

Communication challenges for H1N1 vaccine: Scenarios for planning

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Key arguments

- H1N1 vaccine communication will require more than standard message delivery explaining dosage and logistics (e.g. venues, time).
- Communication planning needs to start by considering type of demand/supply scenario.

Planning steps

1/ Consider program goals

- Vaccine(s), priority populations, timeline.

2/ Assess socio-communication background

Example: LAC in 2009

- Intense communication (yet different levels of “media saturation” across countries).
- Short-term behavior changes.
- Different levels of public trust in government health information and services.

POLÉMICO
MACRI DESIGNÓ
AL EX COMISARIO
FINO PALACIOS COMO
JEFE DE LA POLICÍA
METROPOLITANA

BAJO LA L
Un colaborador de Julio De
secretario de Transporte, Juan Pa
en la mira de la Justicia. Es ases
hermano del secretario privado y
del ministro. Uno de sus hombr
por "extorsión reitera

**CALIENTES POR
VALIENTES**
Los secretos de
seducción del programa
de más rating de la
televisión argentina.



CRÍTICA
DE LA ARGENTINA
www.cri...



El Gobierno también dibujó las cifras de contagio de gripe A: dos días antes de las elecciones sumaban 1.587 casos pero ayer el ministro de Salud reconoció que la epidemia ya afectó a más de 100.000 personas

LA PEOR MENTIRA

LA PRESIDENTA PRESENTÓ EL PROGRAMA "APRENDER EN CASA"

Señorita



Clarín X

El primer caso de gripe porcina del país vino de México

EL UNIVERSAL
EL GRAN DIARIO DE MÉXICO

GDF Y EMPRESARIOS DECIDEN NO DETENER ACTIVIDADES EN EL DF

Paro nacional de clases; virus brinca a más países

...Y ADEMÁS, TIEMBLA

EPIDEMIA EN MÉXICO

PREVENCIÓN CASERA
"¿Y ahora qué sigue...?"

KIOSKO
AL SON DE JUAN

NY revive temas por el 11-9

EL SPORTS TÉCNICO

DARDOS HOY

Key communication challenges to consider in planning

Knowledge of vaccine +

Risk perception about H1N1 +

General attitudes about vaccines +

Perception/trust government
health programs +



More positive marks, easier task

Communication planning needs to consider four types of scenarios according to **availability** and **demand** for vaccine.

Each scenario presents specific opportunities and challenges, which require different communication strategies.

LOW

HIGH

AVAILABILITY

AVAILABILITY

**LOW
DEMAND**

1

2

**HIGH
DEMAND**

3

4

1	2
3	4

1. Identify relevant communication challenges.
2. Identify “most likely” driver of change – what would lead to key expected results?
For example: Knowledge about vaccine, higher risk perception, knowledge about symptoms, knowledge about access, affordability, policy priority to ensure adequate supply.
3. Select appropriate interventions - advocacy, social mobilization, and communication.
4. Determine sequence of interventions.

LOW AVAILABILITY HIGH AVAILABILITY

LOW DEMAND

Scenario 1
Need for advocacy to ensure adequate supply before community mobilization to increase demand

2

HIGH DEMAND

3

4

LOW

HIGH

AVAILABILITY

AVAILABILITY

LOW
DEMAND

1

Scenario 2
How to promote demand among at-risk populations?
How to promote demand without panic messages?

HIGH
DEMAND

3

4

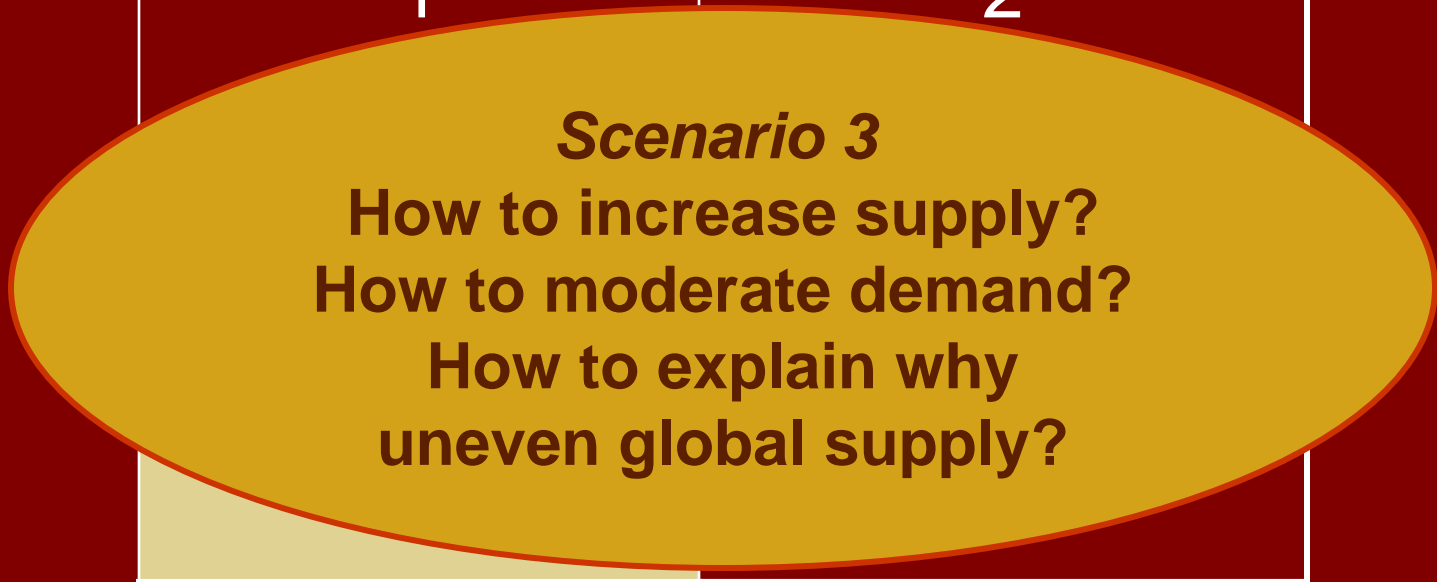
LOW HIGH
AVAILABILITY AVAILABILITY

LOW
DEMAND

1

2

HIGH
DEMAND



Scenario 3
How to increase supply?
How to moderate demand?
How to explain why
uneven global supply?

LOW HIGH
AVAILABILITY AVAILABILITY

LOW
DEMAND

1

2

HIGH
DEMAND

3

Scenario 4
Distribution challenges?
Are systems ready?
If not, how can
communication help?

Final considerations

- H1N1 vaccine offers communication opportunities to...
 - Increase knowledge about vaccines and flu.
 - Build/reinforce social norms related to flu vaccination.
 - Advocate for accountability and transparency of health systems (e.g. access to information, participation, dialogue between authorities and citizens).