

# Risk Communication for COVID-19

## Preparation for the next battle

Health Promotion Branch  
Centre for Health Protection  
Department of Health

COVID-19 Seminar From Prevention to Control  
8-10 December 2020

# Content

- ▶ Risk communication strategy and framework
  - WHO Risk communication and community engagement (RCCE) readiness and initial response for novel coronavirus interim guidance 2020
  - Preparedness and Response Plan for Novel Infectious Disease of Public Health Significance (HKSAR) 2020
- ▶ Aims of risk communication
- ▶ Challenges
- ▶ Communication efforts in the first three waves of the COVID-19 outbreak
- ▶ Risk communication for the fourth wave
- ▶ Reach the hard to reach
  - Ethnic minorities
  - Adolescents and young adults

# What is risk communication?

- ▶ Risk communication is an integral part of any emergency response
- ▶ It is the real-time exchange of information, advice and opinions between experts, community leaders, officials and the people who are at risk
- ▶ In epidemics and pandemics, in humanitarian crises and natural disasters, effective risk communication allows people at risk to understand and adopt protective behaviours
- ▶ It allows authorities and experts to listen to and address people's concerns and needs so that the advice they provide is relevant, trusted and acceptable

Reference: Communicating risk in public health emergencies: a WHO guideline for emergency risk communication (ERC) policy and practice. Geneva: World Health Organization; 2017.

# WHO Risk communication and community engagement (RCCE) readiness and initial response for nCoV Interim guidance January 2020

- ▶ The objective of the document is to provide actionable guidance for countries to implement effective RCCE strategies which will help protect the public's health in the early response to nCoV.



WHO-2019-nCoV  
CCE-v2020.1-eng.pdf

<https://apps.who.int/iris/bitstream/handle/10665/330377/WHO-2019-nCoV-RCCE-v2020.1-eng.pdf?sequence=1&isAllowed=y>

# Why is it important to include RCCE as part of a national public health emergency response?

- ▶ RCCE is one of the most important and effective **interventions** in public health
- ▶ RCCE helps **prevent infodemics** (the spread of misinformation), **builds trust** in the response and increases the probability that health advice is followed.
- ▶ **Proactive** communication and **engagement** with the public and at risk populations on a consistent basis can help alleviate confusion and misunderstanding.
- ▶ **People have the right to be informed** and understand the health risks they face

Reference: WHO Risk communication and community engagement (RCCE) readiness and initial response for nCoV Interim guidance January 2020

# Why is it important to include RCCE as part of a national public health emergency response?

- ▶ The perception of risk among affected populations often differs from that of experts and authorities. Effective RCCE can help **bridge that gap** and transform and deliver complex scientific knowledge which is understood by, accessible to, and trusted by populations and communities.
- ▶ Effective RCCE uses **community engagement** strategies to involve communities in the response and develops acceptable yet effective interventions
- ▶ RCCE is essential for surveillance, case reporting, contact tracing, caring for the sick and clinical care, gathering local support for any logistic and operational needs of the response.

Reference: WHO Risk communication and community engagement (RCCE) readiness and initial response for nCoV Interim guidance January 2020



# Selected items from the checklists of the WHO interim RCCE guidance

- ▶ Prepare to communicate with unknown information and uncertainty
- ▶ Announce the health threat early and often and update after a risk assessment and an analysis of risk perception
- ▶ Provide information as soon as it is received, even if it is not complete and openly explain the degree to which information is uncertain (manage uncertainty), provide the public regular channels to get updated information (e.g. hotlines, website, etc.)
- ▶ Establish, build and/or maintain trust with population through regular two way communication and engagement that regularly addresses misunderstanding, misinformation, rumours and frequently asked questions
- ▶ Coordinate and encourage collaboration
- ▶ Use trusted and effective communication channels that target audiences regularly use
- ▶ Identify and activate trusted influencers for the audiences

Reference: WHO Risk communication and community engagement (RCCE) readiness and initial response for nCoV Interim guidance January 2020

# Preparedness and Response Plan for Novel Infectious Disease of Public Health Significance

- ▶ Three-tier response level (alert, serious, emergency)
- ▶ Activation based on risk assessment of the novel infection that may affect Hong Kong and its health impact on the community
- ▶ Launched on 4 Jan 2020 (serious level activated on the same day)
- ▶ Emergency level activated on 25 Jan 2020



# Preparedness and Response Plan---

## Risk communication

### Peace time

#### Getting prepared

- ▶ Maintain close networking with partners to mobilise community resources when needed
- ▶ Continue efforts on the infectious disease prevention, personal hygiene and environmental hygiene, targeting the general public as well as specific sectors of the community

# Preparedness and Response Plan---

## Risk communication

### Alert level

#### Coordinated communication

- ▶ In collaboration with other Departments/ organisations, communicate with respective sectors with a pre-agreed communication mechanism

DH → Doctors, dentists, Chinese medicine practitioners, other healthcare professionals, private hospitals, laboratories, general public, schools, ethnic minorities, WHO, overseas and mainland health authorities.....

