Introducción a la Comunicación de Riesgo y Participación Comunitaria para la preparación ante brotes de influenza y otros virus respiratorios

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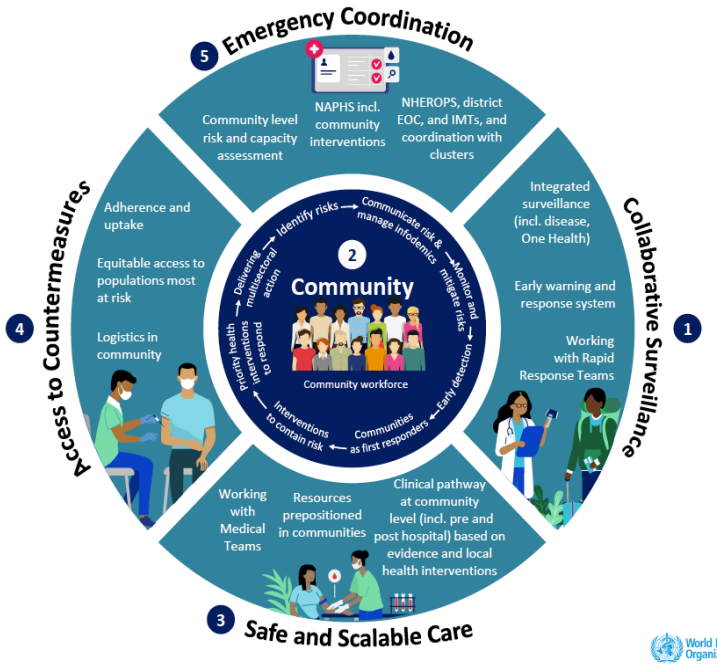
Health emergency preparedness, response, and resilience (HEPR) architecture

Emergencies begin and end in communities – there are key interdependencies with all subsystems across the risk management pathway and the emergency management cycle



Community protection

- Risk communication
- Community Engagement
- Infodemic Management
- Science and Knowledge Translation
- PHSM

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IHR – Joint External Evaluation 2022

- **RCCE systems**
- **Risk Communications**
- **Community Engagement**

RCCE systems and resources are operational across all sectors, including community led readiness and response interventions

Risk communication activities are implemented through a whole-of-government approach, with involvement of partners, media and influencers

Mechanisms for systematic community engagement including guidelines/SOPs have been developed, includes community participation .

What does RCCE system mean?

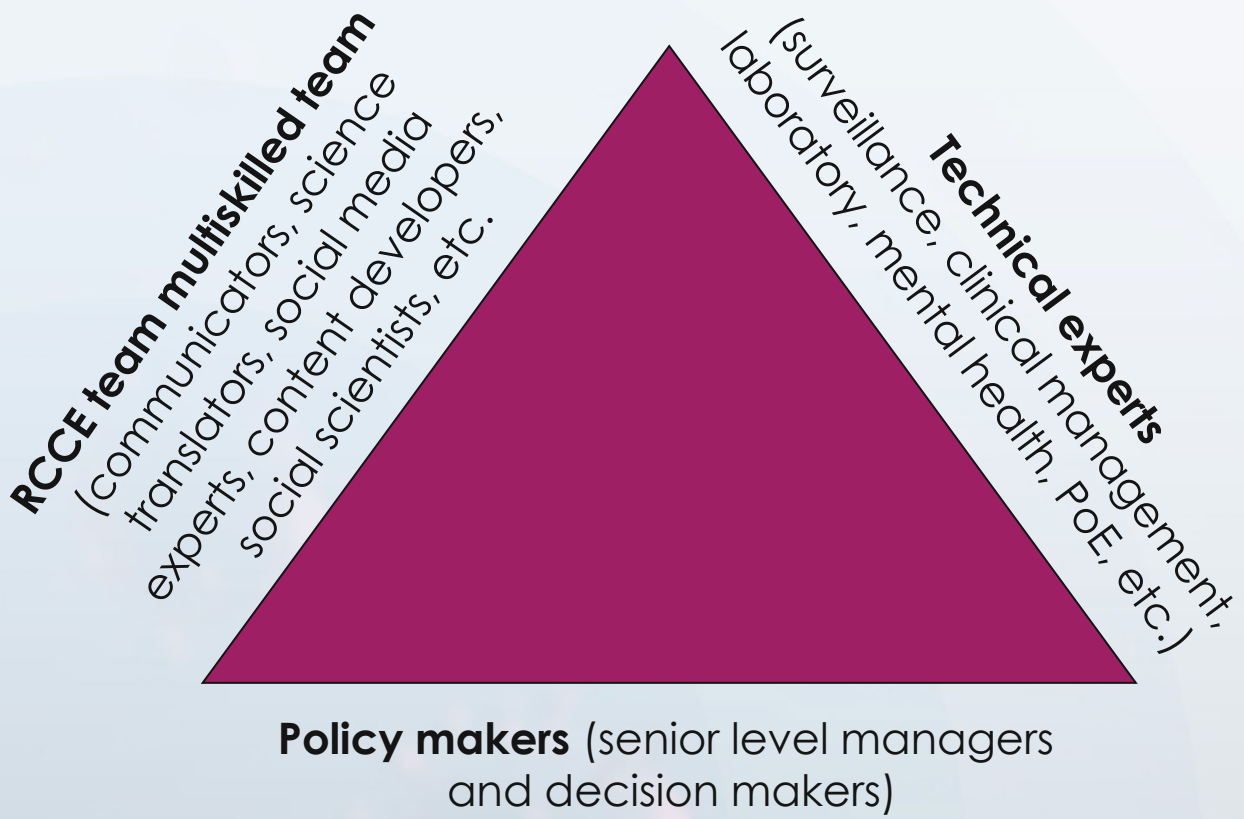
- It is a structure that permits organizations have RCCE capacities in place in all stages of any health emergency

