

Interministerial Commission Influenza Belgium

Communication approach...

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Mission of the interministerial commission Influenza

The Belgian authorities have assigned 1 interministerial commissioner **with limited mandate** who coordinates all actions that have to be undertaken, who organizes the concertation between all responsible instances in Belgium on international, european, federal and regional level and who manages the communication about all aspects of influenza.

Why?

Minister of Health Federal

Minister of Health Federal

WIV-ISP
CERVA -CODA
HGR-CSH

FAVV-AFSCA

Ministers of Health Regions

Flanders

Brussels

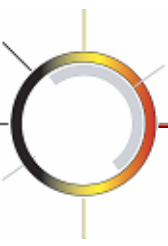
Wallonia

Ministers of Health Communities

Dutch speaking community

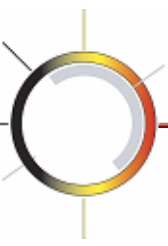
French speaking community

German Speaking community



Communication mission

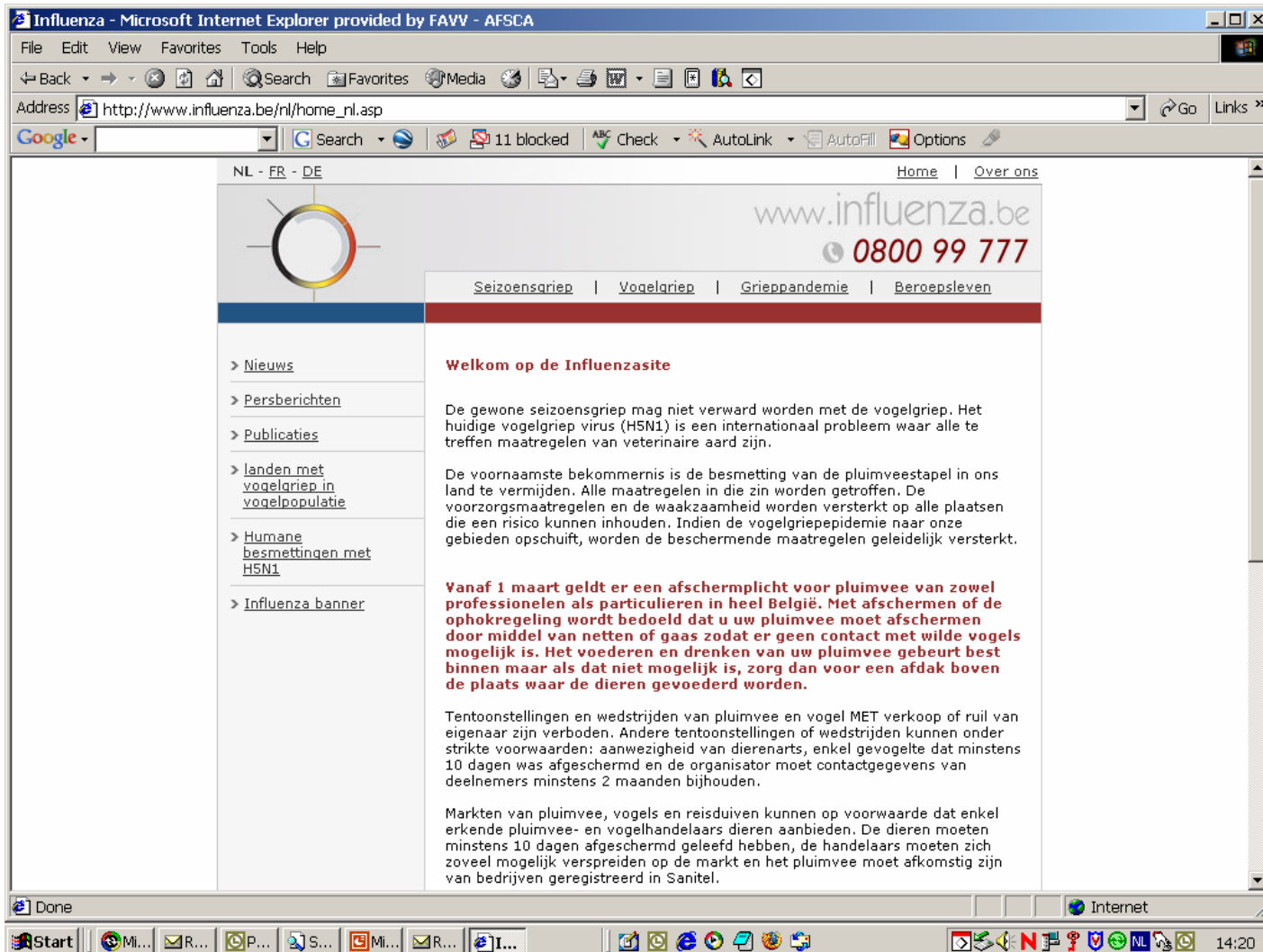
Transparent, correct and (pro-)active communication in order to inform thoroughly and proportionally



