



share and move to face nasty bugs

Challenges in Public Health: Motivating the community – the ASSET Project

Valentina Possenti

Istituto Superiore di Sanità (National Institute of Health)
National Centre for Disease Prevention and Health Promotion
Rome, Italy

BEST PRACTICES IN IMPLEMENTING
INTERNATIONAL HEALTH REGULATIONS (IHR)
SESSION 2 Emerging, Chemical, Biological and Radiological (CBRN) Threats

Athens, 07.06.2018

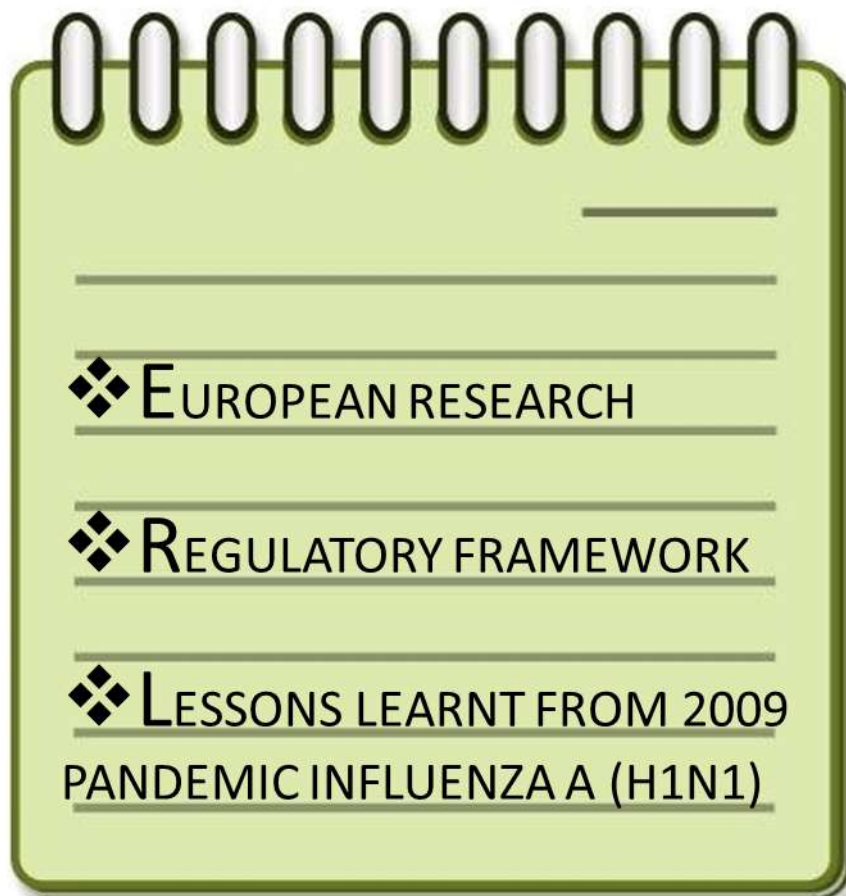


co-funded by the EU. GA: 612236

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BACKGROUND





RESEARCH FRAMEWORK

2001



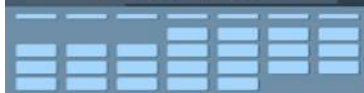
EU Commission's **Science and Society** Action Plan

2007



In 7th Framework Programme for Research and Technological Development (FP7) **Science-in-Society (SiS)** to foster public engagement and a sustained two-way dialogue between science and civil society

2010



Responsible Research and Innovation (RRI) to setup and develop policies via participatory approaches, driven by needs of all societal players and responding to the aspirations and ambitions of EU citizens

Currently **Science with and for Society (SwafS)** in H2020





SCIENCE-IN-SOCIETY PARADIGM



“The **dialogue** between science and the rest of society has never been more important. As the Europe 2020 Strategy makes clear, to overcome the current economic crisis we need to create a smarter, greener economy, where our prosperity will come from research and innovation. Science is the basis for a better future and the bedrock of a **knowledge-based** society and a healthy economy. After ten years of action at EU level to develop and promote the role of science in society, at least one thing is very clear: we can only find the right answers to the challenges we face by *involving as many stakeholders as possible in the research and innovation process*. Research and innovation must respond to the needs and ambitions of society, reflect its values, and be responsible. To my mind, there are a number of keys to doing this”.

M. GEOGHEGAN-QUINN, European Commissioner for Research, Innovation and Science
 Message delivered at the conference «Science in Dialogue - Towards a European Model for Responsible Research and Innovation» Odense, Denmark, 23-25 April 2012





EU DECISION 1082/2013



Article 4

Member States and the Commission shall consult each other (...) with a view to coordinating their efforts to develop, strengthen and maintain their capacities for the monitoring, early warning and assessment of, and response to, serious cross-border threats to health.

