



Zika Crisis and Emergency Risk Communication (CERC) Discussion:

Survey of Topics: What the Public Needs When Risks Are Uncertain

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What the public seeks from your communication

Five public desires

1. Gain wanted facts.
2. Empower decision making.
3. Be involved as a participant, not spectator.
4. Provide watch guard over resource allocation.
5. Recover or preserve well-being and normalcy.

Risk Communication Principles for Emergencies

Under promise and over deliver....

Instead of making promises about outcomes, express the uncertainty of the situation and a confident belief in the process to fix the problem and address public safety concerns.

What the Public Will Ask First

- Are my family and I safe?
- What have you found that may affect me?
- What can I do to protect myself and my family?
- Who caused this?
- Can you fix it?

The STARCC Principle

Your public messages in a crisis must be:

Simple

Timely

Accurate

Relevant

Credible

Consistent



Sources of Social Pressure

- What will I gain?
- What will it cost me?
- What do those important to me want me to do?
- Can I actually carry it out?

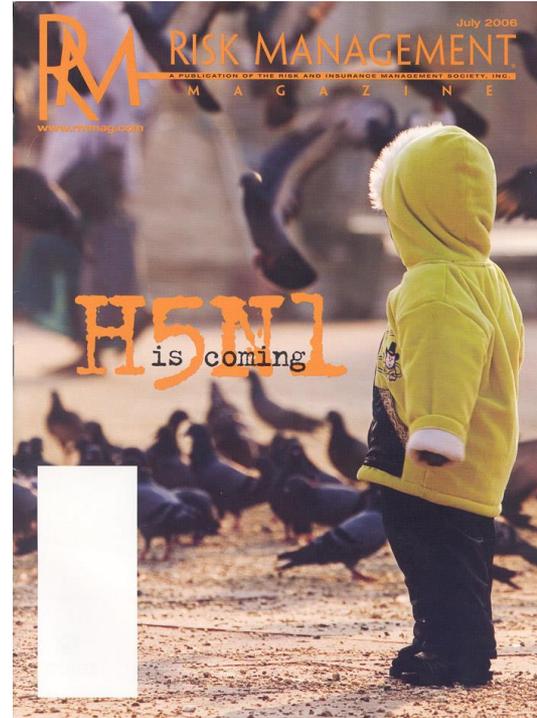
Stigmatization

- Can affect product, industry, animal, place, people
- Four characteristics to stigmatization
 - Problem stigmatizer believes he can control
 - Must be distinguishable
 - Stigma associated with the party
 - Reaction that distances us from threat

Steps before, during & after

- Avoid geographic links if not necessary (e.g., Spanish pandemic versus 1918 pandemic)
- Avoid visuals that link group to threat--watch out for subconscious links:
Avian Influenza H5N1
- Teach response professionals about stigma
- Share with media the concern
- Scan for stigma and confront quickly
- Watch out when creating historical products

Examples



Six Principles of CERC

- **Be First:** If the information is yours to provide by organizational authority—do so as soon as possible. If you can't—then explain how you are working to get it.
- **Be Right:** Give facts in increments. Tell people what you know when you know it, tell them what you don't know, and tell them if you will know relevant information later.
- **Be Credible:** Tell the truth. Do not withhold to avoid embarrassment or the possible “panic” that seldom happens. Uncertainty is worse than not knowing—rumors are more damaging than hard truths.

Six Principles of CERC

- **Express Empathy:** Acknowledge in words what people are feeling—it builds trust.
- **Promote Action:** Give people things to do. It calms anxiety and helps restore order.
- **Show Respect:** Treat people the way you want to be treated—the way you want your loved ones treated—always—even when hard decisions must be communicated.

Trust and Mistrust

- Stakeholders judge the response to an issue or crisis based on trust.
- Trust is the natural consequence of promises fulfilled.
- Mistrust is an outgrowth of the perception that promises were broken and values violated.
- CDC fulfills trust by combining our best science with strong ethics and values.

Consequences of Mistrust

- Health recommendations ignored and disease and death go up.
- Demands for misallocation of resources.
- Public health policies circumvented.
- Opportunists prey on others in the “trust gap.”
- Fiscal and medical resources are wasted.

We can't accomplish our mission.

Acting Trustworthy

- Share information early.
- Acknowledge the concerns of others.
- Under promise and over deliver.
- Select a spokesperson who is never condescending.
- Engage third-party validators and advocates.

