

Global Communication & Marketing

China: Emerging and Re-emerging Infectious Disease Program Knowledge Center Development

- Objectives**
- Information Communication Technology research and implementation
 - Risk Communication technical assistance
 - Emergency Communication technical assistance and response

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- Background**
(cited reference)
- 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 the prevention and stemming of infectious disease.

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- Activities**
- Designed a strategy to use existing Information and Communication Technology networks for delivery of technical information to workforce
 - Conducted pilot tests of emergency risk communication among local clinicians and the public
 - Evaluate strategies for communication system replication during emergencies and non-emergencies
 - Provide technical assistance in the design of China Centers for Disease Control (China-CDC) website and nationwide information line.

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- Message Medium**
- eHealth – China CDC website for professionals and public
 - Toll-free information line for the Chinese public

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- New Technology**
- Satellite, Net-conferencing and face to face models.

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- Partners**
- Chinese Center for Disease Control (China CDC)

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- Evaluation Methods**
- Website usability testing for public and public health workforce
 - Message absorption for toll free information line and mobile phones

Expected Outcomes

- Web site usability
- Message development and testing
- Utilization of eHealth channels such as text messaging
- Expansion of the China Field Epidemiology Training Program to include health communication and marketing

Cited References

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