Main communication channels

Channels for the general public:

- Website www.influenza.be
- Free callcenter 0800 99 777
- 4 leaflets and 1 flyer
- 2 educational e-trainings and 1 manual for journalists
- 6 radio and 6 TV clips
- 2 press advertisements
- Regular media contacts



The screenshot shows a Microsoft Internet Explorer browser window displaying the website www.influenza.be. The browser's address bar shows the URL, and the page title is "Influenza - Microsoft Internet Explorer provided by FAVV - AFSCA". The website's header includes the logo, the URL, the phone number "0800 99 777", and navigation links for "Home" and "Over ons". A secondary navigation bar contains links for "Seizoensgriep", "Vogelgriep", "Griep пандеміе", and "Beroepsleven".

The main content area is titled "Welkom op de Influenzasite" and contains the following text:

De gewone seizoensgriep mag niet verward worden met de vogelgriep. Het huidige vogelgriep virus (H5N1) is een internationaal probleem waar alle te treffen maatregelen van veterinaire aard zijn.

De voornaamste bekommernis is de besmetting van de pluimveestapel in ons land te vermijden. Alle maatregelen in die zin worden getroffen. De voorzorgsmaatregelen en de waakzaamheid worden versterkt op alle plaatsen die een risico kunnen inhouden. Indien de vogelgriep epidemie naar onze gebieden opschuift, worden de beschermende maatregelen geleidelijk versterkt.

Vanaf 1 maart geldt er een afschermplicht voor pluimvee van zowel professionelen als particulieren in heel België. Met afschermen of de ophokregeling wordt bedoeld dat u uw pluimvee moet afschermen door middel van netten of gaas zodat er geen contact met wilde vogels mogelijk is. Het voeren en drinken van uw pluimvee gebeurt best binnen maar als dat niet mogelijk is, zorg dan voor een afdak boven de plaats waar de dieren gevoederd worden.

Tentoonstellingen en wedstrijden van pluimvee en vogel MET verkoop of ruil van eigenaar zijn verboden. Andere tentoonstellingen of wedstrijden kunnen onder strikte voorwaarden: aanwezigheid van dierenarts, enkel gevogelte dat minstens 10 dagen was afgeschermd en de organisator moet contactgegevens van deelnemers minstens 2 maanden bijhouden.

Markten van pluimvee, vogels en reisduiven kunnen op voorwaarde dat enkel erkende pluimvee- en vogelhandelaars dieren aanbieden. De dieren moeten minstens 10 dagen afgeschermd geleefd hebben, de handelaars moeten zich zoveel mogelijk verspreiden op de markt en het pluimvee moet afkomstig zijn van bedrijven geregistreerd in Sanitel.

The browser's taskbar at the bottom shows the Start button, several open applications (including Microsoft Office Word and Outlook), and the system tray with the date and time "14:20".