- ▶ Keep local stakeholders and general public informed of latest situation
- ▶ Disseminate information and step up health advice through multiple channels

# Preparedness and Response Plan---

## Risk communication

### Serious level

#### Further strengthening up

- ▶ Activate relevant centres (e.g. Emergency Response Centre, Outbreak Intelligence Centre and Emergency Hotline Centre) for information, monitoring and response, if necessary
- ▶ Conduct regular briefings to press and legislators
- ▶ Brief consulates, relevant businesses and various community sectors (e.g. District Councils)
- ▶ Educate public on protective measures
- ▶ Monitor community responses and concerns

# Preparedness and Response Plan---

## Risk communication

### Emergency level

#### Full-steam communication

- ▶ Daily updates of the epidemic and governmental response plans and actions
- ▶ Provide clear guidance on extra preventive measures to local stakeholders and public
- ▶ Step up public education on use of personal protective equipment and practices
- ▶ Educate the public regarding self-management of relevant symptoms and when and how to seek treatment
- ▶ Engage community partners and professional groups
- ▶ Continue close liaison with WHO (e.g.travel advice)

# Aims of communication

- ▶ To raise awareness and at the same time, alleviate unnecessary anxiety
- ▶ To provide timely and accurate information in a transparent manner to gain trust
- ▶ To inform public of the latest situation to build up knowledge and answer queries
- ▶ To encourage protective behaviours
- ▶ To equip public with effective protective measures (correct ways to wear masks, wash hands, social distance.....)
- ▶ To warn of triggering factors and actions
- ▶ To inform the latest control measures for compliance
- ▶ To inform to promote acceptance of risks and control measures
- ▶ To enable mutual dialogue and understanding
- ▶ To clarify myths

# Challenges

- ▶ Knowledge limited at the beginning
- ▶ Situation evolving fast
- ▶ Fake news and rumours spreading swiftly through social media and internet
- ▶ Social distancing limits the scale of engagement processes
- ▶ Some groups difficult to reach, in particular
  - ethnic minorities
  - adolescents and young adults



# Main communication messages in the first three waves

- ▶ Updated local and global situations
- ▶ Various legal requirements and control measures
- ▶ Mode of transmission
- ▶ Preventive measures: hand and environmental hygiene, use of face masks in public places, social distancing
- ▶ Appeal to seek medical advice if symptomatic and to undergo testing if perceived to be at risk of infection
- ▶ Myth busting

# Timely communication with transparency



## Daily press briefing at 1630

- Started since **23 Jan 2020**
- DH, HA and senior officials

- ✓ Announce latest situation
- ✓ Inform risks
- ✓ Provide advice

### Manage uncertainty to gain trust

- Trust can be lost if people feel that you are lying or withholding information
- Provide information as soon as possible, even if it is not complete and openly explain the degree to which information is uncertain
- Provide channels for public to get further updated information (e.g. website, hotline)

# Timely communication with transparency

Government stays vigilant to cope with next wave of COVID-19 epidemic

\*\*\*\*\*

The Government today (September 18) announced its work plan and a range of preparations for preventing and combating the next wave of COVID-19 epidemic.

A spokesman for the Food and Health Bureau (FHB) said, "It has been more than two months since the beginning of the third wave of the epidemic. Although the epidemic has subsided from its peak in late July, there were still local cases among the recent confirmed cases, indicating the existence of sustained silent transmission chains in the community. While the Government will spare no efforts in containing the spread of the disease, we expect that the fourth wave of the epidemic will arrive this winter and it will likely be more severe than the third wave. To ensure the health care system and the relevant institutions are sufficiently equipped in coping with the fourth wave, the Special Administrative Region (SAR) Government will take into account experts' advice and collaborate with medical schools of universities in reviewing and summing up the work and experience gained in the prevention and control work from the third wave, to map out the strategies in tackling the next wave of epidemic and to launch a series of preparatory work right away."

## Press releases

- To provide more detailed information
- To provide updates anytime as needed
- To provide information supplementary to press briefings

# Timely communication with transparency

[www.coronavirus.gov.hk](http://www.coronavirus.gov.hk)

## Thematic webpage

- CHP designated website launched on **3 January 2020**, later enhanced to the government thematic website on **21 Feb 2020**
- One-stop station for information from all relevant B/Ds





# Thematic website

<https://www.coronavirus.gov.hk/eng/index.html>

## ► Rich source of information

disease update, new control measures, clarifications, health advice, information on inbound travellers, school arrangement, public transport, public services.....many more.....

