

## **FURTHER ACTIVITIES**

### **Practical Guidance**

Practical guidance for communication in public health emergencies is a set of best practices and recommendations aimed at ensuring clear and effective communication during a crisis. It covers a range of topics, including risk communication, social media in emergencies, and strategies for reducing fear, anxiety, and misinformation. Effective communication during a public health emergency is crucial for protecting public health, preventing the spread of disease, and reducing fear and anxiety. Practical guidance for communication in public health emergencies should include clear and actionable recommendations, resources, and tools that can be used to plan and execute effective communication strategies. This can help public health professionals, government agencies, and other stakeholders to disseminate information quickly, accurately, and effectively, ensuring that the public has the information they need to protect themselves and others during a public health emergency.

Effective communication is crucial in responding to public health emergencies. In times of crisis, it's important to provide clear and accurate information to the public in order to help prevent the spread of disease and protect public health. Good communication also plays a vital role in reducing fear, anxiety, and misinformation during a public health emergency. This is why it's essential to have practical guidance for communication in public health emergencies. Such guidance can help public health professionals, government agencies, and other stakeholders communicate effectively and appropriately during a crisis. This guidance should include clear and actionable recommendations, resources, and tools that can be used to plan and execute effective risk communication strategies. By following these best practices, it's possible to ensure that information is disseminated quickly, accurately, and effectively during a public health emergency.

Here are some specific resources and strategies you can use:

Downloadable resources:

- The World Health Organization (WHO) provides a number of communication resources for public health emergencies, including guidelines for risk communication, social media in emergencies, and communication for Ebola response.
- The Centers for Disease Control and Prevention (CDC) also has a number of resources available, including a guide to emergency risk communication and a crisis and emergency risk communication (CERC) manual.

Case studies:

- There are many case studies that examine the role of communication in public health emergencies. For example, the Harvard T.H. Chan School of Public Health has published a case study on the communication response to the Ebola outbreak in West Africa.
- The London School of Hygiene & Tropical Medicine also has a collection of case studies on risk communication during outbreaks and public health emergencies.

Creative expression activities:

- Creative expression activities can be a helpful way to handle stress and anxiety during public health emergencies. For example, some organizations have used art therapy, journaling, and storytelling as ways to help people cope.
- The National Endowment for the Arts has a number of resources available on using the arts in times of crisis and disaster.

Specific strategies to handle mental health problems:

- During public health emergencies, it's important to take care of one's mental health. Some strategies include: staying connected with family and friends, staying active and eating a healthy diet, and getting enough sleep.
- Mindfulness practices, such as meditation and deep breathing, can also be helpful.
- It's also important to seek help from a mental health professional if needed.

It's important to keep in mind that communication during public health emergencies should be clear, concise, and culturally appropriate. It's also essential to consider the potential impact on mental health and well-being when communicating about public health emergencies.

#### Sources:

World Health Organization (WHO) - <https://www.who.int/emergencies/risk-communication-and-community-engagement>

Centers for Disease Control and Prevention (CDC) - <https://www.cdc.gov/cpr/toolkit/index.htm>

Harvard T.H. Chan School of Public Health - <https://www.hsph.harvard.edu/>

London School of Hygiene & Tropical Medicine - <https://www.lshtm.ac.uk/research/centres/centre-infectious-disease-epidemiology/our-research/case-studies-risk-communication>

National Endowment for the Arts - <https://www.arts.gov/>