# **COMMUNICATION** on Health Risks of Air Pollution

## 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 MHX5

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





Communication should be directed depending on the type of hazard or risk MHO5

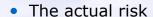


## **CONTENTS**

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

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





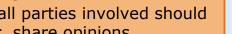
- Uncertainties
- Solutions
- Process of the problem/background SPECIALISTS information for peers, advocates, industry etc.

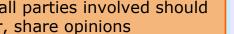
**ALL AUDIENCES** 



### **APPROACH**

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





- 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.



Avenue Louise 327 1050 Brussels, Belgium Tel. +32 (0)2 646 99 45 Fax. +32 (0)2 646 41 16 E-mail EFAOffice@skynet.be

www.efanet.org