That consultation shall be aimed at:

- (a) sharing best practice and experience in preparedness and response planning;
- (b) promoting the interoperability of national preparedness planning;
- (c) addressing the intersectoral dimension of preparedness and response planning at Union level; and
- (d) supporting the implementation of core capacity (...) of the IHR.





PANDEMIC COMMUNICATION

[Eur J Public Health](#). 2015 Feb;25(1):135-9. doi: 10.1093/eurpub/cku131. Epub 2014 Aug 14.

'By failing to prepare you are preparing to fail': lessons from the 2009 H1N1 'swine flu' pandemic.

[Crosier A](#)¹, [McVey D](#)², [French J](#)³.

Author information

- 1 Word of Mouth Research Ltd, London, UK adam@womresearch.org.uk.
- 1 Word of Mouth Research Ltd, London, UK.
- 2 Strategic Social Marketing Ltd, London, UK.

Abstract

BACKGROUND: Pandemic influenza has the potential to cause widespread death and destruction. Communications with the public have a vital role in the prevention of pandemic influenza by promoting the effective uptake of behaviours that can delay the spread of infection. This study explored the development and implementation of communications in the pandemic influenza outbreak of H1N1 ('swine flu') in 2009 in three European countries.

METHODS: In-depth interviews were conducted with senior policy and communication officials involved in the planning and delivery of communications programmes in England, Italy and Hungary.

RESULTS: The study found a lack of planning and a low value attached to the skills required to produce effective communications. In all case study countries there was a dearth of good quality audience research to inform the development of communications. Little thought had been given to the tone, targeting or channelling of messages. Instead, communications were characterized by a 'one size fits all' and a 'top down', expert-led response. There was also little effort to evaluate the impact of communications, but where this was done, very low levels of public compliance and engagement with key behavioural messages were found.

CONCLUSIONS: Policy makers should prioritize investment in the skills and expertise required to achieve desired behaviour changes. Audience research should be conducted throughout the planning cycle to inform national communications strategies. This should include insights to inform the segmentation of public audiences, targeting of messages and consideration of content and emotional tone most likely to achieve desired behavioural outcomes.

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METHODS





ASSET FEATURES



1. Forskningstitutt, FFI
2. The International Emergency Management Society, TIEMS
3. Forsvarets Fonden Teknologiradet, DBT
4. European Institute of Women's Health, EIWH
5. ABSISKEY
6. LYONBIOPOLE
7. International Prevention Research Institut, IPRI
8. Datamining International, DMI
9. Universitatea de Medicina si Farmacie Carol Davila din Bucuresti, UMFDB
10. ZADIG SRL
11. **Istituto Superiore di Sanità, ISS (Scientific Coordinator)**
12. National Center of Infectious and Parasitic Diseases, NCIPID
13. Institute of Preventive Medicine Environmental and Occupational Health, PROLEPSIS
14. University of Haifa, HU





ASSET OBJECTIVES

- Common approach and LANGUAGE
 - Cooperative multidisciplinary ACTION
 - PHEIC scientific and societal challenges
 - PUBLIC engagement
 - MOBILISING relevant stakeholders and promoting MUTUAL LEARNING processes
-
- To a broader purpose of TRUST restoring among scientists, researchers, policy makers and lay public

“Science must belong in society. A strong science base is not enough on its own. Innovation is no longer the preserve of a select elite. It is no longer limited to the laboratory or the factory. It permeates every area of life.”

Commissioner Maire Geoghegan-Quinn

“This call is an excellent opportunity for European mobilisation on the very making of science in response to societal challenges. Its aim is not only to integrate questions from citizens in research but also to engage the question-holders in partnership with research organisations. This should encourage new ways of doing research leading to a wider appropriation of its results.”

Jean-Michel Baer
Director “Science, Economy and Society”
Directorate-General for Research

The Science in Society Work Programme 2011 contains a call for proposals aimed at financing Mobilisation and Mutual Learning (MML) Action Plans on Societal Challenges.

An MML Action Plan aims to create mechanisms to:

- Address Societal Challenges where science and technology are involved
- Bring together as partners different actors
- Pool partners’ knowledge and experience
- Develop mutual understanding and joint solutions

Thus an MML Action Plan leads to new ways of doing research and developing technologies encompassing societal needs and concerns.

What is an MML Action Plan?





