

Zika Crisis and Emergency Risk Communication (CERC) Discussion:

CDC's Community Emergency Response Team: The first 48 hours . . .



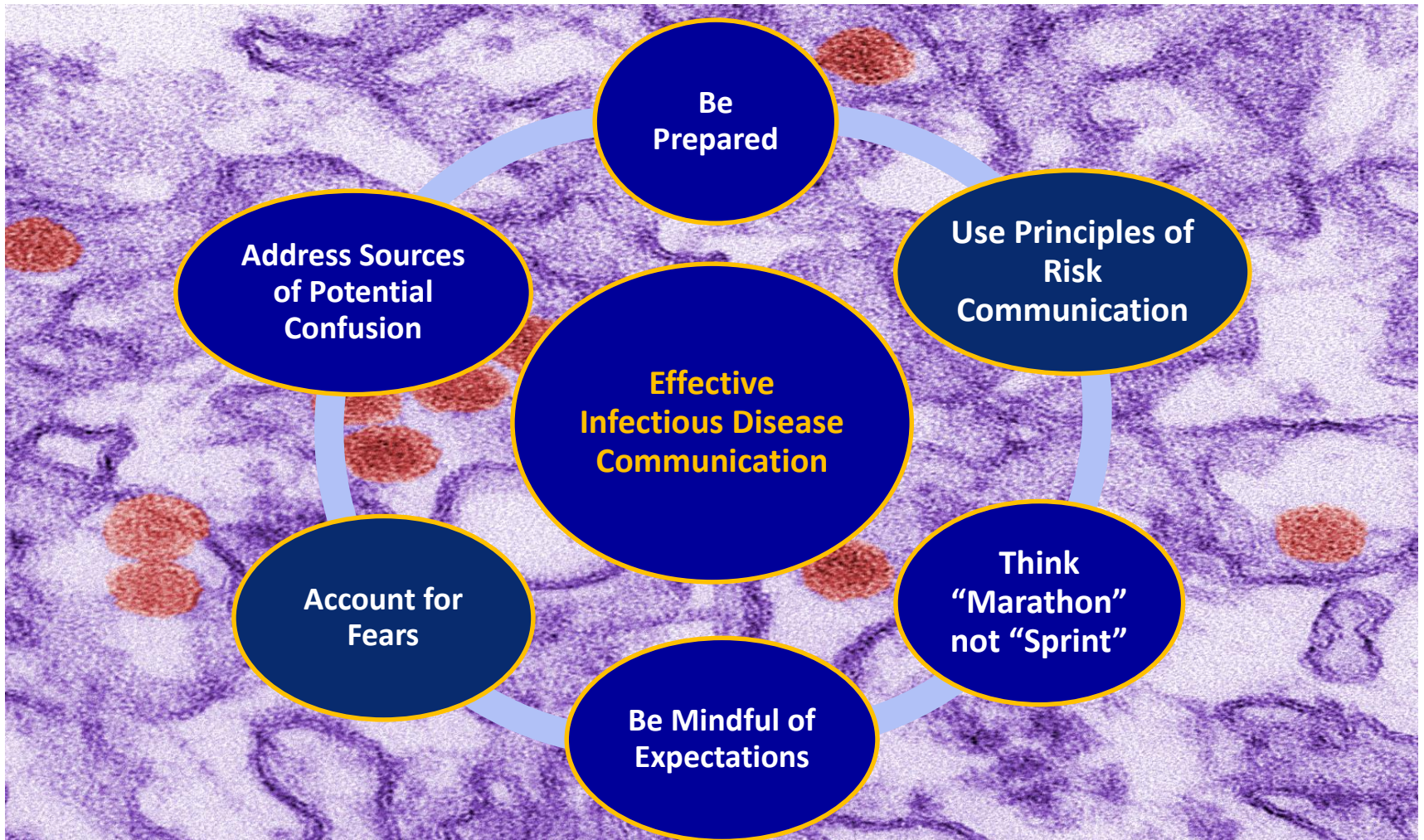
David Daigle

Associate Director for Communication

National Center for Immunization and Respiratory Diseases

