

Second International Ragweed
Conference

UCLy, 25 rue du Plat, Lyon, France -
March 28-29, 2012

HOW TO COMMUNICATE ABOUT AMBROSIA. A COMPARISON BETWEEN HEALTHY COMMUNICATION WAYS IN DIFFERENT COUNTRIES



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BACKGROUND

- Proper information is a **cornerstone** of **prevention**
- A **good communication** takes a leading role to make **understandable** and **acceptable** preventive initiatives

AIM

- **Evaluate** the **different modalities** of **healthy communication** about ragweed related risk in the European countries

MATERIAL AND METHODS

- Analyze the data obtained from **5 different nations**
 - 3 strongly involved by the ragweed pollinosis (France, Italy and Hungary)
 - 2 fairly interested (Switzerland and Germany).
- Considered both
 - the information finding on the main reference **websites** about the issue
 - and those resulting from **documentations** like pamphlets, brochures or other informative materials

RESULTS

Main information provided

- useful links, National and International partners, National coordination
- events, references/publications
- annual national ragweed **diffusion data**, monthly monitoring of the regional **ragweed risk**, **weekly bulletin**, pollen calendars, risks due to pollens
- **generic characteristics of ragweed**, plant photos, **phenological traits** of the plant (**how to identify** it), information about seasonality, pollination and life cycle, photo gallery related to botanical characteristics, habitat, historical data about ragweed incoming in Europe
- **ragweed and comparable plants (differences)**
- **containment methods, regulations**
- **behavioural tips**, allergic risk, symptomatology, diagnostic and therapeutic criteria
- **helpful contacts**
- documentation (pamphlets, brochures, other informative materials)

Conclusions

- Although there are **some differences from nation to nation**, it is possible to note that **in the most of cases** the information provided is **very similar**
- This preliminary work shows that the **material** conveyed by the different countries is **exhaustive**, both for **information provided**, **educational aspects** and **development of behavioral skills**, both for the whole initiative in term of **communication effectiveness**.
- It would be valuable to establish, at least within European countries, **common guidelines** to be followed