

# Risk Communication and Pandemic Response : Experience From Indonesia

SESSION VII - Emergency Management of Infectious Disease Outbreaks  
"Disaster and Emergency Management in the Health Care Sector"



**BAYU AJI**

**Directorate Health Promotion  
and Community Development**

**MOH of Republic Indonesia**

**23 Feb 2016**

# STRUCTURE OF PRESENTATION

1. Overview Pandemic Influenza
2. Overview of Risk communication
3. Practices in Risk Communication :  
Video Documentary on Simulation of  
Pandemic Influenza

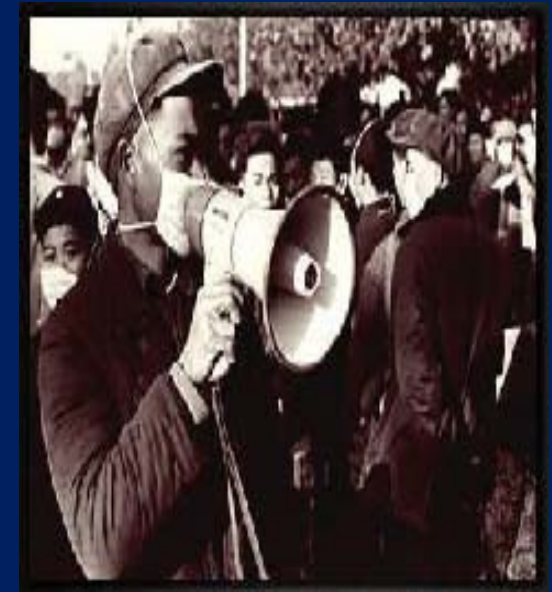
# PANDEMIC INFLUENZA



- 1918 - FLU Spanish
- 40 - 50 millions deaths
- VIRUS A (H1N1)



- 1957 - FLU ASIA
- 1-2 millions deaths
- VIRUS A (H2N2)



- 1968 - FLU HONGKONG
- 700.000 deaths
- VIRUS A (H3N2)

# An Influenza Pandemic

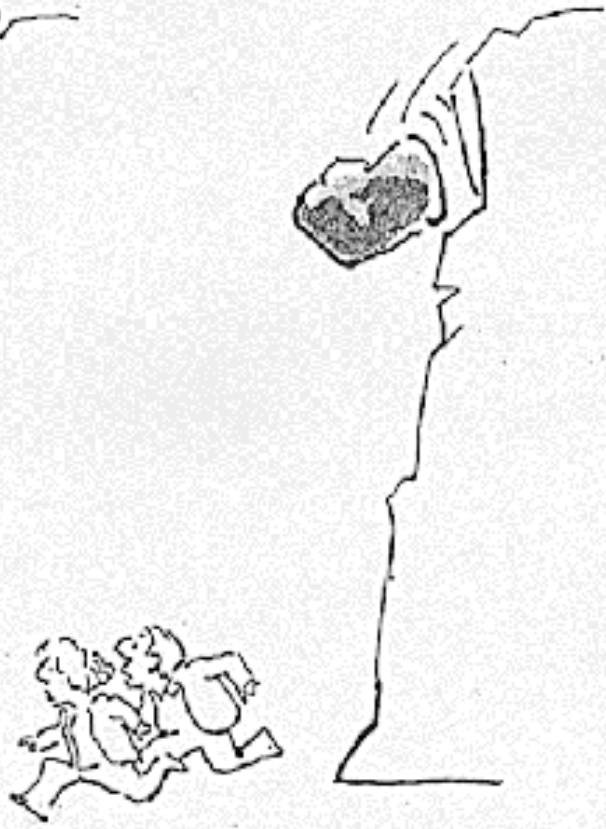


- An epidemic an influenza virus that spread on a worldwide scale and infects a large proportion of the human population

RISK  
PERCEPTION

RISK  
COMMUNICATION

RISK  
MANAGEMENT



[Cartoon by Sydney Harris - modified by BR]