Risk Communication Resources

- CDC Zika website: <http://www.cdc.gov/zika/>
- Zika communications resources: <http://www.cdc.gov/zika/comm-resources/index.html>
- CERC resources: <http://emergency.cdc.gov/cerc/index.asp>
- Emergency Risk Communication Training: Atlanta, August 10-12, 2016
- To sign up for the Emergency Partners newsletter to receive Zika and other updates from the CDC, please click [here](#)
- Contact cercrequest@cdc.gov for questions

For the latest communication resources, check

<http://www.cdc.gov/zika/comm-resources/index.html>

The screenshot shows a web browser displaying the CDC Zika Virus Communication Resources page. The browser's address bar shows the URL <http://www.cdc.gov/zika/comm-resources/index.html>. The page has a dark blue header with the text "Zika Virus". Below the header is a navigation menu with the following items: "Zika Virus Home", "What CDC is Doing", "About Zika Virus Disease", "Prevention", "Transmission", "Symptoms, Diagnosis, & Treatment", "Areas with Zika", "Information for Specific Groups", "For Healthcare Providers", "Resources & Publications", "Communication Resources" (which is expanded to show "Video Resources", "Fact Sheets & Posters", and "Infographics"), and "Infographics".

The main content area is titled "Communication Resources" and includes social media icons for Facebook, Twitter, and a plus sign. A language dropdown menu is set to "English". A paragraph states: "CDC offers free resources including video, fact sheets, and posters. Below are links to current communication tools and resources available for use and distribution. For information and resources for specific audiences, click the 'Information for Specific Groups' tab in the navigation bar to the left."

There are three main resource categories displayed as cards:

- Video Resources:** A video player featuring Dr. Anne Schuchat, Principal Deputy Director of CDC/ATSDR.
- Infographics:** A card titled "CDC's Response to ZIKA PREGNANT? Read this before you travel" with an illustration of a person with a suitcase and a globe.
- Fact Sheets & Posters:** A card titled "Pregnant? Warning! Zika might be linked to birth defects. There is no vaccine to prevent Zika virus infection. Protect yourself from mosquito bites" with various icons representing prevention methods.

At the bottom, there is a "Digital Resources" section with a "Blogs" sub-section containing a list of links:

- CDC Director Blog – Thoughts from CDC Director Tom Frieden, MD, MPH
- Public Health Matters – A collective blog about the exciting public health work of preventing and controlling infectious diseases that result from the interaction of people, animals, and the environment.
- NIOSH Science Blog – A scientific look at workplace safety and health issues from the

On the right side, there is a "Latest Tweets" section featuring a tweet from Dr. Tom Frieden (@CDCMWR) about the Global Measles & Rubella Lab Network supporting elimination goals, with a link to <https://t.co/y34MSUQdzZ>.

To find information on specific groups, click

<http://www.cdc.gov/zika/specific-groups.html>

The screenshot shows a web browser window displaying the CDC Zika Virus website. The address bar shows the URL <http://www.cdc.gov/zika/specific-groups.html>. The page title is "Information for Specific Groups". The left sidebar contains a navigation menu with the following items: "Zika Virus Home", "What CDC is Doing", "About Zika Virus Disease", "Prevention", "Transmission", "Symptoms, Diagnosis, & Treatment", "Areas with Zika", "Information for Specific Groups" (which is expanded to show a list of groups), "Pregnant Women", "State & Local Public Health Laboratories", "Vector Surveillance and Control", "State and Local Health Departments", "Parents", "Women and Their Partners Thinking about Pregnancy", "For Healthcare Providers", "Resources & Publications", and "Communication Resources". The main content area is titled "Information for Specific Groups" and features a language dropdown set to "English". Below the title is a banner image showing various people and a map. The main content is organized into a grid of categories: "PREGNANT WOMEN", "STATE & LOCAL HEALTH DEPARTMENTS", "TRAVELERS", "INFORMATION FOR PARENTS", "STATE PUBLIC HEALTH LABORATORIES", "WOMEN AND MEN WHO ARE THINKING ABOUT PREGNANCY", "HEALTHCARE PROVIDERS", "LAW AND POLICYMAKERS", "MOSQUITO CONTROL PROFESSIONALS", and "WORKERS". On the right side, there is a section titled "Zika Partner Call Information" which includes a bullet point about a CDC Zika Update Call for the Private Sector, held on 2/19/16, and another bullet point about CDC's Clinician Outreach and Communication Activity (COCA) Calls/Webinars. Below this is a link for more information on Zika announcements and a link to subscribe to the Emergency Partners newsletter.

CDC > Zika Virus Home

Information for Specific Groups

Language: English

Zika Partner Call Information

- CDC Zika Update Call for the Private Sector
A private sector call held on 2/19/16 to discuss Zika travel, impact and communication.
Audio file
Transcript
- CDC's Clinician Outreach and Communication Activity (COCA) Calls/Webinars

For more information on Zika announcements, online resources, facts, and guidance, please subscribe to our Emergency Partners newsletter [here](#)

For more information, contact CDC
1-800-CDC-INFO (232-4636)
TTY: 1-888-232-6348 www.cdc.gov

The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.

