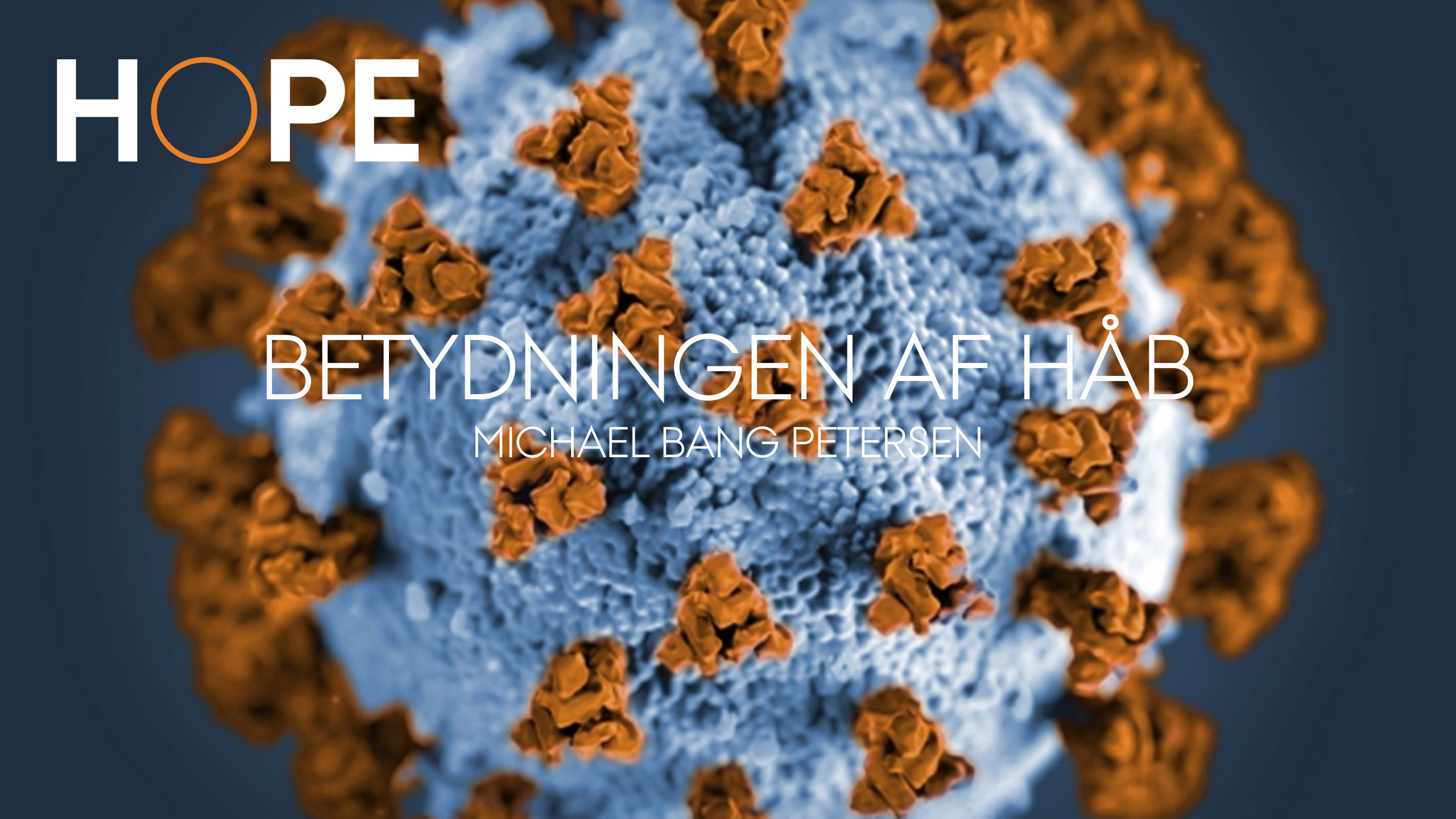