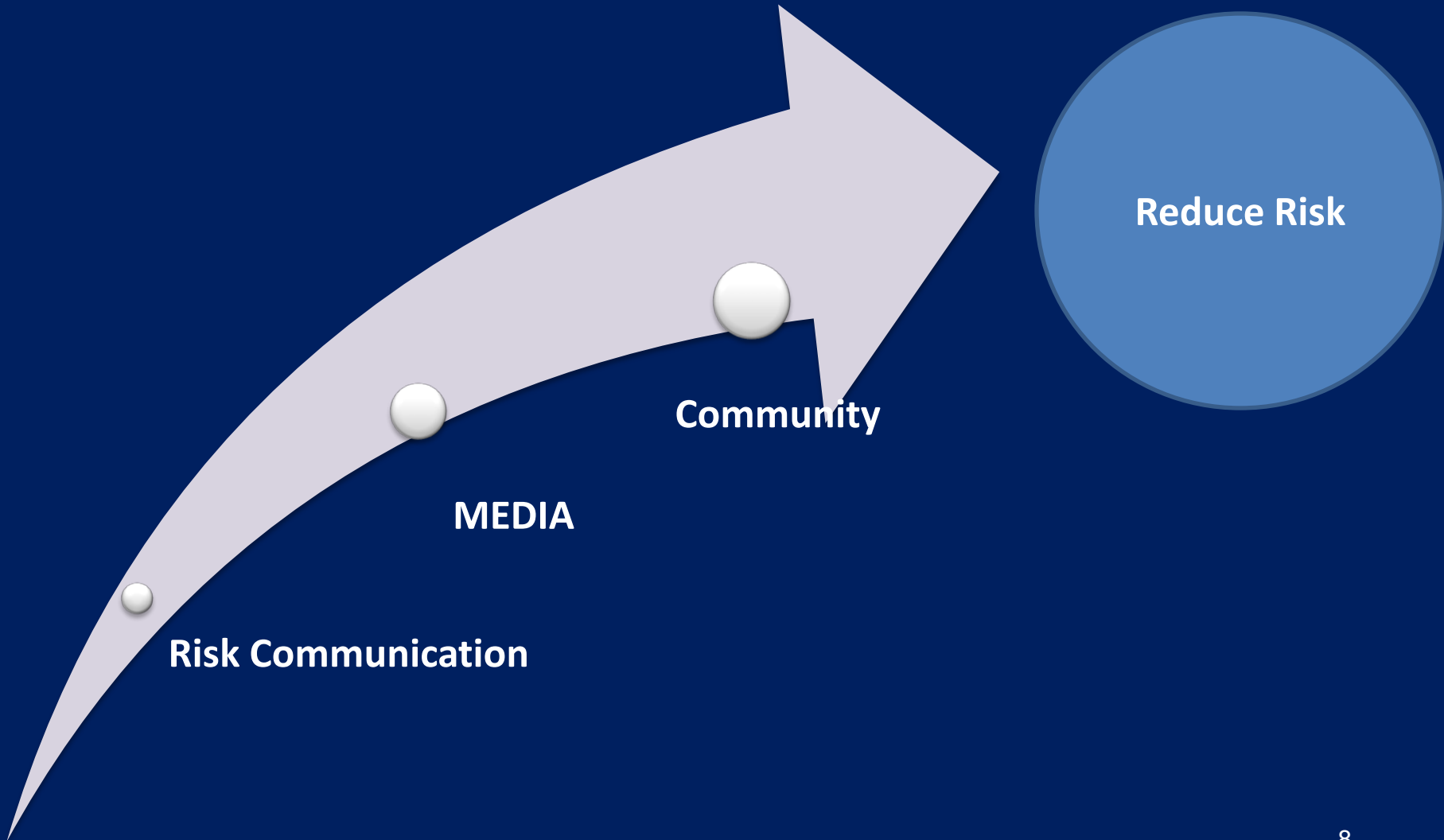
# RISK COMMUNICATION

- A two way process to discuss risk and other concerns in order to get a “good” solution.
- Knowing how to respond to public outrage.