Centers for Disease Control & Prevention

July 12, 2016



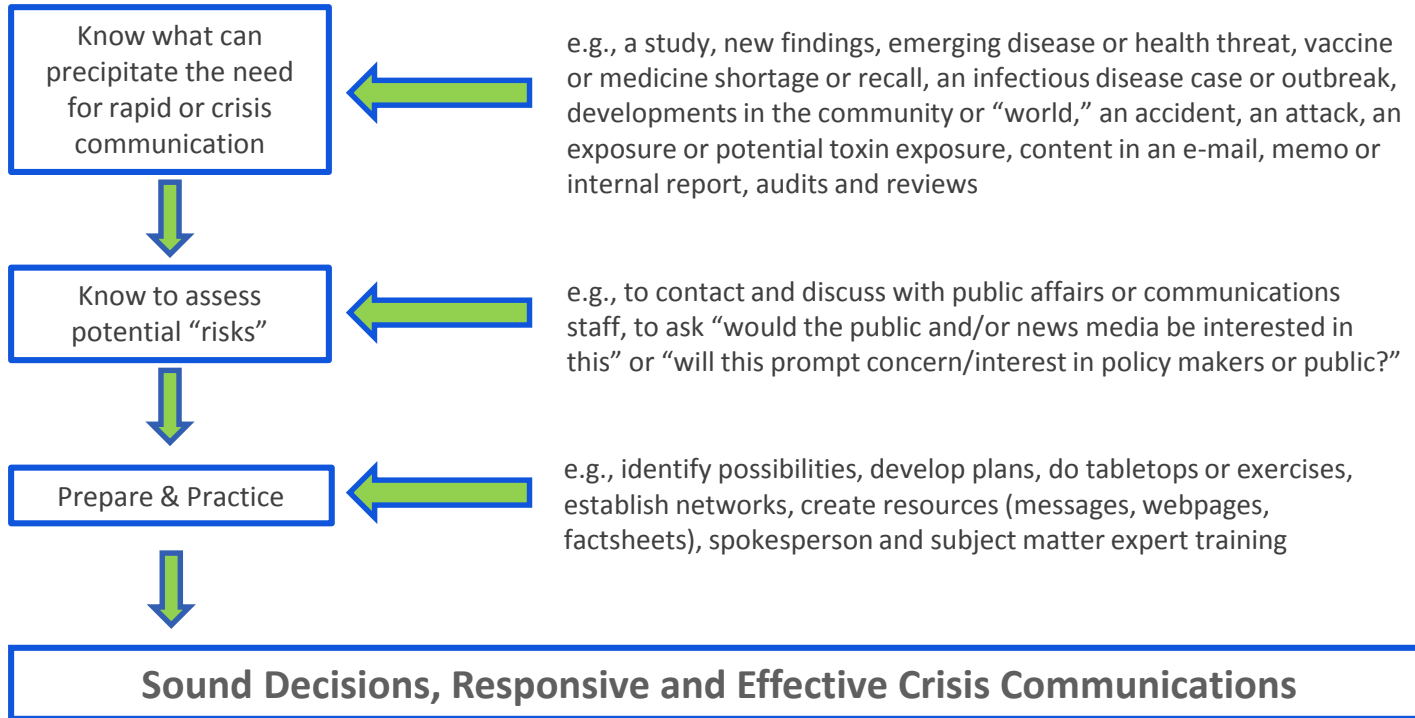
Communication Principle #1: Be Prepared in Advance

Pre-crisis Phase

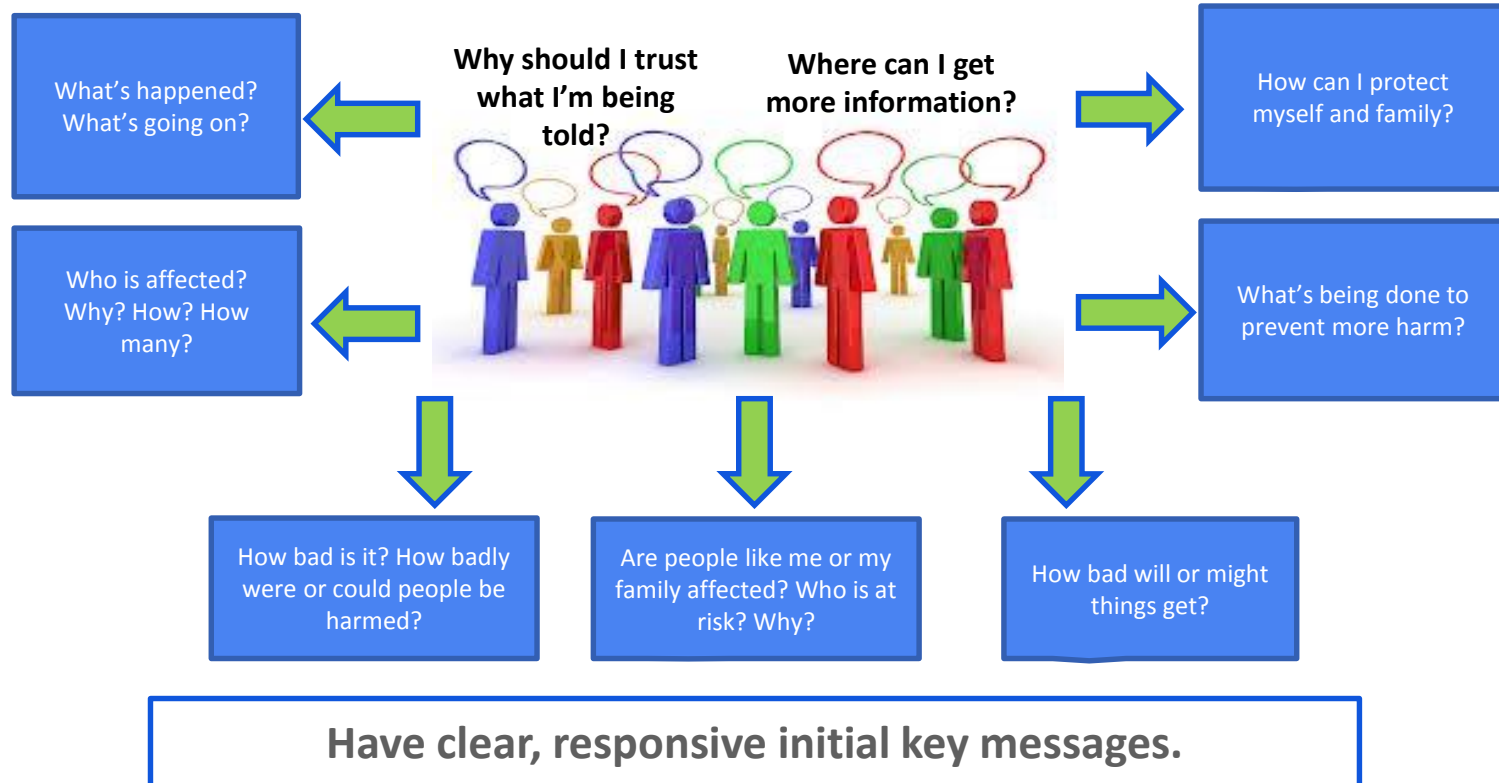
- Be prepared – Needs assessment checklist
- Foster alliances
- Develop consensus recommendations
- Test messages

