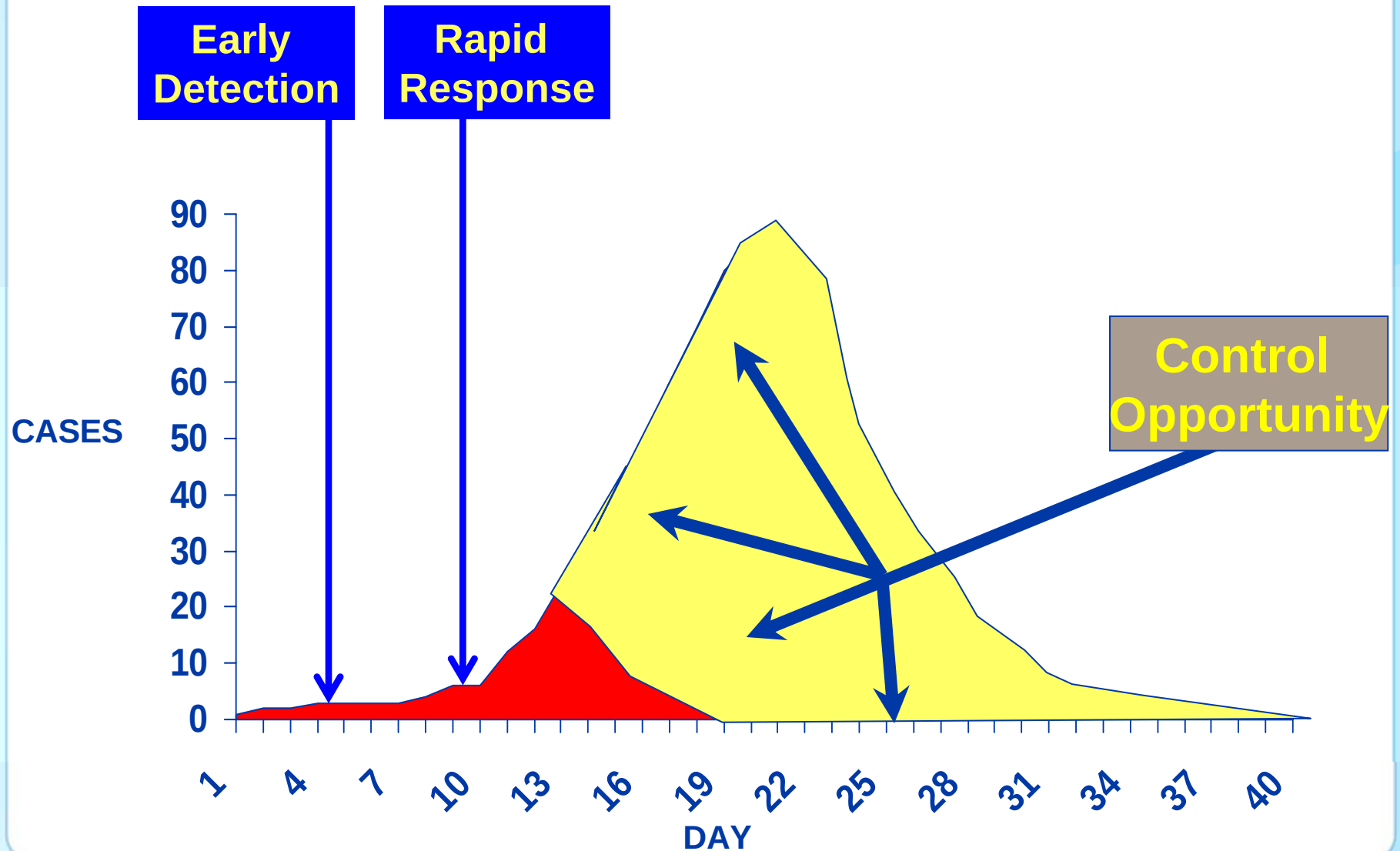


Module 1

IHR Risk Communication Capacity: Transparency and First Announcement of a Real or Potential Risk

