

# Preparing for the Next Outbreak

Public Views on Global Infectious Diseases and Health Security

July 2015



**WORLD BANK GROUP**

## A global survey: 4,000 interviews in five key developed countries

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- Survey of publics & opinion elites in 5 key developed countries
- France, Germany, Japan, UK, US
- Web survey, conducted June 15-24, 2015
- Total of 4,000 interviews
- 600 interviews with general public in each country
- Additional 172-200 “extra” interviews in each with “opinion elites”
  - Defined as university diploma + closely follow global news
  - Total of 2,052 interviews with opinion elites

## **Key findings: high concern; low confidence; support for investment**

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**1. In wake of Ebola crisis, high concern about global health & disease outbreaks**

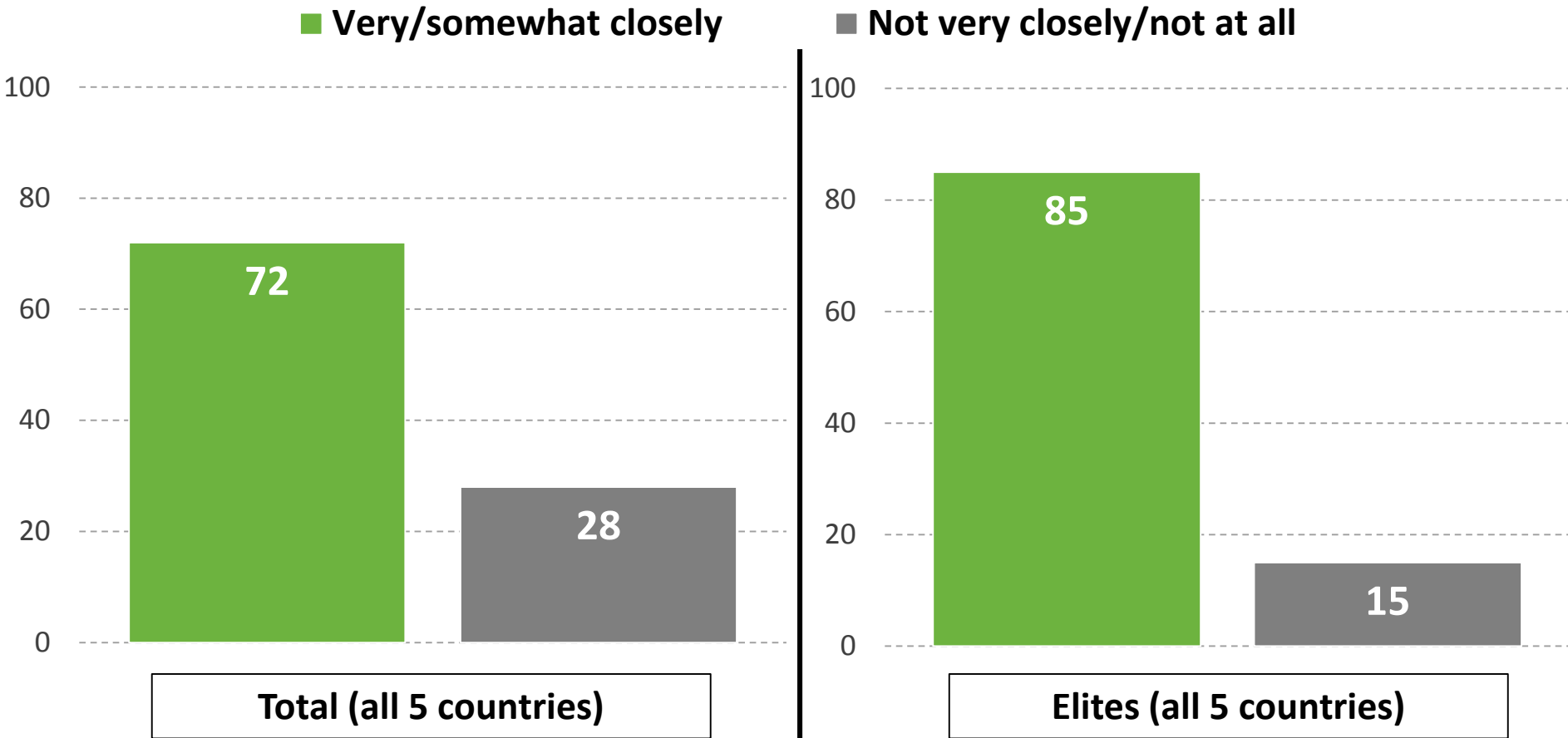
**2. Most not convinced global community or own country prepared to respond**

**3. Majorities support investment in developing countries to protect own health**

# 1. Concern about Global Health, Disease Outbreaks is High

## Strong majority of publics and elites followed Ebola news

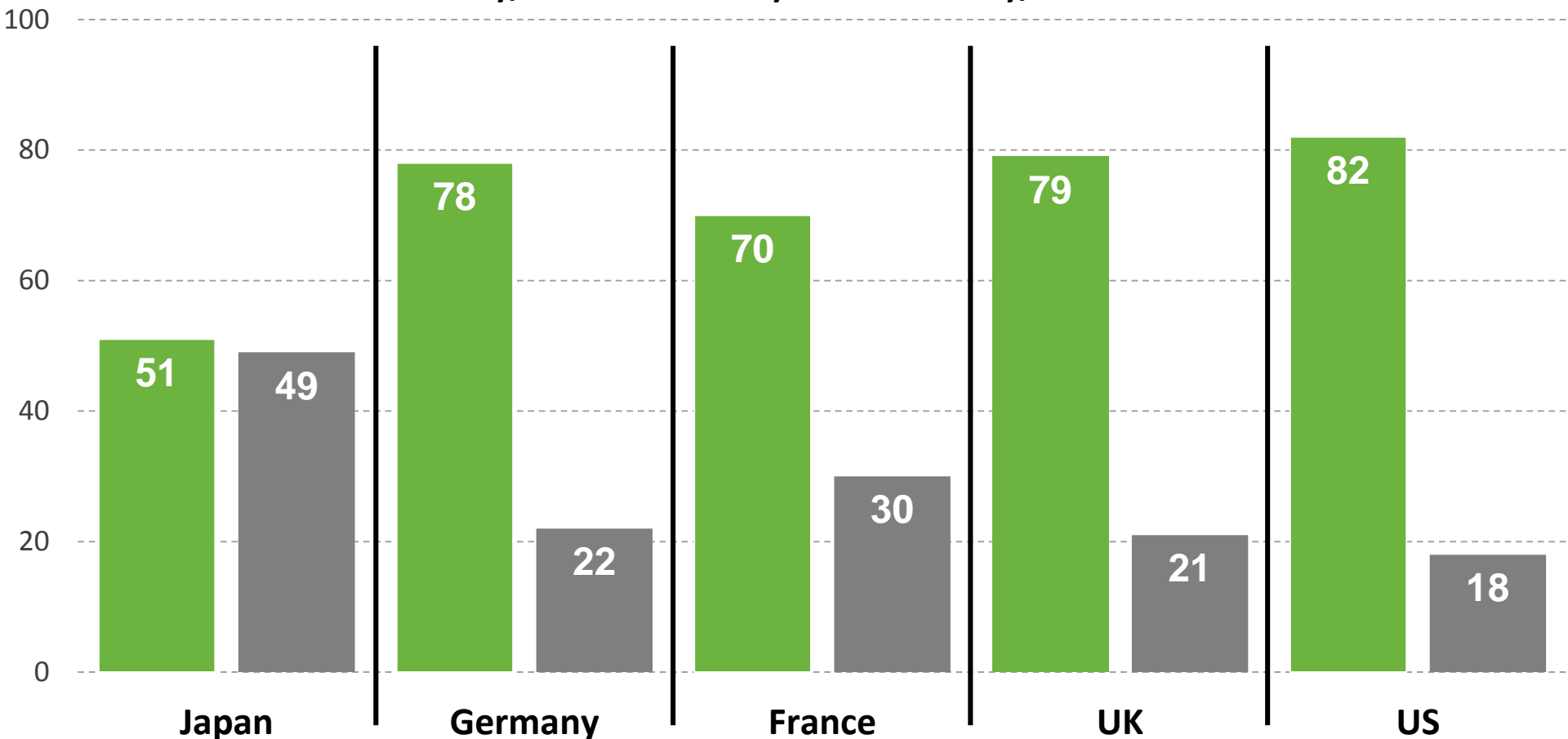
*How closely have you followed news over the past year about the outbreak of Ebola?*