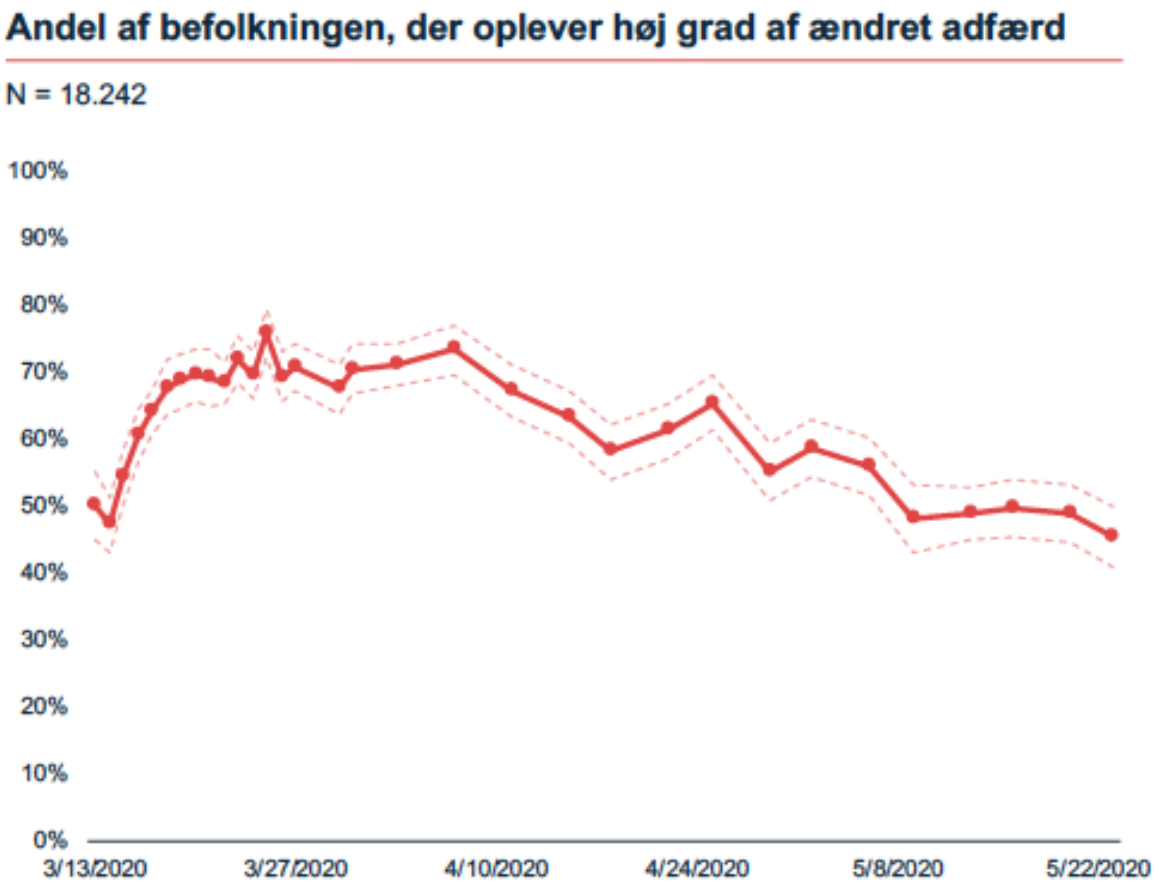
