Effective Risk Communication for Public Health Emergencies and the Role of Social Media

Programme Brochure

3-4 June 2013 | Bali, Indonesia

Organisers:

Sponsor:

The Government of Japan
Asia-Europe Foundation (ASEF) Public Health Network
Accurate Scenarios Active Preparedness (ASAP) Project

Effective Risk Communication for Public Health Emergencies
and the Role of Social Media

Organised by:
Asia-Europe Foundation (ASEF) and
The Coordinating Ministry for People’s Welfare of Indonesia

With the technical assistance of:
World Health Organization – Regional Office for the Western Pacific
(WHO-WPRO)

Sponsored by: the Government of Japan

3-4 June 2013
Bali, Indonesia
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ABOUT ASEF PUBLIC HEALTH NETWORK

The ASEF Public Health Network is a participatory platform which encourages public health dialogue, between actors from health and non-health sectors across Asia and Europe.

The Network’s activities are primarily classified under three thematic areas:

Regional Integration and Public Health
The Network facilitates collaboration and coordination between Asia and Europe through exchange of information and experience. This is done through research initiatives assessing the strengths and gaps in regional integration, resulting in public health policy options.

Multi-sector Pandemic Preparedness and Response
With a unique scenario approach, the Network brings together health and non-health sector representatives to look beyond today and address uncertainties around potential pandemics, developing long-term strategies for multisector pandemic preparedness and response.

Public Health Dialogue
Vulnerable groups such as young people, migrants as well as sexual and ethnic minorities are most affected during any public health crisis. The Network engages them through community-level initiatives so that their voice can be heard by policy makers.
Workshop on Effective Risk Communication for Public Health Emergencies and the Role of Social Media

Risk communication for public health emergencies is of vital importance for effective risk management. However, recent events, such as the E. coli incident in Germany and the so-called “Triple Disaster” — earthquake, tsunami, and nuclear disaster — in Japan, showed that trust is a key element that needs to be addressed to make risk communication a more effective tool in risk management.

The ASEF Public Health Network will study the two abovementioned public health emergencies to explore the issue of trust in risk communication. Analysing the E. coli case will help us understand how internal risk communication strategies, between the public institutions, and external strategies, with the general public, can be improved. It will also illustrate the different roles that social media can play, e.g. as a quick carrier of (sometimes unverified) information and as a research tool for early detection and online collaboration. The case of the Great Eastern Japan Disaster will provide an opportunity to discuss what communication strategies national authorities can use to maintain the trust of the general public under extremely stressful and complicated circumstances. It will also shed some light on how social media can engage the public during and after a public health emergency. In addition, both cases illustrate the necessity for public authorities to establish an online presence even before such an emergency occurs in order to build trust.

With these selected case studies from Asia and Europe, this workshop will be an avenue for professionals in related fields to conduct a comparative analysis and identify valuable lessons for both regions.

About ASEF-ASAP project

The ASEF Public Health Network promotes multi-sector pandemic preparedness and response by engaging health and non-health sectors. In 2009 and 2010, the Network started its scenario approach by organising a series of scenario building workshops. The outcome of these workshops was a set of three future scenarios, the ASEF-ASAP (Accurate Scenarios Active Preparedness) scenarios. Throughout 2011 and 2012, the Network used these scenarios to develop sectoral as well as multi-sectoral strategies for pandemic preparedness and response. At these strategy development workshops, high-level professionals involved in human security (health, food, water, and environment), the passenger air transport sector, and the food sector shared their current preparedness plans, identified gaps and developed recommendations.

The upcoming workshop on Effective Risk Communication for Public Health Emergencies and the Role of Social Media is the last workshop that we be organised as part of the ASEF ASAP project. In this workshop, the recommendations that are developed by the participants will be tested against the ASEF-ASAP scenarios to gauge their applicability in the future.
PROGRAMME

MAIN TOPIC
Effective Risk Communication for Public Health Emergencies and the Role of Social Media

OBJECTIVE
The overall objective of this workshop is to increase the effectiveness of internal communications among public health stakeholders and external communications with the general public before, during, and after public health emergencies. Specifically, the workshop aims to enable mid to senior level officials at public health authorities in Asia and Europe, who are in charge of communication, to better prepare for public health emergencies.

VENUE
Padma Resort Bali at Legian

DAY 1 (Sunday, 2 June)
19:00 Registration
20:00 Reception
21:00 End of reception

Day 2 (Monday, 3 June)
08:00 Registration continued

08:30 WELCOME & INTRODUCTIONS
Opening and workshop introduction

09:15 PLANNING RISK COMMUNICATIONS
Presentations and Analysis Risk Communication Plans

11:00 BREAK

11:30 SOCIAL MEDIA AND RISK COMMUNICATION
Presentations on Social Media and Risk Communication

12:30 LUNCH

14:00 EHEC AND FUKUSHIMA
TWO EXPERIENCES WITH RISK COMMUNICATIONS
14:00 Group I: Case study I (EHEC)
14:00 Group II: Case study II (FUKUSHIMA)

15:00 Group I: Case study II (FUKUSHIMA)
15:00 Group II: Case study I (EHEC)

16:00 BREAK

16:30 INNOVATING RISK COMMUNICATIONS IN PUBLIC HEALTH EMERGENCIES
Identifying and working out innovative approaches

18:00 END OF DAY 1

20:00 Welcome Dinner
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<tr>
<td>08:30</td>
<td>Review of day 1, outlook on day 2</td>
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<tr>
<td>08:40</td>
<td>Presenting and refining the approaches</td>
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<tr>
<td>10:00</td>
<td><strong>BREAK</strong></td>
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<tr>
<td>10:30</td>
<td><strong>SCENARIO-TESTING</strong></td>
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<td>10:40</td>
<td>Introduction to scenario testing</td>
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<td><strong>LUNCH</strong></td>
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<td>14:00</td>
<td><strong>FUTURE-PROOFING</strong></td>
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<tr>
<td>14:00</td>
<td>Review of testing, future proofing, and presentation</td>
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<td>15:45</td>
<td><strong>BREAK</strong></td>
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<td>16:00</td>
<td><strong>RECOMMENDATIONS AND CLOSURE</strong></td>
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<td>16:00</td>
<td>Finalisation of Recommendations</td>
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<td>17:15</td>
<td>Closure</td>
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ABOUT THE PARTICIPANTS

Alistair HUMPHREY

Medical Officer of Health for Canterbury
Ministry of Health, New Zealand

Dr Alistair Humphrey is a public health physician, general practitioner and Medical Officer of Health for Canterbury, New Zealand. As Medical Officer of Health in his province Alistair takes the lead and is spokesperson for health on many health issues. He has a very close working relationship with the Canterbury District Health Board and Ministry of Health communication teams. Rarely a week goes by without Alistair appearing in local and national media. During the Canterbury earthquakes Alistair was a key leader in the health response and acted as spokesperson for the Health Sector throughout the response.

