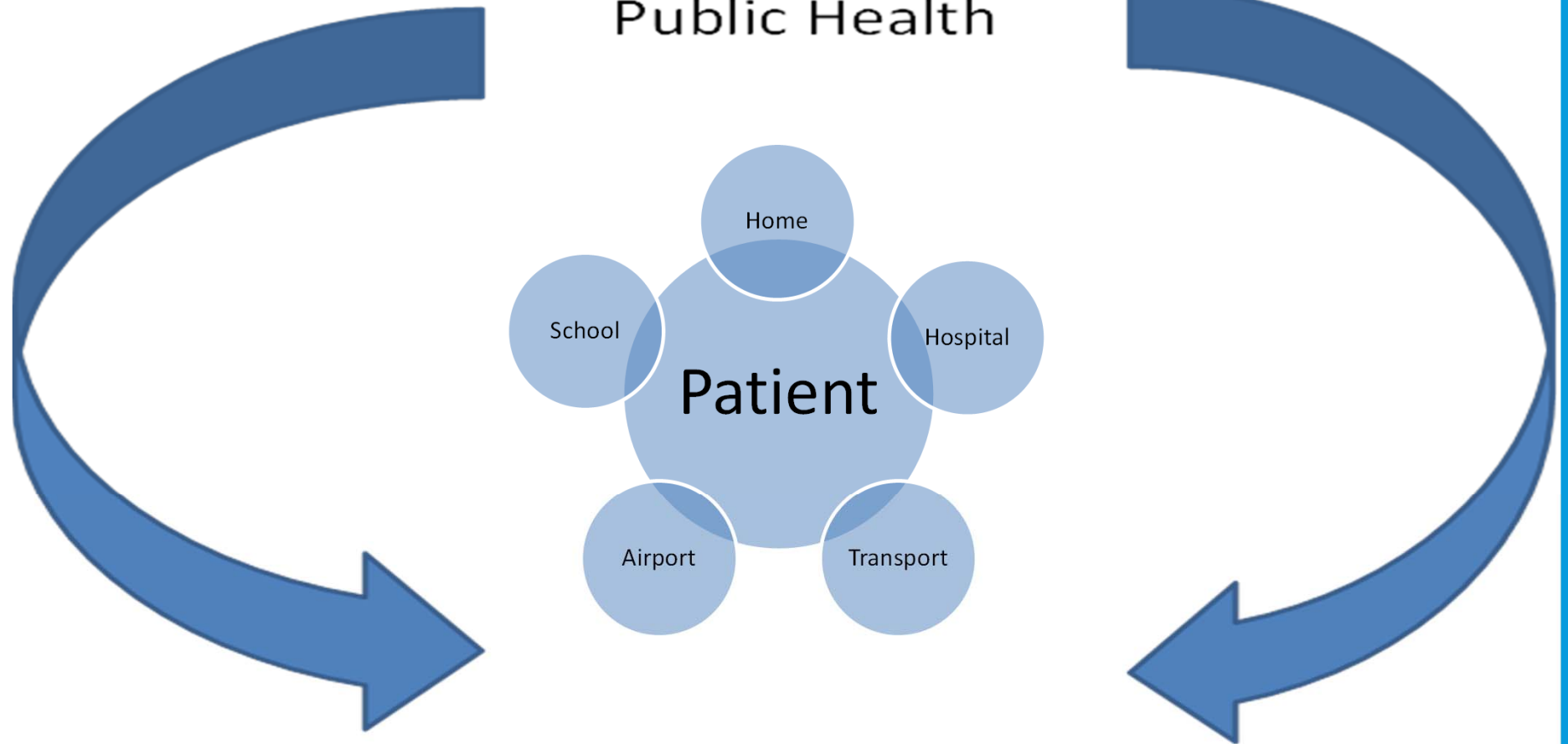


EBOLA LESSONS LEARNED

Public Health



Partnership & engagement strategy



Partnership & engagement strategy

LESSONS LEARNED

- Increase in concern and anxiety requires significant communications and media coordination
- Stigmatization by community groups needs to be prevented
- Coordination with a variety of partners is critical & relationships matter

LESSONS LEARNED

- Infectious diseases occur regularly and present a threat to the global community
- Investing in core public health infrastructure & building and sustaining disease surveillance capability pays dividends
- Need to balance science and best practices with politics
- Take advantage of every opportunity to test and refine plans