

**EPN**



40  
years of strengthening pharmaceutical  
services in church health systems

# Communication in health systems strengthening Christoph Bonsmann- Action Medeor



## Communication and information management in pharmaceutical settings of the pandemic

**Communication and information sharing in the pharmaceutical settings of the pandemic: improvements for agile decision-making processes."**

Mr. Dominique Jordan, FIP  
President

**Data management and information sharing in Supply Chain disruptions due to the pandemic (Communication with stakeholders in Pharmaceutical system strengthening)**

PSA  
Pamela Steele

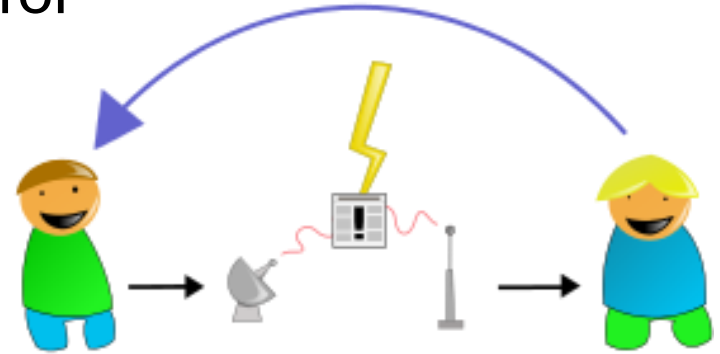
**Networking and communication**

Marlon Banda (EPN Board chair)



# Communication

Claude Shannon and Warren Weaver for Bell Laboratories in 1949 The original model was designed to mirror the functioning of radio and telephone technologies. Their initial model consisted of three primary parts: sender, channel, and receiver.



# Effective health communication – a key factor in fighting the COVID-19 pandemic

## A massive flow of health information

Health communication is a key and necessary factor in saving lives during the COVID-19 pandemic crisis. Accurate and well-developed health communication can facilitate how societies handle uncertainty and fear, promote and accomplish adherence to necessary behavior change, and meet individuals' fear and foster hope in the face of a crisis.

[Source: Patient Educ Couns.](#) 2020 May; 103(5): 873–876.  
Published online 2020 Apr 23. doi: [10.1016/j.pec.2020.03.027](https://doi.org/10.1016/j.pec.2020.03.027)

## How to handle uncertainty and fear

- First, it is important to declare openly and honestly what is known and what is unknown
- Second, information should be consistent and specific.
- to make decisions in a situation characterized by uncertainty, with confidence
- Fourth, we should acknowledge emotions.

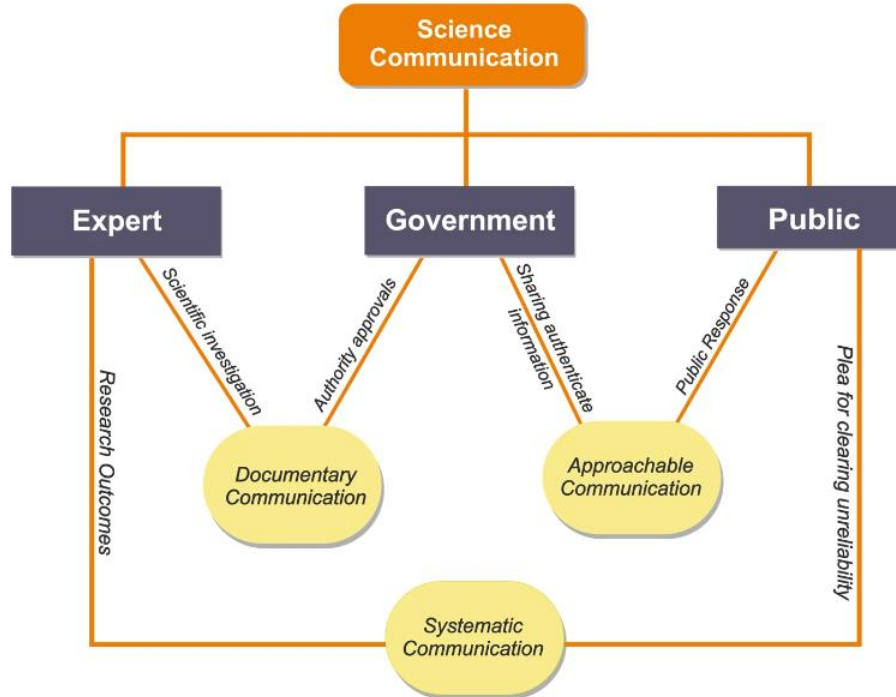
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Published online 2020 Apr 23. doi: [10.1016/j.pec.2020.03.027](https://doi.org/10.1016/j.pec.2020.03.027)

