

# Supporting health authorities and event organizers in the context of the current monkeypox outbreak in the WHO European Region

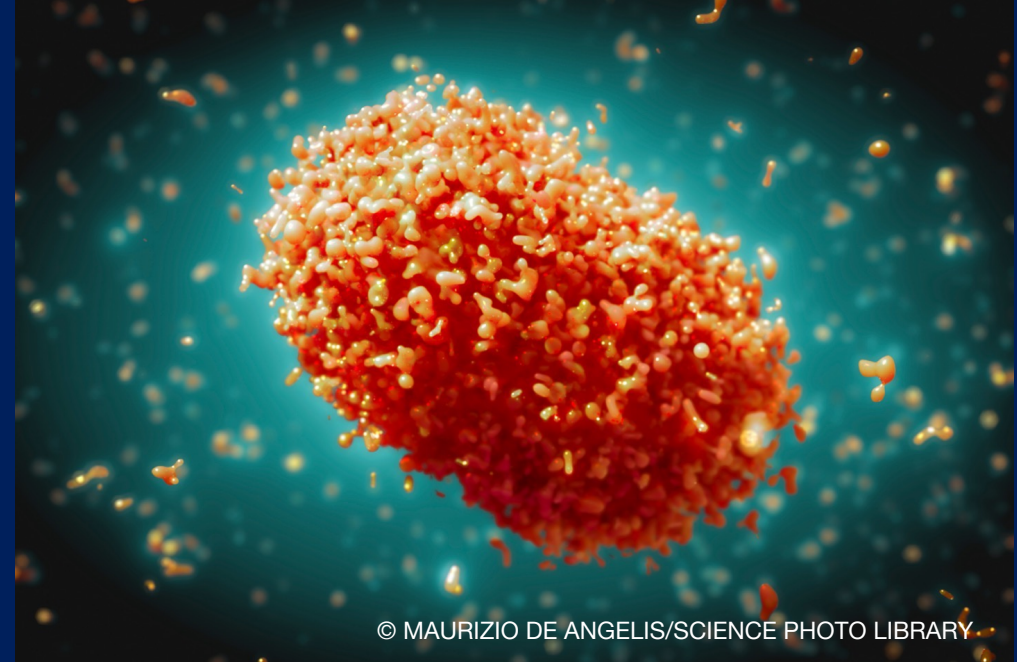
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European Region



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# Interim advice for public health authorities on summer events during the monkeypox outbreak in Europe, 2022

## AIM

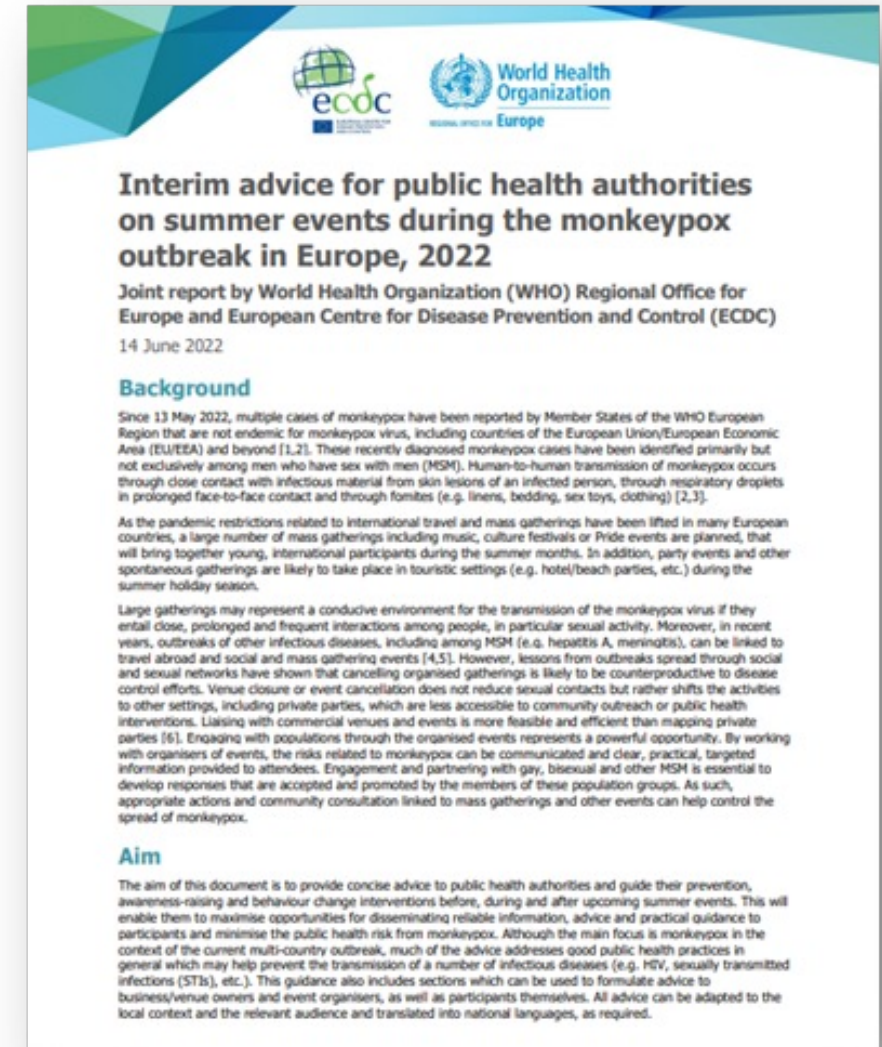
- Provide concise advice to public health authorities and guide their prevention, behaviour change interventions before, during and after upcoming summer events.
- This guidance also includes sections which can be used to formulate advice to business/venue owners and event organizers, as well as participants themselves.
- All advice can be adapted to the local context and the relevant audience and translated into national languages, as required.

