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*Malaysian Journal of Nursing* • Open Access • Volume 14, Issue 4, Pages 192 - 196 • April 2023

**Document type**

Review • Gold Open Access

**Source type**

Journal

**ISSN**

22317007

**DOI**

10.31674/MJN.2023.V14I04.020

**Publisher**

Asia Pacific Higher Learning Sdn Bhd., Lincoln University College

**Original language**

English

View less

# Preparedness for the Future Pandemic: Understanding the Impacts of Risk Perception in Public Health Emergencies

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## Abstract

Author keywords

Sustainable Development Goals 2023

SciVal Topics

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Funding details

## Abstract

This paper emphasizes the significance of risk perception in public health emergencies and its impact on preparedness for future pandemics. It investigates the influence of risk perception on individual and community behaviors during previous outbreaks, highlighting factors that shape people's perceptions of risk. Effective risk communication strategies are identified as crucial in shaping risk perception and promoting proactive preparedness measures. It is believed that tailored interventions addressing psychological, cultural, and socioeconomic factors are required to address the diverse risk perceptions among different populations. Understanding risk perception dynamics enables policymakers and

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