# How to promote behavior change: lessons from health communication research

Behavior change requires not only verbal recommendations, but also real interventions in the environment and even legislation

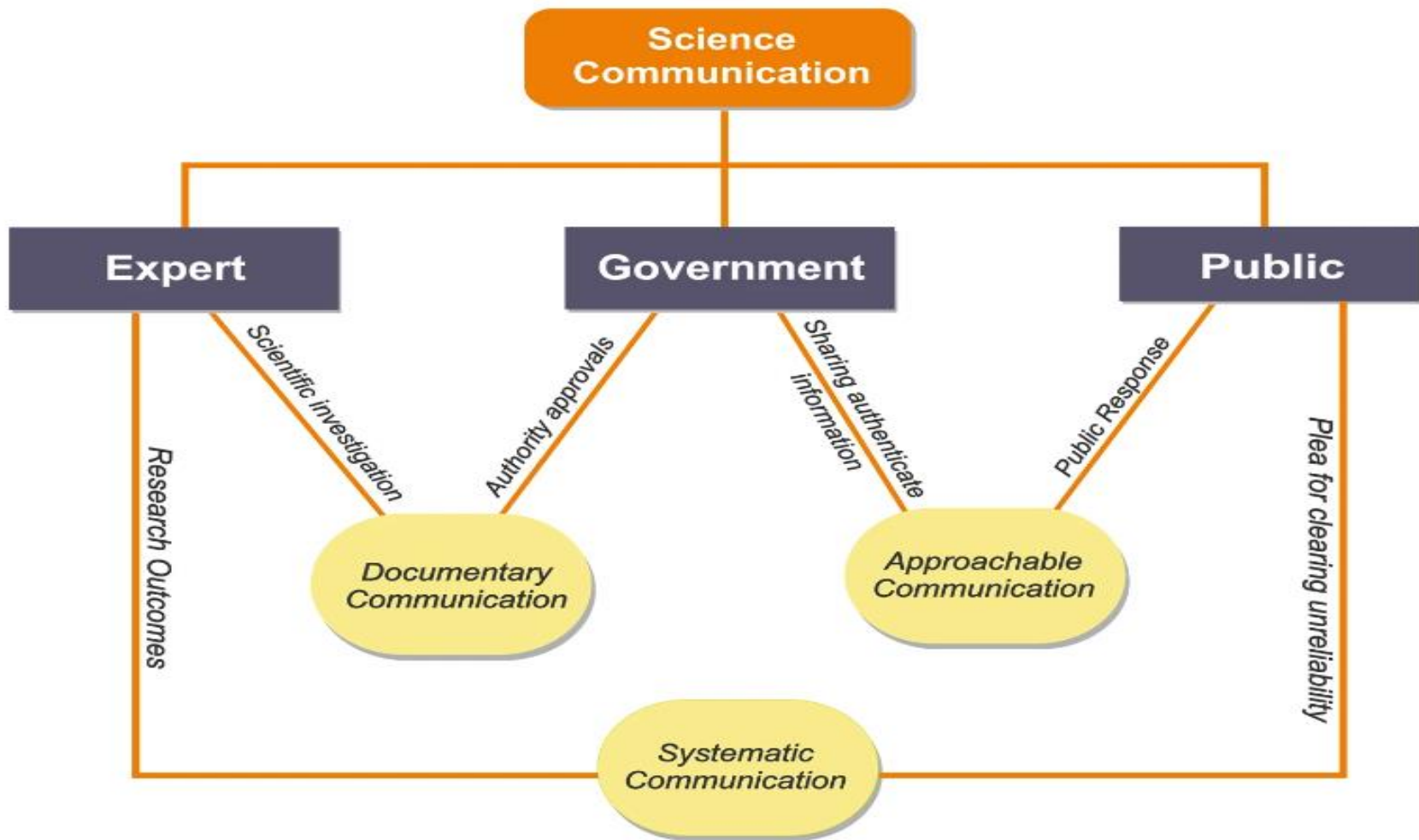
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Published online 2020 Apr 23. doi: [10.1016/j.pec.2020.03.027](https://doi.org/10.1016/j.pec.2020.03.027)

