



Zika Crisis and Emergency Risk Communication (CERC) Discussion: First Local Human Case from Mosquito – Now What?

Barbara Reynolds, Ph.D.

August 2, 2016

Risk Communication Principles for Emergencies

Allow people the right to feel fear

- Don't pretend they're not afraid, and don't tell them they shouldn't be.
- Acknowledge the fear, and give contextual information.

Crisis Communication Plan: Summary

- Short, dynamic plan
- Director must endorse
- Plan will help get you a “seat at the table”
- Train the plan
- Plan for all phases of a crisis
- Share successes and best practices

Crisis Communication Lifecycle



- Prepare
- Foster alliances
- Develop consensus recommendations
- Test message
- Evaluate plans

- Express empathy
- Provide simple risk explanations
- Establish credibility
- Recommend actions
- Commit to stakeholders

- Further explain risk by population groups
- Provide more background
- Gain support for response
- Empower risk/benefit decision-making
- Capture feedback for analysis

- Educate a primed public for future crises
- Examine problems
- Gain support for policy and resources
- Promote your organization's role

- Capture lessons learned
- Develop an event SWOT
- Improve plan
- Return to precrisis planning

Match Audiences and Concerns

Audiences

- Sick members and their families
- Politicians
- First responders/Health care
- Trade and industry
- Community outside affected area
- Media

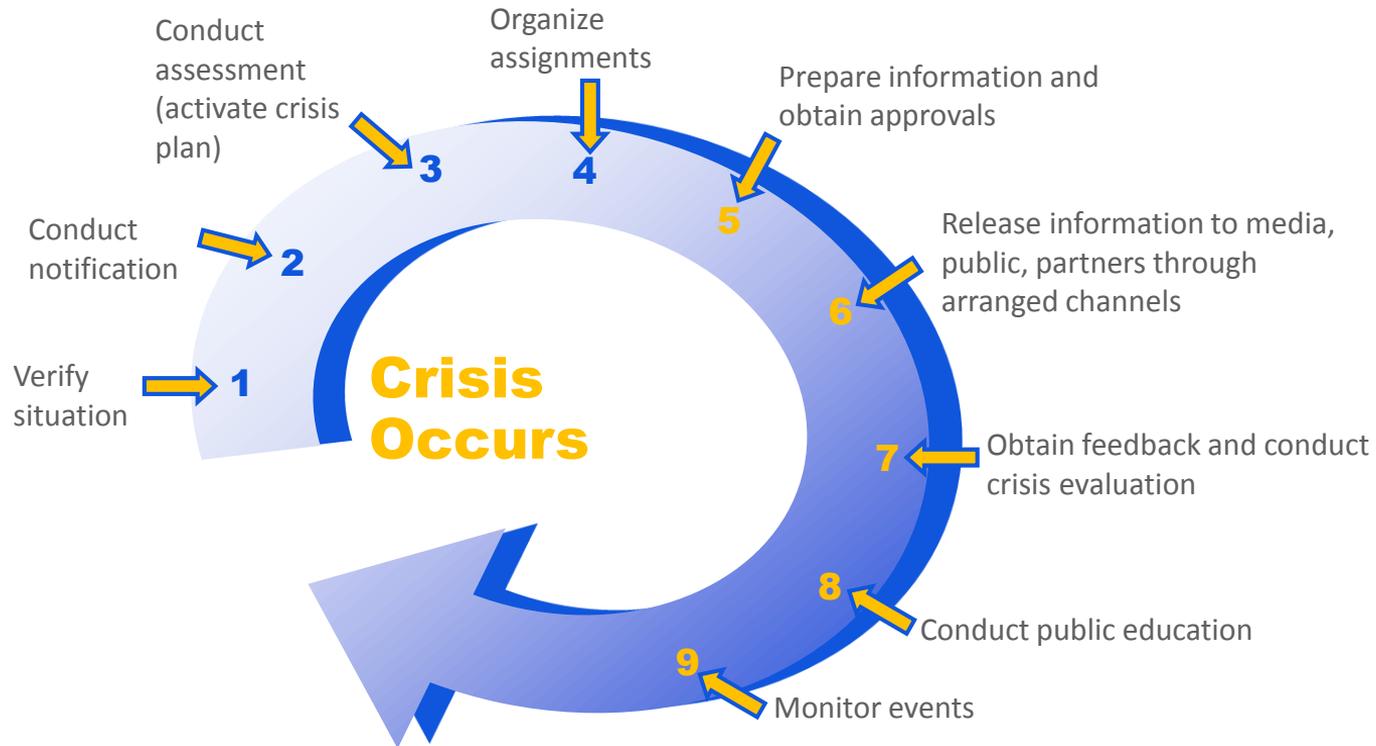
Concerns

- Opportunity to express concern
- Personal safety
- Resources for response
- Loss of revenue/liability
- Speed of information flow
- Anticipatory guidance
- Family's safety

Emergency Information

- Any information is empowering
- Benefit from substantive action steps
- Plain English
- Illustrations and color
- Source identification

Nine Steps of Crisis Response



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?

What is Vicarious Rehearsal?

- The communication age gives national audiences the experience of local crises.
- These “armchair victims” mentally rehearse recommended courses of actions.
- Recommendations are easier to reject the farther removed the audience is from real threat

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>

Zika Virus

CDC > Zika Virus Home

Communication Resources

Language: English

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.

Video Resources

Infographics

Fact Sheets & Posters

Digital Resources

Latest Tweets

Blogs

- 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

Dr. Tom Frieden Tweets

New @CDCMMWR. Learn how Global Measles & Rubella Lab Network supports elimination goals.
<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 website page for Zika virus information, specifically the 'Information for Specific Groups' section. The browser's address bar shows the URL <http://www.cdc.gov/zika/specific-groups.html>. The page has a blue header with the title 'Information for Specific Groups' and a language dropdown menu set to 'English'. A navigation sidebar on the left lists various topics, with 'Information for Specific Groups' currently selected. The main content area features a grid of 12 category buttons: 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. A 'MEDIA' button is located at the bottom of the grid. To the right of the grid is a 'Zika Partner Call Information' section, which includes a bullet point about a CDC Zika Update Call for the Private Sector held on 2/19/16, with links for an audio file and transcript. Below this is another bullet point about CDC's Clinician Outreach and Communication Activity (COCA) Calls/Webinars. At the bottom right, there is a call to action: 'For more information on Zika announcements, online resources, facts, and guidance, please subscribe to our Emergency Partners newsletter [here](#)'.

CDC > Zika Virus Home

Information for Specific Groups

Language: English

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

WORKERS

MEDIA

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.