Free tel: 0800 99 777

Adobe Acrobat - [Influenza_Total_Campaign_AUTO.pdf]

File Edit Document Tools View Window Help

100%

Bookmark

- NL
- FR
- GE
- TOTAL

Thumbnail

Comments

Signatures

Influenza Total CMS Report

Total Campaign
Refreshed 6/03/2005

TOTAL

Offered calls	Answered calls	Accessibility	SL <30"	SL <60"	Abandoned calls	Abandoned Rate	ATT	AAT
12775	8218	64.33 %	44.15 %	47.62 %	4557	35.67 %	00:03:06	00:01:50

Offered calls
Answered calls

1

4 of 4 11,69 x 8,27 in

Start M. R. D. S. M. R. I. F. A. 14:23



Brochures

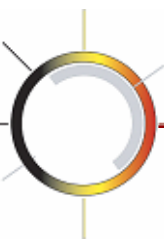
- General information
- Traveller's brochure
- What if there's avian flu in Belgium?
- Information for journalists
- Published on www.influenza.be > publications



Op de website www.influenza.be kan u alle nieuwe ontwikkelingen wat betreft de seizoensgriep, de vogelgriep en een eventuele griepdanko opvolgen.

Voor mensen die werken in de gezondheidszorgsector werd een speciale pagina "borseploven" aangemaakt die een overzicht geeft van alle overheidscommunicatie- en initiatieven gericht aan alle gezondheidszorgverstrekkers. U vindt in deze rubriek de procedure die wordt opgesteld als er een vermoeden zou zijn dat een patiënt besmet zou zijn met het vogelgriepvirus, een online opleiding over seizoensgriep, de brochures die reeds werden aangemaakt, wetenschappelijke teksten en veel meer.

Informeer uzelf en surf naar www.influenza.be



Announcements in press

- Measure of confinement
- 5 good practices
- Published on www.influenza.be > publications





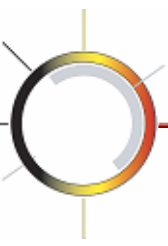
Training

- Published on www.influenza.be > page for professionals



- Translation of WHO: Manual for journalists

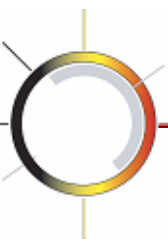




6 Radio and TV spots

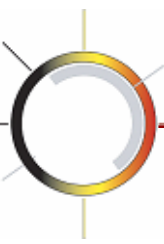
➤ Published on www.influenza.be > publications





Regular media contacts

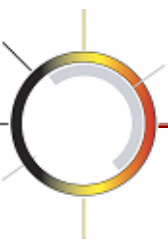
- Pro-active communication
- Regular pressreleases
- Pressreleases are also published on www.influenza.be > news
- Daily telephone calls
- Regular radio and tv-interviews



Future communication planning

- Brochure templates
- Templates for press communications and conferences
- Magazine in depth explanation
- Tv- and radiospots
- Additional e-trainings
- Screening of knowledge





Communication planning

According to the WHO – phases, the Belgian authorities are developing an operational script in case of a Pandemic

- The internal communication and the communication with the operational services is embedded in the different projects.
- The external communication is focussed on the already developed tools which will be further developed according to the plan.



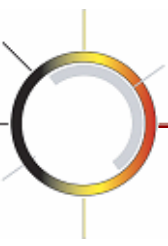
Communication workgroup

Description:

- The different responsible Belgian administrations are included in the communication workgroup.
- They remain responsible for the communication towards their target groups
- the interministerial commission Influenza focuses on the main public and the coordination of the communication.

