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| 1. Record Nr. | UNINA9910820219103321 |
| Titolo | Effective media communication during public health emergencies : a WHO field guide |
| Pubbl/distr/stampa | Geneva, : World Health Organization, 2005 |
| ISBN | 9786610953271 92-4-068192-2 1-280-95327-6 1-280-84158-3 9786610841585 92-4-068216-3 |
| Edizione | [1st ed.] |
| Descrizione fisica | ii, 53 p |
| Collana | Nonserial Publication |
| Disciplina | 362.101 |
| Soggetti | Communication in public health Communication in emergency medicine Emergency medical services - Public relations Disaster medicine - Public relations Health planning - Public relations Communication policy Health in mass media Communication in public administration Mass media |
| Lingua di pubblicazione | Inglese |
| Formato | Materiale a stampa |
| Livello bibliografico | Monografia |
| Note generali | Bibliographic Level Mode of Issuance: Monograph |
| Nota di contenuto | Intro -- CONTENTS -- STEP 1: Assess media needs, media constraints, and internal media-relations capabilities -- STEP 2: Develop goals, plans and strategies -- STEP 3: Train communicators -- STEP 4: Prepare messages -- STEP 5: Identify media outlets and media activities -- STEP 6: Deliver messages -- STEP 7: Evaluate messages and performance -- ANNEXES. |
| Sommario/riassunto | Effective communication through the media is an essential responsibility of public health officials, particularly during emergencies. Urgent, high-concern situations present a unique communication |

challenge. Recent outbreaks of severe acute respiratory syndrome (SARS) and avian influenza, releases of anthrax and sarin, and the tsunami disaster in South-east Asia underline the importance of communication during public health emergencies. Poor communication can erode public support, fan emotions, undermine confidence, and amplify social and economic costs. Effective communication can rally support, calm a nervous public, provide much-needed information, encourage cooperative behaviors, and help save lives. This handbook presents an integrated, principle-based approach to media communication for those dealing with public health emergencies. Topics covered include how journalists gather and process information about public health emergencies, steps for planning and implementing an effective media communication programme, identifying and reaching target audiences, media interviews, avoiding traps and pitfalls, and preparing key messages. It is designed to improve those skills needed for preparing and delivering public health messages during an emergency. It will be useful to public health and government officials, senior managers in public and private sector organizations, hospital managers, public information officers, and experts responsible for communicating with the media.