# WHY USE RISK COMMUNICATION?

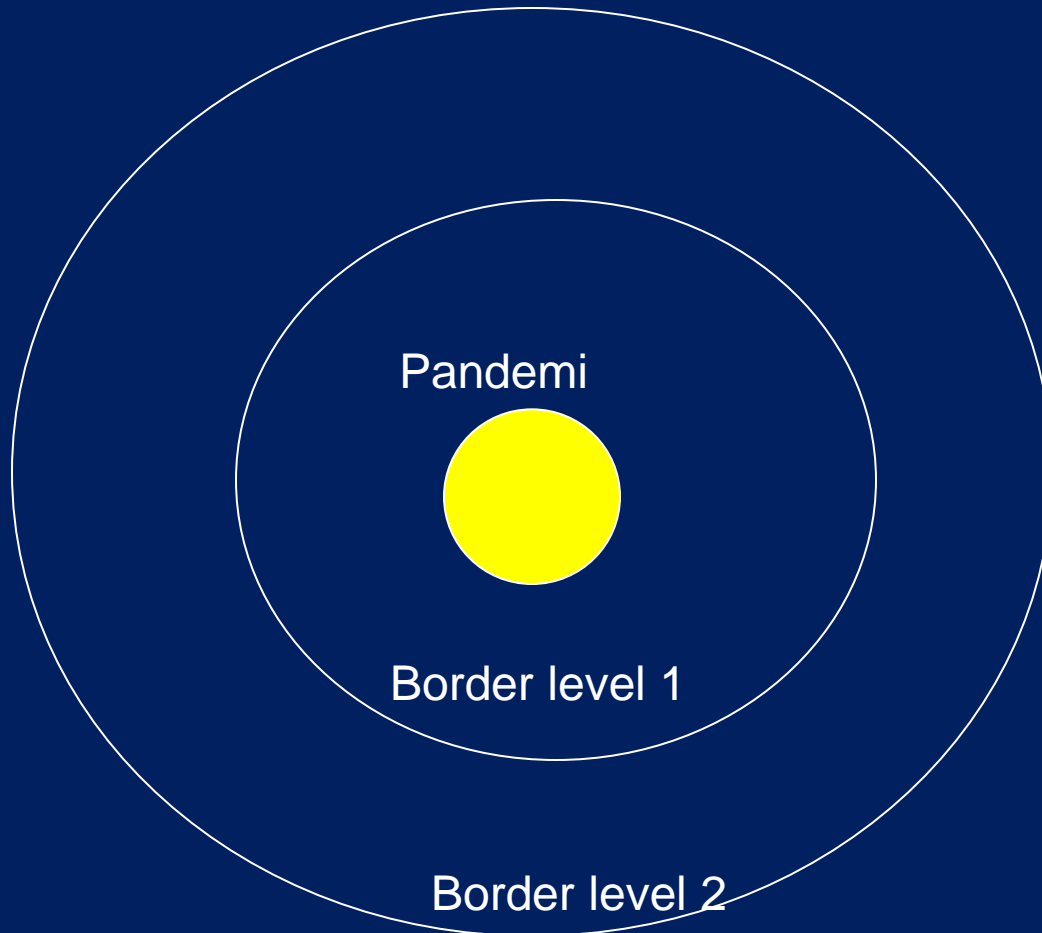
- Understand public perception and more easily anticipate community response to Trust actions.
- Increase the effectiveness of risk management decisions by involving the community.
- Improve dialogue and reduce unwarranted tension communities and the Trust.
- Explain risk more effectively.
- Inform communities of risk in constructive ways.