All the planning, most of the work

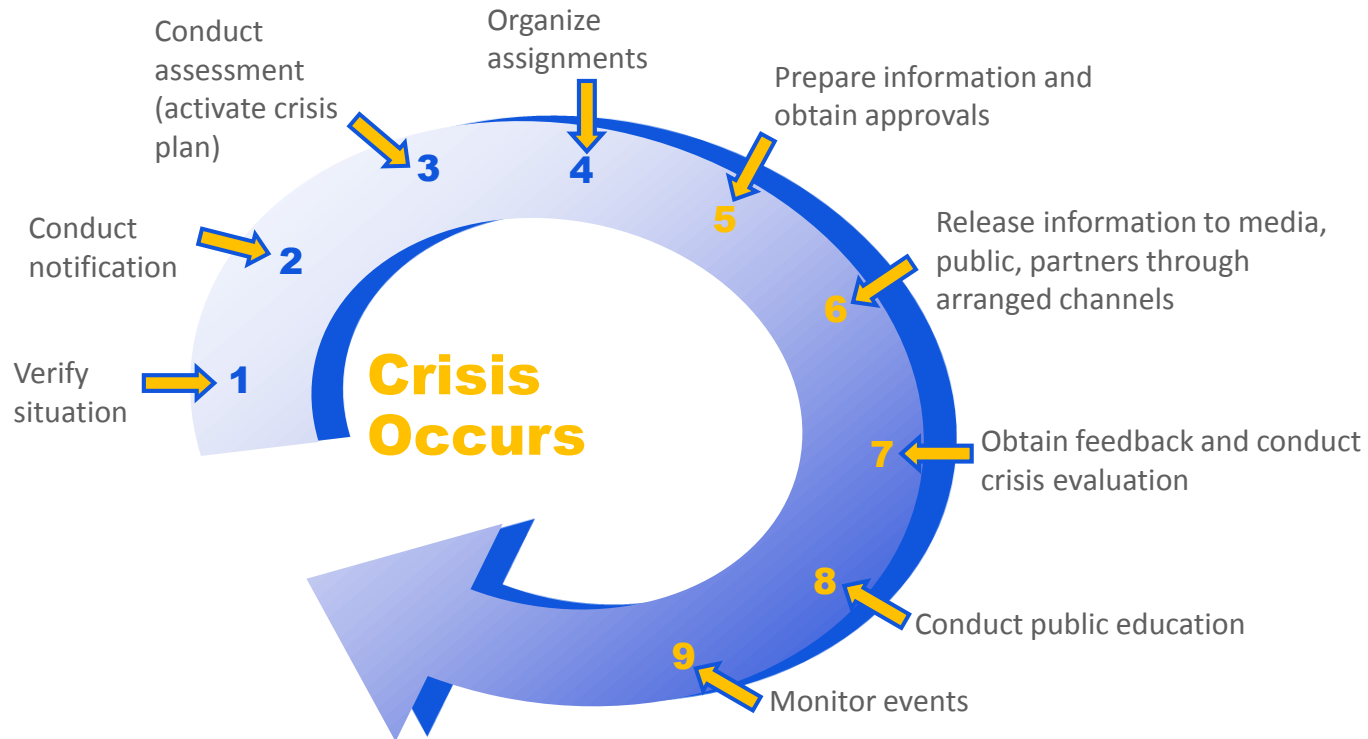
Best Crisis Management Begins Early On...