- More than 7.5 millions visitors
- More than 29 millions number of page views



## RESOURCE CENTRE

- Preparedness and Response Plan
  - Guidelines
  - Letters
  - Health Education Materials
  - Report of the SARS Expert Committee Hong Kong : from Experience
  - Information paper for the urgent meeting of the LegCo in February
  - Information paper for the LegCo
- Important:**
- Verification of the identity of authorised officers
  - Management upon notification of a confirmed case in workplace
  - Social Distancing
  - FAQ on New Requirements to Reduce Gatherings
  - Anti-epidemic Fund
  - Expert Opinion
  - Health Declaration System
  - Deep Throat Saliva Collection - Demonstration Video



## WHAT IS COVID-19

COVID-19

Health Advice

Travel Advice

FAQs

## CLARIFICATIONS

- Government strongly rebuts fallacious comments Universal Community Testing Programme (with Chinese only graphics)
- Government responds to media enquiries on BGI testing services
- Government responds to media enquiries on arrangement of COVID-19 tests by individual organisations or individuals

[more clarification](#)

## USEFUL INFORMATION

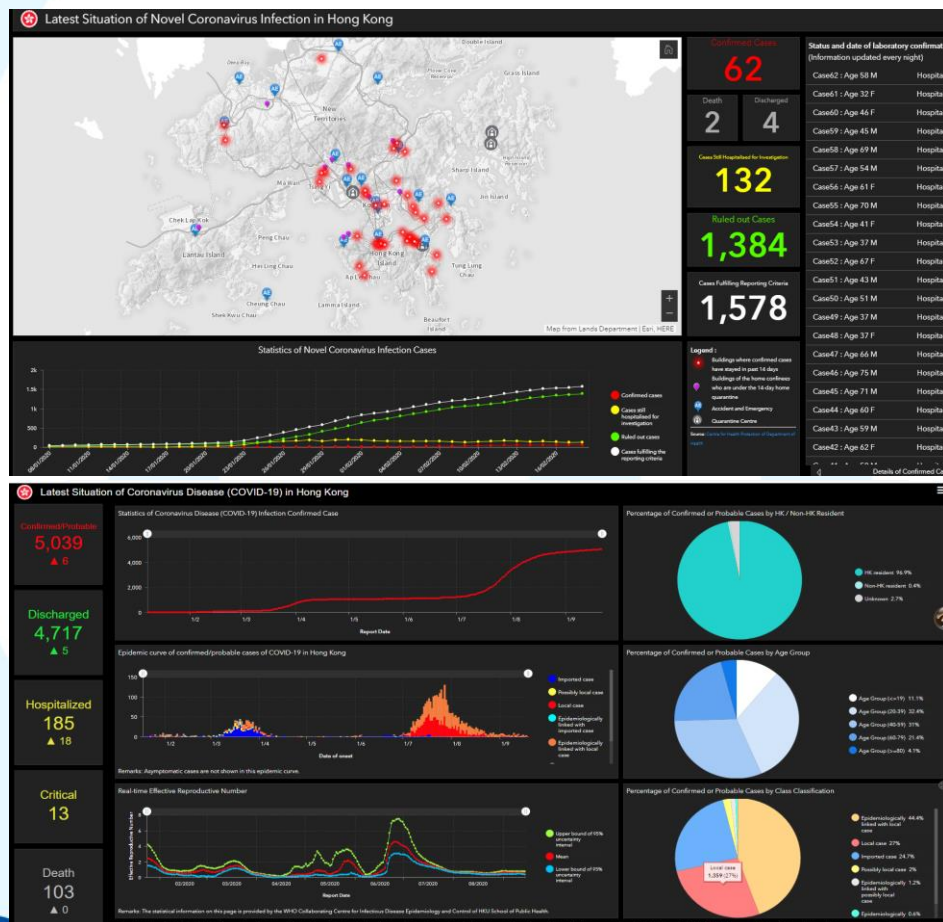
	Public Transport		Inbound Travel
	Public Services		Statistics on Passenger Traffic
	School Arrangements		Control Points for Passengers

## UPDATES ON INFECTION SITUATION

- Latest local situation of COVID-19
- Buildings with confirmed cases of COVID-19 in the past 14 days
- Flights/trains/ships/vehicles taken by confirmed cases of COVID-19 during the symptomatic phase in the past 14 days
- Countries/areas with reported cases of COVID-19
- Request forms for COVID-19 testing and specimen bottles for private doctors
- Collection points for submission of specimens by patients of private doctors for COVID-19 testing

# COVID-19 Local Situation Interactive Map Dashboard

<https://chp-dashboard.geodata.gov.hk/covid-19/en.html>



- ▶ Launched on 3 February 2020
- ▶ Joint efforts of multiple B/D, such as DH, OGCIO, LandsD and DevB, etc.
- ▶ Daily update on case details, building list, quarantine centres/collection points, timeline for buildings with cases, etc.



# Command Structure

- ▶ A Steering Committee cum Command Centre chaired by CE was established with a view to formulate strategies and measures according to the development of COVID-19
- ▶ 4 Working Groups
  - Disease Prevention and Control led by SFH
  - Responses and Action led by CS
  - Public Participation led by SHA
  - Communications led by SCMA

# Engagement of experts

- ▶ Trusted influencers for the audiences
- ▶ CE appointed 4 local experts with rich experience in public health, epidemiology and clinical aspects to provide professional advice
- ▶ The experts give media interviews to scientifically analyse the situation of disease prevention and control
- ▶ The four experts:
  - **Professor Gabriel Leung**, Dean of Li Ka Shing Faculty of Medicine of the University of Hong Kong
  - **Professor Keiji Fukuda**, Director and Clinical Professor of the School of Public Health of the University of Hong Kong and former Assistant Director General of the WHO;
  - **Professor Yuen Kwok-yung**, Chair of Infectious Diseases, Department of Microbiology, Li Ka Shing Faculty of Medicine of the University of Hong Kong; and
  - **Professor David Hui Shu-cheong**, Stanley Ho Professor of Respiratory Medicine and Director of Stanley Ho Centre for Emerging Infectious Diseases.

