



Ministério da Saúde



Department of Public Health and Planning

*Visit to Portugal of Mrs Zsuzsanna Jakab,  
Director of the European Centre for Disease Prevention and Control*

# **Central Region of Portugal: pandemic influenza preparedness activities 2005-2007**

**Coimbra, June 28th 2007**

# Pandemic influenza preparedness

- **One of the highest priorities of public health agencies worldwide**

# ECDC pandemic influenza preparedness: *major goals*

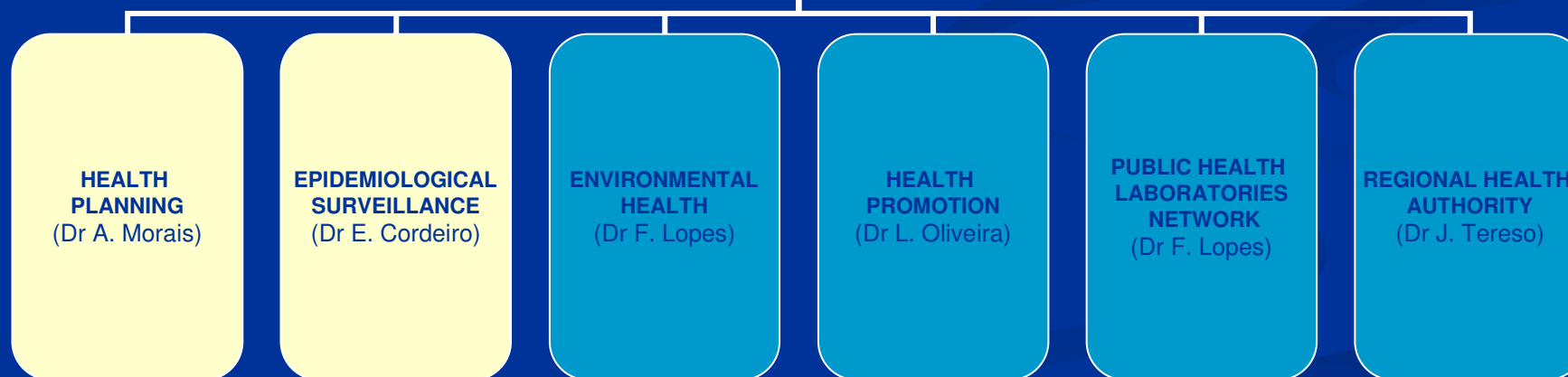
- **To strength european and country preparedness** (risk monitoring, risk assessment, counter-measures and interventions)
- **To develop surveillance of influenza** (seasonal, epizootic and pandemic)
- **To ensure efective communication** (among stakeholders)
- **To monitor scientific developments and promote related scientific issues**
- **To suport member-states in investigation and outbreak control**

# Department of Public Health and Planning: technical units closely involved in pandemic planning



Department of Public Health and Planning

**HEAD OF  
DEPARTMENT**  
(Regional Medical  
Officer)



Department of Public Health & Planning  
ARS Centro

# H5N1 Assessment Group of the Department of Public Health and Planning

- **Established in August 2005**
- **Head of Department of Public Health/Regional Medical Officer**
- **Deputy Head of Department**
- **Senior epidemiological expert**
- **Health information and communication expert**
  
- **Risk assessment**
- **Scientific advice to the Regional Health Administration (RHA)**
- **Public health information and communication (HCW and public)**

# **Influenza Regional Group (Regional Health Administration)**

- **Established in February 2006**
- **Member of the Executive Board of the RHA**
- **Head of DPH/Regional Medical Officer**
- **Deputy Head of DPH**
- **Senior epidemiological expert**
- **Representatives for the 3 major hospitals**
  
- **Regional operationalization of the  
National Pandemic Contingency Plan**

# Health literacy and risk communication

- **Risk communication *versus* risk management**
- **Health-care workers** (clinical and non-clinical staff)
- **Public** (media training for public officials)
- **Health literacy/Influenza literacy**
- Self-care and household care
- Appropriate hospital-care seeking behaviour
- Compliance to Health Authorities recommendations (risk-reducing behaviours)

# Risk communication: the Suffolk outbreak

- **Turkey fattening unit outbreak of H5N1 avian influenza (Holton, February 2007)**
- **Public health doctors as risk communicators**
- **Expertise on risk communication/media training**
- **Risk communication *versus* risk perception**
- **Effective risk communication as a promoter of an appropriate risk perception**
- **Control of over-estimation of risk (“risk modulation”)**

# Actions taken by the Regional Health Administration (2005-2007)

- **Covering of the topic of avian and pandemic influenza**
- **Website**
- **Press (press releases and news conference)**

# Actions taken by the Regional Health Administration (2005-2007)

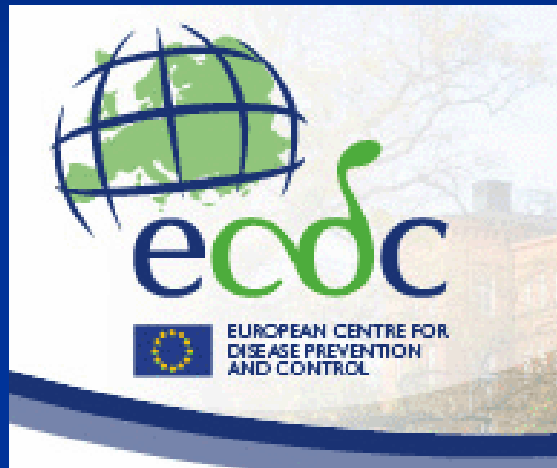
- **Providing training and technical guidance to health professionals**
- **Regional workshops** (Nov 2005 & Sept 2006)
- **Health-care workers training** (March 2006 and 2007)

# Actions taken by the Regional Health Administration (2005-2007)

- **Promotion of the interoperability of contingency plans**
- **Regional level** (human and animal health authorities – Coimbra, November 2005)
- **International level** (workshop – Guarda, December 2006)



★ *"That's it: I also think that's the way we can catch the disease"*



*Thank you very much*

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