## US, UK, Germany especially followed Ebola news

*How closely have you followed news over the past year about the outbreak of Ebola?*

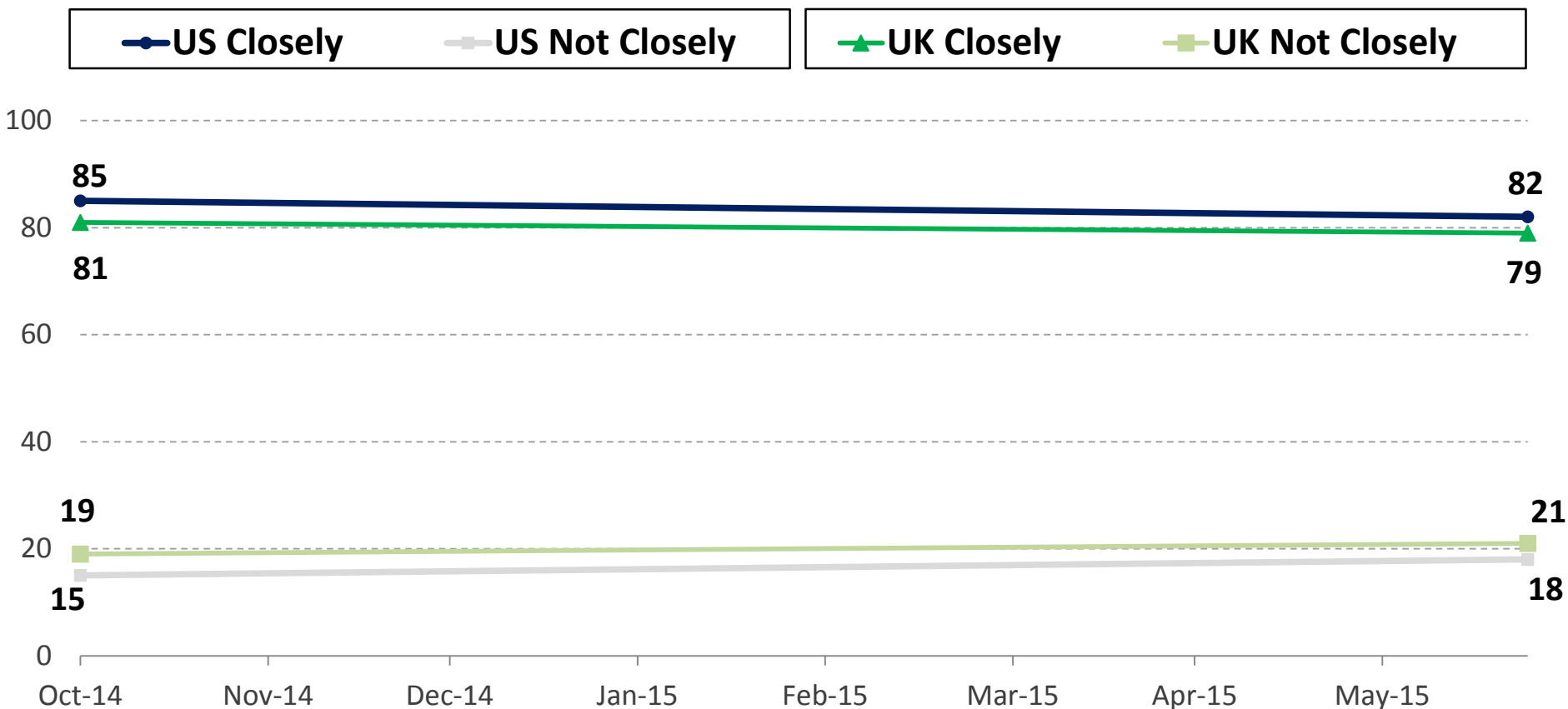
■ Very/Somewhat closely    ■ Not very/Not at all