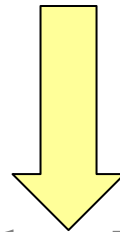
Description of limitations:

- Limited mandate of interministerial commission influenza
- Too much short term communication and not enough long term planning
- 3 official languages in Belgium



Workgroup: pull and push

1. Nov 2005: foundation of interministerial commission Influenza
2. Nov 2005: locate and unite all communication responsables
3. Organize communication and pull everyone into the action
4. Brainstorm about new ideas (on group and individual level)
5. Push (and support!) responsible to execute specific action on proper domain of responsibility

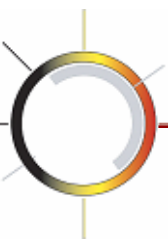


Influenza: core, short term, and coordination **AND**

Others: planning of long term communication

More communication:

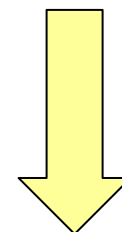
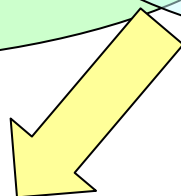
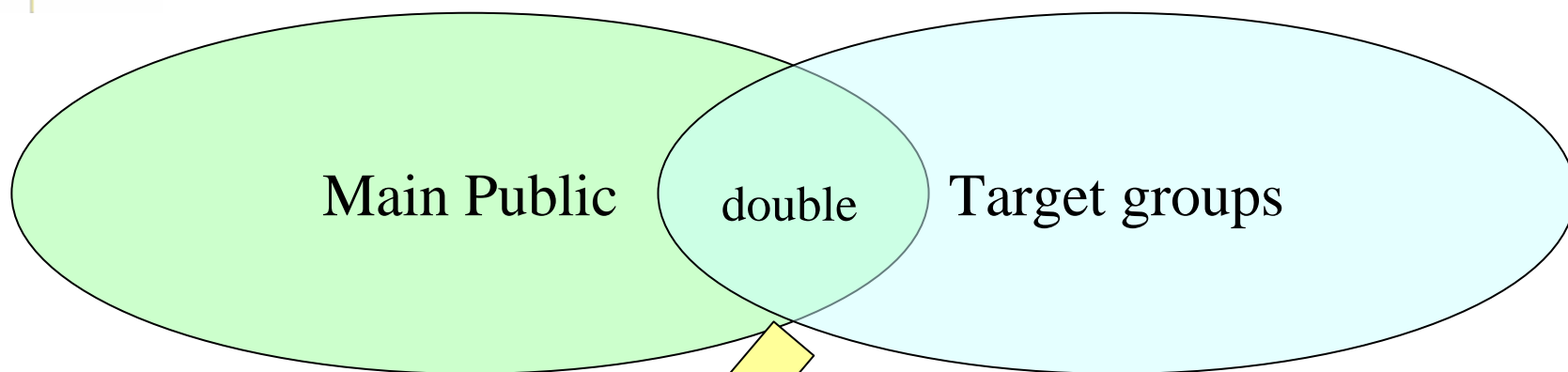
- More domains of interest
- More people involved



6 communication principles

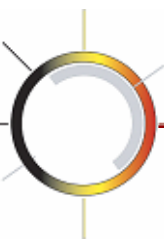
- Main public versus target groups
- Own communication channels versus independent channels
- Central versus local communication
- Short term communication versus long term communication
- Training versus communication
- Communication as part of crisis structure

