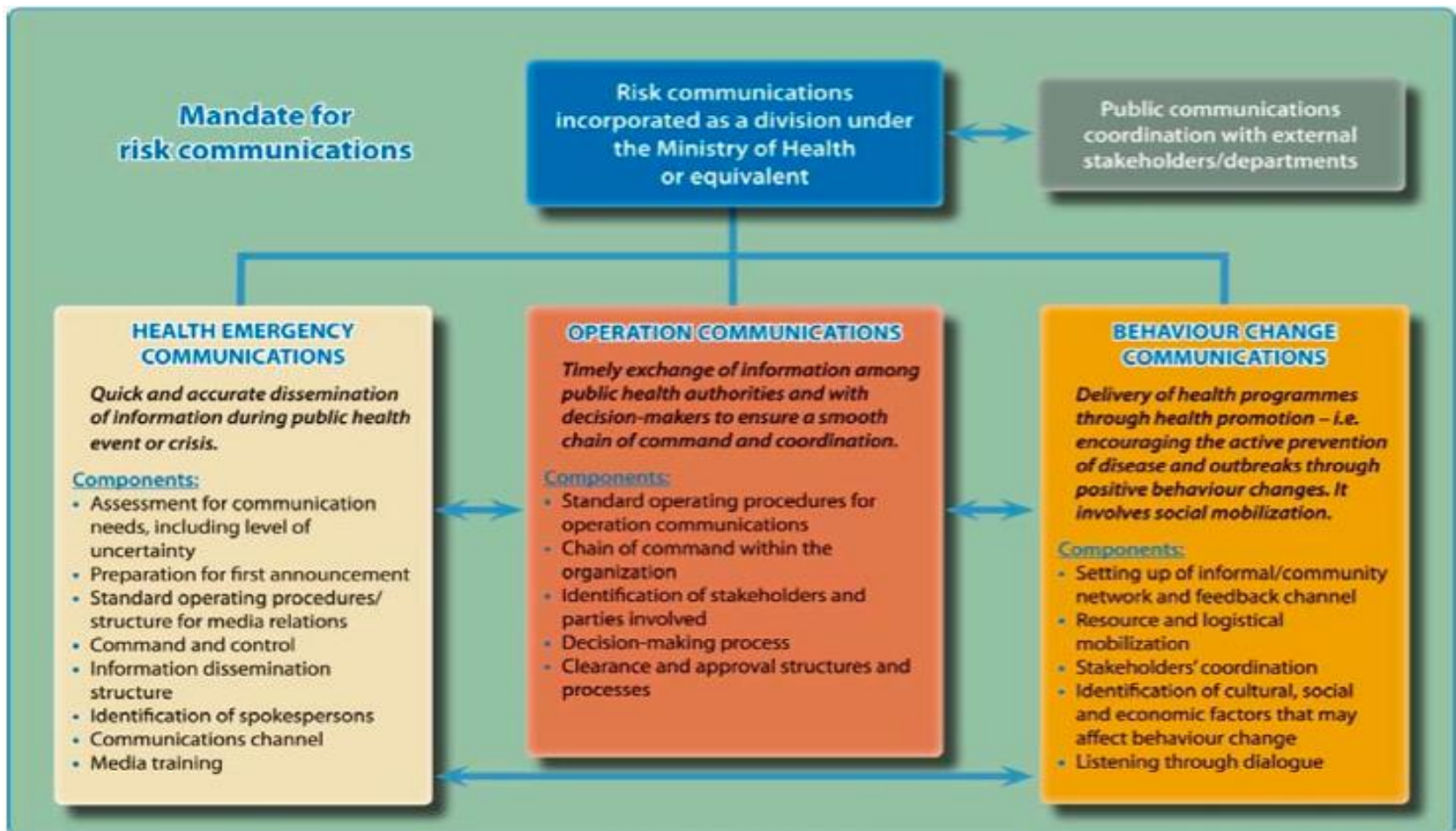
- A. No importance
- B. Limited importance
- C. Relative importance
- D. High importance
- E. Top importance



In your experience in emergency preparedness, when allocating resources (\$, time, expertise) how important is emergency risk communication?

- A. No importance
- B. Limited importance
- C. Relative importance
- D. High importance
- E. Top importance





Source: World Health Organization

Day 2 Plan

1. Each WorkGroup will be assigned a challenge identified yesterday
2. Short, SIMPLE, scenario
3. Task: Propose practical and concrete preparedness strategies and actions

