The TELL ME Framework Model

In this context, the TELL ME project seeks to address three research questions:

1. Which are the most appropriate communication methods to deal with the complexity, uncertainty, and deep-seated beliefs and views that oppose recommendations made by official bodies?

2. How can the general public be better motivated or positively influenced to take effective preventive measures?

3. What are the best communication strategies to maximise vaccine uptake, and to assist health professionals in their work?

Our Background

- JOHN M. BARRY, 2009

"If you want to win a battle, the single most important weapon against the disease will be communication."

"In the next influenza pandemic, be it now or in the future, be the virus that dies."

"Spread disinformation and you lose. Walsh and colleagues provide a model for improved risk and crisis communication during pandemics."
TELL ME research and focus groups with HCPs across Europe and the US found that HCPs themselves felt social media should be used more widely to improve communications with the public. Many HCPs use social media to exchange clinical information, search for and discuss career opportunities, and engage in discussions on the latest health news and research. HCPs can amplify and add credibility to public health messages on social media during a crisis.

• BMJ’s doc2doc has over 70,000 registered users
• The French Réseau Santé Social (RSS) has over 50,000 full members

However, throughout the literature a lack of HCP participation in planning for a pandemic and developing seasonal flu vaccination campaigns is apparent. If social media is to be adopted as a serious crisis communications tool by HCPs, Institutions need to properly quantify and integrate the value of social media as a means to spread public health messages.

In addition to HCPs, there should be a wider use of opinion leaders at a local level to disseminate health messages. From the interviews TELL ME have conducted with bloggers, it was evident that they are thirsty for information and cooperation with governmental authorities.

Healthcare Professionals (HCPs) and Social Media
Harnessing Spokespeople
Engage with opinion leaders
Understand attitudes, issues & perceptions
Build trust & confidence
Recruit trusted spokespeople
Dispel myths & rumours
Address fears & concerns
Communications Planning
Engage with influencers
Evaluate response to communications
Mediate communications through trusted sources
Pre-test messages with focus groups
How Governments and Health Authorities Communicated

HOW THE PUBLIC COMMUNICATED
• Brazil has 200 Facebook groups dedicated to H1N1, vs the largest had over 10,000 members
• U.S. has 100 websites featuring content in the space of one hour

Social media communication during H1N1 2009

Case study 1: Social media communication during H1N1 2009

WHO declared the use of new information technologies in the management of information on the current H1N1 pandemic as important. That information was provided by the media and on the internet. The H1N1 was the first pandemic with a blogosphere and other rapidSharing Spokespeople
Presence before a crisis

An interactive two-way process

Comprehensive and flexible

Timing

Credibility, accountability, transparency and honesty

Proactive stance

Monitor social media and trending topics

Appealing to Health Care Professionals

Online communities as a resource

Information needs of various key stakeholders

Ten Golden Rules of Risk Communication

How does Twitter deal with misinformation?

Case study 2:

How does Twitter deal with misinformation?

How does Twitter deal with misinformation?

Each phase of a pandemic:

Outbreak communication have been identified, which are central to:

As part of the TELM research, good practice and key principles for
For more information on the TELL ME project or to access the guidance documents and tools, please go to www.tellmeproject.eu

School of Public Health at the University of Haifa (Israel)
Website: http://hw.haifa.ac.il/index.php/facultydeps/publichealth
Staff: Manfred Green, Anat Gesser-Edelsberg.

Centre for Research in Social Simulation - CRESS
Website: http://cress.soc.surrey.ac.uk
Contact: Nigel Gilbert, Jennifer Badham

National Centre for Epidemiology, Surveillance and Health Promotion, CNESPS (Italy)
Website: www.iss.it
Contact: Barbara De Mei, Valentina Possenti, Chiara Cattaneo

BMJ Publishing Group Ltd
Website: www.bmj.com
Contact: Mitali Wroczynski, Luisa Dillner

CEDARthree Ltd
Website: www.cedarthree.co.uk
Contact: Simon Langdon

European Union of General Practitioners, UEMO
Website: www.uemo.org
Contact: Ferenc Hajnal, Renata Papp

Vrije Universiteit Brussel, VUB
Website: www.vub.ac.be/infovoor/onderzoekers/research/team.php?team_code=LSTS
Contact: Paul De Hert, Paul Quinn

National Disaster Life Support Foundation, NDLSF (US)
Website: www.ndlsf.org
Contact: James J. James, Italo Subbarao, Jack Horner

Vitamib (France)
Website: www.vitamib.com
Contact: Olivier de Bardonneche, Gérard Brugal, Youssoufa Tahirou

Zadig Ltd (Italy)
Website: www.zadig.it
Zadig staff: Roberto Satolli, Luca Carra, Roberta Villa, Dimitris Dimitriou

Centre for Science, Society and Citizenship, CSSC (Italy)
Website: www.cssc.eu