Main public versus target groups

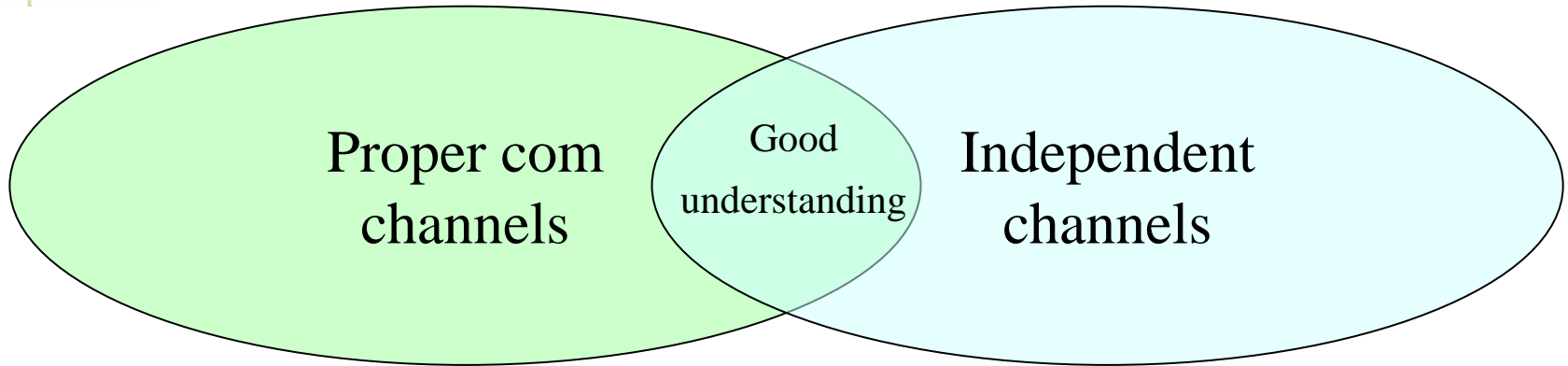


•The necessity of coordinated communication initiatives

- Medical workers (doctors, nurses, first aid, ...)
- Hospitals
- Vets
- Police
- Journalists, (in fact the independent channels ...)
- ...



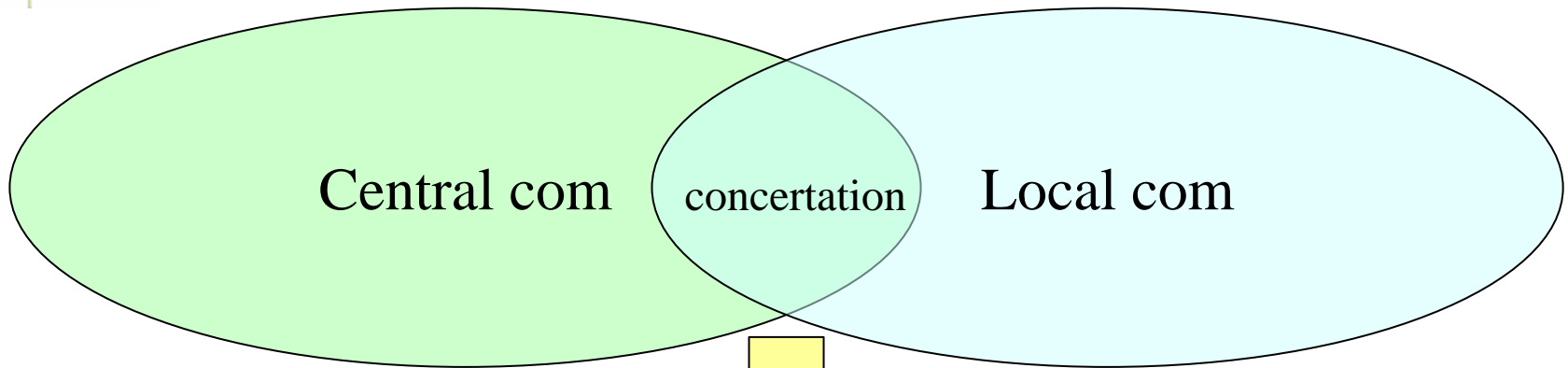
Own communication channels versus independent channels



- www.influenza.be
- callcenter 0800 99 777
- 4 leaflets, 1 flyer
- 2 educational e-training and 1 manual
- 6 radio and 6 TV clips
- media contacts

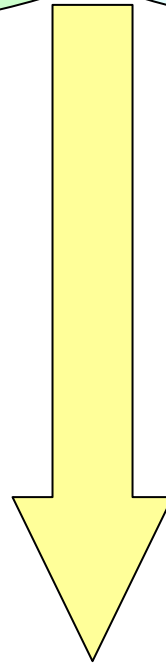
- Media (national and international)
- Communication tools of target groups
- Spontaneous initiatives of interest groups