## TARGET AUDIENCE

Public health authorities at national, regional or local level in the WHO European Region including countries of the European Union/European Economic Area (EU/EEA)



European Region



# WHO EURO/ ECDC Support toolkit for health authorities and event organizers

WHO EURO & ECDC will be launching a resource toolkit which includes technical guidance, trainings and ready-to-use materials to support health authorities and event organizers to prepare for upcoming large/mass gathering events

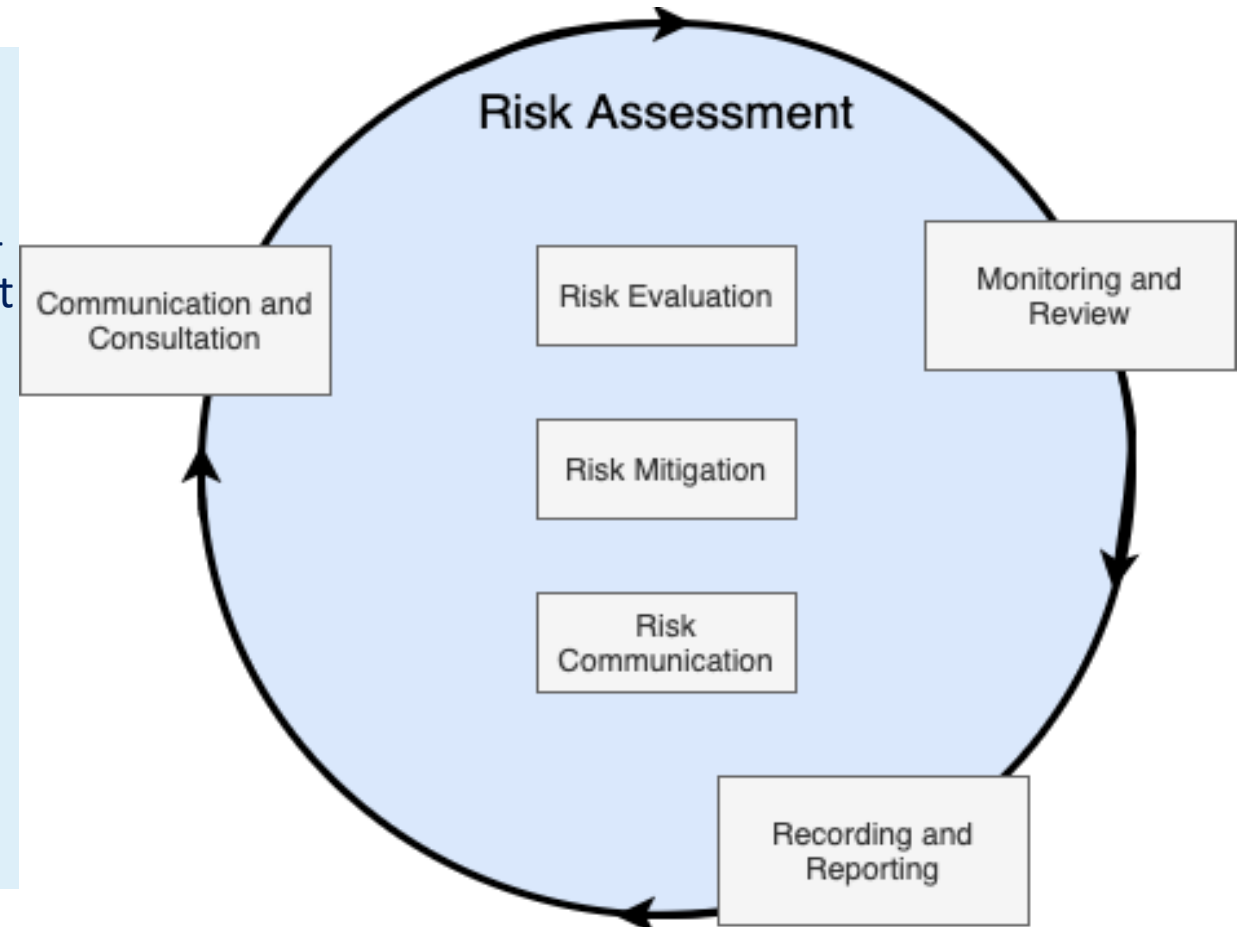
## TARGET AUDIENCE

Primary: Event organizing committees; health authorities, business & venue owners