# Two-way communication

- ▶ Doubts and enquiries were received and clarified via the CHP web, facebook and designated hotlines
- ▶ Media monitoring to gauge public perception, opinions and beliefs
- ▶ Opinions were received from stakeholders (e.g. District Councillors)



Hong Kong residents with chronic illnesses stranded in mainland running out of medicines were identified through phone calls. DH worked with the Constitutional and Mainland Affairs Bureau and the Economic and Trade Office in Wuhan for a special programme from February to April to arrange delivery of medicines to them. A total of 281 packs of medicine covering 257 people were delivered.

# Multi-modality approach

- ▶ To maximise reach to the whole population
- ▶ Through communication channels that target audience regularly use
  - Press conference and press release
  - Designated webpage ([www.coronavirus.gov.hk](http://www.coronavirus.gov.hk))
  - Announcement of public interests via TV and radio
  - Facebook/Instagram/youtube channel/GovHKapp/Telegram channel “Hong Kong Anti-epidemic Information Channel”
  - Briefings to specific groups (e.g. Consulates-General)
  - Health talks/community education activities
  - Media interviews
  - Manned hotline/24-hour pre-recorded Health Education Info Line
  - Printed and online materials
  - Advertisements

# Production of Announcement of Public Interests (APIs) and videos

- ▶ Launched 14 sets TV and radio APIs
- ▶ Production of 15 videos
- ▶ Cover a wide range of subjects
  - Correct personal protective measures
  - Social distancing
  - Pipe drain maintenance
  - Prevention at workplace
  - Prevention at public transport
  - Test promptly for early detection
  - Stay vigilant
  - Take the initiative to get tested
  - Gratitude to everyone



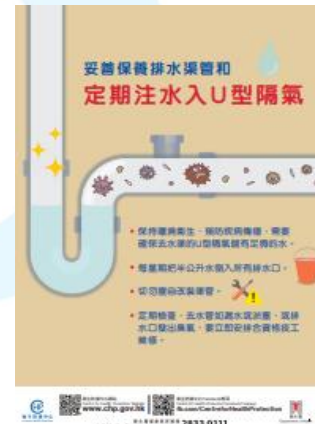
# Production of Announcement of Public Interests (APIs) and videos

- ▶ Produced within tight schedule:
  - First video available on 9 January 2020
  - First radio API launched 10 January 2020
  - First TV API launched on 16 January 2020
  
- ▶ Broadcast widely through collaboration with partners
  - TV, radio stations
  - HA venues, private clinics
  - Public housing estates, Housing Authority venues
  - Tamar, LCSD venues
  - Control points, public transports



# Production of printed materials

- ▶ Pamphlets, posters, infographics, booklets
- ▶ Distributed via different channels



# Production of other online materials

## Fact sheets

- ▶ First batch of fact sheets available on 3 January 2020

## Guidelines

- ▶ Relevant guidelines available on 9 January 2020
- ▶ Target groups: public, travellers, returnees, health professionals, institutions, schools, businesses and workplaces

## FAQs

- ▶ FAQs first available on 23 January 2020
- ▶ Currently, there are 223 FAQs in the thematic website\*

