

Communicating risk in public health emergencies

A WHO guideline for emergency risk
communication (ERC) policy and practice



Communicating risk in public health emergencies

A WHO guideline for emergency risk
communication (ERC) policy and practice



**World Health
Organization**

Communicating risk in public health emergencies: a WHO guideline for emergency risk communication (ERC) policy and practice

ISBN 978-92-4-155020-8

© **World Health Organization 2017**

Some rights reserved. This work is available under the Creative Commons Attribution - NonCommercial-Share Alike 3.0 IGO licence (CC BY-NC-SA 3.0 IGO; <https://creativecommons.org/licenses/by-nc-sa/3.0/igo>).

Under the terms of this licence, you may copy, redistribute and adapt the work for non-commercial purposes, provided the work is appropriately cited, as indicated below. In any use of this work, there should be no suggestion that WHO endorses any specific organization, products or services. The use of the WHO logo is not permitted. If you adapt the work, then you must license your work under the same or equivalent Creative Commons licence. If you create a translation of this work, you should add the following disclaimer along with the suggested citation: "This translation was not created by the World Health Organization (WHO). WHO is not responsible for the content or accuracy of this translation. The original English edition shall be the binding and authentic edition".

Any mediation relating to disputes arising under the licence shall be conducted in accordance with the mediation rules of the World Intellectual Property Organization.

Suggested citation. Communicating risk in public health emergencies: a WHO guideline for emergency risk communication (ERC) policy and practice. Geneva: World Health Organization; 2017. Licence: CC BY-NC-SA 3.0 IGO.

Cataloguing-in-Publication (CIP) data. CIP data are available at <http://apps.who.int/iris>.

Sales, rights and licensing. To purchase WHO publications, see <http://apps.who.int/bookorders>. To submit requests for commercial use and queries on rights and licensing, see <http://www.who.int/about/licensing>.

Third-party materials. If you wish to reuse material from this work that is attributed to a third party, such as tables, figures or images, it is your responsibility to determine whether permission is needed for that reuse and to obtain permission from the copyright holder. The risk of claims resulting from infringement of any third-party-owned component in the work rests solely with the user.

General disclaimers. The designations employed and the presentation of the material in this publication do not imply the expression of any opinion whatsoever on the part of WHO concerning the legal status of any country, territory, city or area or of its authorities, or concerning the delimitation of its frontiers or boundaries. Dotted and dashed lines on maps represent approximate border lines for which there may not yet be full agreement.

The mention of specific companies or of certain manufacturers' products does not imply that they are endorsed or recommended by WHO in preference to others of a similar nature that are not mentioned. Errors and omissions excepted, the names of proprietary products are distinguished by initial capital letters.

All reasonable precautions have been taken by WHO to verify the information contained in this publication. However, the published material is being distributed without warranty of any kind, either expressed or implied. The responsibility for the interpretation and use of the material lies with the reader. In no event shall WHO be liable for damages arising from its use.

Photo credits. WHO/D. Spitz, WHO/A. Bhatiasevi, WHO/E. Soteras Jalil, WHO/C. Black, WHO/G. Moreira, WHO/A. Esiebo, WHO/W. Romeril, WHO/H. Ruiz, WHO/V. Houssiere, WHO/I. Vrabie, WHO/U. Zhao, WHO/AMRO, WHO/N. Alexander.

Printed in Switzerland

Contents

Acknowledgements	v
List of abbreviations	vi
Glossary	vii
Executive summary	ix
1. Introduction and background	1
2. Why these guidelines were developed	2
3. Objectives and scope of the guidelines	3
4. Who should use these guidelines?	3
5. Existing relevant guidelines	4
6. How these guidelines were developed (methodology)	4
6.1. Evidence for recommendations	7
6.2. Types of recommendations	7
7. Recommendations	10
A Building trust and engaging with affected populations	10
A.1. Trust	11
A.2. Communicating uncertainty	13
A.3. Community engagement	14
B Integrating Emergency risk communication into health and emergency response systems	16
B.1. Governance and leadership	17
B.2. Information systems and coordination	18
B.3. Capacity building	20
B.4. Finance	23
C Emergency risk communication practice	24
C.1. Strategic communication planning	25
C.2. Monitoring and evaluation tools	27
C.3. Social media	28
C.4. Messaging	29
7.1. Research priorities and gaps	32
7.2. Composition of guideline groups	34
7.3. Guideline Development Group	34
8. Plans for disseminating and evaluating the impact of these recommendations	37
8.1. Monitoring and evaluation	38
8.2. Review by date	38

References	39
Annexes	43
Annex 1. Composition of guideline groups	43
Annex 2. Guideline development methods	46
Annex 3. SPICE questions	53
List of tables	
Table 1. WHO guidance on risk communication	4
Table 2. Questions to guide evidence reviews	5
Table 3. Methods used to improve community engagement	15
Table 4. Data gathering tools	27
Table 5. Research priorities and gaps	32
Table 6. Internal Steering Group members	43
Table 7. Guideline Development Group members	44
Table 8. External Review Group members	45
List of figures	
Figure 1. Summary of methods reviewers used to develop the evidence synthesis	6

Acknowledgements

The World Health Organization (WHO) Department of Infectious Hazard Management produced these guidelines in collaboration with the Department of Communications. Their development was led by Gaya M. Gamhewage under the direction of Sylvie Briand, Director of the Department of Infectious Hazard Management, with significant inputs and guidance from the former and current WHO Directors of Communications, Christy Feig and Marsha Vanderford, respectively. An Internal Steering Group made up of representatives from departments across WHO headquarters and regional offices (see Annex 1 for full list of names) supported the entire process.