## Attention to Ebola has remained very high

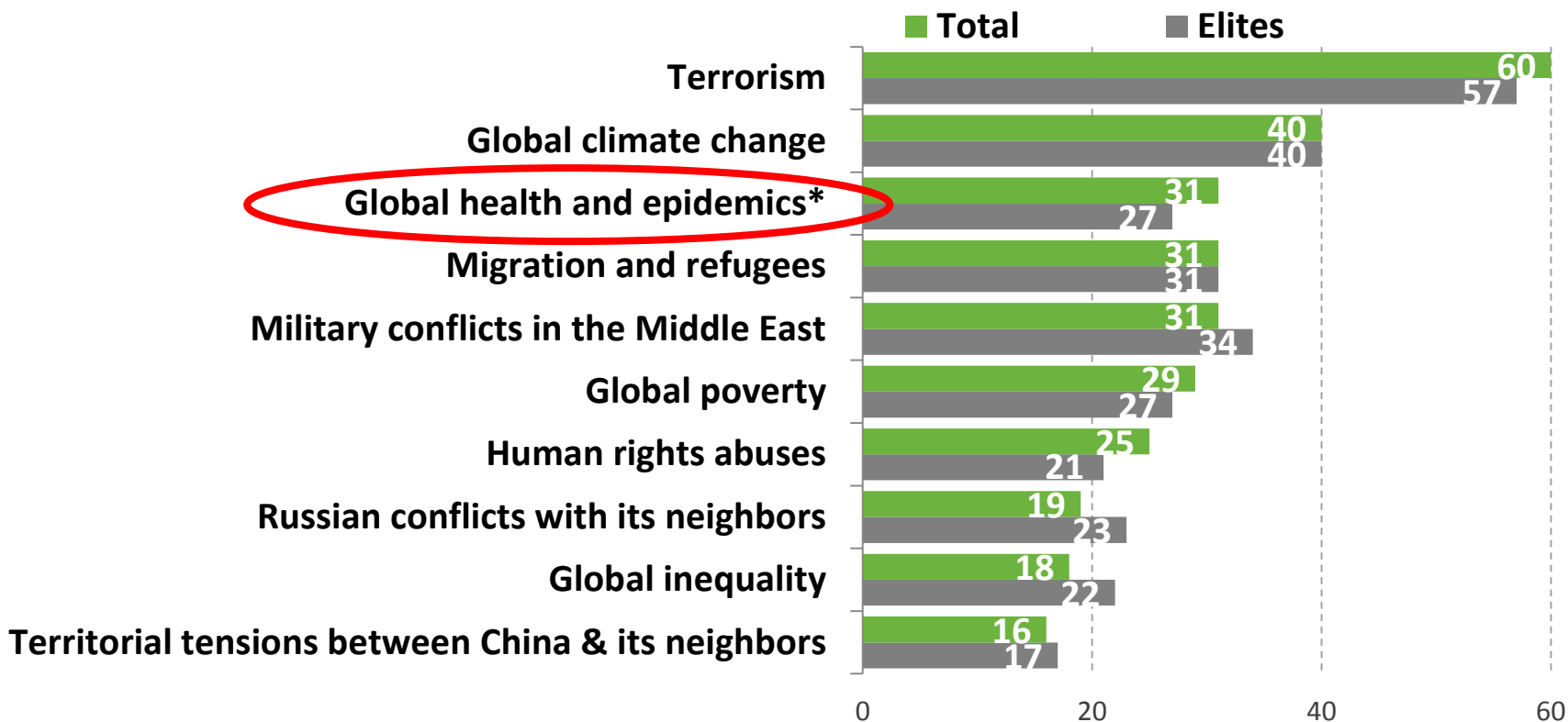
*How closely have you followed news over the past year about the outbreak of Ebola?*

*2014 data from KRC survey; question wording: "How closely have you followed recent news about Ebola?"*



## Health issues rank high among global concerns

Which three of the following global issues are of greatest concern to you? Place a '1' next to the most concerning global issue, a '2' next to the second most concerning, and a '3' next to the third most concerning global issue. [Figures are total for those who choose 1<sup>st</sup>, 2<sup>nd</sup> or 3<sup>rd</sup> top concern]

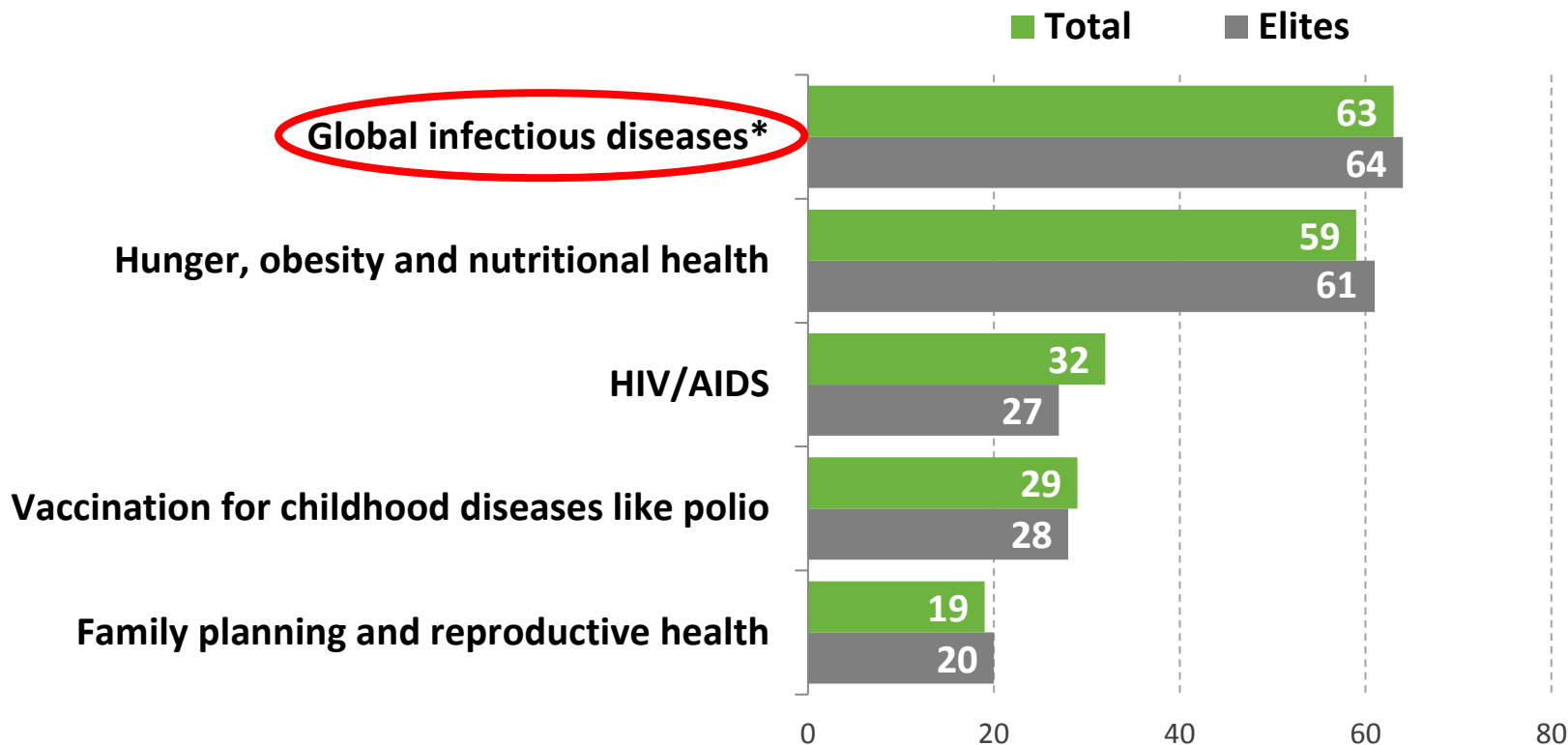


\* Note: randomized half samples heard different phrases for this option: "global health and epidemics"; and "global health and epidemics, like Ebola"



# “Global infectious diseases” leads all global health concerns

Which two of the following global health problems concern you the most? Place a '1' next to the most concerning health problem, and a '2' next to the second most concerning health problem. [Figures are total for those who choose 1<sup>st</sup> or 2<sup>nd</sup> top concern]