ASSET SIS-RRI KEYWORDS

GOVERNANCE
of pandemics and epidemics



ENGAGEMENT for
intentionally caused outbreaks



GENDER issues in
pandemics and epidemics



OPEN ACCESS to science
outcomes unsolved
scientific questions related
to pandemics and epidemics



PARTICIPATORY
governance in crisis
management

ETHICS, law and fundamental rights
in pandemics and epidemics



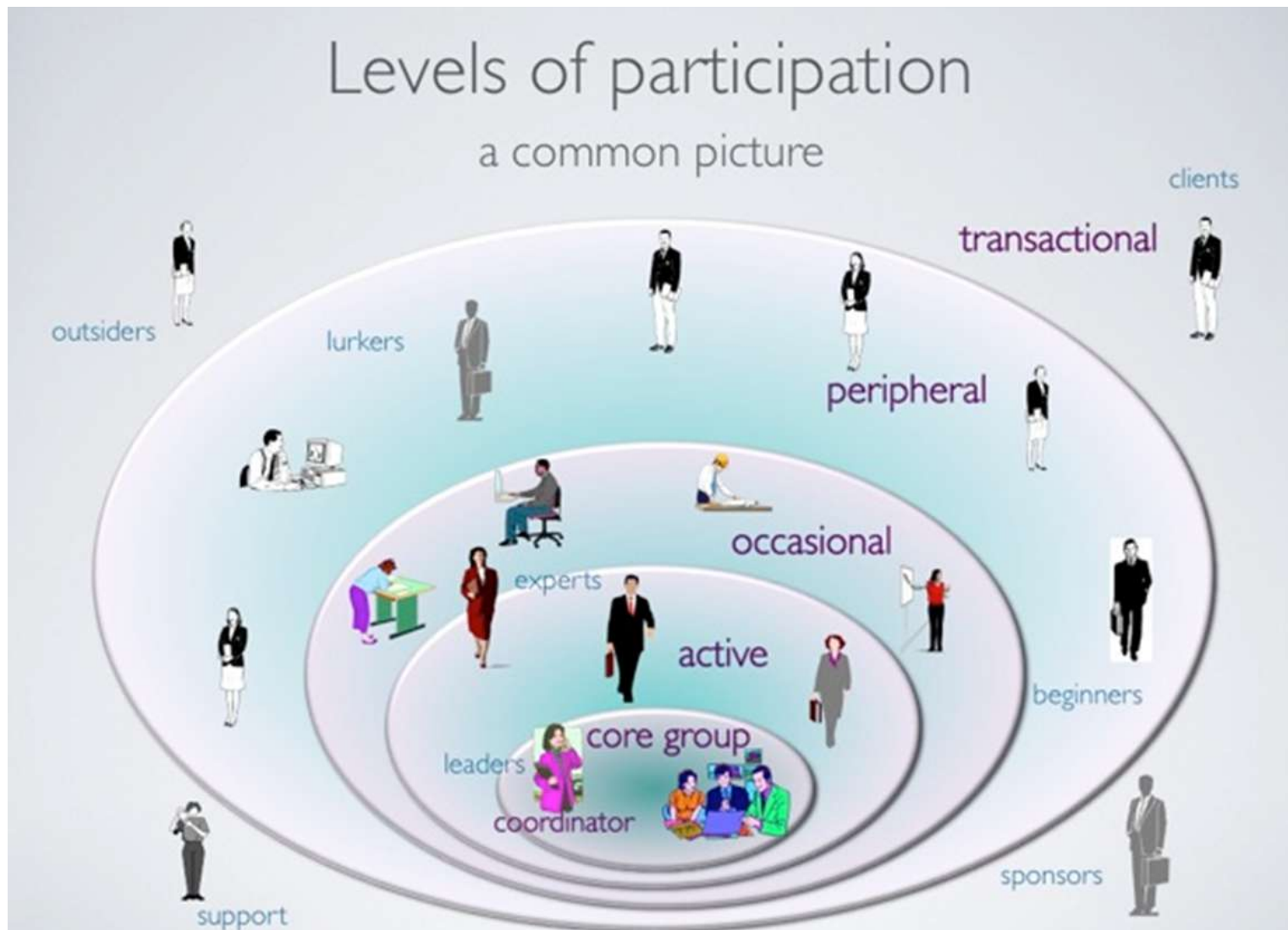


PARTICIPATORY ACTION RESEARCH IN ASSET





ASSET AS COMMUNITY OF PRACTICE

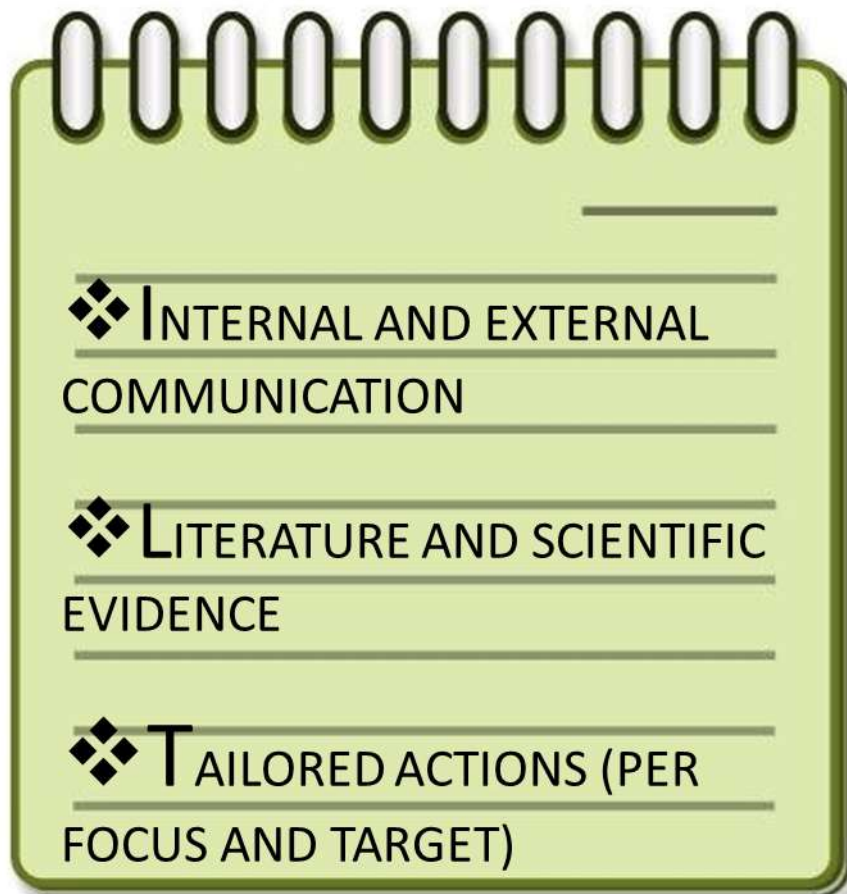


Wenger E. Communities of practice: learning, meaning and identity, Cambridge University Press, New York 1998





RESULTS



ASSET COMMUNITY OF PRACTICE

community.asset-scienceinsociety.eu

ASSET COP English (en)

You are logged in as Valentina Possenti (Log out)



Main menu

Community news

Navigation

Home

- My home
- My profile
- My courses

Administration

- Front page settings
- Turn editing on
- Edit settings
 - Users
 - Filters
 - Reports
- Backup
- Restore
- Question bank
- My profile settings
- Site administration

ASSET Community of Practice

Welcome to the ASSET Community of Practice web platform!

ASSET (Action plan in Science in Society in Epidemics and Total pandemics) is a 48 month Mobilisation and Mutual Learning Action Plan, started in January 2014 aimed to

- forge a partnership with complementary perspectives, knowledge and experiences to address effectively scientific and societal challenges raised by pandemics and associated crisis management