Secondary: event participants



European Region



# Components of resource toolkit

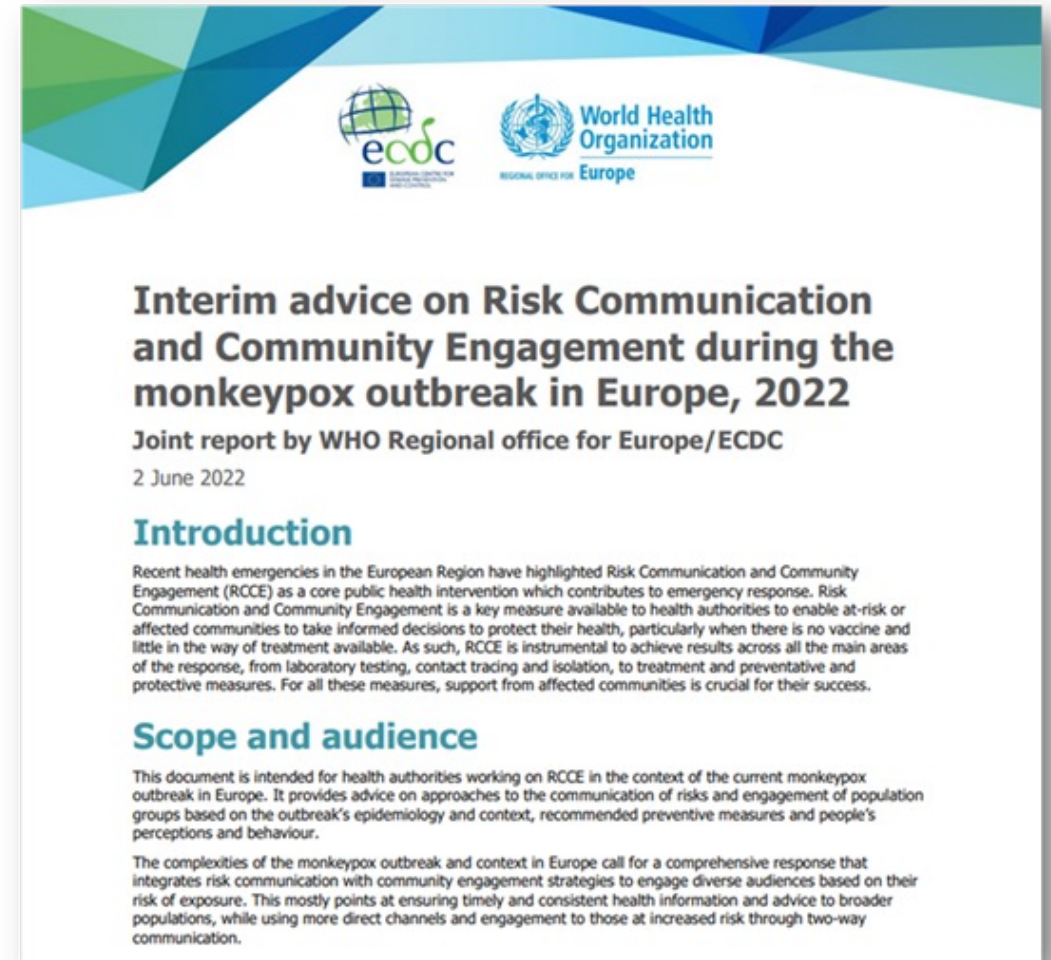
<b>Risk Assessment Tool for large/mass events</b> <ul style="list-style-type: none"><li>• Evaluation of likelihood and impact of hazard</li><li>• Mass gathering preparedness plan development</li></ul>	<b>Event- based surveillance</b> <ul style="list-style-type: none"><li>• Joint WHO EURO- ECDC surveillance bulletin</li><li>• Epidemic Intelligence from Open Sources</li><li>• Disease Outbreak News (DON)</li></ul>	<b>Contact Tracing</b> <ul style="list-style-type: none"><li>• WHO interim guidance: Surveillance, case investigation and contact tracing for Monkeypox</li><li>• Go.data</li></ul>	<b>Early warning and response (EWARS)</b> <ul style="list-style-type: none"><li>• EWARS technical guidance</li><li>• Go.Data.</li><li>• EWARS in a Box</li></ul>
<b>Risk Communication &amp; Community Engagement</b> <ul style="list-style-type: none"><li>• guidance and materials for event organizers <b>before, during and after</b> an event</li></ul>	<b>Infection Prevention and Control &amp; Clinical Management</b> <ul style="list-style-type: none"><li>• Clinical management and infection prevention and control for monkeypox: Interim rapid response guidance</li></ul>	<b>Online trainings</b> <ul style="list-style-type: none"><li>• EIOS</li><li>• RA Tool</li></ul>	<b>Legacy and evaluation</b> <ul style="list-style-type: none"><li>• Event Evaluation (IAR/AAR)</li></ul>