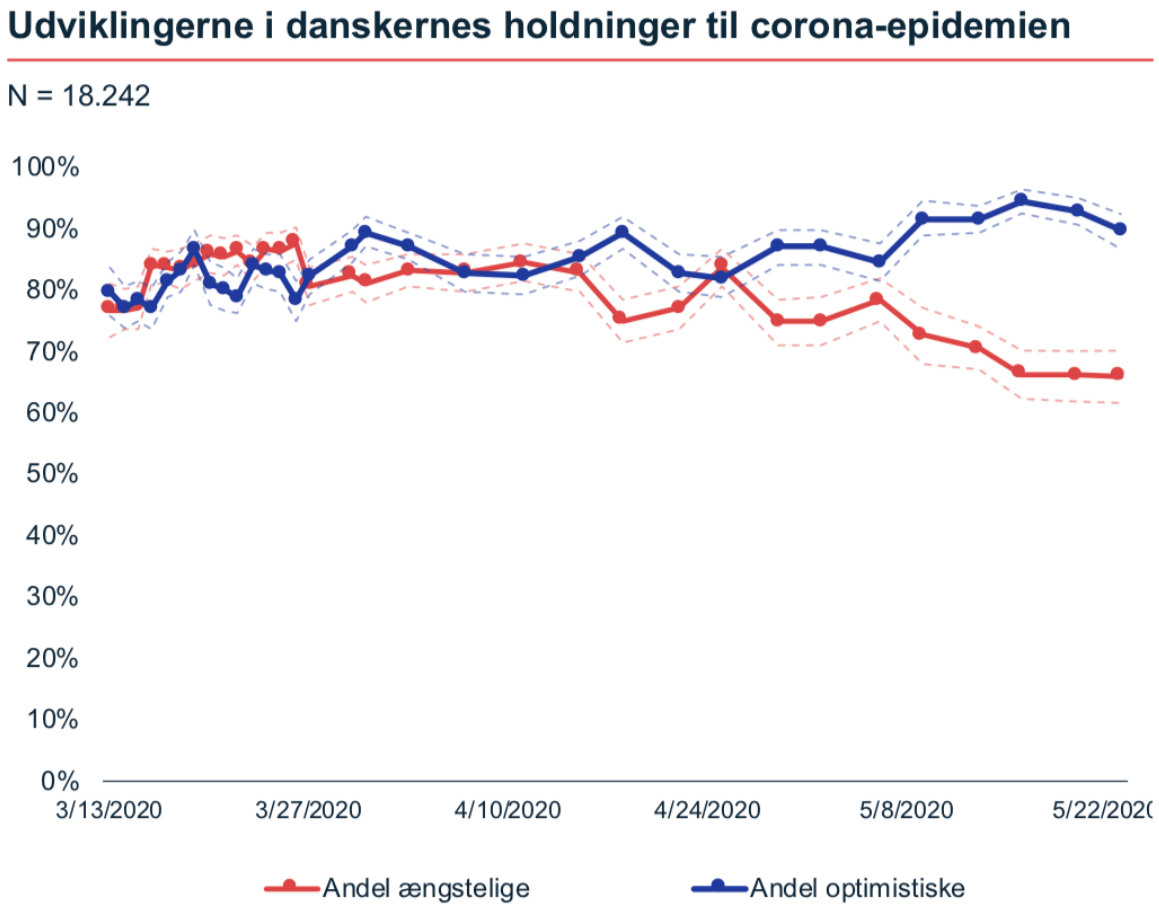

