

Aphekom Second Plenary Meeting in Vienna

Interviews performed by Geoff Davies, external communication expert

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Hanns MOSHAMMER - MUW - Vienna, Austria
WP2: Communication - Dissemination

Geoff: Whereas the role of four of the Aphekom work packages is to provide scientific information, two other leaders have small teams with responsibilities that extend through the project as a whole.

I'm now talking to Hanns MOSHAMMER of the Medical University of Vienna, who has responsibility for disseminating the project's findings.

Hanns, can I ask you for a brief comment on the task that you are undertaking and its target audiences?

Hanns: Yes, thank you for the question.

Practically, the task is quite simple. I mean I have just to wait until the other work packages produce exciting results and then I have to translate these results into easy-to-read short headlines.

No, seriously informing the general public and advising policy makers about air pollution and its health effects is a rather challenging task.

There are several reasons why this is so. Of course, it's a rather technical topic and it involves highly emotional issues like health mortality and so on but there are also psychological reasons why people tend to not understand this risk concept we are talking about.

And if a person thinks about risks, he thinks about acute individual situations like being involved in an accident where he is helpless and he is really affected in an acute and precise way. It's a thing men and women can perceive.

When we talk about air pollution the additional risk for an individual is relatively small but everyone of us, every child, every elderly person, every sick patient is exposed throughout his or her life and so even small individual risks add up and on the whole put a really great weight on public health.

Geoff: Hanns, thank you for your comments.