



SHARE AND MOVE TO FACE NASTY BUGS

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New Zealand

Population consultation, two-way communication and decision

Some countries are slowly moving toward the implementation of a two-way PH communication strategy. For example, in May 2010, shortly after the H1N1 pandemic, the public health authorities of New Zealand designed a rapid response initiative to have feedback from population on the communication campaign and on their risk perception. The project consisted in a study, which aimed to retrieve evidence-based information which health authorities could use to design tailored health communication campaigns during/after periods of pandemics.

Country:

[New Zealand](#)

Target:

[Citizens](#), [Decision Makers](#), [Government and Public Health](#), [Healthcare Professionals](#)

Topic:

[Local Activities](#), [Stakeholders](#)

Tags:

[communication](#), [inequities](#)

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Action plan on **Science in Society** related issues in **Epidemics and Total pandemics**
European Commission

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