- explore and map Science in Society related issues in global pandemics
- define and test a participatory and inclusive strategy to succeed
- identify necessary resources to make sustainable the action after the project completion

This is a work area accessible only to the ASSET Community of Practice members!

If you are already logged in, please, press a button to get into the area of your interest

General forum	Events	Glossary	Resources Database
WP1 Dialogue and participation	WP2 Study and analysis	WP3 Action Plan Definition	WP4 Citizen Consultation
WP5 Mobilization and Mutual Learning	WP6 Policy Watch	WP7 Communication	WP8 Evaluation
	WP9 Legacy	WP10 Management	WP Leaders Forum

Help

For any information or request, please send a email to
eva.appelgren@iss.it

Calendar

November 2014						
Mon	Tue	Wed	Thu	Fri	Sat	Sun
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

Online users

(last 5 minutes)
Valentina Possenti

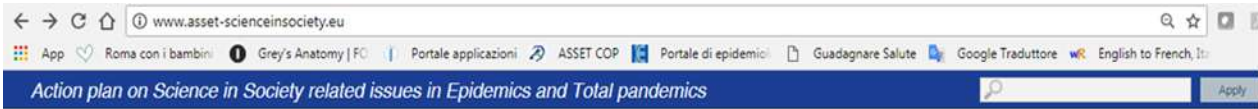
You are logged in as Valentina Possenti (Log out)



community.asset-scienceinsociety.eu/course/view.php?id=11



ASSET HTTP://WWW.WINDOWS



The importance of collaboration between scientists and policy-makers
December 11, 2017

We are going to face important challenges in public health and we need to improve the collaboration between scientists and policy-makers. Walter Ricciardi, President of the Italian National Institute of Health, explains why science-in-society is not just a slogan but a key perspective for citizens, scientists, healthcare workers and politicians.