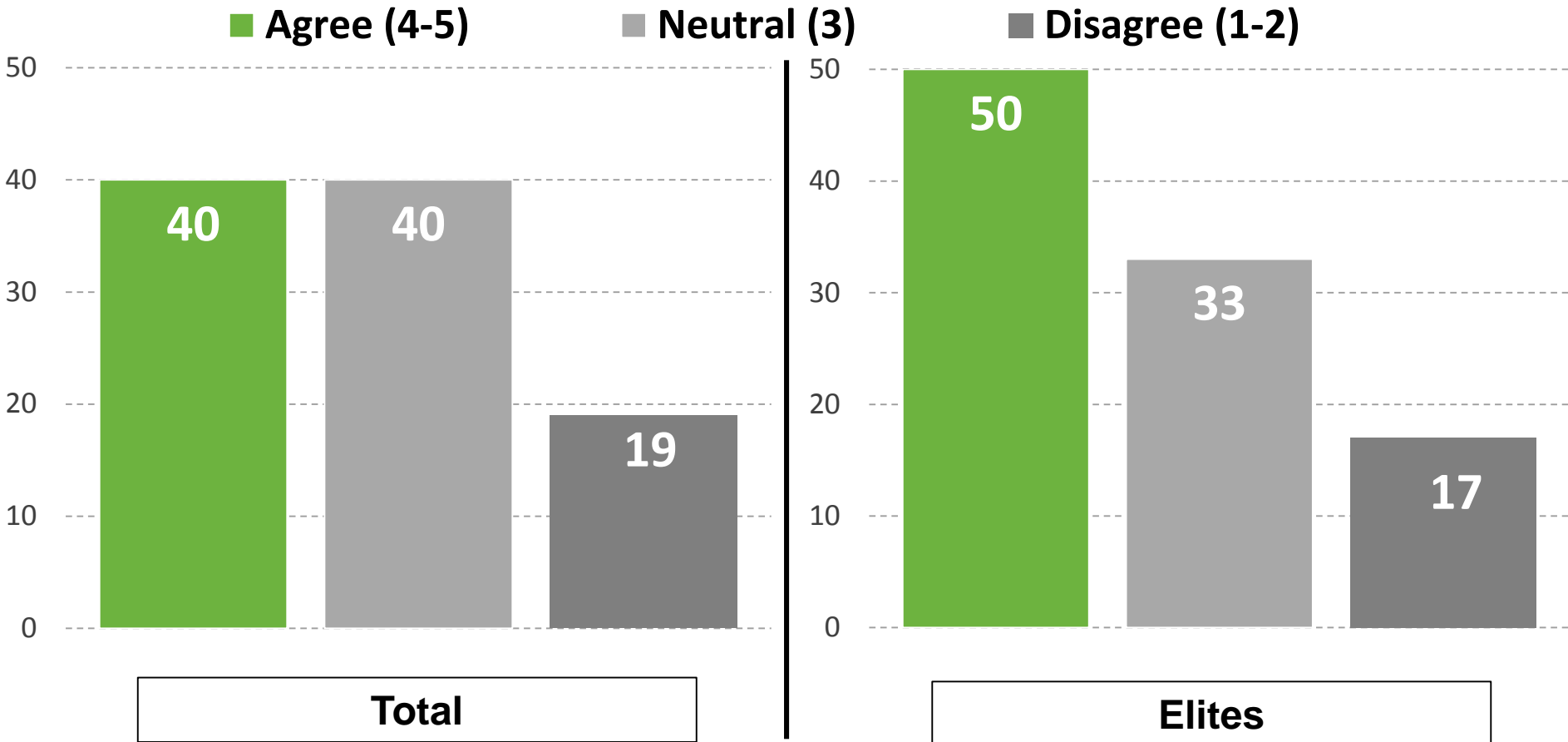


\* Note: randomized quarter samples heard different phrases for this option: “pandemics”; “global epidemics”; “global disease outbreaks”; or “global infectious diseases”

## **2. Most Not Convinced we are Prepared for Next Epidemic**

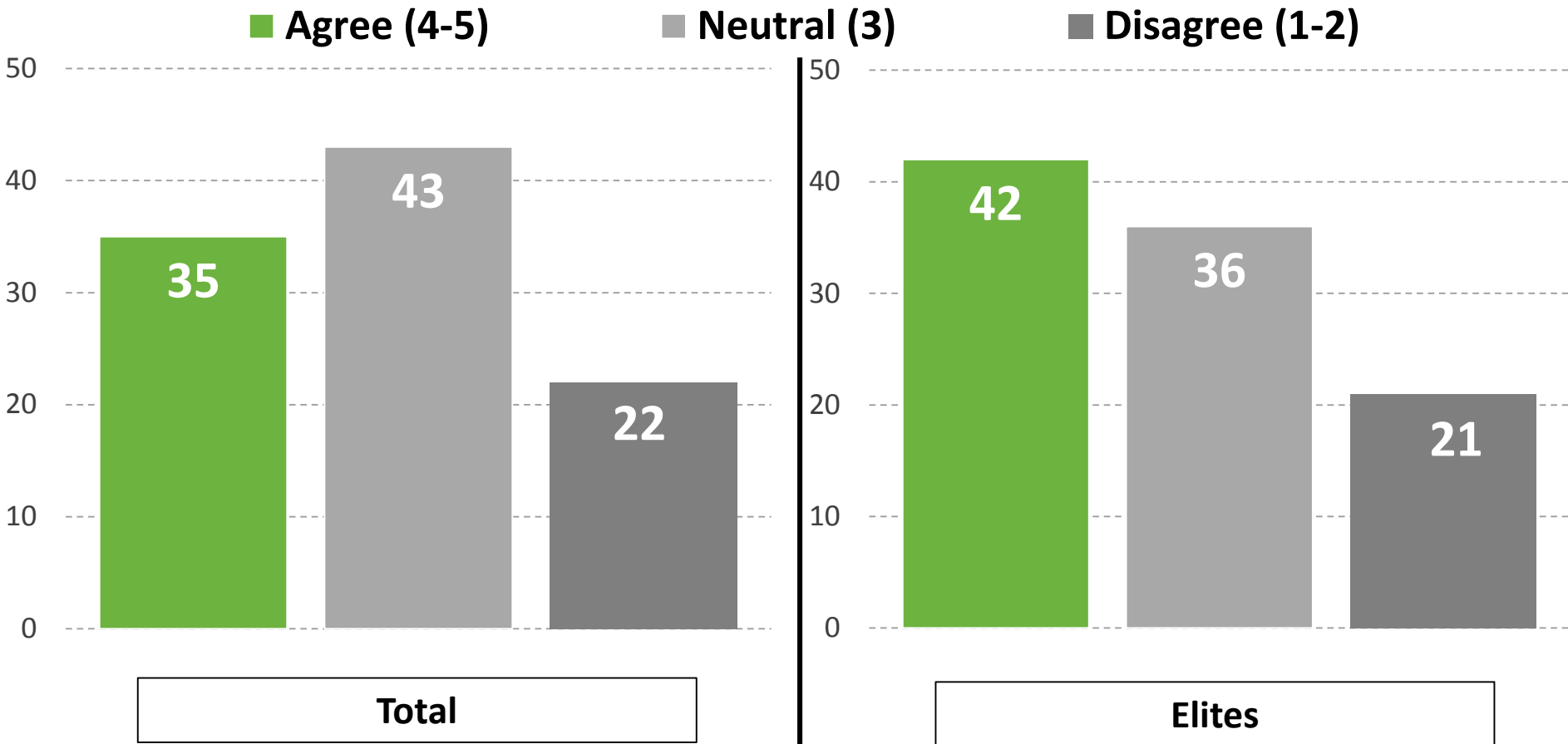
## Twice as many think there will be another epidemic than will not