HOPE
BETYDNINGEN AF HÅB
MICHAEL BANG PETERSEN

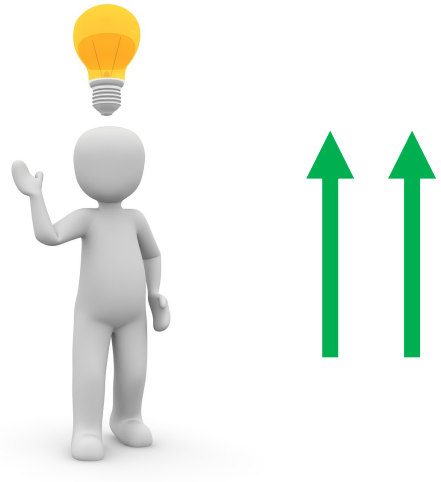
STØRSTE ADFÆRDSÆNDRING I HISTORIEN



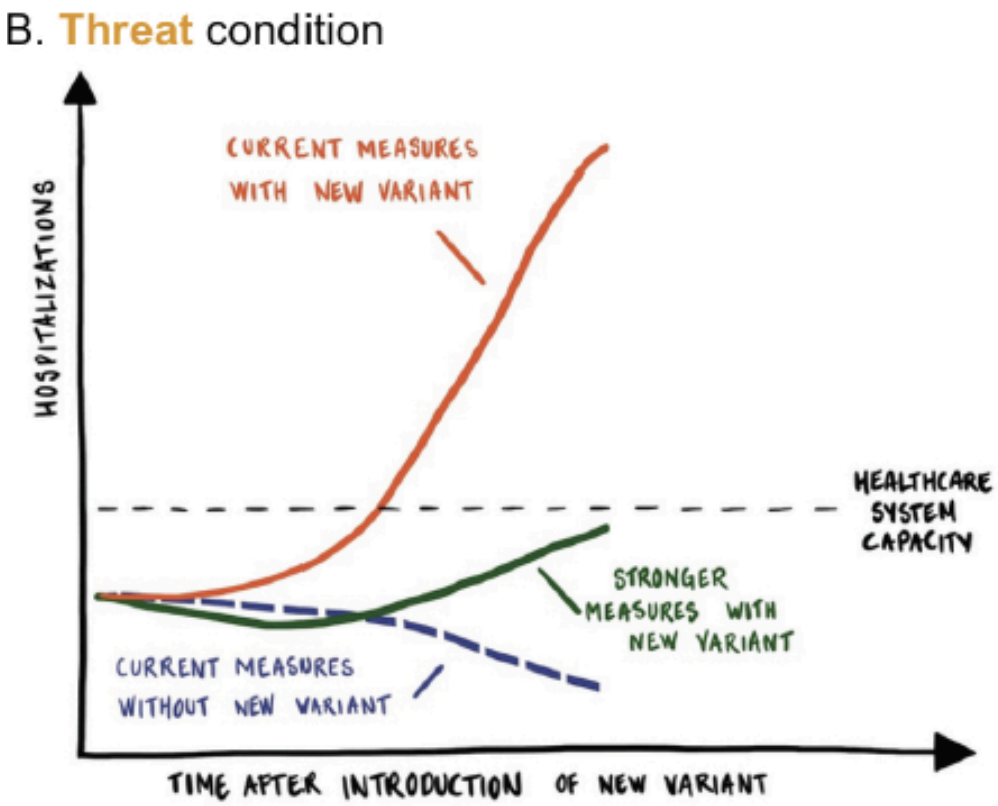
”OPTIMISTISK ÆNGSTELSE”



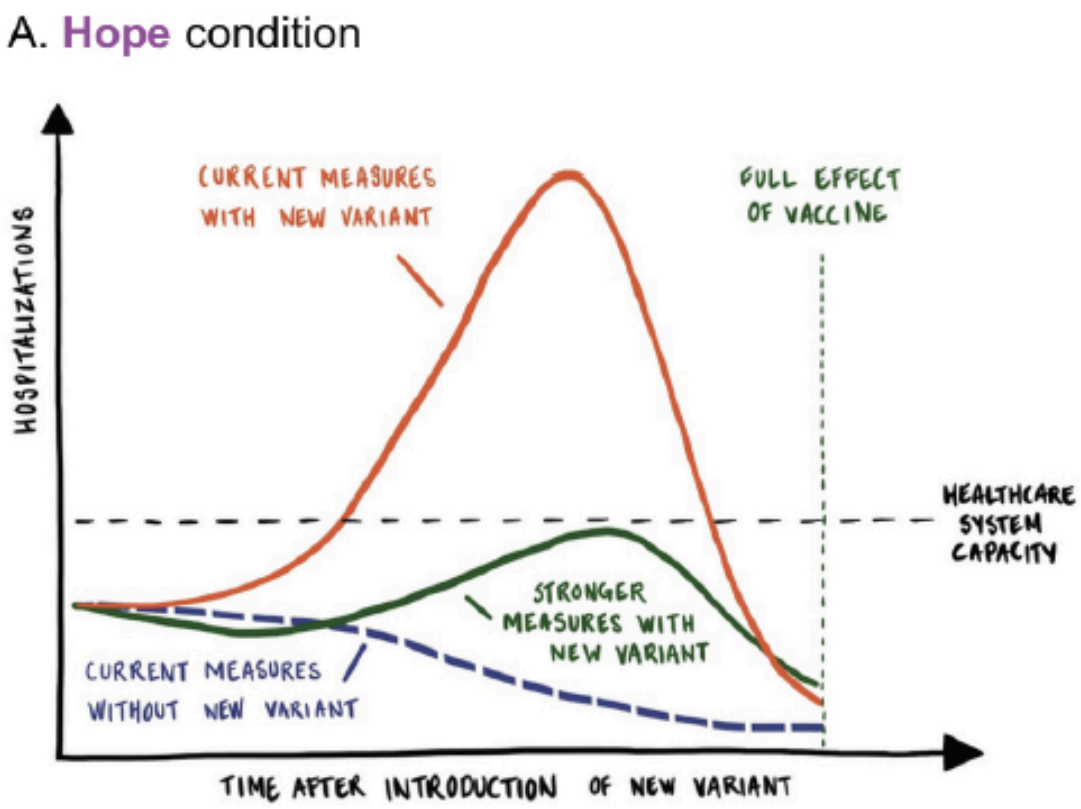
HVEM ÆNDREDE ADFÆRD?

