



Zika Crisis and Emergency Risk Communication (CERC) Discussion: Social Pressure, Travelers & Sexual Transmission

Barbara Reynolds, Ph.D.

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What Do People Feel Inside When a Disaster Looms or Occurs?

Psychological barriers:

Denial

1. It won't happen
2. Will happen, won't happen to me
3. Will happen to me, but not that bad
4. Will happen, will happen to me—catastrophic

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?

Building Consensus for Action

- Increase expected gains
- Decrease expected costs
- Increase social pressure
- Improve ease of action
- Decrease value of competitive alternatives

The STARCC Principle

Your public messages in a crisis must be:

Simple

Timely

Accurate

Relevant

Credible

Consistent

Gaining Acceptance

- Accumulate “yeses”
- Don’t say “but” —say “yes, and”

Communication Strategies

- Focus less on “we need your commitment” and more on “you can do it and here’s how”
- Stress self-efficacy “you can do it”
- Remind people that they make a difference
- Give them things to do in steps to master the skills

What the Public Seeks from Communication: Social Media

Public concerns. . . Supported by social media

- Gain wanted facts
- Empower decision making
- Involved as a participant, not spectator
- Provide watch guard over resource allocation
- Recover or preserve well-being and normalcy

Social Media in a Crisis: The Good

- Need to be where people are
- Leverage unique characteristics of emerging channels
- Tailored health messages
- Facilitates interactive communication and community
- Empowers people in making health decisions

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 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.