# Facebook and government notifications

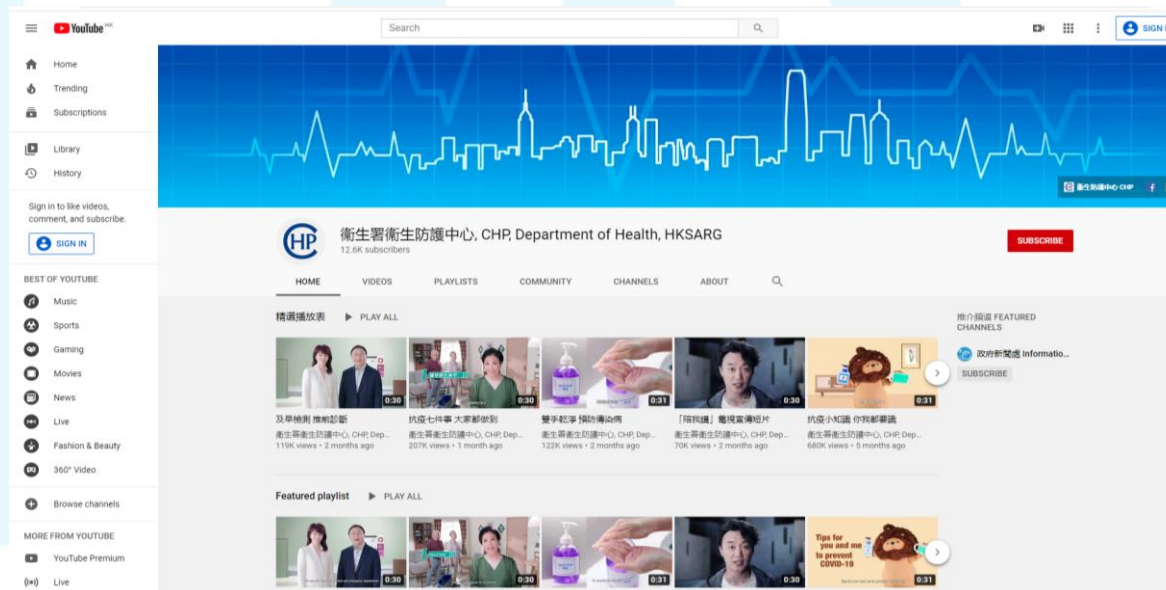


- ▶ 1209 Facebook posts and 543 Government notifications issued respectively\*
- ▶ Over 2 millions people reached the Facebook post with highest reach “及早檢測 推前診斷”\*



# CHP YouTube channel

- ▶ Upload more than 150 COVID-19 related videos in CHP YouTube Channel



# Community education

- ▶ A total of 24 health talks/community education activities conducted\*

\*as of 1 Dec 2020





# Advertising campaign

- ▶ 4 phases
- ▶ Online and offline
- ▶ TV, public transports, outdoor, printed and digital media



Viu OTT – Pre-roll TVC

iPhone



viu now.com

Android



Department of Health



# Media interviews

- ▶ A total of 8 episodes of TV and 9 episodes of radio interviews have been conducted



# 24-Hour Health Education Infoline

2833 0111

衛生署二十四小時健康教育熱線

24-Hour Health Education Hotline of the Department of Health

健康教育熱線  
Health Education Hotline  
2833 0111

## 1. 傳染病 Communicable Disease

### 1) 傳染病熱門話題： Hot Issues on Communicable Disease:

01. 麻疹  
Measles
02. 登革熱  
Dengue Fever
03. 風疹（德國麻疹）  
Rubella
04. 季節性流行性感冒  
Seasonal Influenza
05. 手足口病  
Hand, Foot and Mouth Disease
06. 日本腦炎  
Japanese Encephalitis
07. 寨卡病毒感  
Zika Virus Infection
08. 中東呼吸綜合症  
Middle East Respiratory Syndrome
09. 禽流感  
Avian Influenza
10. 退伍軍人病  
Legionnaires' Disease

## 2. 非傳染病 Non-communicable Disease

### 01) 非傳染病熱門話題 Hot issues on Non-communicable Disease

- 02) 幼兒健康飲食和體能活動  
Healthy eating and physical activity of preschool children
- 03) 青少年健康  
Adolescent Health
- 04) 婦女健康  
Women's Health
- 05) 家庭健康  
Family Health
- 06) 男士健康  
Men's Health
- 07) 長者健康  
Elderly Health
- 08) 預防損傷和環境健康  
Injury Prevention and Environmental Health
- 09) 藥物安全  
Drug Safety
- 10) 運動與營養

## 3. 預防癌症 Cancer Prevention

### 1) 大腸癌篩查計劃： Colorectal Cancer Screening Programme:

1. 大腸癌  
Colorectal Cancer
2. 大腸癌篩查計劃  
Colorectal Cancer Screening Programme
3. 與基層醫療醫生會面  
Meeting the Primary Care Doctor
4. 如何採便  
Specimen Collection
5. 知悉大便隱血測試結果  
Notification of Faecal Occult Blood Test Results
6. 大腸鏡檢查  
Colonoscopy examination
7. 常見問題  
Frequently asked questions

## 4. 疫苗接種 Vaccination Scheme

### 1) 兒童免疫接種計劃 Childhood immunisation programme:

1. 麻疹、流行性腮腺炎混合疫苗接種  
Measles, Mumps & Vaccination Campaign
2. 小六學童乙型肝炎疫苗  
Hepatitis B Vaccination Campaign for Primary 6 Students
3. 小一學童接種「白喉、無細胞型百日咳、無細胞型百日咳、無細胞型百日咳混合疫苗」  
Combined Diphtheria, Pertussis & Polio Vaccine (DTPa) for Primary 1 Students
4. 小六學童接種「白喉、無細胞型百日咳、無細胞型百日咳混合疫苗」  
Combined Diphtheria, Pertussis & Polio Vaccine (DTPa) for Primary 6 Students

免費健康資訊  
一個電話接通

For free health information, just dial

2 8 3 3 0 1 1 1

衛生署24小時健康教育熱線  
備有廣東話、英語及普通話三語以供選擇  
The 24-hour Health Education Hotline of the Department of Health provides the most updated health news and information in Cantonese, English and Putunghua



Information on COVID-19 available on 7 January 2020

# Engaging stakeholders

- ▶ Continuously update stakeholders with letters and emails
- ▶ Solicit their support to take actions or disseminate information to respective groups
  - Doctors, dentists, Chinese medicine practitioners, Chiropractors
  - Allied health professionals
  - Private clinics and private hospitals
  - Schools, universities and higher education institutions
  - Elderly homes, disabled homes
  - Expatriate community

Dear Private Medical Practitioners,

**New arrangements to enhance COVID-19 testing by private medical practitioners**

We write to inform you about the new arrangements to enhance the collection of specimens by private medical practitioners (PMPs) for COVID-19 testing.