# Science communication as a preventative tool in the COVID19 pandemic



A model defining science communication between Government, Expert and Public (Zhang et al., 2020).

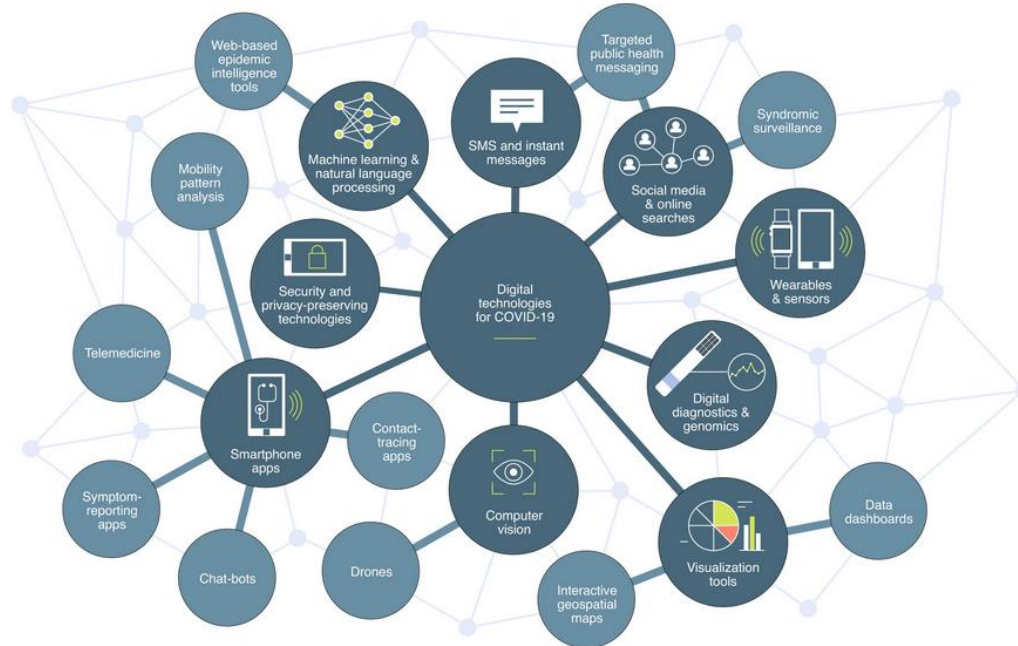




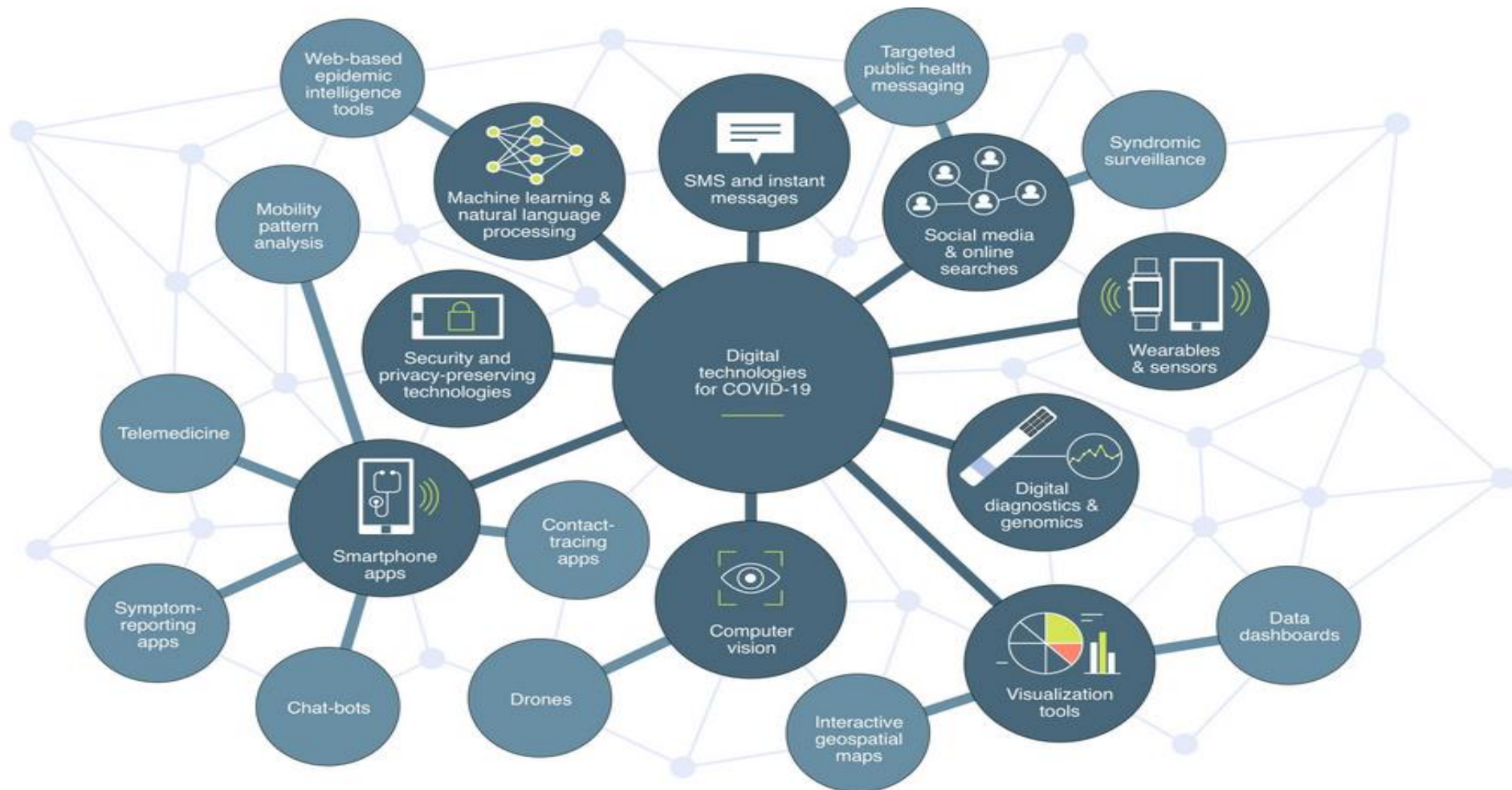
