



Participatory surveillance on influenza as a tool for health promotion

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Issue

“Conventional” surveillance

- sentinel networks or,
- statutory notification systems

Description

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.

Content published

- On the website
- Social media
 - Facebook
 - Twitter

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

Ability to reach a significant population

Science based information

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.

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- participatory surveillance tool
- used in Portugal
- Influenza surveillance
- weekly symptom reports from citizens
- ILI (Influenza Like Illness) incidence



While gathering data to perform surveillance is the main focus, the tool is also used for health literacy and health promotion, increasing awareness for several health topics.



Gripenet is a Member of Influenzanet Consortium of 11 countries
Monitors influenza across Europe



Fig. 1 Gripenet Website



Sources

www.gripenet.pt, <https://www.facebook.com/Gripenet>

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