**Request of COVID-19 tests by PMPs directly**

PMPs can request COVID-19 testing offered by the Public Health Laboratory Services Branch (PHLSB) of the Centre for Health Protection (CHP) directly. It is not necessary to have a private laboratory. The result will be sent to the private clinics by PHLSB via fax.



# Engaging stakeholders

- ▶ Consulates-General
- ▶ Trade Development Council
- ▶ Transport operators
- ▶ Hotel industry
- ▶ Housing Authority, Housing Society, Property management associations, The LINK
- ▶ British Council and major agents for parents of students returning to Hong Kong
- ▶ Occupation Safety and Health Council
- ▶ Public utility Group (MTR, HKJC, CLP, HK Electricity and Town Gas)
- ▶ Construction Industry Council
- ▶ Healthy Cities Projects, NGOs and other community partners



# Preparing for the fourth wave

- ▶ Address anti-epidemic fatigue
- ▶ Encourage the public stay vigilant and continue the preventive measures
- ▶ Update public with changing legal requirements and control measures
- ▶ Specific messages:
  - Enhanced surveillance
  - Facilitation of contact tracing
  - Sick leave if symptomatic (workers and students)
  - Health advice for high risk situations e.g. staycation, at bars, festival celebrations
  - Importance of flu vaccine

# Risk communication messages for the fourth wave

- ▶ To address anti-epidemic fatigue
  - Gratitude to everyone
  - Stay vigilant



# Risk communication messages for the fourth wave

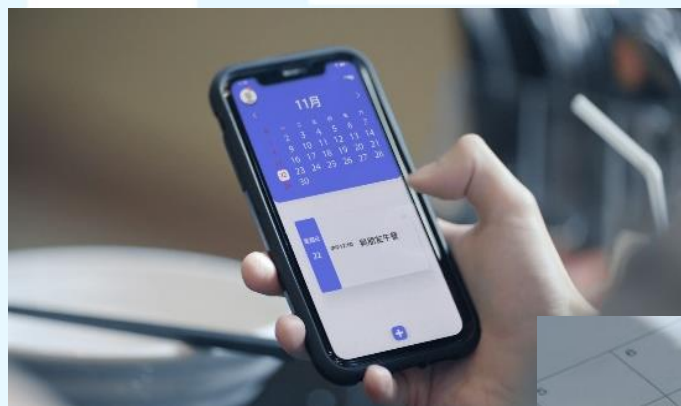
- ▶ To promote enhanced surveillance
  - Early testing–Early detection–Early control
  - Encourage public with mild symptoms or perceived risk to get tested





# Risk communication messages for the fourth wave

- ▶ To facilitate contact tracing
  - Keeping diaries of whereabouts (time, place, person)
  - “LeaveHomeSafe” app

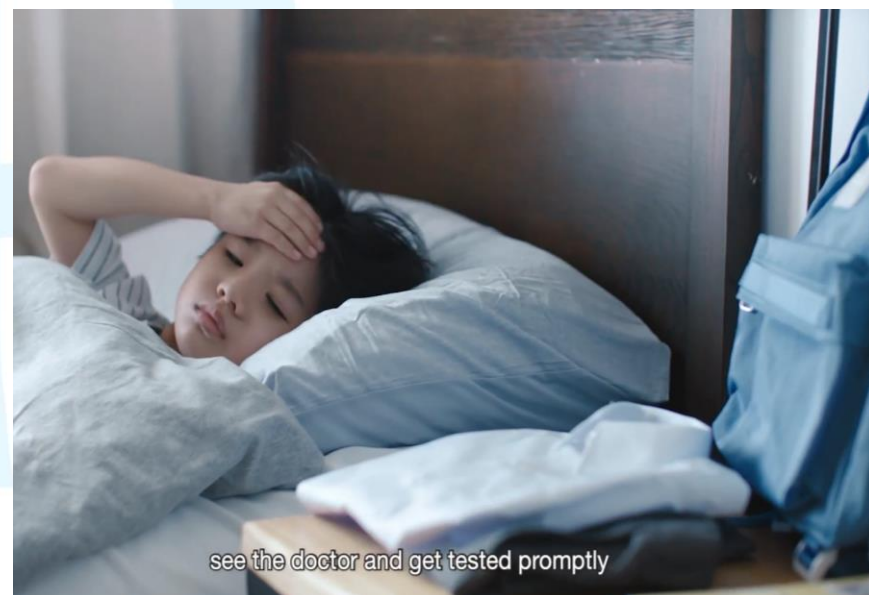
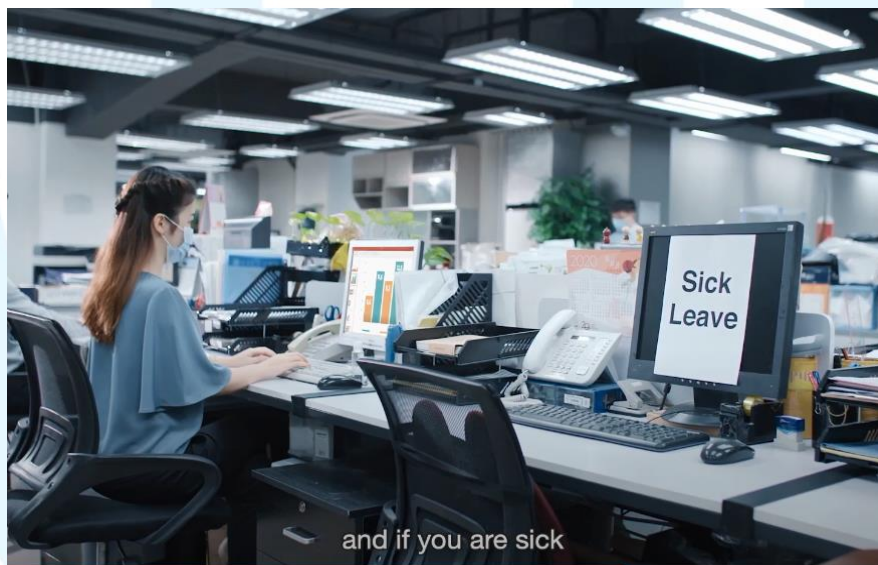