Central versus local communication



- Different Belgian administrations united in interministerial commission Influenza (pré-crisis and crisis)

- Represented in crisiscenter
- Big experience gap
- Different organisation approaches

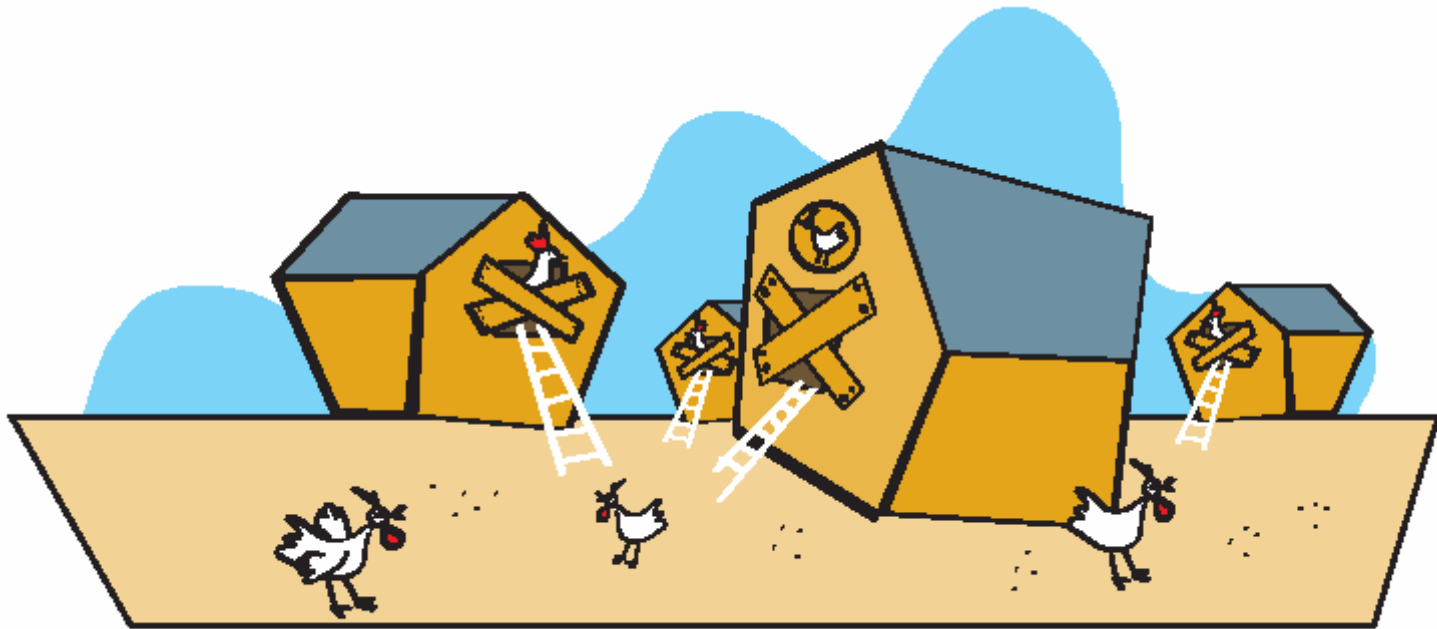


ONE message?