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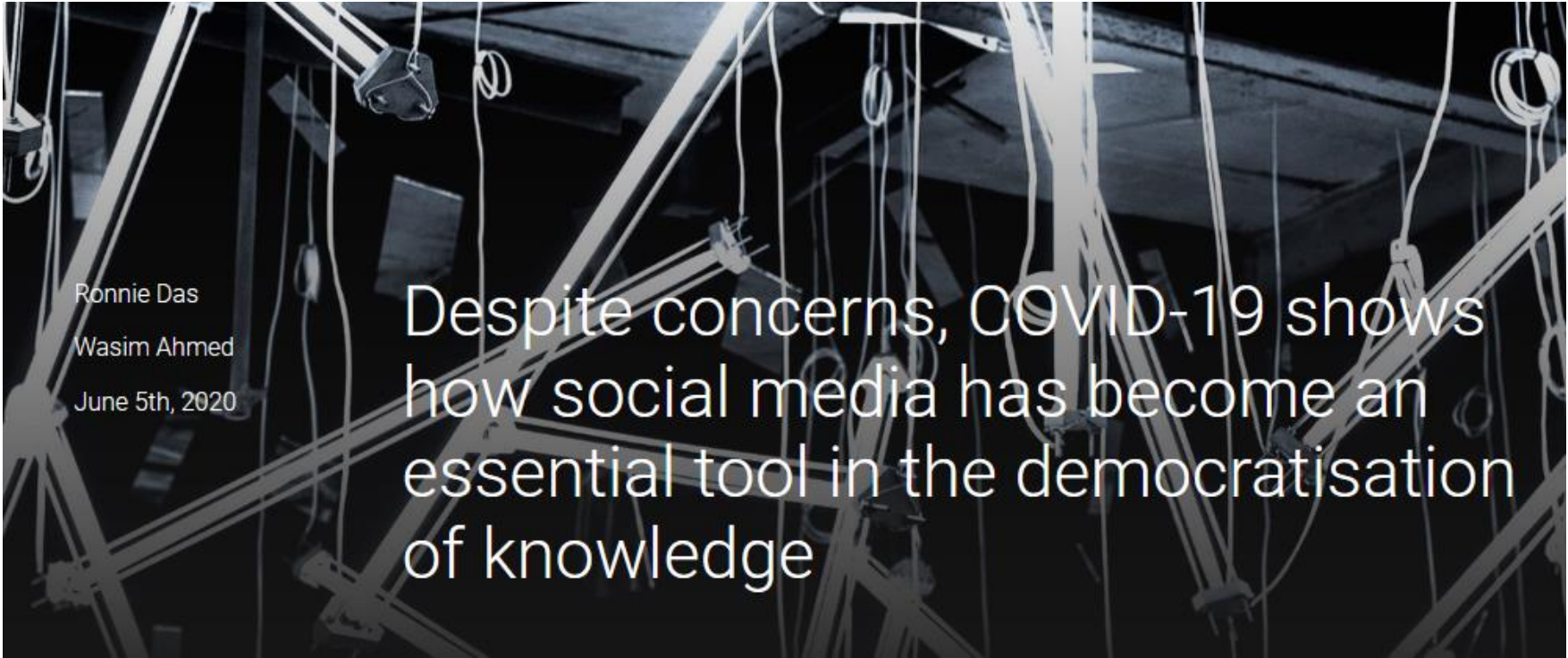
# Digital technologies in the public-health response to COVID-19

