

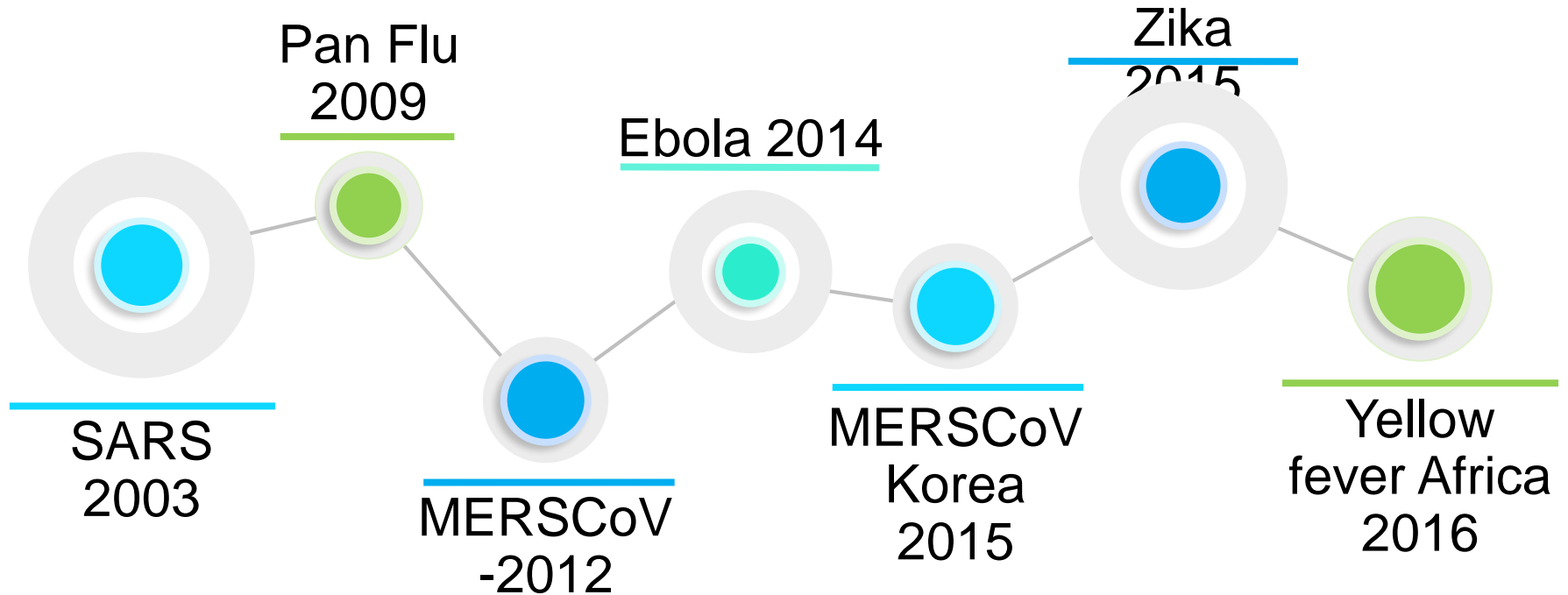
Trust

*The currency for
communications*

- Dr Gaya Gamhewage







- Risk communication has emerged as a make-or-break intervention in health emergencies
- **Trust** as a key component of emergency risk communication
- Lessons for other types of communication?



- Globalized world
- Connected – IT revolution and social media
- Declining trust in authorities and experts
- “Clash” of cultures
- Massive background noise
- Complex socio-economic factors influence perception
- Changing face and roles of mass media





- **Risk Communication(s)** refers the **real-time exchange of information, advice and opinions** between experts or officials and people who face a threat (hazard) to their survival, health or economic or social well-being.

- Its ultimate purpose is that everyone at risk is able to take **informed decisions** to **mitigate** the effects of the threat (hazard) such as a disease outbreak and take protective and preventive action.

**Information
& Engagement**

Decision

**Action
(risk
reduction)**



Risk Communication uses a **mix of communication and engagement strategies and tactics**, including but not limited to, media communications, social media, mass awareness campaigns, health promotion, stakeholder engagement, social mobilization and community engagement.