Long term versus short term

superstructure

foundation



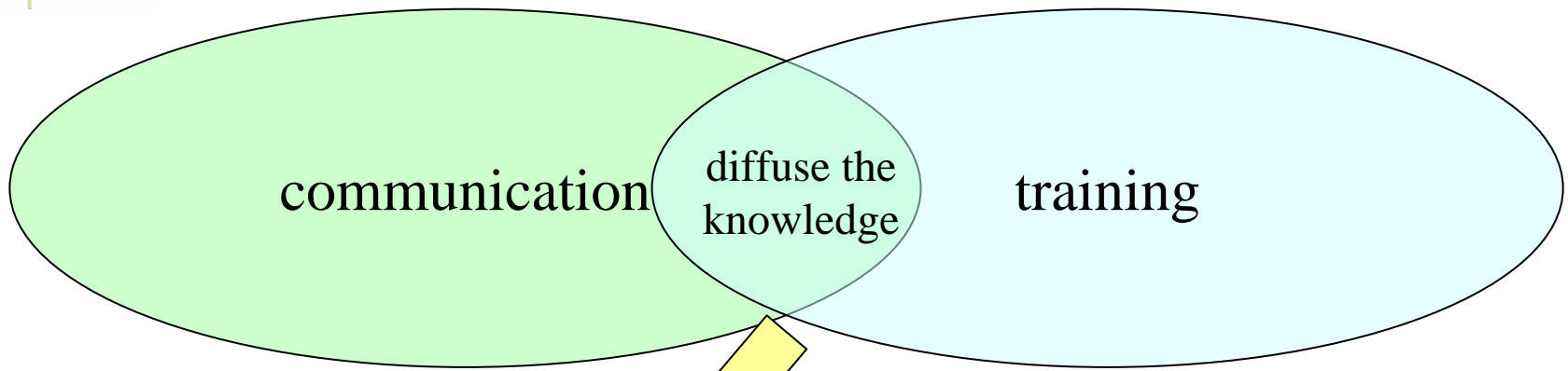
Long term:

- Hygiene
- Nutrition and sports
- Solidarity
- Instigation to take up own responsibility (information gathering and health)
- Psychosocial structures

Short term:

- Pressreleases
- Actual information
- Focussed on “flu”
- 2 way communication

Training versus communication

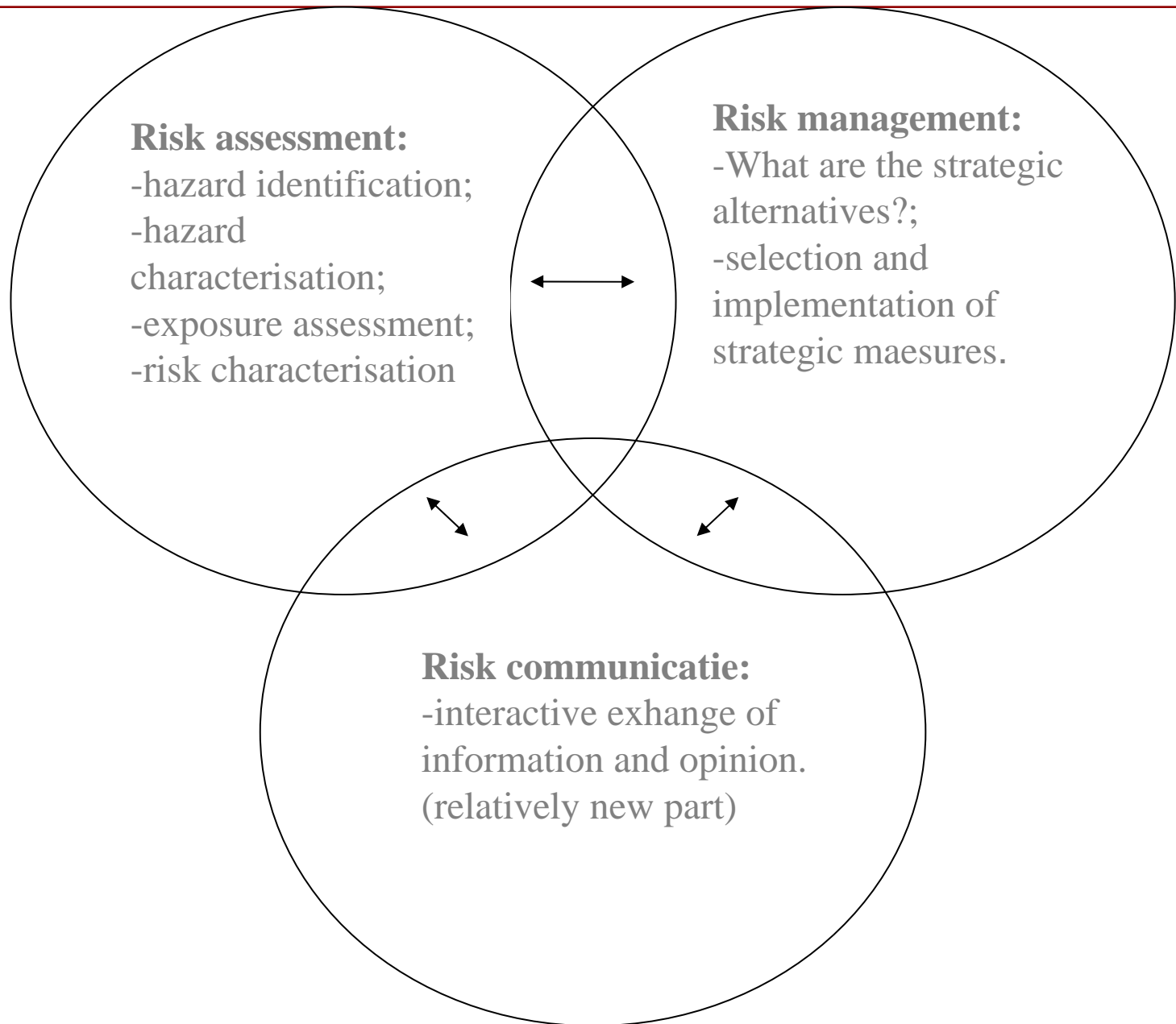


- Train the trainer
- Source of information
- Face-to-face communication

- Medical workers (doctors, nurses, first aid, ...)
- Hospitals
- Vets
- Police
- Journalists, (in fact the independent channels ...)



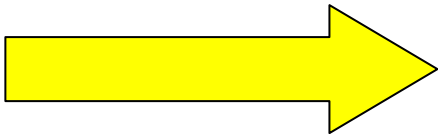
Communication as part of crisis structure





ultimate goal

1 communication plan for the Belgian authorities that has to be continuously updated and further elaborated



Goal achieved in july 2006



New challenges

- Second en improved version of the communication scenario:
 - More templates
 - More possible scenario's and strategies
 - More communication towards professional target groups and preparation
 - More communication focussed on children and adolescents
- Active interrogation of the population with emphasis on minority groups

WITHOUT losing our focuss on the quality!



A work of us all

Good and thorough communication is a result of intensive collaboration between **all partners and membres** of the crisismanagementteam and between the crisismanagementteam and the **media**. Together we can only deliver the right information at the right time if decision makers and takers as well as the media understand the importance of crisiscommunication as one of the 3 axes of the crisisstructure

Partners



federale overheidsdienst
Binnenlandse Zaken



Federaal Agentschap
voor de Veiligheid
van de Voedselketen



Ministerie van de
Vlaamse gemeenschap



REGION DE BRUXELLES-CAPITALE
BRUSSELS HOOFDSTEDELIJK GEWEST



INTERMINISTERIEEL
COMMISSARIAAT
INFLUENZA



federale overheidsdienst
**VOLKSGEZONDHEID,
VEILIGHEID VAN DE VOEDSELKETEN
EN LEEFMILIEU**



Federale Overheidsdienst
Buitenlandse Zaken,
Buitenlandse Handel en
Ontwikkelingssamenwerking



Deutschsprachige
Gemeinschaft

Commissariaat Influenza lanceert mediaCampagne

Hi, Influenza callcenter. I would like to report a dead bird!