# Risk Communication Proses





# Mapping Risk Communication



# Risk Communication Team

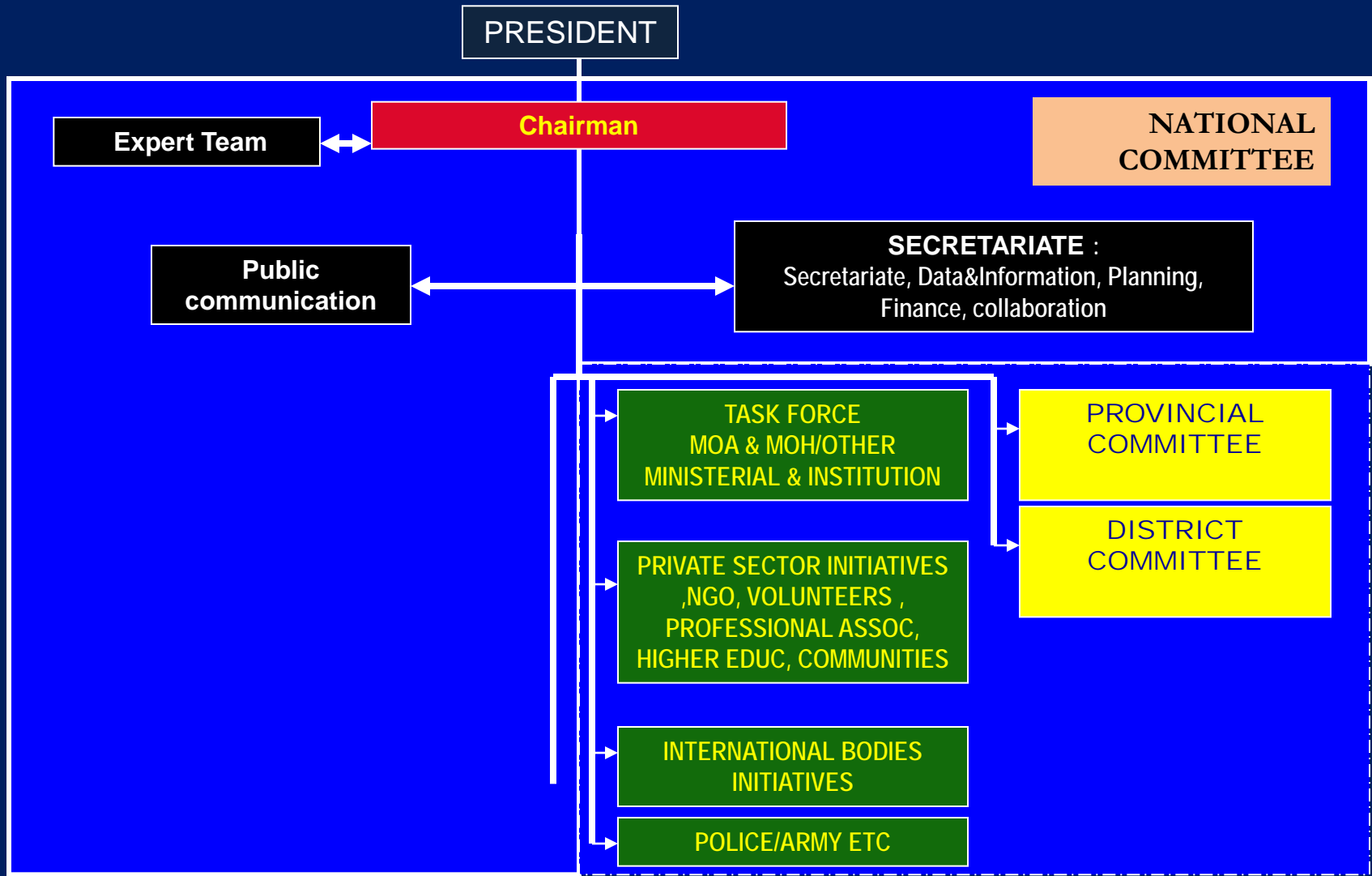
1. Risk Communication team → Community
2. Media Team → Media Mass / journalist  
(media center, Spokeperson)