Please indicate the extent to which you agree that the global community will experience an epidemic in the next 10 years, where '1' means you strongly disagree, and '5' means you strongly agree?



## High shares expect an epidemic in their own country

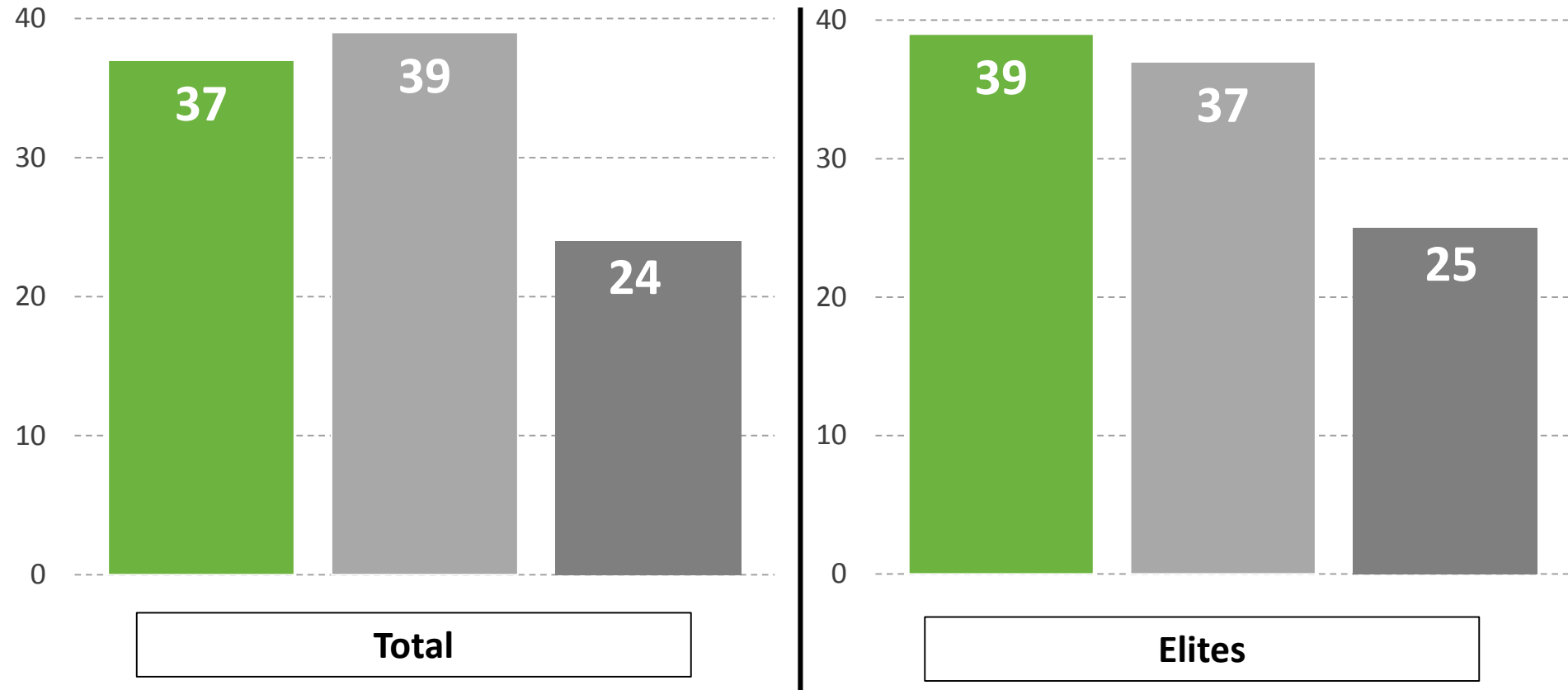
Please indicate the extent to which you agree that the global community will experience an epidemic in the next 10 years that includes cases here in (COUNTRY), where '1' means you strongly disagree, and '5' means you strongly agree?



# Most are not convinced the world is prepared for another epidemic

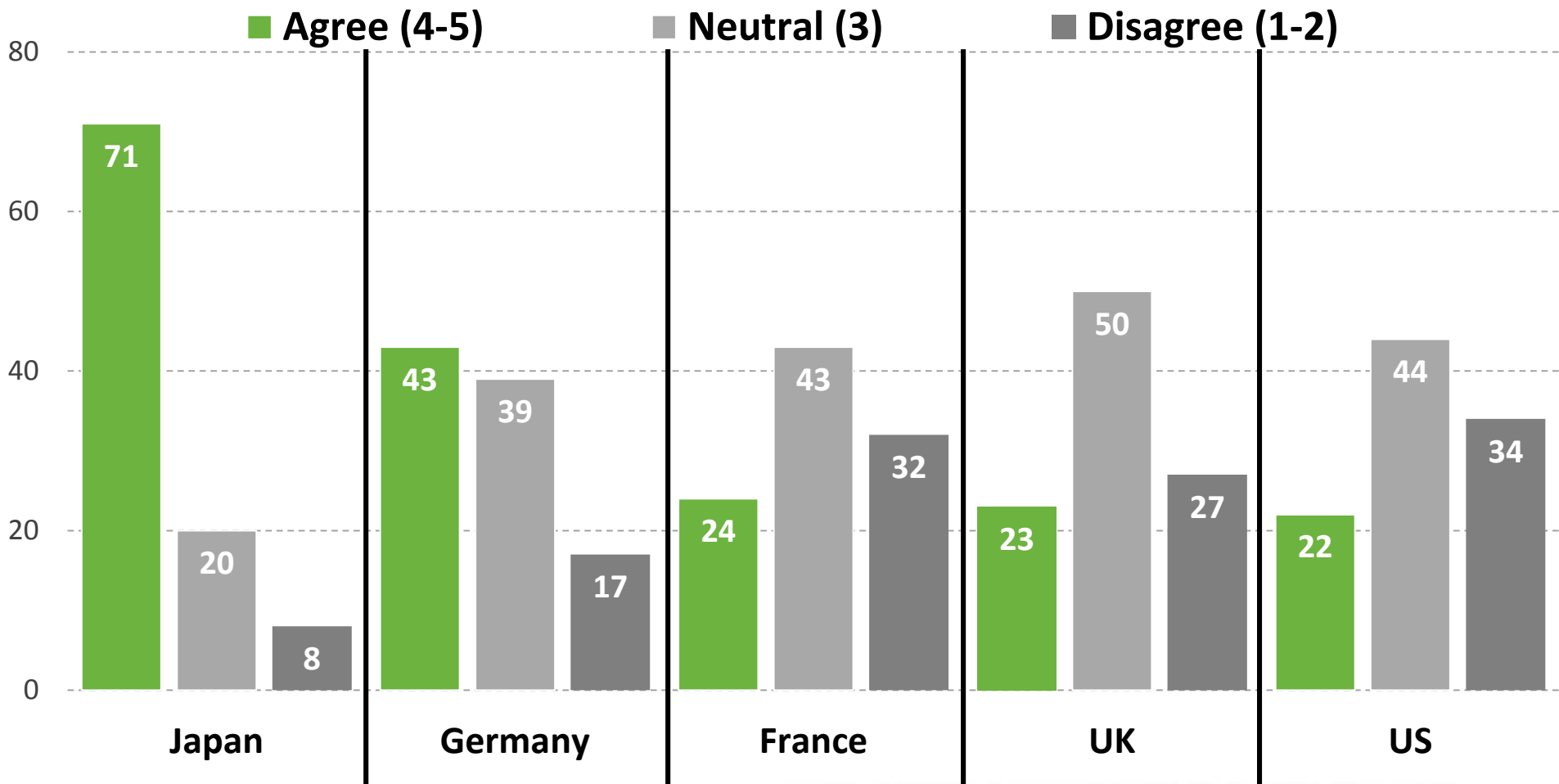
Please indicate the extent to which you agree that the global community is prepared to respond to another epidemic like Ebola, where '1' means you strongly disagree, and '5' means you strongly agree.