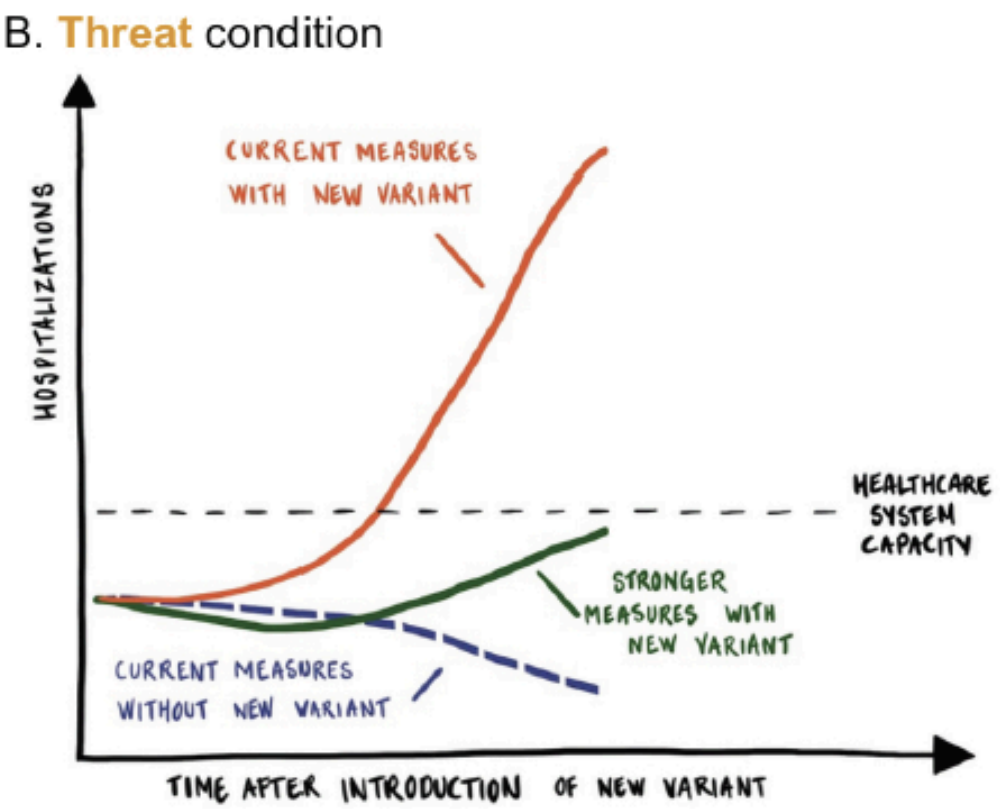


KOMMUNIKATION OM DE NYE VARIANTER



KOMMUNIKATION OM DE NYE VARIANTER





HÅB...

Gav bedre forståelse for...

1. ...hvorfor de nye varianter er en trussel
2. ...hvordan vi kommer sikkert igennem pandemien
3. ...hvorfor nye tiltag er nødvendige
4. ...at det er nødvendigt at følge sundhedsmyndighedernes retningslinjer

Sundhedskommunikation skal være balanceret....

1. Skal skabe bekymring nok til at man lytter
2. Skal skabe håb nok til at man orker at handle

HOPE

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MICHAEL BANG PETERSEN
PROFESSOR

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