From: Digital technologies in the public-health response to COVID-19



# From: Digital technologies in the public-health response to COVID-19





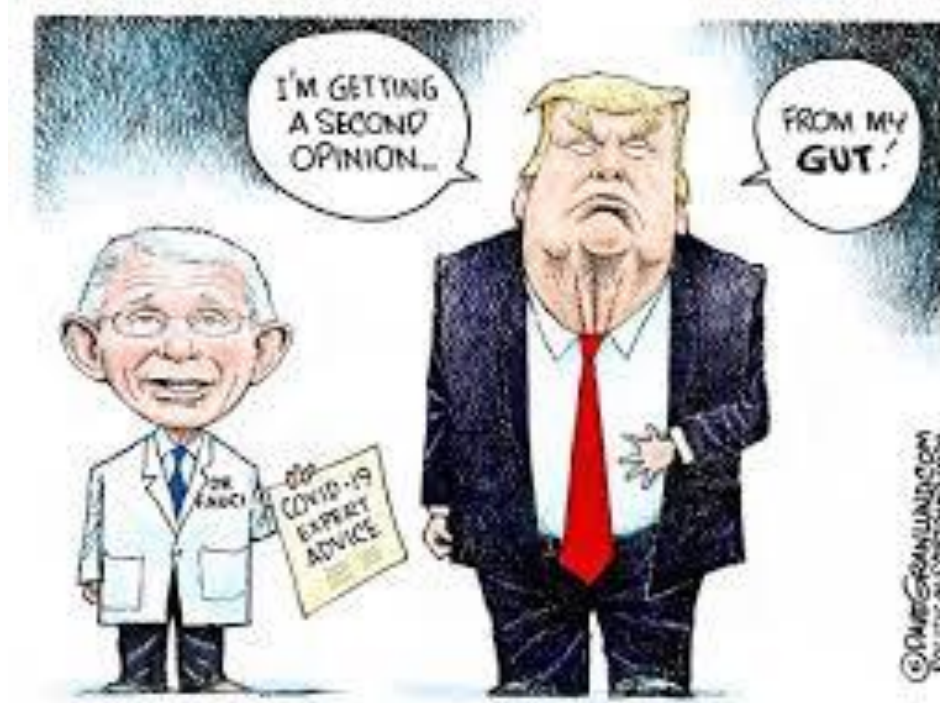
Ronnie Das

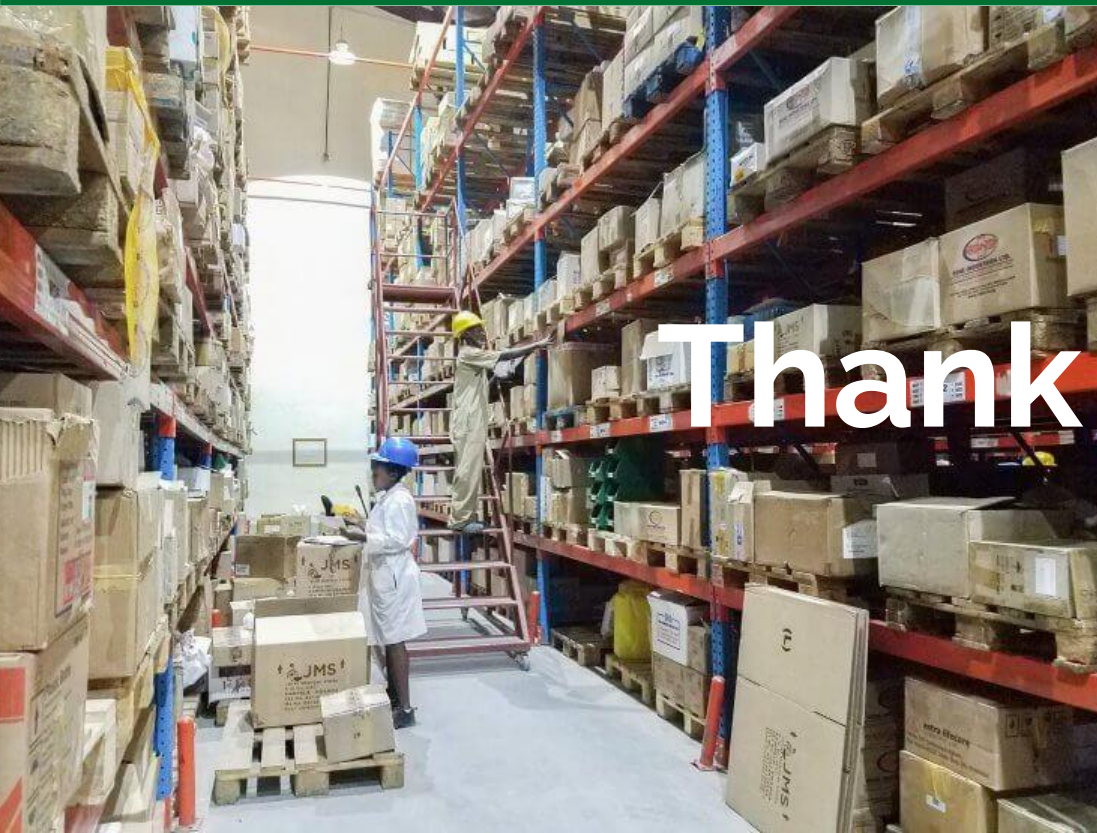
Wasim Ahmed

June 5th, 2020

Despite concerns, COVID-19 shows how social media has become an essential tool in the democratisation of knowledge

# Politics versus Science





**Thank you!**