

Global Communication & Marketing

China: Emergency and Risk Communications (ERC) Project

- Objectives**
- Information and Communication Technology (ICT) research and implementation
 - Risk Communication technical assistance
 - Emergency Communication technical assistance and response
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- Background**
- Challenges and threats to the health of the public from emerging infectious diseases (e.g. avian influenza, pandemic influenza, SARS) are growing globally
 - Global disease detection, surveillance, and response are critical to prevent and slow their spread
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- Activities**
- Adapt and test US based Emergency Risk Communication (ERC) principles for cultural appropriateness in China
 - Identify additional strategies to assist in ERC planning (eg media partners)
 - Develop draft of ERC manual and test manual in two pilot provinces
 - Test ICT systems through meeting of Health Emergency Response Officers (HEROs) to introduce strategies nationally
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- Message Medium**
- Face-to-face meetings with HERO representatives from 11 provinces
 - Case studies, discussions and message testing in Fujian Province, Sanming City and Zhanghou
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- Partners**
- Chinese Ministry of Health, Office of Health Emergency
 - Chinese Provincial Health Emergency Response Offices
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- Evaluation Methods**
- ERC principles adapted with national experts and tested through focus groups comprised of the Chinese public. Similar evaluation exercises will continue.
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- Expected Outcomes**
- Increase Chinese public's prevention and risk awareness
 - Finish comprehensive final version of guidelines and create a set of checklists, pocket guides and summary documents for local health authorities
 - Increase types of audiences and for message testing

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- Cited References**
- Global Health Council (n.d.). Retrieved June 11, 2007 from http://www.globalhealth.org/view_top.php3?id=228
 - Staff Connections World Bank Intranet. (n.d.). Retrieved June 11, 2007 from <http://go.worldbank.org/05CTCA8OH0>

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