# RCCE at the core of monkeypox response

The complexities of the monkeypox outbreak in Europe call for a response that integrates risk communication with community engagement interventions to engage diverse populations based on their risk of exposure by:

- ensuring timely and consistent health information and advice to broader populations
- using more directed channels to high-risk groups through two-way communications
- working with relevant civil society organizations to leverage the trust they have to ensure at-risk groups are empowered in prevention behaviour.



# 10 Risk Communication tips



1. Identify **target groups** relevant to the monkeypox outbreak in Europe.
2. Raise a level of **concern** proportionate to the risk of different population groups.
3. Tailor risk communication through **channels** that target group(s) use (1).
4. Identify **spokespersons** who the affected population groups trust.
5. Explain the **science** simply, to foster trust and acceptance.
6. Acknowledge **uncertainty**, by labelling public health advice as preliminary.
7. Recognize **people's fatigue** for restrictions as a barrier to their compliance with health advice.
8. Package messages and health advice relevant to **specific settings and circumstances**.
9. Provide public health advice **specific to the monkeypox outbreak**.
10. Use **pictures** of monkeypox symptoms to increase understanding, but not generate fear.

**(1) Targeted channels:** Mass gatherings, Dating apps, Social networking apps, nightlife bars or sex clubs, health clinics sexual health service, Universities.