- Usually about a serious threat: survival, disease, socio-economic or political loss
- Even in these urgent and serious events, people don't always listen or follow advice
- Research and evidence becoming available about behaviours, perceptions, and trust

- **Less concerned about health risks that are:**

- Voluntary
- Familiar
- Controllable
- Controlled by self
- Fair
- Chronic
- Diffuse
- Not fatal

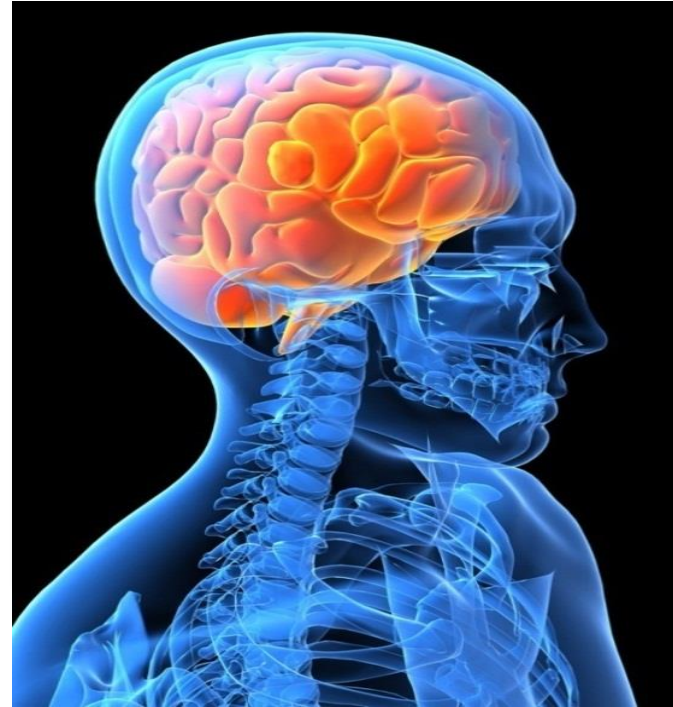


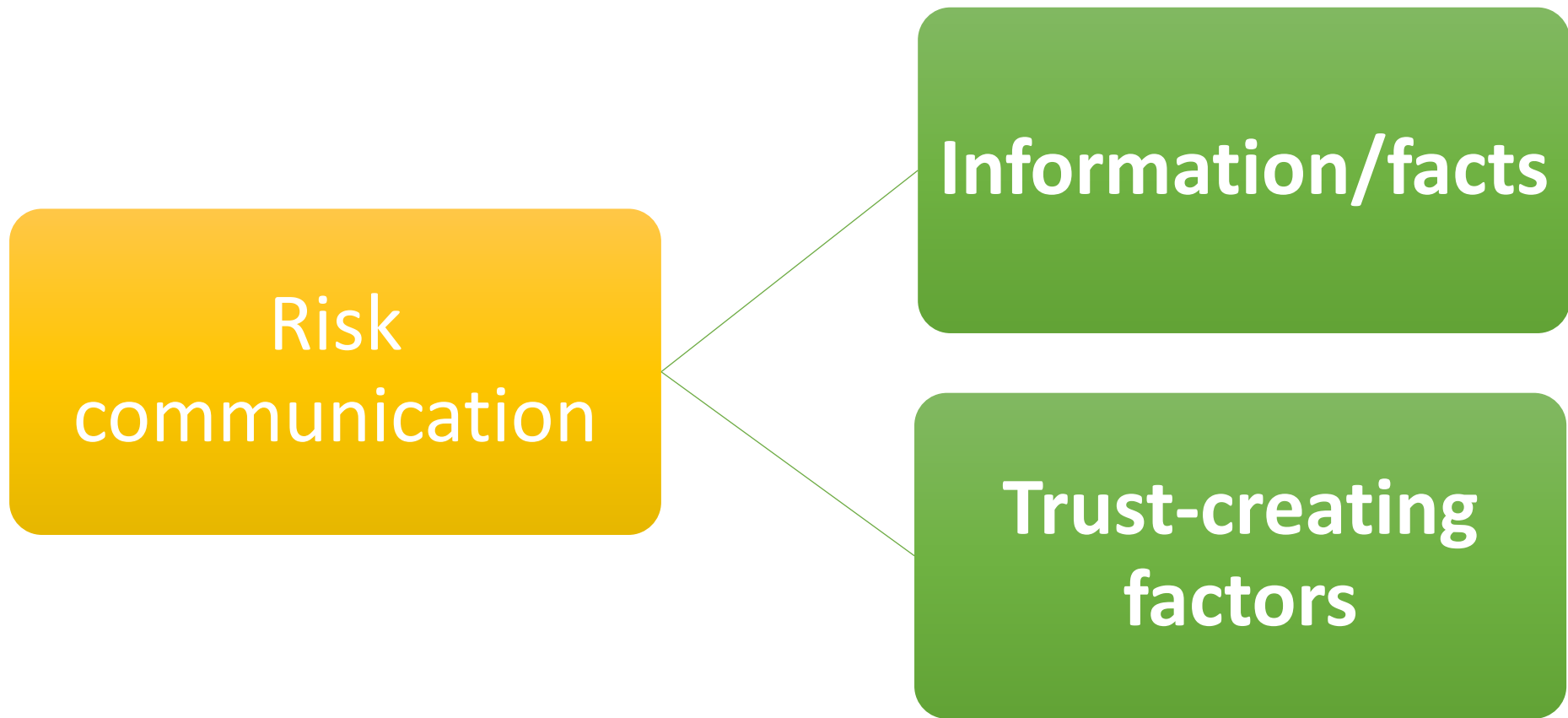
Photo : WHO /Aphaluck Bhatiasevi

- **More concerned about health risks that are:**

- Involuntary
- Unfamiliar
- Uncontrollable
- Controlled by others
- Unfair
- Acute
- Focused in time and space
- Fatal

- rooted in the sub-conscious
- often not logical
- influenced by culture
- coloured by emotions
- not always expressed verbally
- shows in behaviour





- Trust has emerged as the most important variable in communicating risk



Trust is made of audience perceptions



1. Communicate about Risks, events, interventions
2. Communicate uncertainty – say what is known and unknown
 - ✓ Functioning and accessible services,
 - ✓ Self-efficacy,
 - ✓ Community-owned,
 - ✓ Transparent,
 - ✓ Multiple channels & methods,
 - ✓ Timely,
 - ✓ Easy-to-understand,
 - ✓ Contextualized,
 - ✓ Targeted



OpenWHO.org

Integrate online knowledge transfer into health emergency response