Alistair trained in Scotland and England. He has worked for a WHO collaborating centre carrying out non-communicable disease research in the Pacific; he has worked for the Royal Flying Doctor Service of Australia and since 2000 he has been Medical Officer of Health in Canterbury. More recently he has been working with the Emergency Risk Management Unit of the WHO.

Anahi AYALA IACUCCI

Senior Innovation Advisor
Internews Center for Innovation & Learning

Anahi Ayala Iacucci is the Senior Innovation Advisor for the Internews Center for Innovation & Learning. Before covering this role, Anahi was for 2 years the Media Innovation Advisor for the Africa Region, Health and Humanitarian Media, covering Central African Republic, Chad, Cote d’Ivoire, Democratic Republic of the Congo, Ethiopia, Kenya, Mali, Nigeria, Republic of South Sudan and Haiti.

Anahi Ayala Iacucci holds a Master’s degree from Columbia University - School of International and Public Affairs, a Bachelor of Arts degree in International Affairs from the in University of Bologna and Master’s degree in Human Rights from the University of Padova. Anahi has consulted on the use of the ICT4D, new technologies and crisis mapping for NGOs and international organizations like UN OCHA, Oxfam, Alliance Guinea, Freedom House, the World Bank, Ushahidi Inc., and NDI. Anahi is currently also Expert Advisor on Mobile Technology for The Popular Engagement Policy Lab and sits on the Board of Director of the NGO Freedom Connect. Anahi is also the Co-Founder and Advisor of the Standby Task Force, and a member of the International Network of Crisis Mappers. Anahi is the author of the official Ushahidi Guide and co-author of several articles and publications on PLoS Medicine and ACSM Bulletin on Crisis Mapping and Disaster Response and Crowdsourcing. Anahi has been recently named by the Diplomatic Courier to the 2012 99 Under 33 list, as one of the 99 under 33 most influential foreign policy leader in the Innovators Category.

Apiradee TREERUTKUARKUL

Information and Networking Coordinator
Asian Disaster Preparedness Center

Apiradee Treerutkuarkul has joined ADPC since March 2013. Her main duties are to develop a series of case studies and monitoring and evaluation works for the Program for Enhancement of Emergency Response (PEER).

With support from the United States Agency for International Development’s Office of Foreign Disaster Assistance and the American Red Cross, PEER focuses on strengthening disaster response capacities in Asia through training activities for local communities and hospitals.

Prior to joining ADPC, she worked as development outreach and communications specialists at USAID regional office based in Bangkok, Thailand, where she was responsible for developing various USAID Asia publications and led social media tasks including USAID Asia Facebook, and Twitter and contributed for USAID IMPACT blog on a regular basis.
Apiradee also spent over 10 years as a news reporter for the Bangkok Post covering wide ranges of issues from politics, business, foreign affairs and health. She also writes articles for IRIN Humanitarian News and Analysis, The Bulletin of World Health Organization, the Scientist and teaches journalism-major students as special lecturer at Chulalongkorn University’s Faculty of Communication Arts.

Arlene Sevilla ARBAS

Health Education and Promotion Officer IV
National Center for Health Promotion, Department of Health

Arlene Sevilla Arbas is forty five (45) years old, married to Charles Arbas and proud mother of a 12-year old son, Schneider S. Arbas. She received her Master’s Degree in Public Health from the Institute of Community and Family Health, Inc., Philippines in 2003-2004. She received a Business Management-Marketing Major from the Polytechnic University of the Philippines in 1988.

She has been with the National Center for Health Promotion of the Department of Health (DOH) (formerly Public Information and Health Education Service) since 1990. She started as a clerk, was promoted to Information Officer and later to Health Education and Promotion Officer from the said office. Her office is the advertising and promotion arm of the DOH. At present, her duties and responsibilities include: providing correct and timely information to the general public, developing communication plans and risk communication plans; conceptualising creative briefs that include contents for Information Education and Communication Materials; developing Media Plans for information dissemination; leading the Infectious Diseases Team of the NCHP; providing technical assistance on communication plan development to other DOH offices and partners; and conducting trainings on Communication Planning.

She has enhanced her knowledge and skills through various trainings and workshops locally and abroad. She has attended trainings related to communications and health promotion, leadership and management, creative design, materials development, among others.

Her guiding principles in life are “Do not do unto others what you do not want others do unto you” and “If others can do it, I can do it better”.

Ashish Chandra SEN

President
World Association of Community Radio Broadcasters – Asia Pacific region

Ashish Chandra Sen has been actively involved in communication for development since the past 30 years as a media educator, practitioner and journalist. Currently, he is president of the World Association of Community Radio Broadcasters – Asia Pacific region (AMARC), he is also Course Director Community Communications, Convergence Institute of Media Management and IT, Editor of ‘CR News’, a quarterly newsletter on Community Radio and a member of the Lokvani Committee set up by Prasar Bharti Broadcasting Corporation of India.

Born on November 11, 1957, and educated at Elphinstone College, Mumbai University and King’s College, Cambridge University, UK, Ashish started his career as a journalist with the Business Standard where he subsequently became Assistant Editor. Since the late eighties he has been professionally engaged at senior management levels with development organizations, like ActionAid India and VOICES.

Ashish has been actively engaged with the community radio movement in India since its inception and is actively involved with its growth in the Asia-Pacific region. He has been a consultant with UNESCO on a number of community media initiatives. These include a recent project documenting global good practices of community radio, and a current UNESCO (IPDC) project which explores the feasibility of Community Radio in Bhutan.

Ashish continues to be actively engaged with the print media and has written for several publications.
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Christoph THEISINGER
Co-Founder and Director
Smart Communities Pte Ltd

Christoph Theisinger has 20 years Sales and Business Development experience predominantly in IT start-up environments with contacts and domain expertise across key industries in Europe and Asia.

