



SHARE AND MOVE TO FACE NASTY BUGS

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Tuesday, November 10, 2015 -13:00 to18:00

Stockholm Waterfront Congress Centre

4 Nils Ericsons Plan
Stockholm
SE

Type

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Members of the [ECOM project](#) [9] will gather for

a final symposium on November 10th 2015 in Stockholm, prior to the European Scientific Conference on Applied Infectious Disease Epidemiology (ESCAIDE) [10]. ECOM ? which stands for *Effective Communication in Outbreak Management* ? is an EU funded project that aims to develop strategies for improving risk-communication during major pandemic outbreaks in Europe. It project brings together experts from the fields of social marketing, behavioural sciences, epidemiology, public health, communication, media and information technology. The project has resulted in ready-to-use tools that aim to assist policy makers and health professionals to communicate with the public in times of an outbreak. The ECOM final symposium will be held at the Stockholm Waterfront Congress Centre, according to this program:

- | | |
|---------------|--|
| 13:00 ? 13:45 | Welcome with an informal walk-in lunch |
| 13:45 ? 14:00 | The ECOM Project |
| 13:45 ? 13:50 | Introductory video illustrating the project, its aims and findings |
| 13:50 ? 14:00 | Introduction to the aims of the ECOM project |
| 14:00 ? 15:10 | Lessons learned from the A/H1N1 Pandemic: Snapshot presentations of the main findings of the workpackages |
| 15:10 ? 16:00 | Presentation of the ?Tool-Box? |
| 15:10 ? 15:20 | Video illustrating the developed risk-communication tools |
| 15:20 ? 15:55 | ?Hands-on Workshop? to get acquainted with the tools; 3 rounds of 10 minutes |
| 16:00 ? 16:15 | Keynote speech: Risk-communication during major health threats: its perils and potentials (Karl Ekdahl, to be confirmed) |
| 16:15 ? 17:05 | Panel Discussions: |

How can the ?lessons learned? and the ?tools? be used to strategically improve risk-communication during major health threats?

17:05 ? 17:15 Closing Remarks

17:15 ? 18.00 Drinks

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