COVID-19 Emergency Risk Communication and Community Engagement

Communication is a public health intervention

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WHO Europe Regional Office

- [http://www.euro.who.int/en/home](http://www.euro.who.int/en/home)
- COVID-19 materials in over 30 languages, dashboard, daily updates
- Risk Communication and Community Engagement
  - Support countries to communicate risks
  - Support countries to engage with communities
  - Formative research
Behavioural Insights Tool

- Questionnaire that can be adapted
- Protocol
- Data analysis via website
- Regular, rapid data collection
- Interpretation and recommendations discussed at country level
- Decision-makers included throughout
1. Transparency and early announcement of a real or potential risk

2. Coordinating Public Communication

3. Listening through two-way communication

4. Selecting effective channels and trusted key influencers
Communication Strategies

• Build and maintain trust
• Know your audience
• Listen
• Provide accurate, timely, transparent information
Understanding Your Audience

• Age
• Education level
• Location/time/phase of pandemic
• Risk perception
• Access to available services
• Relevant influencers and channels
• Trusted sources of information and services
Messages and Channels

• Tailor your messages and your approach to your audience
• Support positive behaviour change
• Social media
• Person-to-person
Community Engagement

- NGOs
- Community Based Organizations
- Religious groups
- Sports clubs
- Schools/Universities
- Business associations
- Social groups
- Healthcare workers
- Other frontline workers
Your Role As An Influencer

• Communicate accurate information
• Alert without alarm
• Be a trusted source of information
• Amplify messages
• Motivate others
• Act as a role model
• Show empathy
COVID-19 situation in the WHO European Region

Data as of: 29 March 2020, 10:00 (CET)

53 Countries with confirmed cases:
- Italy: 92,472
- Spain: 72,248
- Germany: 52,547
- France: 37,575
- United Kingdom of Great Britain and Northern Ireland: 17,089
- Switzerland: 13,152
- Netherlands: 9,762
- Belgium: 9,134
- Austria: 8,291
- Turkey: 7,402
- Portugal: 5,170

7 Territories with confirmed cases:
- Faroe Islands: 155
- Kosovo[1]: 91
- Jersey: 61
- Gibraltar: 56

Total confirmed cases: 361,457
Total confirmed deaths: 21,430

Sources:
- EU/EEA countries and UK: ECDC
- All others: Data reported by IHR States Parties under the

Orange circles represent total cases.
Cumulative incidence per 100,000 population is indicated by dark blue (higher) to light yellow (lower).

The boundaries and names shown and the designations used on this map do not imply the expression of any opinion whatsoever on the part of the World Health Organization concerning the legal status of any country;
Coronavirus disease (COVID-19) advice for the public

COVID-19 Response Fund
Donate

When and how to use masks
Myth-busters
Getting workplace ready
Healthy parenting

These materials are regularly updated based on new scientific findings as the epidemic evolves. Last updated 18 March 2020

Basic protective measures against the new coronavirus

Stay aware of the latest information on the COVID-19 outbreak, available on the WHO website and through your national and local public health authority. Most people who become infected experience mild illness and recover, but it can be more severe for others. Take care of your health and protect others by doing the following:
Resources

WHO Europe Regional Office

https://who.canto.global/v/coronavirus/folder/PQC9D?from=thumbnail&scrollTo=66&qOrderProp=uploadDate&qSortingForward=true&display=thumbnail&viewIndex=1

http://www.euro.who.int/en/home

WHO Headquarters

https://www.who.int/emergencies/diseases/novel-coronavirus-2019