

The PIRATE project

Public Information and Responses After Terrorist Events



The context

- Public reactions can be major determinant of the overall economic, social, physical and psychological impact of an incident, but little is known about how EU citizens would respond to CBRN terrorism
- PIRATE project, “Public intentions and Information needs following biological and radiological terrorism”
 - 2 years
 - 3 partners: Health Protection Agency; King’s College London; DIALOGIK



The context

- Events involving CBRN threats present unique challenges for communicators
 - Imposed risk
 - Catastrophic effects
 - Manmade
 - Difficult to detect
 - Cause disagreements amongst experts
- Factors likely to enhance success of messages
 - Accuracy
 - Consistency
 - Regularly updated information
 - Contextually relevant information



Questions...

- Will they spontaneously evacuate affected areas?
- Are they willing to attend mass vaccination centres?
- Will unaffected people demand treatment and monitoring?
- Will people avoid affected areas even after unaffected people demand treatment and monitoring?
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Goiania, Brazil, 1987



Polonium 210, London



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Focus group scenarios - UK



**Inject 2:
Immediate**

PHASE 2:

- Leaflet Injests
- Extended health and government official messages



**Inject 3:
1 week**



The smallpox vaccine: the facts

Is this one to be vaccinated after I have been exposed to smallpox?
No. Being vaccinated before exposure to smallpox will protect 85% of people from catching the disease. However, even if you are vaccinated up to 4 days after you have been exposed, it will still prevent or reduce the severity of the illness in the vast majority of people. Vaccination after 7 days after exposure is likely to provide some protection, but the sooner you are vaccinated the more likely it is to work.

Do I still need the smallpox vaccine if I've already had it years ago?
Having three smallpox vaccines protects you for 3 to 5 years. After 3 years you are still likely to be exposed to the smallpox virus, so you may need a booster injection. People who are vaccinated may have a protection lasting for about 10 years.

Where do I go for more information?
You can go to a GP or your local health authority for more information. You can also contact the Health Protection Agency website www.hpa.gov.uk or call 020 844 4477 or visit the Smallpox website www.hpa.gov.uk/smallpox for more information.

What do we do if we have been exposed to smallpox, or if we have symptoms of smallpox?
If you have been exposed to smallpox, you should contact your GP or call 020 844 4477.

KEY POINTS TO REMEMBER:

- Having the smallpox vaccine will protect you from catching the disease.
- It can work even if you have recently been exposed to smallpox.
- The vaccine is not safe for people with certain medical conditions.
- If you believe you have been exposed to smallpox, or if you have symptoms of smallpox, go to www.hpa.gov.uk for a local treatment centre or call 020 844 4477.

**Inject 3b:
2 weeks**



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Exercise scenarios

Desktop exercises



Field exercises



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Focus group scenarios - DE

EXERCISE

STUTTGARTER MORGENBLATT

Donnerstag, 12. Mai 2005 | 1. Seite | 1700

Deutschland in erhöhter Alarmbereitschaft: Radioaktiver Anschlag möglich

Von Jan Ulrich Hahn

Die Polizei hat unter dem Verdacht der Anbahnung einer radioaktiven Bombe in ganz Deutschland eine erhöhte Alarmbereitschaft ausgerufen. Die Polizei hat unter dem Verdacht der Anbahnung einer radioaktiven Bombe in ganz Deutschland eine erhöhte Alarmbereitschaft ausgerufen. Die Polizei hat unter dem Verdacht der Anbahnung einer radioaktiven Bombe in ganz Deutschland eine erhöhte Alarmbereitschaft ausgerufen.




EXERCISE

STUTTGARTER MORGENBLATT

Freitag, 13. April 2005 | 1. Seite | 1700

Impfzentren: Zahl der Hilfesuchenden nimmt ab

Während die Menschen versuchen, eine Alltagsvaccine zu bekommen, sinkt die Zahl der Hilfesuchenden in den Impfzentren.



Inject 2:
Immediate

PHASE 2:

- Leaflet Injects
- Extended health and government official messages

Inject 3:
1 week

Inject 3b:
2 weeks

The smallpox vaccine: the facts

KEY POINTS TO REMEMBER:

- Having the smallpox vaccine will protect you from catching the disease.
- It can work even if you have recently been exposed to smallpox.
- The vaccine is not safe for people with certain medical conditions.
- If you believe you have been exposed to smallpox, or if you have symptoms of smallpox, go to your nearest GP or call 0800 030 030.

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Surveys – scenario presentation

“One of the things we are interested in is how people would cope if a disease called smallpox appeared.

I'd like to present a hypothetical situation in which members of the public have been deliberately exposed to smallpox. Please imagine that you hear on the news that three people have been taken into hospital suffering from smallpox. It is believed that they are terrorists who deliberately infected themselves with the disease in order to give it to other people. Police are looking for four other men who may also have the disease, and who are on the run.

In the days after this, several people from your area are brought to hospital and are found to have smallpox. Government health experts advise people that the initial symptoms of smallpox are very similar to flu, but that after a few days a rash will start to develop and then get worse. The disease can be lethal. They ask anyone who thinks they have smallpox to call a helpline number so that they can be assessed and given treatment if need be. They also ask anyone who has been in contact with someone suspected to have smallpox to call the helpline so that they can be assessed.”

