Participatory surveillance on influenza as a tool for health promotion

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Issue

“Conventional” surveillance
• sentinel networks or,
• statutory notification systems

Available 24/7, 365 days a year
Active during influenza season
(weeks 40 to 20)
Weekly newsletter
• link to report symptoms
• news and
• recommendations to improve health knowledge, attitude and behaviour.

Results

16 newsletters sent to
• 4404 e-mail addresses
• 1738 active users
(at least one symptom report)

Facebook
26 Facebook posts reached between 301 and 63 users

Very limited allocated resources
• basic website management
• content production

Lessons

At a time when misinformation abounds, providing relevant and science based information to the public is paramount. Increasing the reach of the participatory surveillance tool and in the meantime enabling more social media impact is certainly a step in that direction, using limited resources.

Key messages

Participatory surveillance tools can:
• be used for health promotion
• supplement ‘conventional’ research, using limited resources.

Sources

Fig. 1 Gripenet Website

www.gripenet.pt