[Read more](#)

READ OUR PAPER SERIES
Epidemics and Pandemics, the response of Society

ASSET FINAL PUBLISHABLE SUMMARY REPORT

JOINING FORCES AGAINST INFECTIOUS THREATS

FOLLOW US ON:



ASSET Project Overview Diagram:

- WP1: Design & Participation
- WP2: Health & Innovation
- WP3: Action Plan Selection
- WP4: Copan Collaboration
- WP5: Hospital and Mutual Learning
- WP6: Policy Making
- WP7: Evaluation
- WP8: Innovation
- WP9: Management
- WP10: Communication

ASSET Twitter Profile:

- Tweets: 1,500
- Following: 888
- Followers: 242
- Likes: 323
- Lists: 6

ASSET DataViz

ASSET project Final Event, October 2017

SEX & GENDER & VACCINATION



Finding home: digital storytelling in health communication

THURSDAY, MAY 10, 2016 - 10:26

Digital storytelling is an art-based research method that involves the creation of a short video (3-5 minutes) integrating multimedia materials like photos, people's voices, drawings, and music. It has a great potential to elucidate complex narratives in a compelling manner, increase participant engagement, and enhance the meaning of research findings.

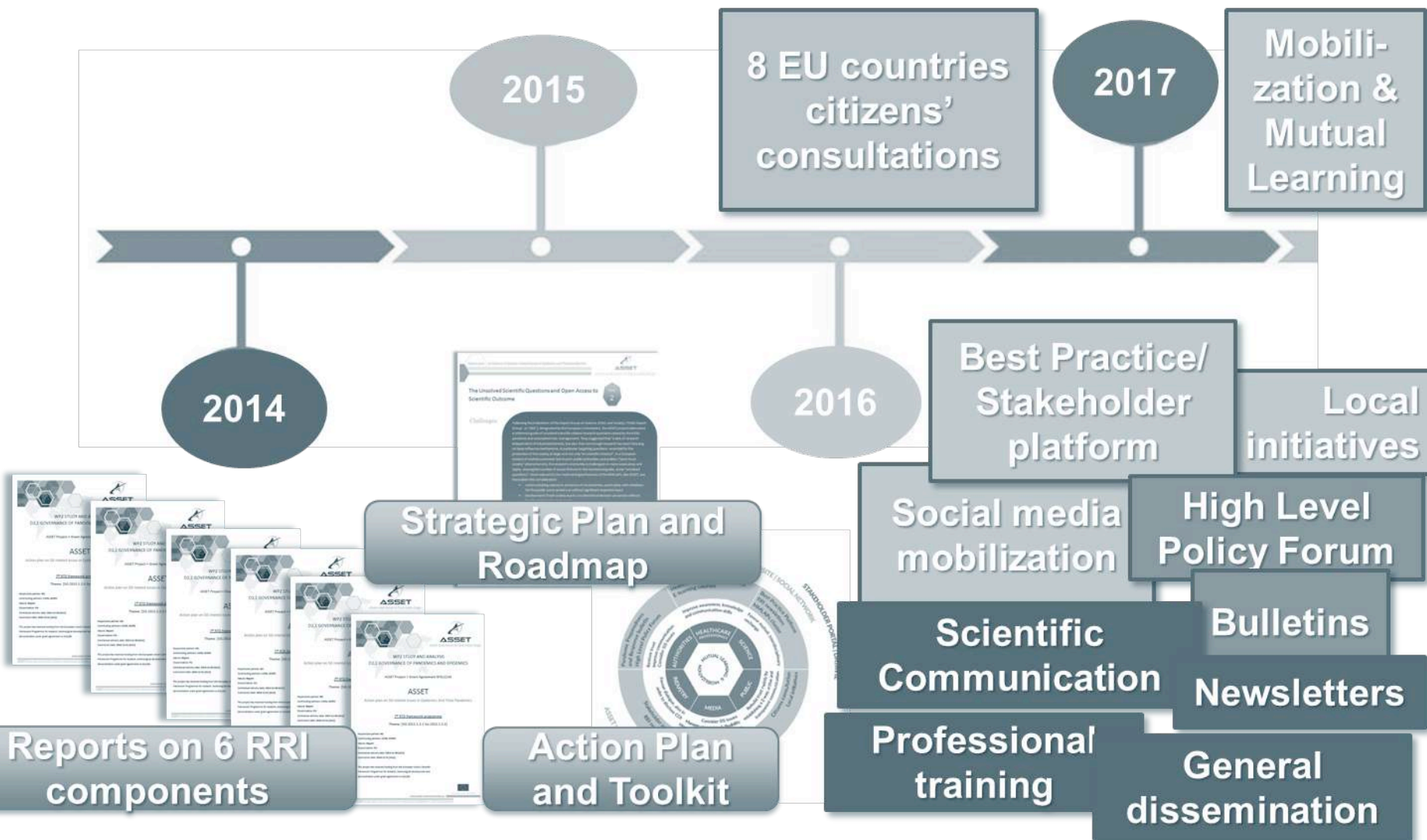
[Read more](#)

ASSET Project YouTube Channel:

