

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI

DEPARTMENT OF SOCIAL WORK

Title : Risk Communication and Community Engagement during Covid-19

Participants : 115

Resource Person :

1. Dr Kaushik Ganguly, Health Specialist
2. Dr D.K. Bose, Ex President, Ogilvy Outreach

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Brief Note :

There is rapidly evolving information and guidance during pandemics that have high rates of infection, significant morbidity, lack of therapeutic measures, and rapid increases in cases, all of which apply to the current coronavirus disease 2019 pandemic. A consequence of poor risk communication and heightened risk perception is hoarding behavior, which can lead to lack of medications and personal protective equipment. One potential way to ensure appropriate risk communication is using social media channels, and ensuring an ongoing consistent media presence. Another important step is to include all stakeholders including members of the allergy community in broader public health messaging.