# 1. Risk Communication



## 2. Media Team





ASSIGN.BY PRESIDENT

ASSIGN BY NAT.COMM

ASSIGN BY NAT.COMM IN CONSULT WITH GOVERNOR/ DISTRICT

ALREADY EXIST/ BY THEIR OWN INITIATIVE

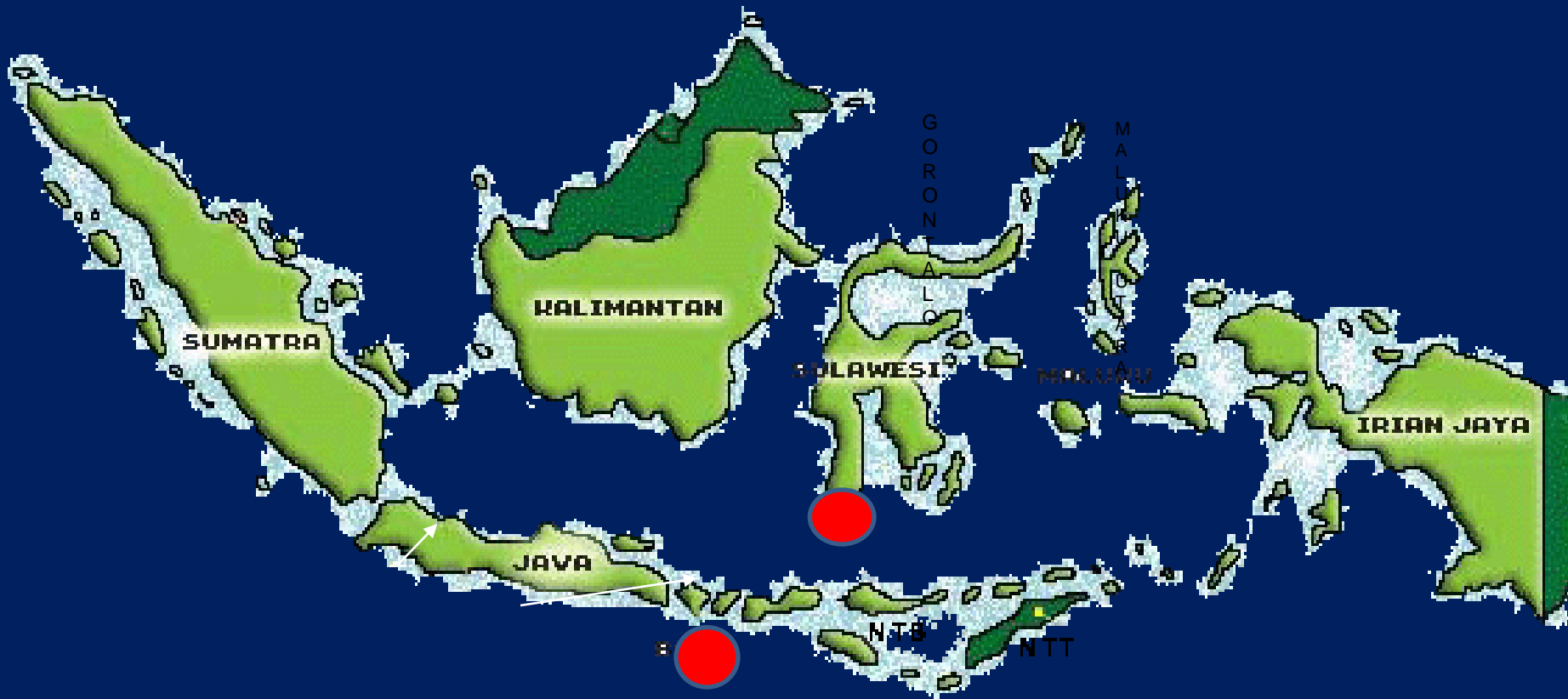
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# SIMULATION PANDEMIC INFLUENZA



# INDONESIA



# Simulation Pandemic

- 3 Days
- More than 600 Personnels  
(Policemen, Health workes, Army, Community leader, and community) Gov , Parlemen , Non Gov and NGOs
- Many places :  
(Hospital, Port, Airport, Health Services, Bussiness places (BCP), School, and In the community,



# Result

- Guidelines Pandemic Influenza
- Manual Book Training
- So many people have been trained
- Regulation
- Task force Team (provincial and district levels)
  - Health Promotion
  - Animal Health
  - Epidemiology
  - Surveillance
  - Laboratory
  - Hospital / Health Services Centre

Let's We show the Movie !!



**Thank You**

International Network for Health Promoting Hospitals & Health Services

## The Task Force on Health Promoting Hospitals and Environment

Asia-Pacific Regional Symposium 2016

### Eco-Friendly Hospitals For a Sustainable World

22-23 February 2016 | Griffith University | Brisbane | Queensland | Australia



## Program BOOKLET



AN INTERNATIONAL FORUM ON

## “DISASTER and EMERGENCY MANAGEMENT in the HEALTH CARE SECTOR”

TUESDAY, Feb 23rd 2016

Griffith University, Southbank Campus

Hosted by Centre for Environment and Population Health, Griffith University  
and co-hosted by Tzu Chi Medical Foundation, Tzu Chi University

Venue: Griffith University South Bank Campus, Griffith Graduate Centre Building (S07) Room 1.23

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