

Partners of the Project



ASL Brescia

Azienda Sanitaria Locale di Brescia



Università degli Studi di Brescia



Ludwig-Maximilians-Universität München

**UNIVERSIDAD DE
MURCIA**



Universidad de Murcia



*Inovamais-Serviços de Consultadoria
em Inovação Tecnológica SA*

This leaflet arises from the project CriCoRM which has received funding from the European Union, in the framework of the Health Programme

For further information contact:

www.cricorm.eu

Project CriCoRM
2012/2015
Project on crisis communication
in the area of risk management

Project CriCoRM 2012/2015

The Problem

Health crisis management is a field of public health with specific relevance and a huge possible impact on people's lives and social texture on a global dimension. Indeed, health crisis situations by nature have the potential to disrupt social structure, and they may put many lives at risk. It has been shown that adequate preparedness is one of the most important ways to limit harm and damage and prevent risk. Each crisis situation potentially generates also an information vacuum that needs to be filled by the institutions in charge at local, regional, national or international levels, in giving rapid, clear and transparent information to the citizens. The communication to the public becomes essential in health crisis management, particularly in the field of infectious diseases, where people's behaviour can make the difference.

The Project

CriCoRM is a project implemented by an international consortium, coordinated by ASL Brescia and partially funded by the European Commission within the Public Health Programme. Its objective is to improve health crisis communication in order to strengthen health security during emergencies. An effective communication strategy aims to increase population compliance with public health recommendations.

Specific Objectives

STATE OF THE ART REVIEW

We will review the state of the art regarding communication to the public during major health emergencies, with special focus on the H1N1 pandemic.

IDENTIFICATION OF KEY STAKEHOLDERS

We will identify the key stakeholders that include health professionals and healthcare workers' organisations and their networks, media, social partners, Member State authorities and regional authorities when in charge of health.

COMMUNICATION ANALYSIS

We will analyze communication measures taken to mitigate the various health crises, with particular focus on H1N1, in order to identify reasons for different public reactions.

GUIDELINES IMPROVEMENTS

We will develop and suggest improvements to existing guidelines for crisis communication related to health threats based on experience with health crisis.

IMPLEMENTATION OF TOOLS FOR CRISIS COMMUNICATION

We will develop tools, especially Web 2.0 applications, for communicating health messages to the public, monitoring their impact in real time, thus understanding the information needs of the public and how to react to them rapidly during a crisis.

TRAINING

We will develop crisis communication training modules which can be re-used at regional, national and EU level, also inviting the EU Health Security Committee and Communicators' Network. This will help to develop a common communication system during crises and strengthen common communication capacities.

THE WORKPLAN

The CriCoRM Project is structured into 7 Work Packages.

01.

COORDINATION OF THE PROJECT

Actions undertaken to manage the project and to make sure that it is implemented as planned.

02.

DISSEMINATION OF THE PROJECT

Actions undertaken to ensure that results of the project will be made available to the target groups.

03.

EVALUATION OF THE PROJECT

Actions undertaken to verify if the project is being implemented as planned and reaches the objectives.

04.

ANALYSIS OF THE COMMUNICATION PROCESSES

Actions undertaken to review the state of the art, identify key stakeholders and analyze communication processes.

05.

GUIDELINES DEVELOPMENT

Actions undertaken to improve guidelines for crisis communication.

06.

IMPLEMENTATION OF WEB 2.0 TOOLS FOR CRISIS COMMUNICATION

Actions undertaken to develop Web 2.0 tools applied to crisis communication in public health.

07.

TRAINING

Actions undertaken to develop crisis communication training modules.