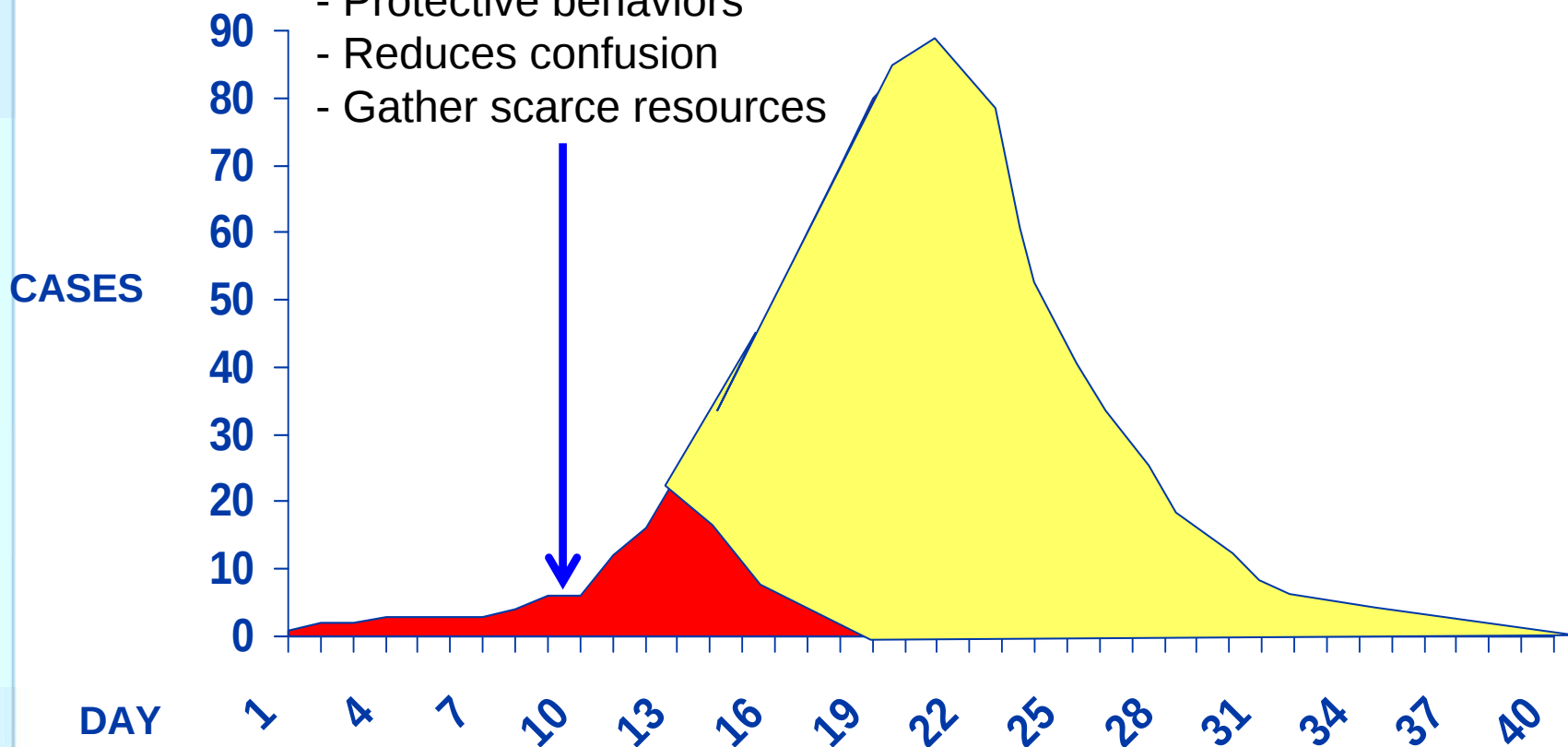
Effective Outbreak Management



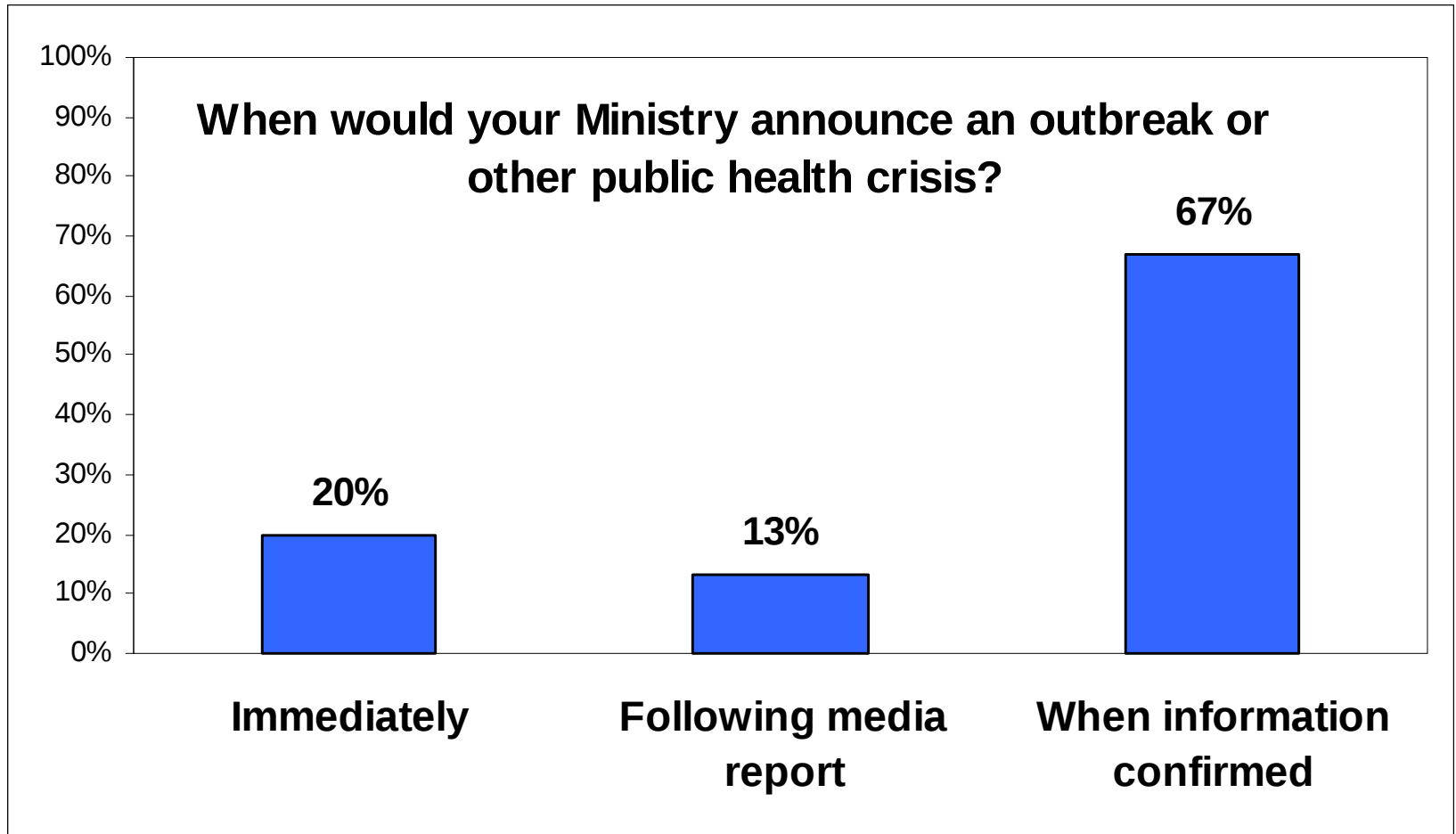
Effective Outbreak Management

Proactive announcement of real or potential risk:

- Increases surveillance
- Protective behaviors
- Reduces confusion
- Gather scarce resources



First Announcement



The Case Against Transparency

- "The Unknowns"
- Lack of information will raise anxiety/panic
- Media will sensationalize information gaps
- Uninformed "experts" will speculate
- Say nothing, hope nothing happens
- Needless economic harm

Loss of control

The Case For Transparency

- Rumours will fill information vacuum
- If media announce, undermines trust
- Withheld information more frightening
- Public accept uncertainty and changing risk assessment
- Encourages protective behaviors/surveillance
- Describe the situation before others do
- Emergencies can't be hidden

Transparency increases control

Japan Radiation Crisis

- ❑ Tokyo Electric Power Company's (TEPCO) late apology
- ❑ Initial information released was disjointed and incomplete
- ❑ Chief Cabinet Secretary, "We could have provided information faster."



Japan Radiation Crisis

- ❑ Public recognized lack of transparency
- ❑ “Not knowing is our biggest fear.”
- ❑ Missed opportunity to gain trust



Transparency in Practice

How do you decide whether or not information should be released publicly?

- Will the release of this information:
 - help the affected community protect itself?
 - impact an economic sector?
 - stigmatize a population?
 - make the Government "look bad"?
 - introduce potential legal liability?

Transparency in Practice

IHR Risk Communication Capacity:

Transparency and effective information dissemination

1. Establish a decision making approach for public communication during emergency
2. Enshrine that approach in a guideline, policy or law
3. Ensure it is part of emergency management system through training, exercises, leadership endorsement