Smart Communities is a Singapore based cloud software startup developing a new service transforming last mile logistics by harnessing mobile devices, social media and crowdsourcing. The mobile technology of Smart Communities is already being leveraged by the Dengue alert system X-Dengue, a collaboration with the National Environment Agency (www.x-dengue.com)

Christoph is Vice President & Managing Director, Asia Pacific and Middle East at AlertEnterprise. As a member of the global executive team, Christoph is responsible for managing Sales and Services. AlertEnterprise software protects critical infrastructure by responding to risks from blended threats across IT Systems and Physical Access Control Systems and prevents theft, fraud and acts of terrorism. (www.alertenterprise.com)

Most recently, Christoph served as Vice President, Business Analytics and Technology for SAP across the Asia-Pacific-Japan region, driving sales in SAP’s fastest growing solution area. Christoph joined SAP with the acquisition of Virsa Systems, where he was part of the pioneer team who launched Virsa’s business in Europe. Prior to Virsa, Christoph was in various management, technical and sales roles for cutting edge software companies, including Interwoven, Forte, Sun Microsystems and Sybase.

Christoph holds a degree in Electrical Engineering from the Georg Simon Ohm University of Applied Sciences in Nuremberg, Germany.

Diana Sista DEWI
Head of Division for Non-Communicable Disease Control Coordinating Ministry for People’s Welfare, Indonesia

Diana Sista Dewi is an Indonesian medical doctor who has been working at the Coordinating Ministry for People’s Welfare for five years, dealing with health crisis and emergency preparedness and response, to coordinate the multi-sectoral agencies in disaster including pandemic preparedness and response. She has facilitated a workshop on Multisectoral Pandemic Preparedness and Response Assessment and Business Continuity Planning Promotion in Indonesia, in collaboration with ASEAN and funded by USAID, to develop the Indonesian pandemic preparedness plans of the transportation, communication and energy sectors by implementing a whole-of-society approach.

Currently, she is developing a one-health system, where animal health, public health and environmental health, as well as food security are integrated in order to improve pandemic impact reduction, which is under the responsibility of the National Commission for Zoonotic Control. This National Commission has the responsibility to coordinate multi-sector institutions to prevent and respond to animal and human zoonosis, including avian flu and other emerging pandemic threats. She also attended many international workshops on pandemic preparedness in Indonesia and other countries.

Ferdi FATHUROHMAN
Pandemic Preparedness Experts Assistant Coordinating Ministry for People’s Welfare, Indonesia

Ferdi Fathurohman is a veterinarian and works for the National Commission Zoonosis Control of the Coordinating Ministry for People’s Welfare, where he handles surveillance, early detection and pandemic response. He also worked for
one year in preparedness
and emergency response
to coordinate the multi-
sectoral pandemic
preparedness and disaster
response. He is currently
working as Assistant
Pandemic Preparedness
Experts under the National
Commission for Zoonosis
Control. The National Commission has the
responsibility to coordinate the multi-sectoral
agencies to prevent and respond to animal and
human zoonotic pandemics, including avian
influenza and other emerging threats.

Fraukje IDZENGA

(Junior) Crisis Management Advisor
Ministry of Health, Welfare and Sport (VWS)

Fraukje Idzenga currently works as a crisis policy advisor in the Food Safety Team within the Department of Nutrition, Health Protection and Prevention of the Dutch Ministry of Health, Welfare and Sport. Her work focuses on rewriting the food safety crisis manual, which involves an analysis of internal as well as external information and communication lines. In addition, Fraukje is closely involved in handling the horsemeat scandal that was recently uncovered. Risk- and crisis communication played a major role in dealing with this scandal.

In her previous position, Fraukje has set up a workshop on crisis management that was held at the Royal Netherlands Embassy in Nairobi, Kenya. Communication was one of the central elements within this workshop. She also participated in a live evacuation crisis exercise involving the Embassy, local organisations and the Ministry of Foreign Affairs. During this exercise, the influence and use of social media were practised. In addition, based on lessons learned from these exercises and an analysis of the structure of the Ministry of Foreign Affairs and its Embassies abroad, Fraukje revised the general crisis management manual, including a chapter on crisis communication, for the Ministry of Foreign Affairs.

Fraukje furthermore functioned as a crisis coordinator in a national crisis simulation exercise involving a grave accident at a nuclear plant. During this 2-day exercise she was responsible for assessing incoming information, organising meetings and setting up situation reports, thereby providing input for crisis management. In addition, she was in charge of the ministry-wide evaluation of the exercise. Lastly, Fraukje revised the national pandemic influenza preparedness plan, including a part on risk- and crisis communication before and during outbreaks of pandemic flu.

Hans C. OSSEBAARD

Productmanagement & Research
RIVM - National Institute for
Public Health and the Environment

Hans C. Ossebaard is a clinical and developmental psychologist. After ten years of research and lecturing on mental health, drug use and addiction at Utrecht University, INTOX, Trimbos-institute and Jellinek Prevention & Consultancy, he started working as a policy advisor at the ministry of Health in the field of information, knowledge and research.

Since 2005 he specialised in consumer health informatics, eHealth and ePublic Health at RIVM. As a lecturer and researcher he is currently affiliated with the Center for eHealth Research and Disease management (ceHRes), the IGS Institute for Governance and Innovation studies and the department of Psychology, Health and Technology of the University of Twente. He is member of the Board of the Dutch branch of the International Society for Research on Internet Interventions (ISRiI) and a Fellow of eTELEMED, International Academy, Research and Industry Association (IARIA). In addition, he currently works as an advisor at the Dutch Health Care Insurance Board.
Jan JAN ZOMEREN

Deputy Director Directorate of Communication
Ministry of Health, Welfare and Sports (VWS)

Jan van Zomeren is responsible for strategic communication on policy priorities, managing the communication department regarding public communication, online communication, monitoring and corporate communication analysis, as well as crisis and issue management. The Directorate of Communications has 40 employees and he manages the communication department with 22 employees. He is chairman of the interdepartmental review committee of the national government campaigns, member of the Central Government Communication Commission (CRC), and deputy member of the National Information Council. Previously, he was strategic communication advisor for the Ministry of Transport and Water management, responsible for large-scale campaigns on Road safety and Mobility Management.

The Directorate of Communications has several online applications to monitor online, social and traditional media. Since last year the directorate is experimenting with an online spokesperson, which monitors all relevant discussions on Twitter en online media. On a daily basis the Directorate produces newsletters for several policy departments. In addition, it conducts specific analysis on topical issues, e.g. horse meat, Corona virus, H7N9. Since 2011, all risk communications of the Dutch government are centralized through the Ministry of Justice and General Safety.

