

Public Health Communication

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of Health Services

The logo features a light gray silhouette of the state of Arizona on the left. To its right, the text "ARIZONA 2016 ZIKA SUMMIT" is stacked vertically in a light gray, sans-serif font.

ARIZONA
2016
ZIKA
SUMMIT

Arizona Zika Action Plan Summit

May 24, 2016

Hello
my name is

Mosquito avenger

Agenda

- Recap of CDC Zika Summit communication gems
- Current resources
- Scenario



**CDC Zika Summit
April 1, 2016**

CDC Zika Summit



“We’re going to have to get more comfortable with uncertainty.”

Barbara Reynolds, Ph.D.
Senior Advisor, Crisis and Risk Communication for CDC

CDC Zika Summit



“Based on what we know right now...”

Barbara Reynolds, Ph.D.
Senior Advisor, Crisis and
Risk Communication for
CDC

CDC Zika Summit

- Accepting bad news
- Slow down, give facts with context
- Anticipate what the public will ask
 - Am I safe?
 - How does this affect me?
 - What can I do to protect myself?
 - Can you fix it?

What the public seeks from your communication

Five public desires...

1. Gain wanted facts.
2. Empower decision making.
3. Involved as a participant, not a spectator.
4. Provide watchguard over resource allocation.
5. Recover or preserve well-being and normalcy.

What kills operational success

Five communication failures:

1. Mixed messages from multiple experts.
2. Information released late.
3. Paternalistic attitudes.
4. Not countering rumors and myths in real-time.
5. Public power struggles and confusion.

Six Principles of CERC

- Be First
- Be Right
- Be Credible
- Express Empathy
- Promote Action
- Show Respect

Lessons Learned

- Be comfortable in saying, “I don’t know.”
- Speak like a human
- Stick to the facts you know now
- Be the first to raise the question that hasn’t been answered.
- Leaders: share more, expect criticism, inspire others

CRISIS EMERGENCY RISK COMMUNICATION

Cr Online Training | Cr × +

→ ↻ | emergency.cdc.gov/cerc/training/basic/index.asp



 Centers for Disease Control and Prevention
CDC 24/7: Saving Lives, Protecting People™

SEARCH

CDC A-Z INDEX ▾

Emergency Preparedness and Response

Crisis & Emergency Risk
Communication

Key CERC Discussions

Training -

CERC Online Training

CERC Pandemic Influenza
Training

Resources +

Related Learning

Emergency Preparedness and
Response

Information on Specific Types
of Emergencies

Information for Specific
Groups

Resources for Emergency
Health Professionals

[Resources for Emergency Health Professionals](#) > [Crisis & Emergency Risk Communication](#) > [Training](#) > [CERC Online Training](#)

CERC Online Training



CERCrequest@cdc.gov

[CERC Online Training Module](#)

Objectives:

At the conclusion of the training, the participant will be able to do the following:

- Explain Crisis and Emergency Risk Communication (CERC) principles.
- Describe the psychology of a crisis and the type of messages each audience needs.
- Define core concepts of crisis communication planning.
- List techniques to communicate successfully with local, state, and federal organizations; the public; and stakeholders during an emergency.

Online Content Experts:

Barbara Reynolds, PhD

Senior Advisor, Crisis and Risk Communication
Centers for Disease Control and Prevention

azhealth.gov/zika

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Mosquito-Borne Diseases

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- Travel-associated Zika cases confirmed in Arizona: 3
- Arizona Arboviral **Handbook** for Chikungunya, Dengue, & Zika Viruses
- Arizona's First Zika Case Recorded in Traveler, read the **news release**

Zika - Home

Zika is a flavivirus transmitted by mosquitoes that was first identified in Uganda in 1947. In 2015, Zika virus circulation in the Americas began in northeastern Brazil.

Zika virus transmission has not been identified within the continental United States; currently, all cases have occurred among travelers who visited areas where the virus is circulating. **Check out affected areas** and current CDC travel alerts. Because of the risk during pregnancy, pregnant women are recommended to consider postponing travel to areas where the virus is circulating.

Preventing mosquito bites, both at home and when traveling, is key to preventing disease spread. You can also make sure there is no standing water around your home where mosquitoes can breed, such as in buckets, toys, or plant holders.

- [Signs and symptoms](#)



Feedback & Support



Community Concern and Action

- Pregnancy risks
- Use of chemicals to repel mosquitoes
- Community engagement – a must!

Scenario

10 minutes

- Work in groups.
- Read through the scenario and provide answers.
- Select a spokesperson for your table to report out your scenario responses.

*The reputation of a
thousand years may
depend on the conduct of
a single moment.*

-Japanese Proverb

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Thank You

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#ZikaAZ



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