

The Web of Communications

Peter Graham – Senior Press Officer
Department of Health

Introductions



- Peter Graham – Senior Press Officer
 - Public health including Emergency Preparedness
 - England/UK Government response to health-related crises
 - National Health Service response
 - Member of two communications networks:
 - Health Security Committee
 - Global Health Security Initiative

Crisis!

A new and unknown virus has suddenly infected every country – not on a massive scale, but enough to be detected by the authorities.

The news has spread quickly on Facebook and Twitter. You receive a call from the national media and they are going live with the story in 10 minutes. What would be the first message you would give at this time?

You've got 30 seconds!

Plugged in



Health Security Committee Communicators Network

- Full members, representatives [27 MS; 3 EEA; ECDC; EFSA; EMA; ECHA]
- Permanent observers representatives including Switzerland and WHO
- Created in November 2008 – First meeting 1 month before H1N1!
- Aim: Bringing together health threat crisis communicators in order to exchange experience and best practice on risk and crisis communication
- Focus: crisis communication, and preparedness
- Health related recommendations, and risk management

Plugged in



Global Health Security Action Group Communicators Network

- Strengthen health preparedness and response globally to threats of biological, chemical, radio-nuclear terrorism (CBRN) and pandemic influenza.
- The initiative has a number of sub-groups to deliver the priorities of the initiative – the communications network is part of the Risk Management and Communications Working Group.
- Germany, France, Italy, UK, Canada, Japan, Mexico, USA, European commission, WHO.
- First met in Washington, D.C. in October 2006
- Best practice, support, strategy for GHSI
- Scenario planning, training

Who wants to be a networker?



My friend in...



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Critics are calling it a two-tier health system — one for the politically well connected, another for the hoi polloi. As Germany launched its mass-vaccination program against the H1N1 flu virus on Monday, the government found itself fending off accusations of favoritism because it was offering one vaccine believed to have fewer side effects to civil servants, politicians and soldiers, and another, potentially riskier vaccine to everyone else. The government had hoped that Germans would rush to health clinics to receive vaccinations against the rapidly spreading disease, but now rising anger over the different drugs may cause many people to shy away.

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In Germany, a Better Vaccine for Politicians?

By TRISTANA MOORE / BERLIN Tuesday, Oct. 27, 2009

Related

Photos



Soccer in the Time of Swine Flu



Andreas Rentz / Getty

Stories

- H1N1: Swine Flu's Collateral Health Benefits in Bolivia
- Child-Care Centers and Parents Brace for Flu Season

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World Power Elect

The world the next expected population

Trust is...

"Networks build trust...without it the world can't move. Networks are driven by the realities we face. Having networks in place to move accurate and useful information among disease experts at the same speed the event is happening is revolutionary, but essential for facing today's and tomorrow's global health challenges."

Dr. Keiji Fukuda, Assistant Director-General
for Health, Security and Environment, WHO

Thank you



Peter Graham

Senior Press Officer – Public Health
Department of Health

020 7210 5656

peter.graham@dh.gsi.gov.uk

www.dh.gov.uk

Twitter @dhgovuk