





Subject: Next ECDC Advisory Forum meeting and ECDC paper on risk communication

Dear Advisory Forum colleagues

I am sending you a document that ECDC has produced with the aim of supporting public health authorities in the Member States during implementation of communication activities in relation to social distancing measures aimed at minimising the spread of COVID-19. It provides five proposed key messages aimed at the public that highlight the urgency and value of such measures, along with supporting background information. We have produced this in the light of feedback that you provided, in one of our recent meetings, that the move from containment to delay/mitigation would need to be communicated carefully. This can be discussed at our next extraordinary audio-conference meeting of the Advisory Forum, which we are proposing to hold in the morning of Tuesday 17 March. Further details regarding the meeting and how to join it will be sent shortly.

Kind regards

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