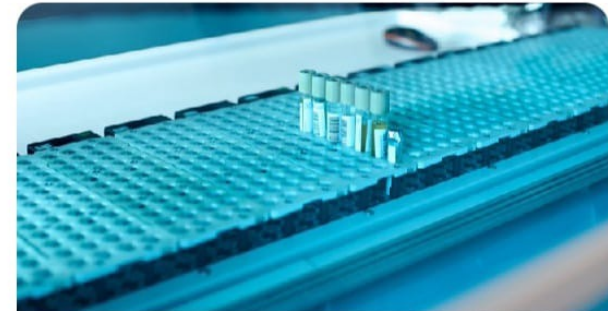
# Civil Society Engagement

- **50 CSOs** working on HIV, STIs and at-risk groups convened
- **Informal Working Group** established with few CSOs on social listening and collaboration
- Co-designing, testing and deploying a **toolkit for event organizers**
- Feedback and amplification of **health information and advice**
- Outreach to at-risk population groups **minimizing stigmatization**
- **Participation of CSOs** at WHO press conference and Facebook live to reinforce messaging



**EuroPride • EPOA**  @EuroPride · 1h  
 Monkeypox Update 1/2 

Together with [@DrWillIN](#), [@TeamPrepster](#) and [@TheLoveTankCIC](#) we have published guidance on [#monkeypox](#) for event organisers. In line with [@WHO](#) guidance, [#Pride](#) 🏳️‍🌈 and other events are opportunities for public health messaging.



[epoa.eu](#)  
Monkeypox: information for Pride organisers

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## Enjoy the festival season safely

- This summer over 800 festivals are expected to take place across Europe bringing together many hundreds of thousands of people from different countries.
- Most attendees are highly mobile and sexually active people and a number of them will have intimate, skin-to-skin contact at or around these events. Some may have multiple sexual contacts including with new or anonymous partners.
- Without action, we risk seeing a surge of monkeypox cases in Europe this summer.
- Monkeypox is not a reason to cancel events, but an opportunity to leverage them to drive our engagement with communities, event organizers and dating apps to provide clear information to raise awareness about monkeypox infection and strengthen individual and community protection.
- From past events we have learnt that mass gatherings do not amplify transmission by themselves, it is the behaviour during events that matters.



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# A communication tool kit created for event organizers

Working with community groups, event organizers, ECDC and WHO will be launching guidance and ready-to-use materials to enable event organizers to deliver accurate and timely messaging, **before, during and after** an event:

## 1. The role you have in protecting people from monkeypox

## 2. The steps you can take

1. Messages to share with participants, before, during and after the event
2. Questions and Answers on symptoms, transmission and protective measures

## 3. The messages you can share

## 4. The multimedia tools you can use

## 5. The community actors you can engage

1. Tips on mapping Civil Society Organizations & other community actors

## 6. The resources you can consult

*“The best way to think about it is about the journey that someone goes on through their interaction with your event, whether that begins with social media or with media interviews, [..] and also aftercare, so that after the event you’re sharing information, so people know how to engage and where to get help”*

Steve Taylor, Director, London  
Pride Organizers Association

# Key messages

## Co-developed with:

- ✓ CSOs
- ✓ Event organizers
- ✓ ECDC
- ✓ UK HSA
- ✓ WHO Technical Units

### Before the event

- Before coming to the event, learn more about monkeypox, its symptoms, how to control transmission and what to do if you think you have monkeypox symptoms.



### During the event

- Be aware of your current health status and don't put others at risk.
- Practice safe sex:
  - Having multiple and frequent sexual contacts, including with anonymous partners may put you more at risk of infection of monkeypox and other sexually transmitted infections;



### After the event

- If you notice an unusual and



### After the event

- If you are confirmed as having monkeypox:
  - Stay at home and isolate from family members, particularly if pregnant women, young children or immunocompromised individuals. Take a break from sex. You are contagious until the last scab has fallen off;
  - Communicate the list of events that you have attended in the last 21 days to the health authorities so they can alert other community members who may have been infected.
- If you don't feel able to share this information, consider contacting close contacts yourself or ask a health care provider to do so anonymously.



or rash on your partner's genitals and anus, talk with it an STI clinic or suitable s recently appeared.



Updated 22 June 2022



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## Next steps

- Produce targeted RCCE products pre-, during and post events and festivals, including for a more general audience
- Test messages and materials with key target groups
- Strengthen partnerships with CSOs and health partners through regular meetings and updates
- Broaden partnership to universities for students' outreach
- Produce case studies on best practice from festivals/mass gatherings so far to learn from best practice

# Thank you

For more information, please contact:

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