The H1N1 virus in 2009 and the Q virus in 2009 en 2010 were both large scale crises in which the Ministry of Health, Welfare and Sports had a key and defining position with regard to public communication, coordination and collaboration with numerous stakeholders, and implementation of public communication through various means and channels (offline and online). Since then, the ministry has learned much about the influence of social media on risk and health emergencies. Since 2010 the ministry has dealt with approximately 8 national and international alerts on risk and health emergencies. Currently, the ministry is seeking to implement more improvements on managing the almost continuous flow of small and large scale alerts on risk and health emergencies.

Jeremy LAMBERT

Head of Communications
Ministry of Foreign Affairs and Trade, New Zealand

Jeremy Lambert is the Director of Communications at the New Zealand Ministry of Foreign Affairs and Trade. He leads a team responsible for the Ministry’s internal and external communications, including social media.

Prior to joining the Ministry of Foreign Affairs and Trade, Jeremy held a number of directorships at the New Zealand Ministry of Agriculture and Forestry, leading Communications, Strategy and, most recently, Border Operations.

As the Director of Communications Jeremy was responsible for the Ministry’s animal health emergency communications capability, and introduced social marketing to the organisation’s border and post-border response operations.

Jeremy has participated in a number of communications fora in the South East Asia region, and led the delivery of training for animal health communicators in the region in 2009 (Philippines and Cambodia).

Jesse TUASON

Senior Officer
SEAMEO INNOTECH

Jesse Tuason is a Senior Officer at SEAMEO INNOTECH and heads the Information Management Unit of the Knowledge Management and Networking Office. The unit is in charge of publications and documentation services, the Center’s website and social media presence, as well as library services.
In his 18 years with SEAMEO INNOTECH, he has been involved in various capacities in the following training and research programs: ICT and HIV/AIDS Preventive Education in the Cross-Border Areas of the Greater Mekong Sub-Region; Teacher Toolkit Development for Human Values-Based Water, Sanitation and Hygiene Education in Southeast Asian Schools; Sub-Regional Workshop on Focusing Resources on Effective School Health; Excellence in School Leadership in Southeast Asia; Third Elementary Education Project School-Based Quality Cells; Education and Livelihood Skills Alliance; BridgeIT/text2teach; JICA Third-Country Training Program on Technology Applications in Education; Survey of Teacher Educators and Teacher Training Institutions in the Philippines; Survey of the ICT Capabilities of Elementary and Secondary Schools in the Philippines; Leadership in the Effective Administration of Schools; Development of the Department of Education’s Personnel Management Information System; Philippine Teacher Welfare Survey; Accreditation and Equivalency Learning Materials Development; Regional Education Information Network; and, Rapid Assessment of the Multigrade Program in the Philippines.

Before joining the Center, Jesse was a Junior Project Officer at the Policy Research Office of the Development Academy of the Philippines, responsible for instrument development, data gathering and analysis, and report writing. His project involvements during this time included policy studies, program evaluations, impact assessments and surveys on the following topics: implementing rules for the export processing zones; decentralization in the natural resources and environment sector; survey of Philippine national nutrition programs; state of consumer protection in the Philippines; human rights training, monitoring and documentation systems; estimation of economic rent in the Philippine commercial fishing industry; documentation of urban slum dwellers relocation; organizational design study of local government units; health manpower inventory and market analysis; women’s health and safe motherhood; French volunteer work in the Philippines; training delivery for the informal sector; Mt. Pinatubo disaster mitigation; Philippine tertiary hospital survey; effect of the legal environment on the health care industry; evaluation of administrative issues and alternative reform measures for Medicare; and, situation analysis of children and women in the Philippines in the 1990s. At the Communication Research Department of the U.P. College of Mass Communication, he was part of a team studying the influence of mass media on health-seeking behaviors, and newspaper coverage of the Philippine military.

He also worked as a research assistant at the Asian Development Bank in a project that developed the Handbook for the Economic Analysis of Water Supply Projects. As a Substitute Lecturer, he taught the Statistical Package for the Social Sciences to an undergraduate class at the University of the Philippines-College of Mass Communication.

Jesse has a Bachelor of Arts degree in Communication Research from the University of the Philippines. He has basic skills in Spanish, intermediate skills in French, and advance skills in German, based on the Common European Framework of Reference for Languages. In the last 18 years, he has attended short-term courses on course development for online delivery, database applications, website development, and technical writing both in the Philippines and abroad.

Kentaro HAYASHI
President
Barefoot Doctors OKINAWA

Kentaro Hayashi is Chief Coordinator at the Japan Primary Care Association, Department of Disaster Management; Visiting Researcher at the National Institute of Public Health Japan, Department of Health Crisis Management; and Project Advisor for the Nippon Foundation/Myanmar Medical Association for the Joint Project for the Promotion of Primary Health Care in the post conflict area of the Thai border.

He is a graduate from the Department of Medicine, Ryukyu University and a medical doctor, specialised in anesthesiology, emergency medicine, intensive care, primary health care, and tropical medicine. He studied a TropED track at the Royal Tropical Institute Netherlands (known as KIT: Koninklijk Instituut voor de Tropen). He has an Master of Science degree in International Health, specialised in Complex Humanitarian Emergency and HIMS (Health Information Management System). He

Since 11 March 2011, the “Great East Japan Earth Quake Project” was launched as part of the Japan Primary Care Association and he organised a special rescue team, the Primary Care for All Team (PCAT). He was in charge of dispatching 300 teams including primary physicians and multi-professional specialists during from the acute phase of the disaster until the recovery phase, targeting mainly the vulnerable population during the acute phase such as aged and disabled population. This team does not only provide clinical care, but also a system for reconstruction of devastated medical/health/welfare services and education in the chronic phase.

Since 2012, he is involved in the health crisis management project Disaster Public Health Assistant Team plan (DPAT), initiated by National Institute of Public Health Japan, which aims to strengthen the public health sector for disaster management.

Khamphithoun SOMSAMOUTH
Deputy Director, the Center for Information and Education for Health
Ministry of Health
National Focal Point for Risk Communication of ASEAN

Khamphithoun Somsamouth received a bachelor degree as Medical Doctor in General Medicine from the University Health Science, Vientiane Lao PDR in 1990 and a Master’s degree in Public Health and Health System Development from the College of Public Health, Chulalongkorn University, Bangkok, Thailand in 1999, as well as a degree in Research Methodology from the School of Public Health, Loma Linda University, California (USA) in 2006.