我們一定要多出分力



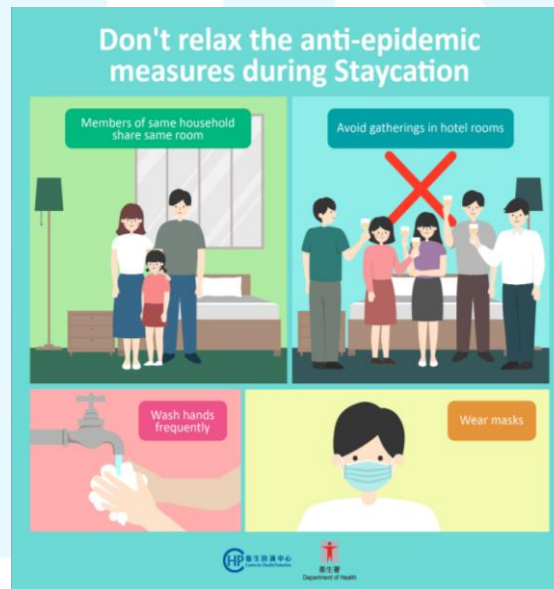
# Risk communication messages for the fourth wave

- ▶ To encourage sick leave when ill
  - Workers
  - Students



# Risk communication messages for the fourth wave

## ► Preventive measures for high risk situations



# Risk communication messages for the fourth wave

- ▶ Highlight importance of influenza vaccine
  - Influenza viruses and the virus that causes COVID-19 will likely both spread in influenza season
  - A person getting influenza and coronavirus at the same time may be more seriously ill
  - Influenza vaccination may also save healthcare resources for treatment of COVID-19 as the healthcare systems may be overwhelmed treating both patients with influenza and patients with COVID-19



# Difficult to reach groups

- ▶ Ethnic minorities
- ▶ Adolescents and young adults

# Ethnic minority groups

- ▶ DH attaches great importance to the health needs of the ethnic minority (EM) population and accords high priority in promulgating health messages to EM groups.
- ▶ According to the 2016 Population By-census, around 8.0% of the Hong Kong population was made up of EM\*

\*3.6% if excluding domestic helpers



# Ethnic minority groups

## ► Challenges:

- Heterogeneous group
- Language barrier
- Low health literacy
- Inadequate access to healthcare services
- Limited employment opportunities
- Overcrowded and poor living conditions
- Poor working conditions

### **Non-refoulement claimants are most hard-to-reach:**

- Non-resident, no employment, not under service of NGOs or Home Affairs Department
- To work with International Social Service Hong Kong Branch (ISS-HK), which provides humanitarian assistance to claimants

# Ethnic minority groups

- ▶ Working closely with its partners to provide regular updates on the latest situation and solicit their support and collaboration in disseminating relevant health information in various formats
- ▶ Partners for EM groups
  - Consulates-General
  - EM groups
  - Religious groups serving EM
  - Employment agencies of foreign domestic helpers
  - Health Cities Projects, NGOs and other community partners
  - Other Government bureaux and departments

# Ethnic minority groups

- ▶ Health education materials are translated into nine EM languages (namely Bahasa Indonesia, Tagalog, Thai, Hindi, Nepali, Urdu, Bengali, Sinhala and Vietnamese)
- ▶ Health advice in EM languages start to be available on 17 January 2020
- ▶ About 300 items of health education materials produced in ethnic minority languages