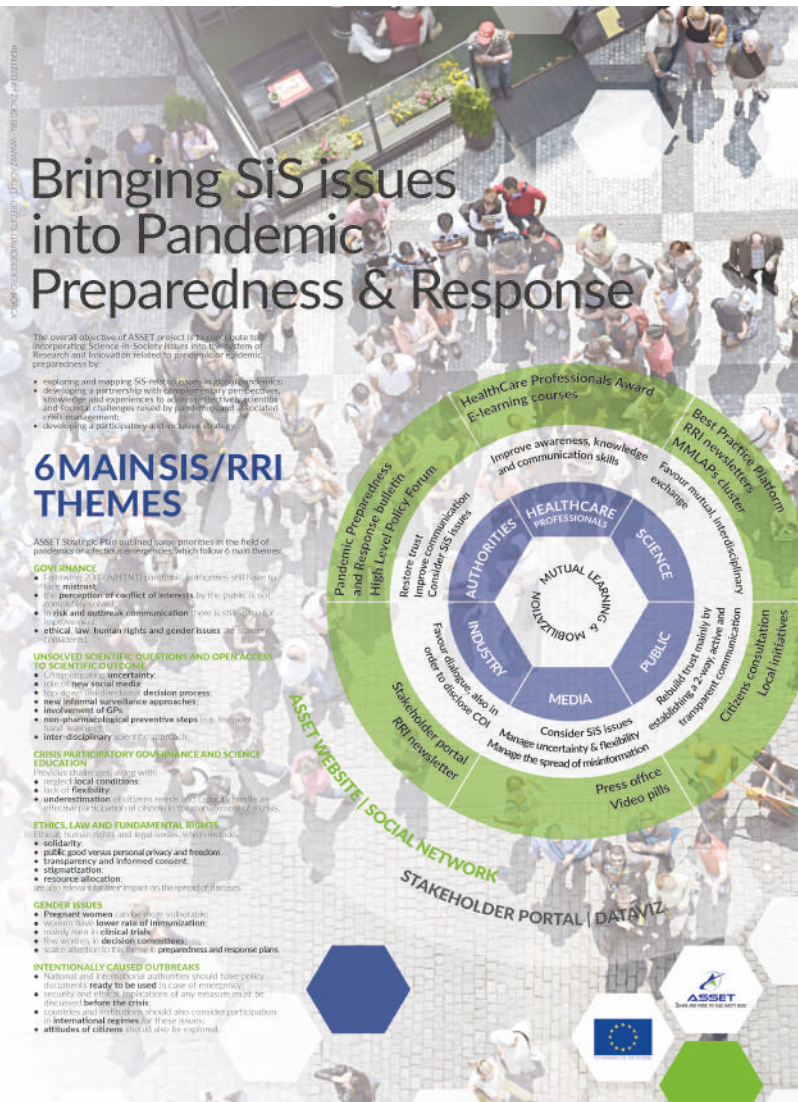
- ASSET Project Final Event, October 2017
- The importance of collaboration between scientists and policy-makers
- The health: the influence of human animal interface
- Zika: an emerging disease to be tackled both in...



ASSET CAPITALS



ASSET CORE: PLAN FOR ACTION



Bringing SiS issues into Pandemic Preparedness & Response

The overall objective of ASSET is to promote the incorporation of Science in Society issues into the domain of research and innovation related to pandemic epidemic preparedness by:

- exploring and mapping SiS related issues in global epidemics;
- developing a partnership with interdisciplinary practitioners, knowledge and experiences to address the scientific and societal challenges raised by pandemic related associated crisis management;
- developing a participatory and inclusive strategy.

6 MAINSIS/RRI THEMES

ASSET Strategy Plan outlined some priorities in the field of pandemic preparedness and response which follow 6 main themes:

GOVERNANCE

- Enhancing COOPERATION between authorities still prone to risk mistrust;
- the perception of conflict of interests by the public is not always clear;
- risk and outbreak communication; joint SiS/Healthcare professionals;
- ethical, law, human rights and gender issues and citizen engagement.

UNSOLVED SCIENTIFIC QUESTIONS AND OPEN ACCESS TO SCIENTIFIC DATA ONLY

- Lack of scientific uncertainty;
- role of new social media;
- top-down vs. bottom-up decision process;
- new informal surveillance approaches;
- involvement of GPs;
- non-pharmaceutical preventive steps (e.g. hand hygiene, masks);
- inter-disciplinary scientific approaches.

CRISIS PARTICIPATORY GOVERNANCE AND SCIENCE EDUCATION

- previous strategies, not with;
- regional/local conditions;
- lack of flexibility;
- underestimation of citizens needs and capabilities; trade-off activities that are the corner of already in place preparedness activities.

ETHICS, LAW AND FUNDAMENTAL RIGHTS

Ethical, human rights and legal issues, which include:

- solidarity;
- public good versus personal privacy and freedom;
- transparency and informed consent;
- stigmatization;
- resource allocation.

an appropriate balance impact on the spread of diseases.