In 1990 he worked at the Gynecology and Obstetrics Division, Mahosot Hospital, Vientiane Lao PDR. Since 1991 he has been working at the Center for Information and Education for Health, at the Ministry of Health Lao PDR. Since the start of his professional career, he has been responsible for health education and health promotion projects, including Health System Reform for Malaria Control, Cholera Control and prevention, Cancer Awareness Program, Tobacco or Health, Medical Ethic and Health Leadership Promotion, School health campaign project of 3 cleans, Child Health Check-up Campaign, Health Promoting School, Emerging Infection Diseases Prevention and Control of ASEAN Plus Three Countries, e-Center for Better Health, Empowering Community to Improve Reproductive Health, Risk Communication on Emerging Infection Diseases Prevention and Control.

Since 1994, he is also a teacher on health education and health promotion at the Nursing Faculty of the College of Public Health Technology, Grade 5th at the Faculty of Medicine and Master of Public Health at the Post Graduate Faculty, University of Health Science, Ministry of Health. In addition he provides training for health education and health promotion for the prevention of diseases on the central, provincial, district and rural levels.

Since 1994 he has edited and written 36 articles (surveys, research, books and guidelines) related to risk communication and behavior change communication, e.g. Good Practices in Responding to Emerging Infectious Diseases: Experiences from the ASEAN Plus Three Countries, Part 4: Public Awareness, Advocacy and Policy “Education campaign for changing knowledge and behavior for prevention and control of emerging infectious diseases among people in Lao PDR, National Policy on Tobacco Control in Lao PDR, National Policy on Health Communication, National Adult Survey on Tobacco in Lao PDR, Manual for radio program production on communicable disease prevention and control.
About the Participants

Nahoko HARADA
Research Fellow
National Institute of Public Health, Department of Health Crisis Management

Nahoko Harada has extensive experience, both in the practical field setting and in the academic arena of humanitarian work. Since she was dispatched on 13 March 2011 from the United States to Japan for post-disaster relief work for the 2011 Great East Japan Earthquake disaster, she has worked extensively in Iwate, Miyagi and Fukushima, the three most affected prefectures. As research fellow of the National Institute of Public Health of Japan, she has been in charge of emergency exercises and training, health education and the communication network of Japan, mental health and psychosocial support, and community mobilization and empowerment.

Nahoko has a background in nursing with a focus on emergency and trauma care, as well as the psychological effects of disasters and violence. She received her master of science in nursing in adult acute care and she is an advanced nurse practitioner. Her practice and research have always centered on behavioral health management. She completed the Global Health Leadership Program at the School of Public Health, University of Tokyo, Japan and gained competencies of leadership in the global health arena. She also taught the basics of humanitarian work at the School of Public Heath, University of Tokyo.

Most recently, Nahoko has been contributing from the international arena. As a member of the risk communication team, she has been monitoring official and unofficial information regarding the human infection with avian influenza A (H7N9) virus in China at the World Health Organization Regional Office for the Western Pacific Region in Manila, Philippines. She is currently writing up her findings on what governments in the region are doing to better prepare against this emerging public health concern.

Nani ROHANI
Head of Division for Communicable Disease Control
Coordinating Ministry for People’s Welfare, Jakarta, Indonesia

Nani Rohani is an Indonesian public health practitioner and she has been working at for the Coordinating Ministry for People’s Welfare for two years, dealing with health crisis and emergency preparedness and response, and to coordinate the multi-sectoral agencies in disaster preparedness, including pandemic preparedness and response. Currently she is Head of the Sub Division for Communicable Diseases under the Deputy Minister of the Coordinating Ministry for People’s Welfare and she is involved in the National Commission for Zoonotic Control. This National Commission has the responsibility to coordinate the multisector institutions to prevent and respond to animal and human zoonosis, including avian flu and other emerging pandemic threats. Before she was appointed as Head of the Sub Division for Communicable Diseases, she was working at the Department of Health of the Bekasi District in Indonesia for fourteen years, dealing with health services and particularly health services in hospitals.

Naru UEHARA
Professor Emeritus, Tohoku University
Director, Japanese Association on Disaster Medicine (JADM)

Naruo Uehara has promoted disaster health preparedness in Japan and Asia, as founding member of the Japanese Association for Disaster Medicine, advisory committee member of the international disaster relief team (JMTDR/JICA), and STC of WHO for Vietnam on disaster preparedness planning, etc. He was actively involved in disaster response in the Great East Japan Earthquake and Tsunami Disaster in 2011, as coordinator and advisor for the Public Health Division
Effective Risk Communication for Public Health Emergencies and the Role of Social Media

of Miyagi prefectural government. He was in charge of the Support Office for Health Relief Operations and made efforts in assisting and integrating the governmental and non-governmental initiatives.

His clinical background is Surgery and Emergency Medicine. He studied International Health at Harvard School of Public Health as 5th Takemi Fellow. He was engaged in a variety of international cooperation activities, including planning of emergency health systems in Bolivia and Sarawak/Malaysia, and advisor to the Ministry of Health, Indonesia, until he moved to Tohoku University as Professor of International Health and Human Security (1998/2012).

Currently he is engaged in the enhancement of human security as Chairman of the Committee on Standardization of Health Disaster Management (JADM), advisor to the Association of Public Health Directors of local governments of Japan, and managing director of the Japanese Coalition for Patient Safety.

Nursila DEWI
Communications Officer
World Health Organization Office for Indonesia

Her eclectic range of education from professional clinical degree for practicing psychologist to industrial/commercial investment allowed Nursila Dewi to shift from one business area to another before deciding to focus on communication. Her communication career started from being a reporter, then a contributor for the biggest lifestyle magazine group in Indonesia: Femina. She mainly wrote popular health articles for a few of the group’s magazines. A few years and jobs later, that writing job landed her to being a communication officer for the Ministry of Health in 2006, right when Avian Influenza started infecting people in Indonesia.

Since then, risk communication has taken a major part in her life. She became the main writer of the Risk Communication Guidelines developed by the Ministry of Health of Republic of Indonesia. With only a very few experts in Indonesia to learn from, her risk communication capacity has been developed through relentless study of references and participation in global trainings and workshops.

When she moved to the World Health Organization Office for Indonesia in 2008, she was already attached to risk communication. Now, 5 years later, she still thinks that this rather new field of science is enormously attractive. Personally, she is sure that this will be the case for many many years ahead.

Her skills were put to the test when she took the leading role for risk communication during two pandemic containment simulations, in Bali in 2008 and in Makassar in 2009, the global H1N1 Pandemic in 2009, and during the natural disasters in Yogyakarta and Padang.

In her role as a Communications Officer, she also does media surveillance and relations, advocacy, health promotion, and other communications related activities such as organizing events, making videos and taking photos.