The screenshot shows the OpenWHO.org website. At the top left is the World Health Organization logo. The navigation bar includes 'About OpenWHO', 'Channels', 'Courses', a language dropdown set to 'English', and a 'Log in' button. The main content area features a 'Welcome to OpenWHO' heading and a paragraph explaining the platform's purpose. Below this is a search bar with 'Join now', 'Find a course', and 'Search courses' fields. A central video player shows a group of people with a 'Transfer useful knowledge' overlay. At the bottom, there are 'Download on the App Store' and 'GET IT ON Google Play' buttons.

The first WHO platform

hosting unlimited users during health emergencies

00:00:24:16



Outbreak Channel
Cholera: Revised cholera kits and calculation tool
Self-paced
English

Outbreak Channel



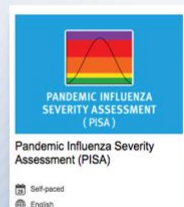
Get Social! Channel
Risk communication essentials
Self-paced
English

Get Social! Channel



Ready for response Channel
Incident Management System
Self-paced
English

Ready for response Channel



Ready for pandemic Channel
Pandemic Influenza Severity Assessment (PISA)
Self-paced
English

Ready for pandemic Channel





- Deposits
 - Truthful, timely, transparent, understandable, showing empathy and care
- Withdrawals
 - Delayed, fact-based only, using jargon, lying, manipulating, hiding information, showing no care or empathy

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