- The system should have the following characteristic:
  - Nationally –led
  - Community – centered
  - Collaborative and inclusive
  - Integrated in overall preparedness and response system
  - Data – driven
  - Accountable

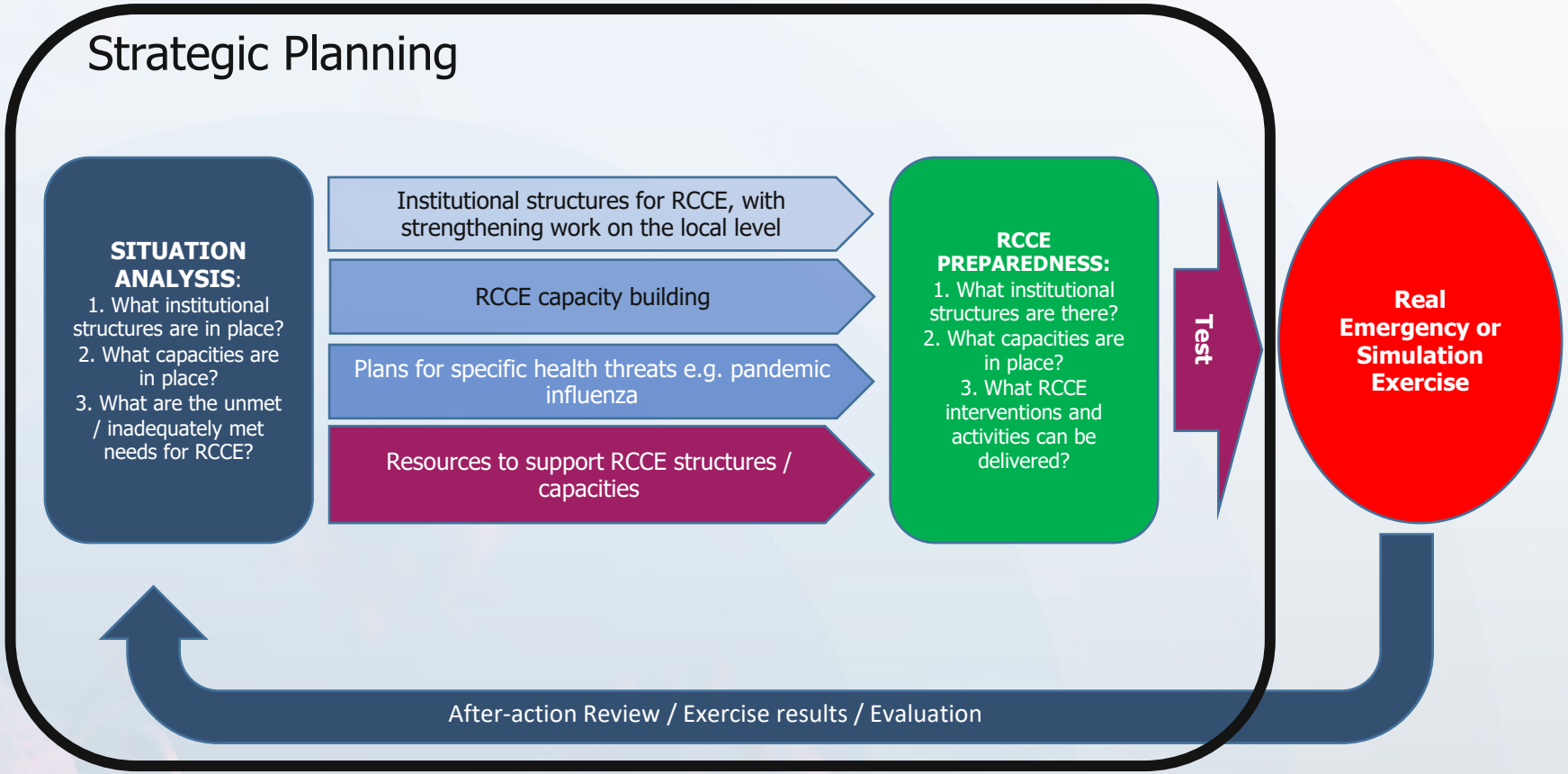
Community protection system/ RCCE

RCCE mechanisms and processes (National Strategy, SOPs, specific plans, procedures, etc.)	Dedicated human resources for RCCE on national and subnational level	Multistakeholders coordination mechanisms
Multisource social listening for infodemic management and behavioral insights feedback structure	Public communication (target audience, messaging needs, appropriate channels)	Community engagement for building of resilient communities
Crisis communication protocols and structure	Science and knowledge translation in health emergencies	Monitoring, evaluation and learning

Who needs to be involved?



Process for building of the system



Lessons identified for community protection

- Credible reputation and a trusted relationship is needed to get community attention
- Timing is key
- Science is a process, it changes, it evolves, and guidance need to be updated.
- Uncertainty is expected yet difficult to explain
- Trust is essential. It is hard won, easily lost.
- RC, CE, IM, BI, ST are critical to assess, listen, understand, explain, inform, empower, engage…
- Clear, consistent, transparent, tailored, honest, meaningful, actionable …

RC - Risk communication
CE – Community engagement
IM – Infodemic management
BI – Behavioral insights
ST – Science translation

Key takeaways

- Risk communication & community engagement (RCCE) is a **technical area** that has crucial role in preparedness and response for public health emergencies
- To build strong and effective Community protection/RCCE systems, it is important **to invest in multidisciplinary team** and structures

Thank you

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