Preparation should be geared toward being able to quickly address. . .



Nine Steps of Crisis Response



Key Risk Communication Concepts

- **Beware of the “Holy Grail of risk communication”:** believing you can inform people, educate people, and/or motivate precautionary behavior without scaring anyone.
- **Communicating Uncertainty:** Strive to create the same level of certainty in the audience as the information source—that is, not overstating/understating known & unknown.
- **Anticipatory Guidance:** foreshadow that recommendations will likely change as new information emerges (reduce audience perception of future changes as evidence of prior mistakes)
- **Adjustment Reaction/Period:** the “OMG” phase of learning about a new risk; a new risk can cause temporary overreaction, but also creates opportunity for teachable moments

Peter Sandman, *Zika Risk Communication: WHO and CDC Are Doing an Excellent Job So Far.*

<http://www.psandman.com/articles/zika-1.htm>

Risk Communication Key Points

- **Anticipate** that exotic, unfamiliar threats often bring or foster a seemingly disproportionate amount of interest, attention and concern – even if a very small actual threat
- **Be very careful about assurances** and offering “reassurance” and “guarantees”
- **Express** – and often lead with – **empathy and caring**
- **Acknowledge – early on** -- the possibility of rapid change, differences in actions as well as expert opinions, and the likelihood of things arising that aren’t easily foreseen

Surviving the First 48 Hours

- Requires quick assessment
- Collection of facts
- Actions to secure resources
- Media and public response
- Rehearsal
- Alert key partners, as appropriate



Sounds like a plan . . .

Communication Staff Responsibilities

- Command and control – need a leader with clout
- Media response
- Public education
- Community engagement
- Partner/stakeholder relations
- Content/message development



Protect yourself
the bite

Follow these simple steps to protect yourself and your family and friends from dengue fever.

Apply insect repellent when you're outdoors. Always follow directions for using repellents—especially on small children.

Clothing, such as long pants, long sleeve shirts and socks, can help protect from bites.

Avoid activities in areas with lots of mosquitoes, and going outdoors at dawn and dusk when mosquitoes are most active.

FOR UPDATES ABOUT THE DENGUE FEVER IN HAWAII VISIT www.health.hawaii.gov

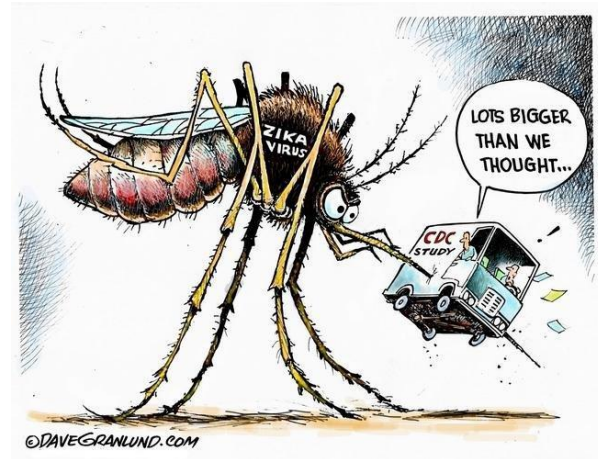
FOR MORE INFORMATION CALL ALOHA UNITED WAY 2-1-1

TO REPORT A SUSPECTED CASE CONTACT DEPARTMENT OF HEALTH DISEASE OUTBREAK CONTROL DIVISION AT 808-586-4586.

2-1-1
Call Community Connections

Leaders and subject matter experts should always assume...

- The response will be a “marathon, not a sprint”
- Regardless of your efforts, there will be negative headlines, critical stories, crises bring outrage and media cover outrage.
- Lots of interest in timelines



Initial Phase

- Express empathy
- Simply inform public about risks
- Establish organization/spokesperson credibility
- Provide emergency courses of action
- Commit to communicate with the public and stakeholders

Reputations are made or broken here

**Need to quickly provide
basic information...**



The purpose, goals of your communication and messages during the crisis

The communication philosophy/approach you'll likely use during the crisis

Four Things to "Anticipate"

News media interests and potential stories at the start and as things evolve

Likely questions that media, policy makers, and the public will have – especially initially

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.

Uncertainty is worse than not knowing—rumors are more damaging than hard truths.

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

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.