■ Agree (4-5)      ■ Neutral (3)      ■ Disagree (1-2)



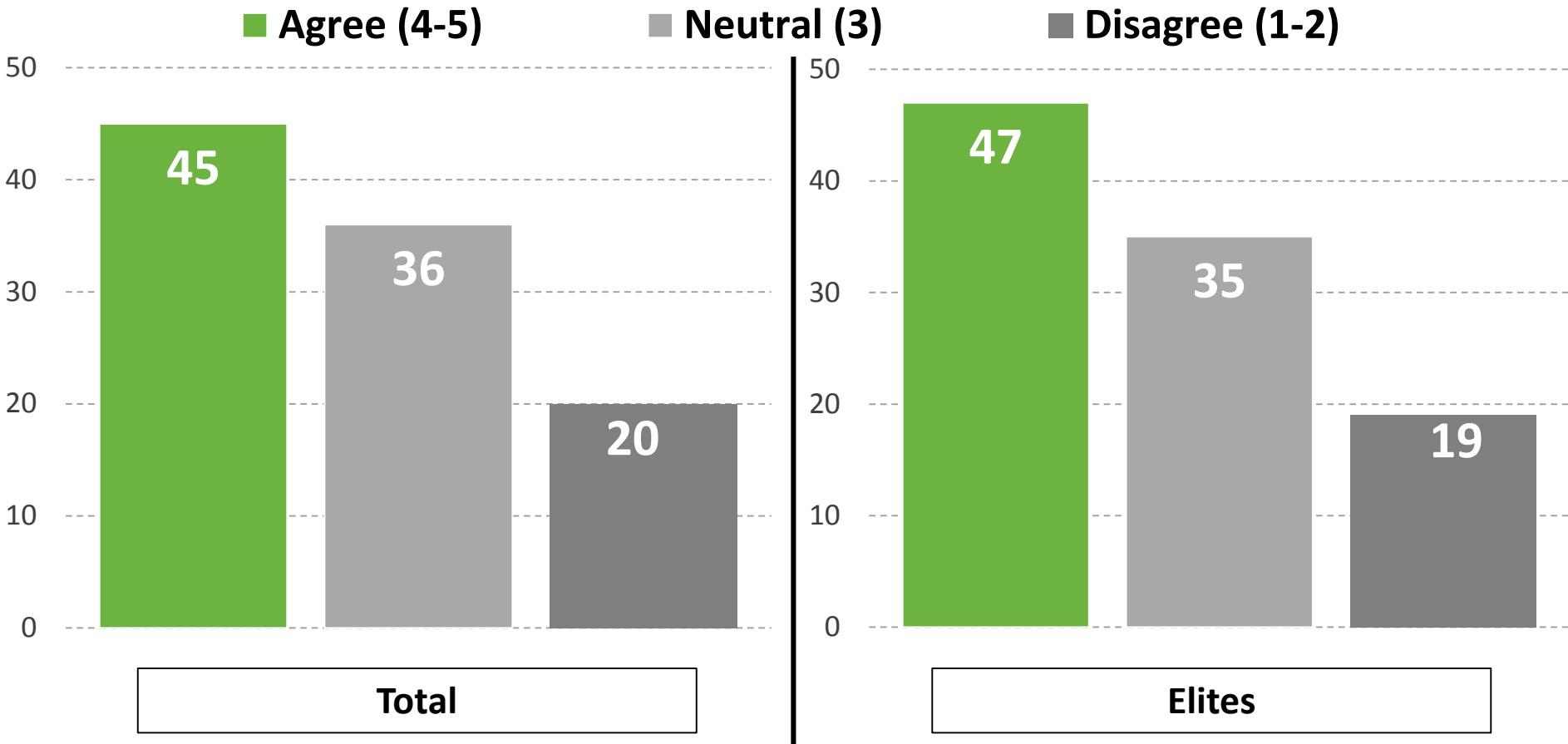
# US, France, UK especially not convinced world is prepared for epidemic

Please indicate the extent to which you agree that the global community is prepared to respond to another epidemic like Ebola, where '1' means you strongly disagree, and '5' means you strongly agree.



