

Rijksinstituut voor Volksgezondheid en Milieu
Ministerie van Volksgezondheid, Welzijn en Sport

Exploring risk perception and information needs to improve preventive behaviour during outbreaks
engaging the individual and the public

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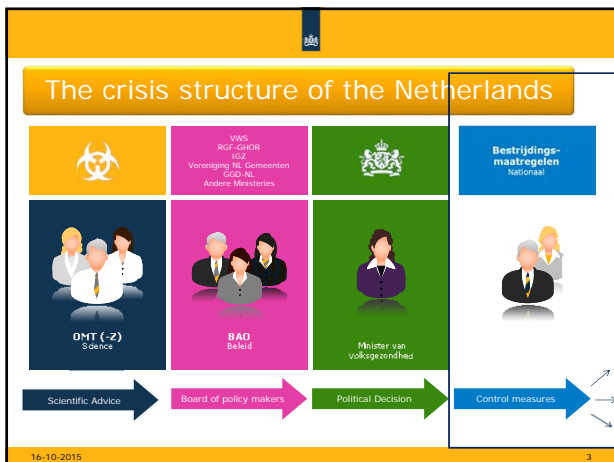


Outbreak management in the NL

Case studies

- Ebola: Lianne Schol
- Measles
- Salmonella Thompson: Desiree Beaujean
- EHEC

Discussion & Conclusions



In crises

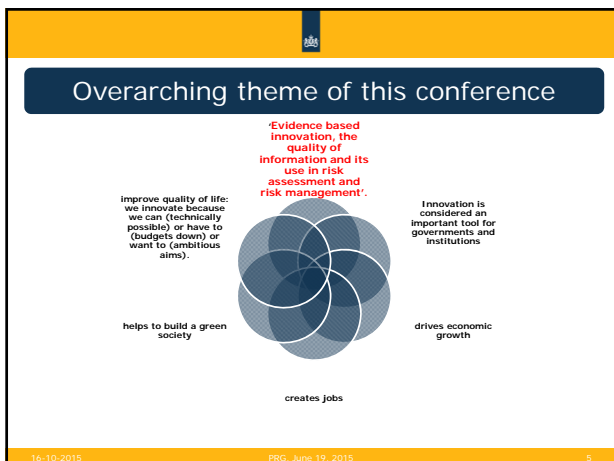
Context

- The events are highly unpredictable
- Time pressure
- Citizens are stressed, anxious
- Enormous need for information
- Media are eager for breaking news

Outbreak management and communication

- Correct and timely information
- Instructions on how to act
- Monitoring compliance with measures
- Monitoring perceptions, hoaxes and stories that might hamper crisis control

Maatregelen



Conclusions

- 1. Knowledge**
 - ✓ Satisfactory, needs improvement
- 2. Perception**
 - ✓ Correct with respect to seriousness and susceptibility
- 3. Preventive behavior**
 - ✓ Knowledge and correct perceptions do not automatically lead to preventive behaviour

Improve communication, use the channels the public uses (traditional media, and news and newspaper websites, WIKI)


Studies into options for preventive behavior (second best?)

Conclusions

Outbreak management is in the first place **outbreak recognition and control measures!**

It involves having (at least) **knowledge of (but ideally grip on processes that influence uptake of messages by the population!**

It involves **systems to monitor development of perceptions, information needs and social interactions to be able to provide answers to the public!**




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Thank YOU!



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