Continuing Education for this EPIC Webinar

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Communication Partnerships

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Novel Coronavirus More Information

- See CDC website:
  - https://www.cdc.gov/coronavirus/2019-ncov/
  - Suggestions from this presentation apply to multiple types of public health concerns, including infectious disease outbreaks.

Preface: The Magic of a Deck of Cards

- 52 card deck
- Possible combinations = 52!
- 52! = 52*51*50… *3*2*1
- 52! = 80658175170943878571660636856403766975289505440883277824000000000000
- Number of atoms in Earth = 133000000000000000000000000000000000000000000000000*

*Jefferson Lab: https://education.jlab.org/qa/mathatom_05.html

Why Do We Need Communication Partnerships?

- Channels reach specific audiences.
  - News media
  - Social media
  - Clinical channels
- Hard-to-reach can mean increased risk.
  - Isolated people in a hurricane
  - Older adults during a bad flu season
  - Migrant farm workers during a mosquito-borne disease outbreak

EPIC Partners

- 60 communication partners.
- Examples of EPIC Partners.
    - National Disaster Interfaiths Network
    - Substance Abuse and Mental Health Services Administration
    - National Voluntary Organizations Active in Disaster
    - Salvation Army
    - National Community Pharmacists Association
    - National Center for Farmworker Health
    - Tzu Chi
    - Health and Human Services Partnership Center
    - Administration for Children and Families, Region 4

Demonstration of Messaging Through a Social Network

How the Principles of Social Network Analysis Apply

- Node = Communication partner.
- Line = Message transmission.
- Probability of a message being retransmitted can be low.
- More nodes to get from us to the target population = lower probability of success.
- Flat networks are better.
- Direct outreach improves retransmission.
- Electronic documents lower message corruption.

Step 1: Segment the Audience

- Which groups will not likely be reached through mainstream media?
  - Limited English proficiency
  - Sensory barriers
  - Isolated or partially isolated subcultures
- Who will need specific information that they would be unlikely to receive from mainstream media?
  - Pregnant women
  - Older adults
  - People experiencing power outages
- Which groups may not have natural connections to your organization?

Examples of Audience Segmentation from EPIC

- Primarily Spanish-speaking populations.
  - Hispanic Federation
- Subcultures.
  - Center for Haitian Studies
  - Migrant farmworker organizations
- Cultural isolation.
  - Two organizations focused on homelessness
  - Public Library Association
- Hearing loss.
  - Hearing Loss Association of America

Step 2: Identify Partners Who Can Help With Communication Activities

- Partners who can provide information to be redistributed.
- Partners who can help disseminate information to target audiences.
  - They have a constituency that would otherwise be hard to reach
  - They have a mechanism to reach that constituency
  - They have sufficient staff size and engagement to help
- Partners who can offer insight on communication needs.

Sectors

- Public Sector.
- Nonprofit.
- Private Sector.

Public Sector

- Federal.
  - Examples: CDC, FEMA, SAMHSA
  - Federal partners may be very large
  - Seek out specific functions for specific activities
- State Level.
  - State health departments
  - State-run assistance programs
- Local.
  - Health departments
  - Schools

Nonprofit Sector

- Emergency response organizations.
  - National VOAD, state and local VOADs (voluntary organizations active in disaster)
- Faith-based.
  - Can reach specific populations
  - Often highly motivated
  - Have high levels of trust with their congregants
- Community-based.
  - Might serve a specific subculture
  - Might have communication channels already in place

Private Sector

- Specific companies.
- Trade organizations.
- Clinical.
- Points of contact during emergencies:
  - Building supply stores
  - Pharmacies
  - Grocery stores
  - Gas stations

Why Have Clinical Partners?

- Public health emergencies present unique challenges. Accurate and timely guidance for clinicians can save lives.

- Developing and maintaining strong partnerships with national, state, and local clinical organizations is critical for successful notification, information sharing, training, and technical assistance.

- Clinical partner organizations are instrumental in amplifying key messages with practitioners throughout the health care system.

Step 3: Make Connections Before an Emergency

- Initial contact.
- Discussion.
  - How each organization operates
  - Points of mutual benefit
  - Mutual expectations
- Do you need a formal agreement?

Step 4: Maintain Connections

- Update and confirm contact information.

- Reach out and have conversations.

- Feature partners in a newsletter.

- Mutually participate in activities like conferences or presentations.

Step 5: Work Together During Emergencies

- Listen to their needs.

- Obtain information from appropriate partners and other sources.

- Share information with partner organizations who will then share through their channels.

Effective Messages

- Write to your audience.
- Initial content should:
  - Be short
  - Be relevant
  - Give positive action steps
  - Be repeated

Examples of Successful EPIC Partnership Activities

- In 2017, the National Community Pharmacists Association shared information on pharmacies that were open shortly after Hurricane Harvey.

- CDC shared Haitian Creole documents with the Center for Haitian Studies during the Zika outbreak.

- In January 2019, Peter Gudaitis from the National Disaster Interfaiths Network presented on an EPIC webinar about the ways congregations can contribute to emergency responses. (https://emergency.cdc.gov/epic/learn/webinar_20190123.asp)

Partnerships with Organizations That Serve the Congolese Diaspora

- In 2019, CDC reached out to several organizations that represent people from Democratic Republic of the Congo who live abroad.

- CDC shared potentially life-saving Ebola information with these organizations, who could then share with their friends and family.

- CDC participated in both in-person meetings and web-based meetings with diaspora members.

Working with Communication Partners in Puerto Rico

EPIC Partners: Lessons Learned from Interactions

- Respect the partner's mission.

- Make regular contact.

- Assist them with their information needs.

- Follow up on their requests.

- Use their expertise.

- Understand the value exchange:
  - They provide expertise, communication channels, and validation.
  - We provide critical information and access to CDC experts.

Potential Sticking Points

- Controversies.

- Political sensitivities or a strong political bias.

- Inadequate resources on either side.

- Intense distrust from a particular constituency.

- Language barriers.

- Difficulty measuring success.

Suggested Skills for Building Partnerships

- Conflict Resolution.

- Cultural Competence.

  - CDC Cultural Competence Website: https://npin.cdc.gov/pages/cultural-competence

  - EPIC Cultural Competence Webinar:

- Languages, as needed for constituency.

Partnership Resources

- Reaching At-Risk Populations in an Emergency: https://emergency.cdc.gov/workbook/index.asp

- Principles of Community Engagement – Second Edition: https://www.atsdr.cdc.gov/communityengagement/index.html

- CDC CERC Chapter on Community Engagement: https://emergency.cdc.gov/cerc/ppt/CERC_CommunityEngagement.pdf

Continuing Education Access Code

- Please use the access code **EPIC1029** to receive continuing education

Questions

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