Reinhard BURGER
President
Robert Koch Institute

Reinhard Burger is the President of the Robert Koch Institute (RKI). The institute is the German National Public Health Institute. It has a wide range of functions in the prevention, investigation and management of infectious diseases and also non-communicable diseases and health risks. It plays a strong national role in basic and translational infectious diseases research. The RKI had a key role in the investigation of the 2011 EHEC-outbreak and coordinated the national public health response to it.

Reinhard Burger received his degrees at the Institute for Medical Microbiology, University of Mainz, was Professor for Immunology at the University of Heidelberg and is Professor for Immunology at the Free University of Berlin since 1989. Until 2010 he was Head of the Department for Infectious Diseases and Vice President of the Robert Koch Institute. In 2010 he was appointed as President. He was visiting scientist in various institutions abroad,
e.g. 1977-1979 at the National Institutes of Health, Bethesda, MD, USA, later Harvard Medical School, Boston, and at the Medical University, Wuhan, PR China. His major research areas are complement system, anaphylatoxins, differentiation antigens on lymphoid cells and transmission of infectious diseases through blood transfusion and plasma products.

In 1993 he was appointed as Chairman of the National Advisory Committee Blood (Arbeitskreis Blut) of the German Federal Ministry for Health. This national committee of experts gives advice to the Federal Government about all aspects of infection and efficient use of blood products.

Sae OCHI

Clinical Research Fellow, MRC-HPA Centre for Environment and Health, Imperial College London, London, UK
Visiting Researcher, Seisa University, Kanagawa

After a 10 year career as a rheumatologist, Sae Ochi took up an interest in the field of public health and applied for the MPH course at the Imperial College London in 2011. 10 days after she received a letter of acceptance, the Great East Japan Earthquake struck her country. While continuing her studies at Imperial College, she went as a medical doctor to Souma City, which lies 50km from the exploded nuclear power plant. In addition, she stayed there for 2 months last December and January to interview health professionals and hospital staff. To broaden her insight and knowledge, she joined WHO as a volunteer from February to May this year.

Sara DAVIES

Senior Research Fellow
Griffith Asia Institute, Griffith University

Sara Davies is Senior Research Fellow at the Griffith Asia Institute, Griffith University, Australia. She is Program Convenor of the Prevention of Genocide and Mass Atrocities projects funded by the Asia Pacific Centre for the Responsibility to Protect andAusAID. Sara is the recipient of two Australian Research Council (ARC) Discovery Grants, including an ARC Postdoctoral Research Fellowship Award. Sara’s research interests are in global health governance, international refugee law and the responsibility to protect. Sara Davies has published a number of articles on global health governance with, amongst other, Global Public Health, International Affairs, and International Politics. Sara has authored two books: Global Politics of Health (Polity) and Legitimatizing Rejection: International Refugee Law in Asia (Martinus Nijhoff).

Sasitheran Krishnan Kutty NAIR

Senior Assistant Director
Ministry of Health, Health Education Division

Sasitheran Krishnan Kutty Nair obtained his degree in Health Development Practice from University of Northumbria, UK through a twinning program in 1998, funded by the Ministry of Health (MOH), Malaysia. In 2000, he received his Master’s degree in Education (M.Ed) from University Malaya.

He has served the MOH, Malaysia since 1983 in different levels and positions. Currently, he is working as a Health Education Officer in the Health Education Division, MOH. He is involved in the planning, coordinating, monitoring and evaluation of health education programs at the national level. He is in-charge of education programs on communicable diseases prevention and control. His involvement in risk communication began when he attended the Risk Communication during an Outbreak workshop in 2006. Subsequently, he has attended several trainings, including the Communicating risk during Health Emergencies workshop in 2008 and the ASEAN Training of Trainers, in April 2009. Then, in early May 2009, the Influenza A(H1N1) pandemic struck the country. This pandemic provided a wide range of experiences and lessons on how to utilize communication
effectively during an outbreak. During the 2009 pandemic, MOH engaged media (both conventional and new media) to promote health campaigns that were aimed at raising public awareness to curb the spread of the disease in the community. Since then, he has been actively involved in training programs on risk communication at the country level. These trainings were conducted at various parts of the country to train front-line health personnel. He was also involved in drafting and reviewing the National Strategic Risk Communication Plan, and he was a member of the Technical Working Group (TWG) on risk communication and facilitator for the ASEAN Training of Trainers Workshops, 2012 and 2013.

Silvanie Leane Christy TOMPODUNG

Coordinating Ministry for People’s Welfare, Jakarta, Indonesia

Silvanie Leane Christy Tompodung, an Indonesian medical doctor, is currently working for the Coordinating Ministry for People’s Welfare. Previously she was in charge of the Division for Communicable Diseases’ control, which is also dealing with health crises as well as emergency preparedness and response, and coordinating the multi-sectoral agencies in disaster preparedness, including pandemic preparedness and response. She has facilitated a Workshop on Multisectoral Pandemic Preparedness and Response Assessment and Business Continuity Planning Promotion in the Republic of Indonesia, in collaboration with ASEAN and funded by USAID, to develop the Indonesian pandemic preparedness plans of the transportation, communication and energy sectors by implementing a whole-of-society approach.

She was also involved in forming the National Commission for Zoonotic Control, which is responsible for coordinating the multi-sector institutions to prevent and respond to animal and human zoonosis, including avian flu and other emerging pandemic threats. She also attended many international workshops on pandemic preparedness in Indonesia and other countries.

Stephen LOCK

CEO Indonesia and Head of Public Affairs - South East Asia
Edelman

Stephen Lock has over two decades of consulting experience and has lived in emerging markets for over a decade. Before joining Edelman in Indonesia he was Managing Director, Eurasia and Global Co-head of Public Affairs for the world’s second largest independent PR firm, running their firms in Russia, Turkey and Central Asia. He was previously their head of healthcare. He has lived and worked in the UK, Caribbean, Russia and Turkey, before moving to Indonesia since 2011.

Stephen has counselled healthcare clients on issues ranging from product litigation; recall and crisis; through to NGO partnerships, multi-country market access programs and KOL opinion research. Clients across many countries have included pharmaceutical firms, medical equipment manufacturers and also Ministries of Health, national sick funds, PAGs and other NGOs across issues such as diabetes, oncology, infectious disease and medical nutrition. He has led a multi-country combined HCV epidemiological and economic impact assessment; and white paper studies on mortality and morbidity in Russia; vaccination use in Ukraine and he has just launched the results of an HCP study in Indonesia amongst 421 doctors and medical specialists. He has also run a 13-country HCV awareness program, aimed at KOLs and governments; and, more recently, an HCV/HIV-AIDS policy research program in Indonesia.

