



Behaviour change, risk communication and outbreak response: a best-practice workshop.

SAVE THE DATE

10-11 July 2019 Addis Ababa, Ethiopia.

Public Health England (PHE), in partnership with Africa CDC, is planning a two-day, high-level workshop focusing on behaviour change and outbreak response. This will be aimed at public health experts and emergency responders within the Africa region. It will be run by PHE behavioural scientists and communications officers with expertise in this area. It is anticipated that the workshop will be delivered in Addis Ababa, Ethiopia in July 2019.

Learning objectives

By the end of this course, participants will:

1. Understand how behavioural science can inform a range of public health activities, but specifically how we respond to infectious disease outbreaks and other major incidents
2. Understand how the behaviour of members of the public, and professionals, may change in response to new health threats, specifically infectious disease threats, and that these responses may be positive and adaptive, but may also affect our ability to respond effectively
3. Appreciate the underlying drivers of behaviour in emergency situations, informed by evidence from the behavioural and social sciences, and how an evidence-based understanding of behaviour can support how we plan for, and respond to, emergencies
4. Be able to design emergency plans, protocols and interventions for infectious disease outbreaks – particularly communication-based interventions – that are informed by behavioural science
5. Have experience of designing behavioural and communication-based interventions in response to a hypothetical infectious disease emergency, and identify methods to evaluate the effectiveness of these interventions
6. Have had the opportunity to consult with behavioural science experts on specific challenges and issues that they have faced, and to learn from peers and colleagues attending the workshop

Participants

This workshop would suit Government employees, emergency planners, communicators, public health professionals and healthcare managers with responsibility for preparing for and responding to infectious disease outbreaks and emergencies. No prior knowledge of behavioural science is required, but experience of infectious disease outbreak planning and response would be useful. It is expected that up to 30 delegates will be able to participate.

Outline

Prior to the workshop, participants will be invited to bring along case examples of challenges, issues and questions from their experience of planning for, and responding to infectious disease outbreaks and major incidents. These should be examples that they would be happy to discuss with the course team and participants. These examples will be used to guide discussions in Day 2, and consolidate learning from Day 1. If needed, clinic sessions will also include scenario-driven exercises led by the course team.

Day One

- behavioural science in public health: an introduction
- behaviour change and threats to health: understanding risk perceptions, trust and behaviour
- developing evidence-based emergency plans, behavioural interventions and communication strategies
- scenario: designing a behavioural intervention and risk communication strategy for outbreak response

Day Two

- clinic sessions
- 1:1 and group discussions
- summary presentation and group discussions

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About Public Health England

Public Health England is an Executive Agency of the UK Department of Health and Social Care and is the national public health institute for England.

The IHR strengthening programme is an Official Development Assistance (ODA) funded Public Health England (PHE) programme which aims to contribute to international efforts to improve global health security, through increased compliance with the International Health Regulations (IHR) 2005.