ASEF Public Health Network

Risk Communications for Public Health Emergencies
Bridging the National Mechanism with Healthcare Workers

2-4 September 2015 / Langkawi, Malaysia
Bayview Hotel Langkawi, Aquamarine Room

BACKGROUND

From 2010 to 2013, the Asia-Europe Foundation (ASEF) Public Health Network organised a series of workshops under the project, Asia-Europe Foundation – Accurate Scenarios Active Preparedness (ASEF–ASAP), to strengthen multi-sectoral pandemic preparedness and response. Among the recommendations developed from these workshops, strengthening risk communications emerged as a common need across sectors. Following this recommendation, ASEF implemented two workshops on risk communications in 2013 and 2014. Participants from both health and non-health sectors appreciated usefulness of sharing lessons and challenges learnt from real-life cases of public health emergencies. Participants also highlighted a need for more opportunities of exchanging experiences in managing public health events between Asia and Europe to enhance risk communication strategies. For the workshop in 2015, ASEF will continue to address this need by bringing experts across Asia and Europe.

DESCRIPTION

Co-ordination of information within and beyond the health sector is key to effective risk communications. Firstly, communication on public health emergencies involves a number of different players like public health authorities, clinicians, laboratories, decision-makers and other disciplines. Secondly, such communication is reciprocal; while healthcare workers in the field benefit from a national mechanism in co-ordinating responses, a national mechanism benefits from knowledge and feedback provided by the field on how to tailor communication and service delivery to better meet the needs of the affected population(s).

The ASEF workshop will address gaps in this internal communication co-ordination among agencies. Some discussion points will be as follows:

Communication guidelines may not be always clear, sometimes even conflicting, when they come from different sources. In countries where a national mechanism to co-ordinate communication is not in place, healthcare workers in the field may receive conflicting information from multiple agencies.

Different stakeholders may have different levels of interests, expertise and perception of risk. Healthcare workers’ perceptions of risk may be also different from that of national authorities due to their proximity to a public health event.

The workshop will consist of presentations of cases of selected public health emergencies and a simulation exercise for developing risk communication strategies.
OBJECTIVES

- To identify the core elements that facilitate and/or hinder reflecting the voices from healthcare workers in national risk communications strategies
- To develop recommendations for strengthening national risk communication strategies that incorporate needs from both national authorities and healthcare workers

EXPECTED RESULTS

- E-publication compiling proceedings and recommendations from the workshop
- Publicity events to disseminate the workshop results to target groups

PROGRAMME

Wednesday, 2 September 2015

8:30 Registration

9:00 Welcome Remarks

Dato' Dr Norhizan Ismail, Kedah State Health Director, representing YBhg. Datuk Dr Lokman Hakim Sulaiman, Deputy Director General of Health (Public Health), Office of Deputy Director General of Health (Public Health), Ministry of Health Malaysia

Mr Thierry SCHWARZ
Director, Political and Economic Department, Asia-Europe Foundation (ASEF)

9:20 Introduction by facilitator (introduction, ice-breaking session, participant survey results)

10:30 Break

10:50 Session 1: Risk Management Transparency
Lead Speaker: Ms Aphaluck BHATIASEVI, Technical Officer (Risk Communication) Global Capacities Alert and Response Department, World Health Organization (WHO)
Panellist: Mr Michal MCCLUSKEY, International Media and Broadcast Consultant, Michael McCluskey Media
## ASEF Public Health Network

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<th>Activity</th>
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<td>11:10</td>
<td><strong>Working Group Discussion &amp; Simulation Exercise</strong></td>
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<tr>
<td>12:00</td>
<td>Lunch Break</td>
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<tr>
<td>13:00</td>
<td><strong>Session 1 (continued): Plenary discussion and voting on recommendations</strong></td>
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| 13:30  | **Session 2: Communication Coordination during Emergencies and other High Risk Events**  
Lead Speaker: **Dr Natasha REYES**, Manager, Emergency Response Unit, Médecins Sans Frontières (MSF) Hong Kong |
| 13:50  | **Working Group Discussion & Simulation Exercise** |
| 14:30  | Break                                        |
| 14:50  | **Plenary Discussion and Voting on Recommendations** |
| 17:00  | Closing of Day 1                             |
| 19:00  | **Reception Dinner at Laman Padi**  
Address: Laman Padi, Pantai Cenang, Mukim Kedawang  
Hosted by Ministry of Health, Malaysia |
Thursday, 3 September 2015

8:30  Review of Day 1

9:00  Session 3: Dialogue with Those Affected and Involved on the Front Lines
      Lead Speaker: Ms Fernanda FALERO, Health Promotion and Anthropology Advisor, MSF Spain
      Panellist: Mr Daniel SCHMIDT, Adviser, Department of International Public Health, Norwegian Institute of Public Health

9:20  Working Group Discussion & Simulation Exercise

10:30 Break

10:50 Plenary Discussion and Voting on Recommendations

12:00 Lunch break

13:00 Session 4: Monitoring and Evaluation of Risk Communication Performance during Emergencies and other High Risk Events
      Lead Speaker: Mr Andrew HOLDEN, Editor in Chief, Fairfax Media

13:30 Working Group Discussion & Simulation Exercise

14:30 Break

14:50 Plenary Discussion and Voting on Recommendations

17:00 Closing of Day 2
### Friday, 4 September 2015

<table>
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<tr>
<td>8:30</td>
<td><strong>Review of Sessions</strong></td>
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<td>10:00</td>
<td><strong>Adoption of Recommendations</strong></td>
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<tr>
<td>11:30</td>
<td><strong>Closing Session</strong></td>
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<td><em>Mr Thierry SCHWARZ</em></td>
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<td>Director, Political and Economic Department, Asia-Europe Foundation (ASEF)</td>
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<tr>
<td>12:00</td>
<td><strong>End of Workshop</strong></td>
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ORGANISERS

The Asia-Europe Foundation (ASEF) promotes understanding, strengthens relationships and facilitates cooperation among the people, institutions and organisations of Asia and Europe. ASEF enhances dialogue, enables exchanges and encourages collaboration across the thematic areas of culture, economy, education, governance, public health and sustainable development.

ASEF is a not-for-profit intergovernmental organisation located in Singapore. Founded in 1997, it is the only institution of the Asia-Europe Meeting (ASEM).

Together with about 750 partner organisations ASEF has run more than 700 projects, mainly conferences, seminars and workshops. Over 20,000 Asians and Europeans have actively participated in its activities and it has reached much wider audiences through its networks, web-portals, publications, exhibitions and lectures.

For more information, please visit www.asef.org

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CONTACT INFORMATION

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