## Fewer than half convinced their own country is prepared

*Please indicate the extent to which you agree that (COUNTRY) is prepared to respond to another epidemic like Ebola, where '1' means you strongly disagree, and '5' means you strongly agree.*



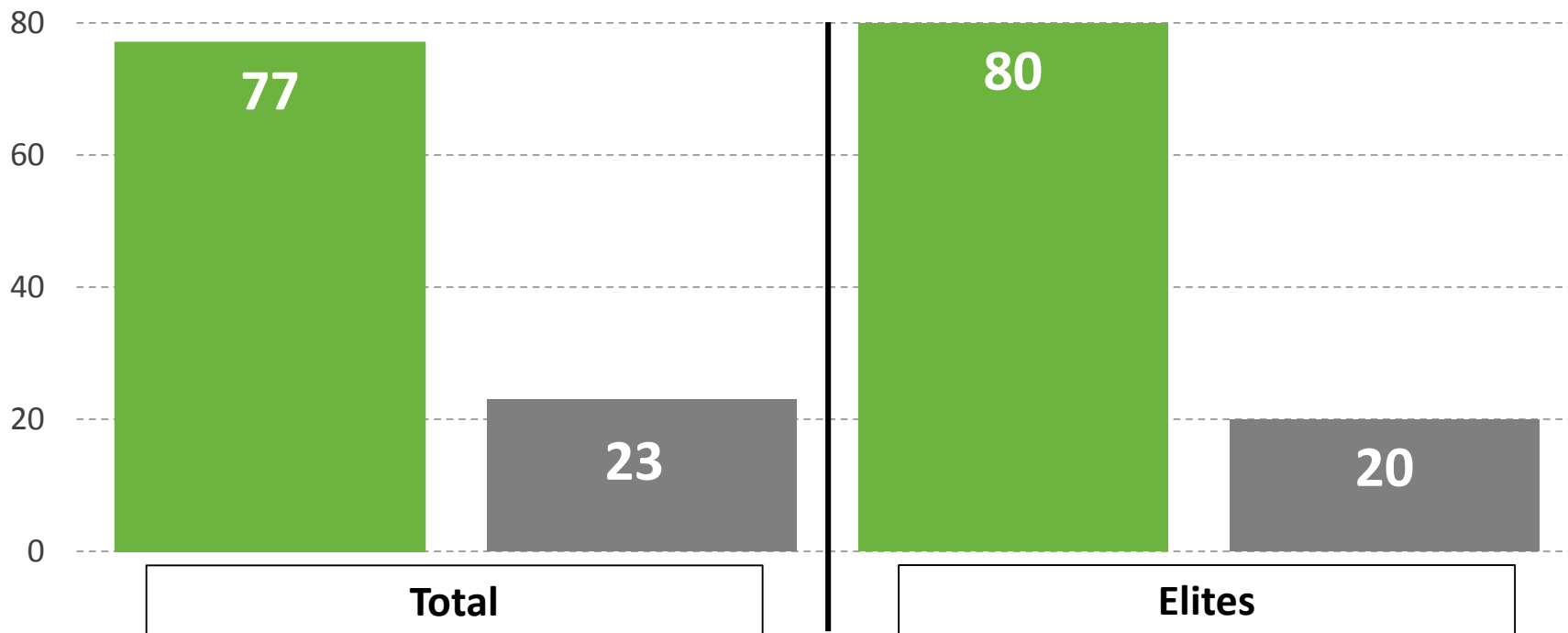
### **3. Support for Health Investment in Developing Countries**



## Most see investing in developing-world's health as protecting own country

Investing in doctors, nurses, and clinics in poor and developing countries helps prevent epidemics from breaking out here in (COUNTRY).

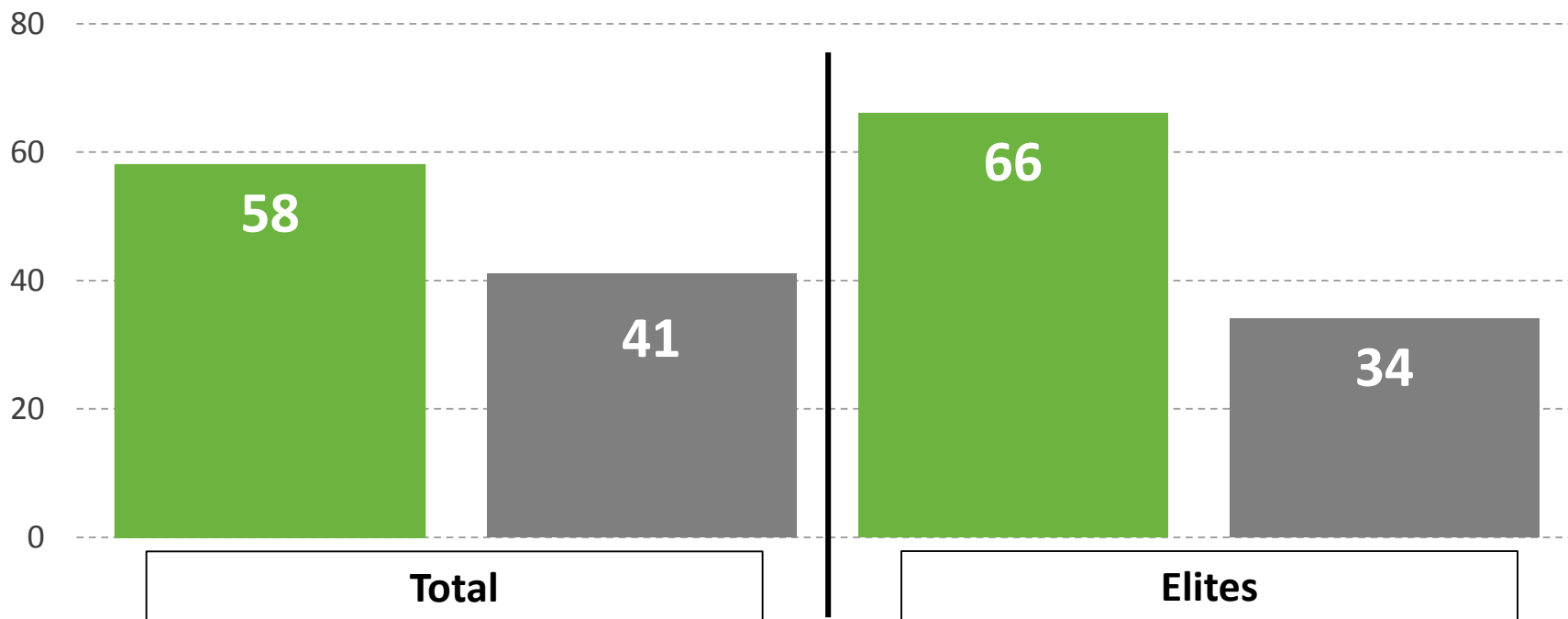
Investing in doctors, nurses, and clinics in poor and developing countries does not do much to prevent epidemics from breaking out here in (COUNTRY).



## Most see need for investment in developing countries

To protect (COUNTRY) from pandemics, we need to make investments and support policy changes in developing countries, as well as in our own country.

