



# 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:

**S**imple

**T**imely

**A**ccurate

**R**elevant

**C**redible

**C**onsistent



# 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?

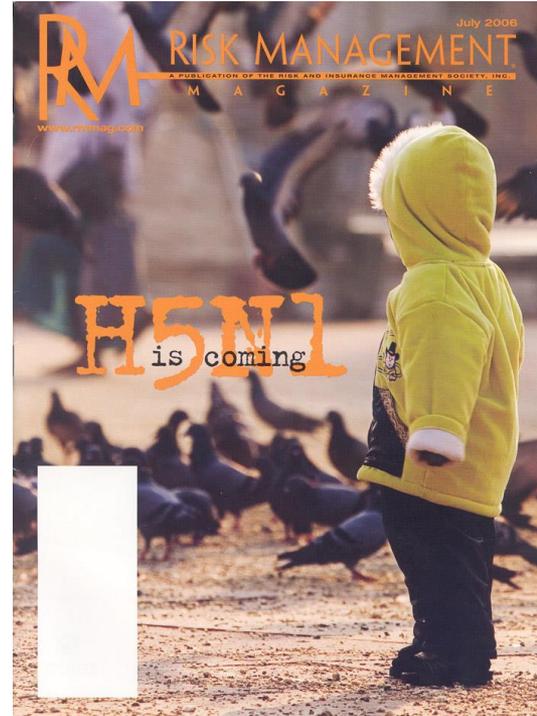
# Stigmatization

- 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](mailto:cercrequest@cdc.gov) for questions

# For the latest communication resources, check

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

The screenshot shows the CDC website's 'Zika Virus' communication resources page. The browser address bar displays 'http://www.cdc.gov/zika/comm-resources/index.html'. The page has a dark blue header with 'Zika Virus' and a breadcrumb trail 'CDC > Zika Virus Home'. A left-hand navigation menu lists various topics, with 'Communication Resources' currently selected. 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 of text 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.' Below this text are three featured resource boxes: 'Video Resources' featuring a video of Dr. Anne Schuchat, 'Infographics' featuring a graphic titled 'CDC's Response to ZIKA PREGNANT? Read this before you travel', and 'Fact Sheets & Posters' featuring a graphic titled 'Pregnant? Warning! Zika might be linked to birth defects. There is no vaccine to prevent Zika virus infection. Protect yourself from mosquito bites'. At the bottom, there are sections for 'Digital Resources' and 'Latest Tweets'. The 'Digital Resources' section is titled 'Blogs' and lists three items: '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.', and 'NIOSH Science Blog - A scientific look at workplace safety and health issues from the'. The 'Latest Tweets' section features a tweet from 'Dr. Tom Frieden Tweets' with the text: 'New @CDCMMWR. Learn how Global Measles & Rubella Lab Network supports elimination goals. https://t.co/y34MSUQdzZ'.

**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**

Dr. Anne Schuchat  
Principal Deputy Director of CDC/ATSDR

**Infographics**

**Fact Sheets & Posters**

**Pregnant?**  
Warning! Zika might be linked to birth defects.  
There is no vaccine to prevent Zika virus infection.  
Protect yourself from mosquito bites.

**Digital Resources**

**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.
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**Latest Tweets**

**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 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".

**Left Navigation Menu:**

- Zika Virus Home
- What CDC is Doing
- About Zika Virus Disease +
- Prevention +
- Transmission +
- Symptoms, Diagnosis, & Treatment
- Areas with Zika +
- Information for Specific 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
- Communication Resources +

**Main Content Area:**

Information for Specific Groups

Language: English

**Image Gallery:** A row of six images showing healthcare professionals, a family, a map, a person at a desk, and a person in a field.

**Group 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
- 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

**Footer:**

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](http://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.

