

## WHY ? WHO ? WHAT ? WHEN ? HOW ? WHERE ?

### COMMUNICATION Health Risks of Air Pollution

#### MOTIVATION

Air pollution is widely known as a potential hazard to health; especially to the health of children, elderly people and chronically ill persons

#### WHY?

- Ignorance
- Anxiety caused by hot news
- Right to know
- Change of behaviour
- Change of regulations
- Enable individual/local solutions
- Enable co-operation
- Acceptance of actions to control hazards



#### TARGET

Communication should be directed depending on the type of hazard or risk

#### WHO?

- Those at risk or their peers
- Patient groups and their advocates
- The population at large
- Policymakers
- Politicians
- Industry
- Other stakeholders



#### CONTENTS

Communicated data should be adapted to the needs and level of understanding of specific audiences

#### WHAT?

- The actual risk
  - Uncertainties
  - Solutions
  - Process of the problem/background information for peers, advocates, industry etc.
- ALL AUDIENCES  
SPECIALISTS



#### APPROACH

Communication is a process, all parties involved should influence each other, share opinions

#### HOW?

- Clear language
- Clear messages
- Possibility to ask questions, give feedback



#### MEANS

Communication means for each target group may differ

#### WHERE?

- Newspapers
- TV and radio
- Magazines
- Specialist and network publications
- Internet



#### TIMING

Communication should be a continuum

#### WHEN?

- Establish and maintain good relationship with contact persons of relevant target audiences and spokespersons
- Ensure timely correct flow of information, when relevant for each target group

European Federation of Allergy and Airways Diseases Patients' Associations (EFA) is an alliance of 43 allergy and airways diseases patients' associations from 23 countries in Europe. EFA represents on a European level the views and interests of people who have allergy, asthma or COPD to ensure a continuing improvement in their quality of life, and that of their carers.