

Special Topics

T12.2**Risk Communication****13:15 Convention Hall B****Risk Communication and the New Media***Ho A**Andy Ho Public Affairs Consulting Company Limited, Hong Kong*

According to the World Health Organization, risk communication is an integral part of any health emergency response. Risk communication is ubiquitous and indispensable in both prevention and control of health threats.

As a former communication strategist for the Chief Executive of Hong Kong Special Administrative Region, the speaker has a wealth of hands-on experience in dealing with a wide range of emergencies, including several public health crises. He will share his insights into what it entails in trying to shape public behaviour through mass communication.

Trends around the globe will be highlighted to illustrate some of the principles behind effective risk communication. In particular, examples on how advances in the digital and social media will be cited to illustrate new challenges and possibilities for professionals in the field.