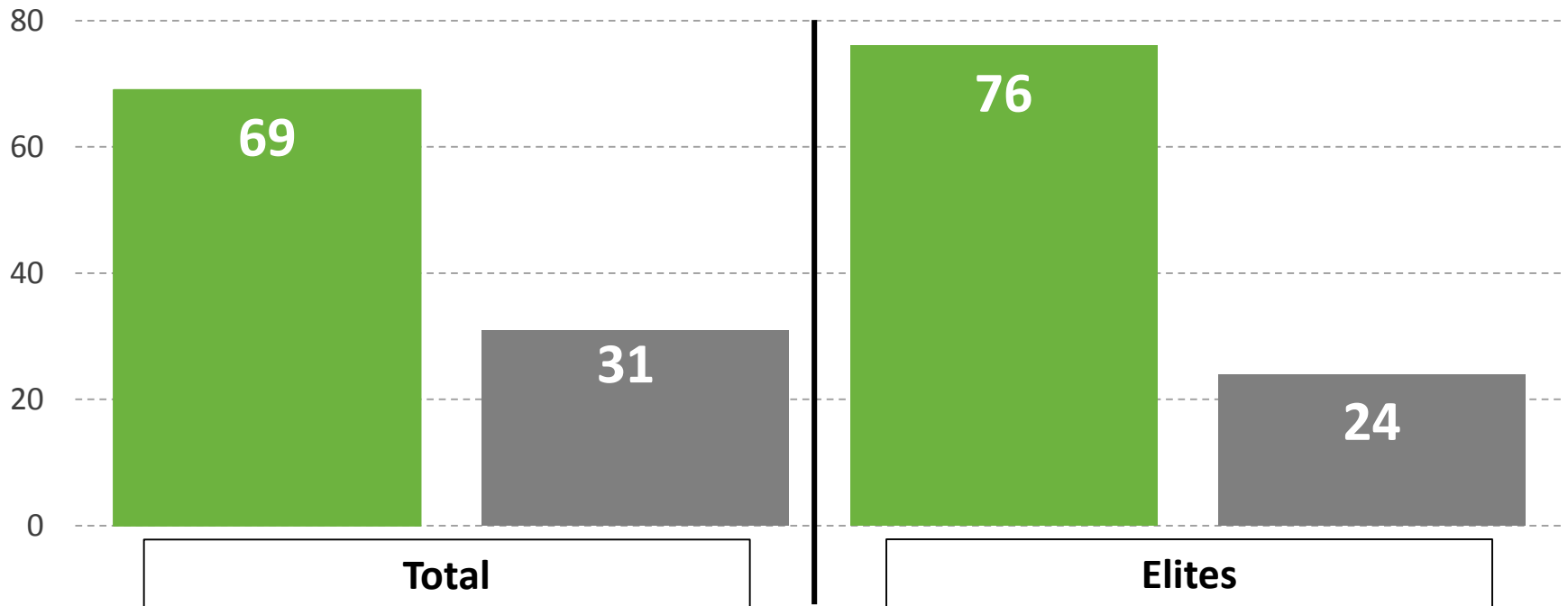
Our country can effectively protect ourselves from pandemics just through investments and policies here in (COUNTRY).



## Most say investing in developing nations' health saves the world money

It saves the world money to invest in healthcare in developing countries, because that can help prevent or contain expensive pandemics, which are global disease outbreaks.

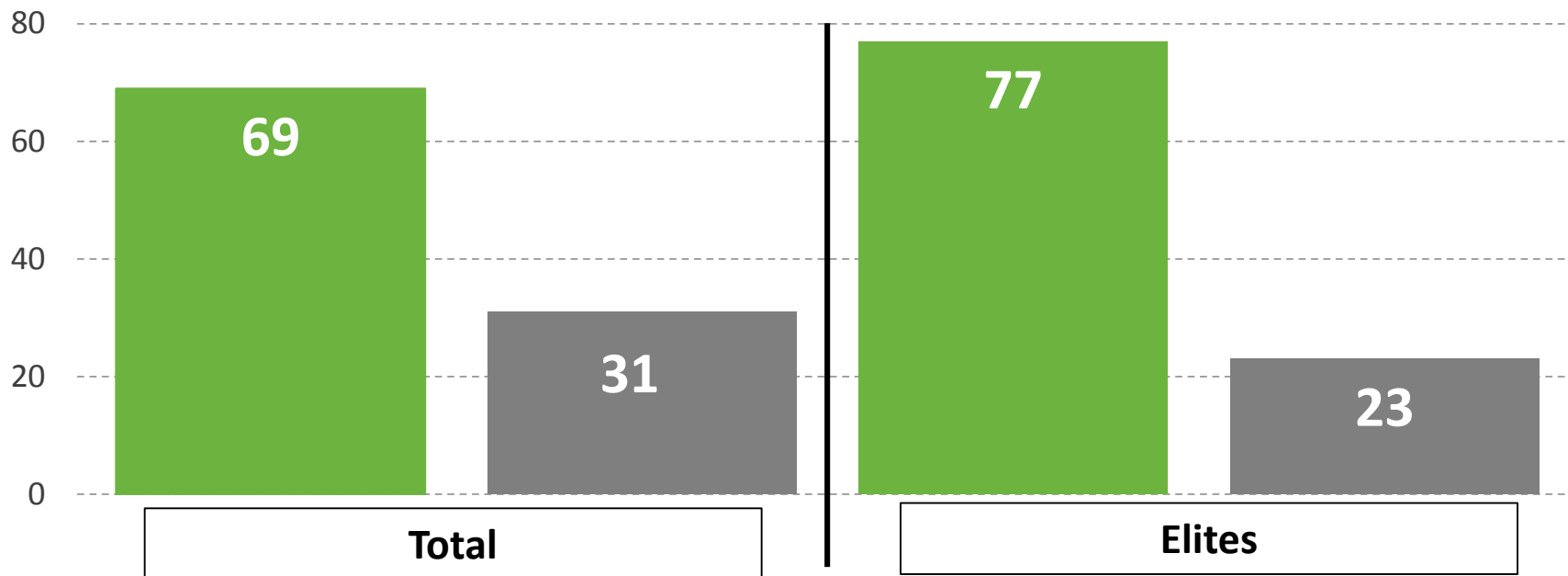
Investing in healthcare in developing countries may be a good idea, but is unlikely to save the world money by reducing the costs of future pandemics, which are global disease outbreaks.



## Most want to send more of own country's doctors and nurses

(COUNTRY) should encourage more of our doctors and nurses to work in areas afflicted with diseases like Ebola, so that our country can do its part to help save lives.

(COUNTRY) should not encourage more of our doctors and nurses to work in areas afflicted with diseases like Ebola, because they might carry the epidemic back into our own country.



## **Opinion elites relatively similar to publics on these perceptions**

### **Elites are better informed across the five countries**

- 98% follow national news (83% among publics)
- 84% follow news about public health and health policy (69% among publics)
- 85% closely followed news about Ebola (72% publics)

### **Correlated to this - elites more concerned about future outbreak**

- 50% agree global community will experience epidemic in the next 10 years (40% among publics)
- 42% agree own country will experience epidemic in the next 10 years (35% among publics)

### **That said, elite views on investments, messaging, closely aligned to publics'**

- 66% say investing in developing countries is necessary to protect own country (58% among publics)
- 76% say it saves the world money to invest in health in developing countries (69% among publics)

# Thank you

**GREENBERG QUINLAN ROSNER RESEARCH**



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