GENDER ISSUES

- Pregnant women can be more vulnerable;
- women have lower rate of immunization;
- mostly men in critical roles;
- few women in decision committees;
- socio-cultural differences in preparedness and response plans.

INTENTIONALLY CAUSED OUTBREAKS

- National and international authorities should have policy documents ready to be used in case of emergency;
- security and ethical implications of any measure must be discussed before the crisis;
- citizens and practitioners should also consider participation in international regimes for these issues;
- attitudes of citizens should also be explored.

ASSET WEBSITE | SOCIAL NETWORK

STAKEHOLDER PORTAL | DATAVIZ

■ **CITIZENS' CONSULTATIONS** in 8 EU Countries (*Bulgaria, Denmark, France, Ireland, Italy, Norway, Romania, Switzerland*) on September 24th, 2016

■ **MML by Social Media Coverage, Best Practice Platform and Stakeholder Portal, Local Initiatives** in 11 Cities (*Rome, Milan, Paris, Lyon, Dublin, Athens, Brussels, Oslo, Sofia, Bucharest, Geneva, Haifa*)

■ **POLICY WATCH** through a High Level Policy Forum and 7 thematic Pandemic Preparedness and Response **Bulletins**



ASSET COMMUNICATION TARGETS

1. HEALTHCARE PROFESSIONALS

- Improve awareness, knowledge and communication skills

Best Practice Award (3); Summer School (3)

2. SCIENCE

- Favour mutual, interdisciplinary exchange

Paper Series (8)

3. PUBLIC

- Rebuild trust mainly by establishing a two-way, active and transparent communication

Liaison with Erasmus Plus Program

4. MEDIA

- Consider SiS issues;
- Manage uncertainty and flexibility;
- Manage the spread of misinformation;

Videopills, press-kits

5. INDUSTRY

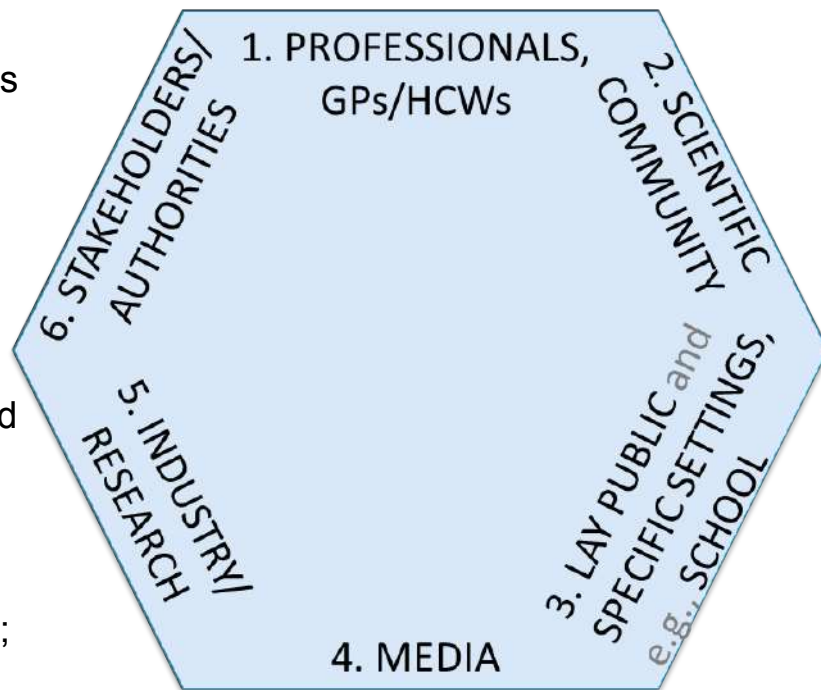
- Favour dialogue, also in order to disclose Conflict of Interest

RRI Newsletter (6)

6. AUTHORITIES

- Restore trust;
- Improve communication;
- Consider SiS issues

Gender Platform





AN EXAMPLE TOPIC: VACCINATION

- SCIENCE-IN-SOCIETY AND RESPONSIBLE RESEARCH AND INNOVATION RELATED ISSUES
- ETHICS, GENDER, GOVERNANCE, LAW ENFORCEMENT
- PEOPLE INCLUSION AND ENGAGEMENT
- CURRENT CHALLENGE IN PUBLIC HEALTH
- VACCINE HESITANCY, LOW COVERAGE, NO-VAX





FUTURE PERSPECTIVES

■ **Governance** (within the frame of the EU Decision 1082/2013)

Define chain of command; Set up a permanent 'listening' system to citizens' voice; Plan and coordinate integrated health risk communication strategies; Deliver continuous professional training on health risks, Develop preparedness simulation exercises periodically

■ **Open Access to Data and Information**

Circulate scientific/evidence-based information on regular basis; Address people hesitancy on prevention actions

■ **Ethical Issues**

Tackle stigma and frailty in groups at-risk during health emergencies; Outline rules and limits of potential conflicts between response measures in emergencies and people freedom and privacy; Address procedures on international health risks and migrants