Stephen graduated in law from Cambridge University and started his career as an investment banker before moving into PR and public affairs in 1993. He has been active in healthcare public affairs since 2008.
Will Rogers is a dedicated community development and media professional with extensive experience both in the community and international NGO and Humanitarian sectors. Will started developing his skills in indigenous communities in remote Australia and has built a career around using media and new technologies as tools for community engagement and development. His experience covers a broad range of skills from Digital Humanitarianism to the implementation of community based media projects utilizing TV, radio, Print, online and mobile technologies. Will believes that marginalized and disaster affected communities have a voice and should be the drivers of their own futures and recovery.

Will’s managerial experience covers both community and organisational development with extensive project management experience. Will is currently tasked with globally mainstreaming Beneficiary Communications within the Red Cross movement and has been successful in leading community engagement programs in Australia, Asia, Africa and the Americas. Will is a dedicated communicator and campaigner of the need for organisations to communicate and actively listen to the people they serve.

Specialties: Community development and engagement; Program Management; Organisational development and management; Team leadership and people management; Extensive cross-cultural and international experience; Excellent communication and negotiation skills; Outcome and results orientated with strong people skills; a facilitator and implementer; a can do communicator!

Ute Jugert has been working for more than 14 years in the area of Health and Social Protection, including several years as advisor for Health Systems Development as well as Social Protection in Indonesia and India. Her areas of expertise are in Health Systems Strengthening, Health Security and Pandemic Preparedness, Health Policy and Planning and in the practical application of health system and decentralization concepts to improve health care management.

Ute holds an Master of Science degree in Political Science from the Goethe University in Frankfurt, Germany. She headed the Pandemic Preparedness Initiative of the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ). The Pandemic Preparedness Initiative GIZ implements on behalf of the Federal German Ministry for Economic Cooperation and Development (BMZ) from 2009 until June 2013. The initiative supported in a demand based approach in more than 30 measures in 21 countries. Supported areas include risk communication, surveillance systems, health promotion/ prevention (using school setting approach), access to vaccines and applied research. The initiative collaborated closely with WHO, Geneva as well as national WHO offices to support the implementation of the international health regulations and public private collaboration.
Zawaha HJ IDRIS

Principal Assistant Director
Institute for Health Behavioural Research,
Ministry of Health Malaysia.

Zawaha Hj Idris graduated from Science University of Malaysia with a Bachelor in Social Science (Hons) in 1986 and a Master’s degree in Health Education from National University of Malaysia (UKM) in 1997. She was appointed to the position of lecturer at the Institute of Public Health in 1998 and later in 2006 as the Principal Assistant officer to the newly established Institute for Health Behavioural Research, Ministry of Health. Currently she is responsible as the Coordinator and external lecturer for UKM Master’s programme in Health Education. She also conducts research and provides technical consultancy on areas related to health behaviours.

One of her most important contributions is providing expertise in communication for the ASEAN Risk Communication Resource Centre. Her special expertise and interest are in the areas of Health Communication and Health Promotion Planning. Zawaha is actively involved in the conduct of Public Health Research as Principal Investigator, Co-researcher and a Technical member of many scientific studies. Among the research conducted as a Principal Investigator are: Risk Behaviors Factors among School Canteen Food Handlers in the state of Kelantan. (2007/2008), Risk Perception among the Public on H1N1 in Klang Valley and Seremban (27 Jun-10 July 2009), Risk Behaviour Factors among National Service Trainees (2009) and Mental Health Literacy among Youths in Selangor (2010/2011). In addition she also participated as speaker and presenter in various scientific meetings.
Marc GRAMBERGER
Managing Director
Prospex

Marc Gramberger designs and facilitates corporate learning and stakeholder engagement processes. He is an internationally renowned facilitator of international conferences and participatory processes, specialised in the field of foresight, scenario and strategy development, negotiation, communication and multi-stakeholder engagement. With interactive, creative and thorough interventions, he helps his clients to identify, understand and master strategic challenges in their organisational context.

Marc has worked with a variety of organisations in the international arena, both private and public. These include multinational corporations such as Toyota, MasterCard, Qatar Telecom, Lek/Sandoz, SAP, the World Business Council on Sustainable Development, and international organisations such as the Organisation for Economic Development and Co-operation (OECD), the World Bank, and institutions of the European Union such as the European Environment Agency (EEA), the European Training Foundation (ETF), the European Central Bank and the European Commission. He has successfully supported organisations such as the ETF in organisational change processes and has led many international participatory scenario projects such as on the future of water in Europe (SCENES). He facilitated the GLOWA scenario on the future of water the Middle East with top level participants from Israel, Palestine and Jordan. For the EEA, he has led the facilitation of the PRELUDE scenarios, of the SCP and Bridging the Gap conferences and of many further stakeholder workshops e.g. on the State of the Environment. He has facilitated two workshops on scenario development for ASEF’s ENVforum and has led the Prospex team for the development of the ASEF ASAP scenarios.

A former project director at the European University Institute in Florence, Italy, Marc has published widely on the issue of strategy and communication and is the author of the OECD handbook ‘Citizens as Partners.’ Marc has worked as a journalist for print and electronic media, such as the Associated Press & national German television. He is managing director of Prospex, the international consultancy. Apart from his native German, Marc speaks fluent English, Dutch, and French as well as some Italian, and has worked on four of the five continents.

Peter RAKERS
Senior Consultant
Prospex

Peter Rakers is an international facilitator, trainer and consultant devoted to bringing out the best in people. Peter helps clients to build and achieve ambitious visions and strategies on the basis of sophisticated visions and scenarios development and analysis.

One of his foci is the process of alignment throughout organizations and their business processes as well as across sectors and society at large, involving stakeholders from various backgrounds. Peter is passionate about helping individuals, organizations and societies grow and achieve their full potential. He specializes in learning processes for foresight, scenarios and strategy development, leadership, negotiation, communication, and change.