The screenshot shows the website of the Centre for Health Protection. At the top is a green banner with the text "同心抗疫 Together, We Fight the Virus!" in orange and white. Below the banner is a navigation menu with links: Local Situation Dashboard, Latest News, News Videos, What is COVID-19, Clarifications, Useful Information, Updates on Infection Situation, Health Tips, Resource Centre, and Community Involvement. Below the navigation menu is a row of buttons: Tamar Talk, news.gov.hk FB, ISD YouTube, news.gov.hk, CHP FB, CHP YouTube, HA FB, and HA YouTube. Below the buttons is a search bar with a red border, containing the text "हिन्दी | नेपाली | اردو | ไทย | Bahasa Indonesia | Tagalog | සිංහල භාෂාව | বাংলা ভাষা | Tiếng Việt". To the right of the search bar is a "Text Size" button and a "Search keyword(s)" button.

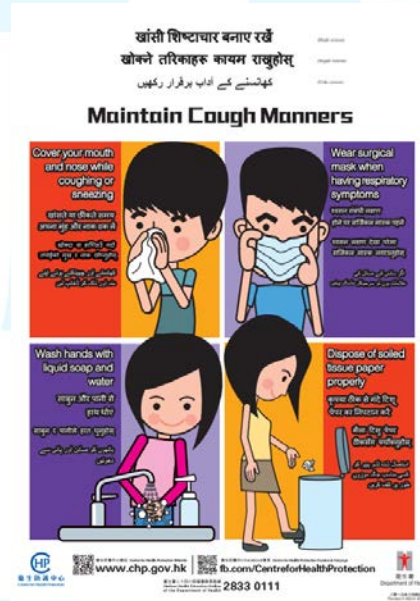
# Ethnic minority groups

## ► Messages covered

- Disease information
- Updated legal requirements under Cap. 599
- Compulsory quarantine measure and infection control advice for person under compulsory quarantine
- Travel advice (to avoid non-essential travel outside HK)
- Personal hygiene (good hand hygiene/social distancing/use serving chopsticks and spoon/cough manners/wearing of masks)
- Environmental hygiene (maintain drainage pipes properly and add water to the U-traps regularly/put the toilet lid down before flushing)
- Others e.g. use of masks for children under the age of 2

# Ethnic minority groups

- ▶ Different formats of health materials produced
  - Information sheets/Pamphlets/Infographics
  - Audio clips/Videos
  - Facebook posts
  - FAQs



# Ethnic minority groups

- ▶ Dissemination through different channels
  - Printed materials distributed in over 1000 venues
  - Newsletters and newspapers of EM groups
  - EM radio programmes
  - Facebook posts targeted to EM groups
  - Health talk/slide show at Support Service Centres for EM funded by Home Affairs Department
  - Facebook pushed posts



# Adolescents and young adults

## ► Challenges

- Traditional media not effective to reach them
- No single communication platform is effective in reaching them because of fragmented audienceship
- Habit of mindless scrolling of social media
- General anti-authority sentiment
- Usually asymptomatic, may underestimate own risk, less motivated to adopt protective measures
- In a life stage when they are usually more active in social life and be more risk-taking, advice on protective measures may be less acceptable to them

# Adolescents and young adults

## ► Communication strategy

- Use diversified digital media
  - Facebook
  - Instagram
  - Youtube
  - Weibo
- Engage an array of KOLs (Key Opinion Leaders) popular among adolescents and young adults
- Allow content creation by KOLs
- Messages visual, eye catching and fun

# Adolescents and young adults

- ▶ Communication strategy
  - Hash tag strategy
    - Same hashtag #香港人撐撐撐住呀 to align all deliverables, so that target audience can check all campaign deliverables in one go and keep posted about the campaign updates
  - Unbranded content
    - To avoid impression of a governmental campaign
  - Engagement of diversified background of KOLs

# Adolescents and young adults

## ▶ Key Messages

- Prevention of infection to protect elders at home
- Wear masks
- Avoid gatherings
- Early consultation if symptomatic
- Early testing
- Keep track of whereabouts (time, place, persons) to facilitate contact tracing

# Adolescents and young adults

- ▶ Engage 10 KOLs
- ▶ Total 10 deliverables
  - 3 celebrity selfie with health messages
  - 2 videos (Vlog)
  - 3 videos (Drama)
  - 2 cartoons
- ▶ Delivered in November and December 2020, before festivals such as Christmas and New Year



# WHO Risk Communication C4H



# Summary of Risk Communication

- ▶ Policy – **Understandable** (Early Identification, early isolation and early treatment, stepping up testing of targeting groups and community testing)
- ▶ Infohub – **Accessible** thematic website ([www.coronavirus.gov.hk](http://www.coronavirus.gov.hk))
- ▶ Preventive Measures – **Actionable** (Hands, Face, Distance)
- ▶ Release of Health Information
  - **Credible** (Daily press conference)
  - **Timely** (Regular update on the Dashboard and website and clarification on rumours)
  - **Relevant** (Letters to Doctors. Infection control guidelines to various sectors)

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# Thank you