Risk Communication
The Increasing Importance of Social Media
www.tellmeproject.eu
The TELL ME Framework Model offers a new look on the inter-relationships between seven components of risk communication: public sphere, segmentation, mass media, social media, opinion leaders, research and stakeholders. The objective of the Model is to demonstrate the non-linear nature of outbreak communication and show that all components are cross-connected and able to influence situations. Hence, the same time all four of the components are being used, they will be a vaccine. The second most important will be communication. From experience, delivering effective messages, providing evidence is a vital ingredient, preventing further outbreaks, providing education is a major challenge. From outbreak communication during pandemics, models for improved risk and crisis communication during pandemics.

The significance of the Framework Model is that it integrates relevant concepts and theories with a practical approach that can be adapted to specific risk situations and serve as the foundation for a practical guide for outbreak communication.

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

- How can the general public be better motivated or positively influenced to take effective preventive measures during the outbreak?
- What are the best communication strategies to maximise vaccine uptake, and to assist health professionals in their effort to defeat the disease?
- How can the gap between the better informed and less informed be bridged to take effective preventive measures?
- How can the gap between the better informed and less informed be bridged to take effective preventive measures?
- How can the gap between the better informed and less informed be bridged to take effective preventive measures?
- How can the gap between the better informed and less informed be bridged to take effective preventive measures?
- How can the gap between the better informed and less informed be bridged to take effective preventive measures?
- How can the gap between the better informed and less informed be bridged to take effective preventive measures?
- How can the gap between the better informed and less informed be bridged to take effective preventive measures?
- How can the gap between the better informed and less informed be bridged to take effective preventive measures?
- How can the gap between the better informed and less informed be bridged to take effective preventive measures?
- How can the gap between the better informed and less informed be bridged to take effective preventive measures?
- How can the gap between the better informed and less informed be bridged to take effective preventive measures?
- How can the gap between the better informed and less informed be bridged to take effective preventive measures?
- How can the gap between the better informed and less informed be bridged to take effective preventive measures?
- How can the gap between the better informed and less informed be bridged to take effective preventive measures?
- How can the gap between the better informed and less informed be bridged to take effective preventive measures?
- How can the gap between the better informed and less informed be bridged to take effective preventive measures?
- How can the gap between the better informed and less informed be bridged to take effective preventive measures?
- How can the gap between the better informed and less informed be bridged to take effective preventive measures?
- How can the gap between the better informed and less informed be bridged to take effective preventive measures?
- How can the gap between the better informed and less informed be bridged to take effective preventive measures?
- How can the gap between the better informed and less informed be bridged to take effective preventive measures?
- How can the gap between the better informed and less informed be bridged to take effective preventive measures?
- How can the gap between the better informed and less informed be bridged to take effective preventive measures?
- How can the gap between the better informed and less informed be bridged to take effective preventive measures?
- How can the gap between the better informed and less informed be bridged to take effective preventive measures?
- How can the gap between the better informed and less informed be bridged to take effective preventive measures?
- How can the gap between the better informed and less informed be bridged to take effective preventive measures?
- How can the gap between the better informed and less informed be bridged to take effective preventive measures?
- How can the gap between the better informed and less informed be bridged to take effective preventive measures?
- How can the gap between the better informed and less informed be bridged to take effective preventive measures?
- How can the gap between the better informed and less informed be bridged to take effective preventive measures?
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 also be a wider use of opinion leaders at a local level to disseminate health messages. From the interviews we 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 myth & rumour

Address fears & concerns

Evaluate response to communications

Mediate communications through trusted sources

Pre-test messages with focus groups

Tell Me research and focus groups with HCPs across Europe and the US

Tell me how communications with the public

found that HCPs themselves felt social media should be used more widely

Tell Me: Healthcare Professionals (HCPs) and Social Media

How governments and health authorities communicated

The H1N1 was “the first pandemic with a blogosphere and other rapid communication tools” (WHO, 2010) and the use of new information technologies should be an essential part of strategic communication planning (WHO, 2011). WHO declared that the use of new information technologies was crucial to the success of information campaigns in the effective communication of information on the nature and management of the pandemic. This emphasizes the role of information communication in the timely and effective management of the pandemic. The H1N1 pandemic was the first pandemic with a blogosphere and other rapid communication tools that were impossible to ignore (ECDC, 2010).

Case study 1: Social media communication during H1N1 2009

HOW THE PUBLIC COMMUNICATED

• Flickr - shows that the consultation on the site that had the highest number of messages was related to the theme of H1N1, which was popular on the site.
• Twitter - shows that the public was interested in the theme of H1N1, which was the most popular on the site.

HOW GOVERNMENTS AND HEALTH AUTHORITIES COMMUNICATED

• Only five EU member states used social media as a tool to reach the general public
• The Centers for Disease Control and Prevention (CDC) set up a dedicated Twitter account to provide information about H1N1 and posted videos on their website; but a YouTube video from the CDC’s Influenza Division received over 1.9 million views, far more than the CDC site.
• CDC targeted independent and influential bloggers to help spread information, created widgets and RSS feeds for people, and created a dedicated Twitter account to provide updates.
• Only the number of social media pages and tools used to reach the general public

WHO (2010) in a comprehensive study of the use of social media during the H1N1 pandemic concluded that social media was a useful tool for reaching HCPs and the public. However, a lack of HCP participation in planning for a pandemic and developing seasonal flu vaccination campaigns was 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.
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

10
9
8
7
6
5
4
3
2
1

Information needs of various Key Stakeholders
Online communities as a resource
Appealing to Health Care Professionals
Monitor social media and trending topics
Proactive stance
Credibility, accountability, transparency and honesty
Timing
Comprehensive and flexible
An interactive two-way process
Presence before a crisis

Case study 2: How does Twitter deal with misinformation?

How do people deal with misinformation?ipee

How do people deal with misinformation?

Each phase of a pandemic:
Outbreak communication have been identified, which are central to:
As part of the TELL ME Research, good practice and key principles for

Rumour spread because it was dramatic news and not challenged immediately. As more people on Twitter found out about it, they began to cross-verify and check with official sources, both online and offline. It soon became apparent that the rumour was false. The Twitter community discredited the rumour. But, it was official verification that quashed the rumour, showing the impact official organisations can have in correcting rumour.

As part of the TELL ME 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