Peter has worked with a variety of key healthcare stakeholders in public health and the pharmaceutical sector, e.g. on issues of infectiology and epidemiology, studying viral and bacterial infections and their consequences. As a student, he joined one of the first voluntary research projects on HIV (1986, virus not yet isolated) at the Institute of Tropical Diseases in Antwerp (BE) where Prof. Dr. Peter Piot, the former director of UNAIDS, was an attending physician at the time. Later, he joined Schering-Plough to work with interferon for the treatment of viral hepatitis B and C. At Bristol-Myers Squibb, he joined the international training team of infectiology and became an expert in nosocomial infections and bacterial resistance. He travelled around Europe to train infectiology at the local BMS management staffs and at international conferences like ICAAC and ESCMID. During his BMS period, he organized on a yearly basis international symposia on cystic fibrosis and coordinated several epidemiological
surveys on nosocomial Enterobacter pneumonia in hospitals. At IMS Health, he became more involved in the pharmaco-economical approach of healthcare where costs of therapy is put into balance with gained quality of life. As Managing Director of ratiopharm Belgium, he was a member of Febelegen, the Belgian association of generic manufacturers. In 2008, he joined Prospex to become the international practice leader healthcare.

Peter is a clinical chemist by education. He is trained at the Institute of Pharmaceutical Business (IFB) and the Boston Business School. He facilitates for the Rotterdam School of Management (RSM). Peter’s native language is Dutch. He is fluent in English & French and has a sound knowledge of German.

Lena MACCARTHY
Junior Consultant and Researcher
Prospex

Lena MacCarthy is a junior consultant and researcher at Prospex. She is based in the Asia-Pacific office located in Singapore. Lena is the permanent representative for Prospex in Asia-Pacific and is responsible for business development and the coordination of ongoing projects in the region. With strong experience in high-level consulting and research projects, Lena brings considerable expertise in stakeholder engagement, foresight and strategy and conflict management processes for public and private clients in Asia and worldwide.

Lena has worked for a variety of organisations in Europe and Asia and was previously based in Daegu, South Korea. At Prospex, Lena has been responsible for project management and coordination covering research, communications, client relations and conferences. For the EU Fundamental Rights Agency she led the research team analysing Prospex field research in eight countries on multi-level governance coordination mechanisms. Lena has also designed and implemented high-level conferences and workshops for the European Commission’s Directorate-General for Education & Culture and is the project coordinator for the International Association of Dredging Companies conference in Malaysia focused on Early Contractor Involvement including risk communications. Lena is the coordinator for communications at Prospex including the redesign of the corporate website.

Lena has a strong academic background in political science having studied at George Washington University in the United States of America, at the Institute d’Etudes Politiques in France and the University College Cork in Ireland. Most recently she completed a Master’s in European Studies at the Katholieke Universiteit Leuven in Belgium. Lena speaks English (mother tongue) and French.
ABOUT THE ORGANISERS

Sunkyoung LEE
Project Manager
Asia-Europe Foundation

Sunkyoung Lee joined ASEF in April 2009 as Project Executive for the ASEF Public Health Network. The Network promotes public health dialogue in Asia and Europe through a multi-level and multi-sector approach. Her involvement in this programme centres on overseeing the management of the Network as well as facilitating the establishment of interactive and sustainable networks across regions, organisations and individuals to tackle public health issues.

He has a MA degree in Japanese studies from Leiden University, where he also participated in the Japan Business Program. Additionally he completed a postgraduate course in international relations at Clingendael Institute.

Emil AGUSTIONO
Deputy Coordinating Minister
Coordinating Ministry for People’s Welfare, Indonesia

Emil Agustiono, epidemiologist, is an Indonesian medical doctor who has been working for the Ministry of Health of Indonesia. He has been dealing with health crisis and emergency preparedness and response for eleven years, followed by another ten years at the Coordinating Ministry for People’s Welfare coordinating the multi-sector agencies in disaster preparedness and response, including pandemics.

Before he was appointed to his current position of Deputy Minister for People’s Welfare, responsible for coordinating the health and population affairs, he was appointed as director for the health crisis centre under the Minister of Health of Indonesia. He has also been assigned by the President of the Republic of Indonesia through presidential decree since 2011 as secretary for the National Commission for Zoonotic Control. The National Commission is responsible for coordinating the multi-sector institutions to prevent and respond
to animal and human zoonotic diseases, including avian flu and other emerging pandemic threats in the country. The National Commission coordinates inter-ministerial and multi-lateral agencies such as WHO, FAO, UN-OCHA, USAID and others.

Currently, he is also a focal point of the ASEAN Technical Working Group on Pandemic Preparedness and Response (TWGPPR), with the responsibility to strengthen the ASEAN Member States’ (AMS) capacity to respond to pandemics and disasters, including the development of assessment indicators of the non-health sectors’ pandemic preparedness capacity in the region. He is also facilitating the PREPARE-project funded by USAID to develop Indonesia’s pandemic preparedness plans of the transportation, communication and energy sectors by implementing a whole-of-society approach.

Joy Rivaca CAMINADE
Technical Officer (Risk Communications)
World Health Organization (WHO)
Regional Office for the Western Pacific

Joy Rivaca Caminade is a development communications practitioner with about 22 years of professional experience in the field of programme development and management, public information, risk communications, community mobilization and knowledge management.

Currently, she is technical officer for risk communications in the Division of Health Security and Emergencies of the World Health Organization, Regional Office for the Western Pacific (WPRO). She is primarily responsible for the development, implementation and monitoring of the risk communications workplan under the Asia Pacific Strategy for Emerging Diseases (APSED). She works with Member States in WPRO in building the capacities for risk communications as mandated in the International Health Regulations (IHR).

Joy coordinated the communication response of WHO, on behalf of WPRO, for the current public health events such as the 2013 avian influenza A(H7N9) in China, 2013 H5N1 human cases in Cambodia, 2012 EV-71 outbreak in Cambodia, 2012 leptospirosis post-flooding in the Philippines and the 2011 hand foot and mouth disease in Viet Nam. She also coordinates the annual advocacy campaign called ASEAN Dengue Day.

Prior to joining WHO, Joy worked with the Secretariat of the Association of Southeast Asian Nations (ASEAN) as a Communications and Integration Specialist of the ASEAN Plus Three Emerging Infectious Diseases (EID) Programme. She facilitated the development and implementation of a Regional Communications and Integration Strategy on EIDs and worked closely with ASEAN Member States and Plus Three countries in putting in place regional mechanisms, policies and protocols for risk communications. She was also involved in developing regional dengue advocacy and in facilitating the high-level approval of the ASEAN Health Ministers to institutionalize the ASEAN Dengue Day every 15th of June.
The Asia-Europe Foundation (ASEF) promotes understanding, strengthens relationships and facilitates cooperation among the people and institutions of Asia and Europe.

ASEF enhances dialogue, enables exchanges and encourages collaboration across the thematic areas of governance, economy, sustainable development, public health, culture, and education.

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

Together with about 700 partner organisations ASEF has run more than 600 projects, mainly conferences, seminars and workshops. Over 17,000 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