■ **Gender Pattern**

Provide gender tailored responses; Prioritize the female resource potential on health management; Sensitize women both in abiding by non-pharmacological interventions and to vaccination compliance

■ **Communication for Public Engagement**

Prepare integrated preparedness communication plans according a multistakeholder approach; Be constantly proactive on social media; Ensure rapid and appropriate response against misinformation; Monitor risk communication trends for evidence and practices

■ **Science Education**

Include health preparedness and communication in the basic HCWs' curricula and continuous education programs; Empower the pathway toward a responsible open science





REFERENCES



Chapter 9 The ASSET Research Project as a Tool for Increased Levels of Preparedness and Response to Public Health Emergencies

Valentina Poesenti, Barbara De Mei, Paola Scardetta,
Anna Kurchatova, Manfred Green, Kåre Harald Drager,
John Haskland, Eva Benelli, Alberto d'Onofrio, Agoritsa Bakla,
Mitza Saadatian, Vanessa Maria Moore, Kjersti Brattekan,
Ariel Berenskiak, Mircea Ioan Popa, Donato Greco and Alberto Perla

Abstract Epidemics and pandemics are natural events recurring over the time; their impact can be appropriately minimized but most countries only rely on emergency response. The European Decision 1082/2013 on serious cross-border threats to health is innovative in recognising risk communication as an essential tool in coping with public health emergencies of international concern (PHEIC). The

V. Poesenti (✉) · B. De Mei · P. Scardetta
Istituto Superiore Sanità, Rome, Italy
e-mail: valentina.poesenti@iss.it

B. De Mei
e-mail: barbara.de.mei@iss.it

P. Scardetta
e-mail: paola.scardetta@iss.it

A. Kurchatova
National Center of Infectious and Parasitic Diseases, Sofia, Bulgaria
e-mail: akurchatova@ncid.org

M. Green
Haifa University, Haifa, Israel
e-mail: manfred.greco@gmail.com

K. H. Drager
The International Emergency Management Society ASSET, Brussels, Belgium
e-mail: khdrager@odint.be

J. Haskland
Fonden Teknologiskole, Copenhagen, Denmark
e-mail: jh@fknw.dk

E. Benelli · D. Greco
Zelig, Rome, Italy
e-mail: benelli@zelig.it

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F. Ferri et al., *Responsible Research and Innovation Actions in Science Education, Gender and Ethics*, SpringerBriefs in Research and Innovation Governance,
https://doi.org/10.1007/978-3-319-75207-7_9

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V. Poesenti et al.

Decision serves as proper context for the EU-funded ASSET (Action plan in Science in Society in Epidemics and Total pandemics) research project that aims to create the blueprint for a better response to PHEIC, through improved forms of dialogue and better cooperation at different levels on Science-in-Society (SIS) issues (governance, engagement, ethics, gender, science education, open access). A Mobilization and Mutual Learning (MML) approach was developed through the ASSET Strategic and Action Plans toward different targets and relevant stakeholders. An integrated participatory approach needs to be recognized into the national plan for preparedness and response.

9.1 Background

Epidemics and even pandemics are natural events that are and will be occurring over the time; they cannot be completely prevented. However, their impact can be strongly minimized by an appropriate response (Morse 2009; IOM (Institute of Medicine) 2009). This is by no means an easy task, but for intrinsic difficulties and due to the increasingly poor response rate by target population to strategies of mitigation of epidemics and pandemics (Manfredi and d'Onofrio 2012). This is due mostly to the

A. d'Onofrio
International Prevention Research Institute, Lyon, France
e-mail: alberto.donofrio@ipri.org

A. Bakla
Institute of Preventive Medicine Environmental and Occupational Health, Athens, Greece
e-mail: agoritsabakla@gmail.com

M. Saadatian
Lyonepolis Health Cluster, Lyon, France
e-mail: mitza.saadatian@lyonepolis.com

V. M. Moore
European Institute of Women's Health Limited, Dublin, Ireland
e-mail: vmoores@eiwh.ie

K. Brattekan
Norwegian Defense Research Establishment, Oslo, Norway
e-mail: Kjersti.Brattekan@ndf.no

A. Berenskiak
Data Mining International SA, Geneva, Switzerland
e-mail: aberenskiak@datamining-international.com

M. I. Popa
Universitatea de Medicina Si Farmacie "Carol Davila" De Bucuresti, Bucharest, Romania
e-mail: mircea.ioan.popa@gmail.com

A. Perla
Local Health Unit Roma 5, Rome, Italy
e-mail: alberto.perla@asl5roma2.it





“Improving healthcare means challenging the status quo.”

José Merino

BMJ 2018;361:k2277 doi:

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We hope ASSET at least offered a range of ways to try doing that.

valentina.possenti@iss.it

