Lessons learnt from work with media during the (H1N1) Pandemic 2009
Mexico's experience

Workshop on Enhancing Communication around Influenza Vaccination
11-13 June 2013
Atlanta, United States
Introduction

• Mexico was the first country to announce the presence of sustained transmission of novel influenza virus A (H1N1)
• On Thursday, April 23, 2009 the President of Mexico declared a National Public Health Alert

Guiding Principles:

1º. Health Protection and Preservation of Life
2º. Continuity of social, cultural, economic and political dynamics of the Nation
3º. Precaution (given the large uncertainty)
4º. Transparency
5º. Information supported with scientific evidence and epidemiological data
The flow of information

Bulletin: What is the current influenza A(H1N1) activity in Mexico?

Key messages on influenza A(H1N1) pandemics
THE SCIENCE NEWS CYCLE

Start Here

Your Research
Conclusion: A is correlated with B (ρ=0.56), given C, assuming D and under E conditions.

Your Grandma
I'm wearing this to ward off "A"
... eventually making it to...

What you don't know about "A"... can kill you! More at 11...

A: Killer Among Us??
Local Eyewitness News

University PR Office
(Yes, you have one)
For Immediate Release:
Scientists find potential link between A and B (under certain conditions).

Which is then picked up by...

News Wire Organizations
A causes B, say Scientists.

...and caught on...

Cable News

We saw it on a Blog!
A causes B all the time
What will this mean for Obama?


The Internets

Scientists out to kill us again.
Posted by random dude

Comments (377)
OMG! I kneeeew it!!!
WTH???????

...then noticed by...
Information needs analysis

- Monitoring of radio and TV talk programs with open phone/internet line for Q & A
- Call Center most frequent questions analysis
- Tracking and analysis of perception studies and surveys done by different marketing companies and media
- Daily analysis of messages in press with national coverage (aligned and controversial messages)
- Monitoring of influenza blog: http://esoqueelotro.blogspot.com
Web site
Birthday Certificate

@SaludDGPS
aka Promoción Salud Mex

was born on Twitter on
19 May 2009

Godfather
@influenza_ssa

Age index
53%

31,435 hours • 1,310 days • 43 months • 3.6 years
Dirección General de Promoción de la Salud, México compartió un enlace.
10 de junio de 2009

Twitter Promoción de la Salud México

Promoción Salud Mex (SaludDGPS) on Twitter
www.twitter.com

Health Promotion México Nuestro compromiso: Promover estilos de vida saludable para conservar tu salud.

Un evento.
10 de junio de 2009

Influencia A(H1N1) update
1 de julio de 2009 a la(s) 9:00
OTEL MOON PALACE GOLF & SPA RESORT, CUMBRES, RIVIERA MAYA, Carretera Cancún – Chetumal KM. 340 Cancún, Q. Roo 77500, Cancún, Mexico

Participar · 3 personas estuvieron ahí

Se unió a Facebook
9 de junio de 2009

¿Cuándo se fundó?
October 22, 2009

**Invited:**
All major electronic (Televisa, Radio Formula, ACIR, etc.) and printed media (Reforma, El Universal, Jornada, etc.), international media representatives (BBC, CNN, Reuters,....) – around 40 participants

**Presenters:**
Ministry of Health high officials and PAHO Mexico, depending on the topic

**Topics:**
National Plan for Pandemic Influenza; Epidemiological situation; Strategic stockpile of medicines; Diagnostics, triage and treatment of critical patients; Vaccine and immunization scheme, Mitigation measures and health promotion
Media coverage was constant...

But we managed to make them allies in response efforts

By the time the H1N1 vaccination started, at least 70% of the messages in printed media were in concordance with ours
Conclusions

The media needs to be taken into consideration from the first moment in health emergencies.

Having constant and transparent relationship is crucial.

Translating epidemiological information and adapting messages for media was important.
THANK YOU

Ljubica Latinovic MD, MHA
Mexico Ministry of Health
ljubica.latinovic@salud.gob.mx
ljubilatinovic@gmail.com
Twitter: @draljubi