WHO acknowledges the work and contributions of experts from all over the world who participated in the process of developing these guidelines.

Members of the Guideline Development Group, who were initially chaired by Marsha Vanderford during the scoping phase, then co-chaired by Amrita Gill Bailey and Peter Banga. Other members of the group were: Mesafint Alebachew, Ombretta Baggio, Claudine Burton-Jeangros, Bishakha Datta, Frode Forland, Natasha Howard, Akram Khayatzaheh-Mahani, Nombulelo Leburu, Sovann Ly, Jenny Moberg, Mohamed Nour, Nobuhiko Okabe, Patricia Lima Pereira, Ortwin Renn, Maria-Isabel Rivero, Lisa Robinson, Caroline Rudisill, Matthew Seeger, Luechai Sringernyuang, Karen Tan, Chadin Tephaval, Theresa Thompson, Marika Valtier, Sophia Wilkinson and Xie Ruiqian.

Jane Noyes, the Grading of Recommendations Assessment, Development and Evaluation (GRADE) methodologist, who supported the scoping phase, and oversaw the development of questions, the retrieval of evidence and evaluation, and the development of the recommendations.

The external experts who reviewed the final recommendations and made thoughtful and practical suggestions, which were incorporated into the final document: Christopher Colvin, Joshua Greenberg, Marwa Kamel, Lucy Knight, Li Richun, Erma Manoncourt, Ki Soo Park, Anton Schneider and Thomas Tufte (see Annex 1 for affiliations).

WHO staff members, specifically Susan Norris, manager of the WHO Guidelines Review Committee (advice and support throughout the guideline development process), Alma Alic, WHO Department of Compliance and Risk Management and Ethics (advice on conflicts-of-interest management), Nyka Alexander (research question development and oversight of evidence retrieval), Albená Arnaudova, Oliver Stucke and Heini Utunen (project management), Margaret Harris (evidence to recommendation decision methodology, managing the review of the recommendations and writing the final guideline document), Aphaluck Bhatiasevi (managing the peer reviews), Melissa Attias and Michael Farzi (referencing), Zerthun Alemu Belay, Mara Frigo, Anna-Karin Heedh and Margaret Kahauthia (guideline development meeting coordination).

The Evidence Aid team, led by Mike Clarke, which performed a scoping flash literature review. The systematic review teams from: the Harvard T.H. Chan School of Public Health, Emergency Preparedness, Research, Evaluation and Practice Program, Boston, MA, United States of America (USA) – Giorgia Argentini (project consultant for Latin America and Brazil), Azan Jha, Noah Klein (editor), Leesá Lin, Elena Savoia (lead) and Sarah Short; the Nicholson School of Communication, University of Central Florida, Florida City, FL, USA – Rebecca Freihaut (grey literature search), Lindsay Neuberger, Ann Neville Miller, Timothy Sellnow (lead) and Andrew Todd; Wayne State University, Detroit, MI, USA – Ashleigh Day, Stine Eckert, Julie Novak, Donyale Padgett, Pradeep Sopory and Lillian Lee Wilkins (lead); and Deborah Toppenberg-Pejcic, independent consultant, who performed both a systematic review and a rapid grey literature update.

Financial support

Core WHO funds were used to finance 70% of the total cost of the project. This was supplemented by Pandemic Influenza Preparedness (PIP) risk communication capacity building project funds, and unearmarked funds provided to the WHO Health Emergencies Programme by the Government of Japan and the Government of the United Kingdom of Great Britain and Northern Ireland.

List of key abbreviations

CCB	WHO Communications Capacity-Building unit
COI	conflict of interest
DOI	declaration of interest
ERC	emergency risk communication
ERG	External Review Group
GDG	Guideline Development Group
GRADE	Grading of Recommendations Assessment, Development and Evaluation
GRADE-CERQual	GRADE Confidence in the Evidence from Reviews of Qualitative Research
IHR (2005)	International Health Regulations (2005)
ISG	Internal Steering Group
LIC	low-income country
NGO	nongovernmental organization
PICO	Population, Intervention, Comparator, Outcome questions
SPICE	Setting, Perspective, phenomenon of Interest, Comparison, Evaluation of impact

预览已结束，完整报告链接和二维码如下：

https://www.yunbaogao.cn/report/index/report?reportId=5_26050

