

COMMUNICATING
IN OUTBREAKS:
WHAT WORKS,
WHAT DOESN'T

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STAT

www.statnews.com



- Getting ready to do outbreak communication in peace time
- Once the outbreak starts
 - What works
 - What doesn't

Outbreak prep

- Establish relationships with key journalists
 - - Know how to reach them
 - - Let them know how to reach you.

Not the time to learn the ropes

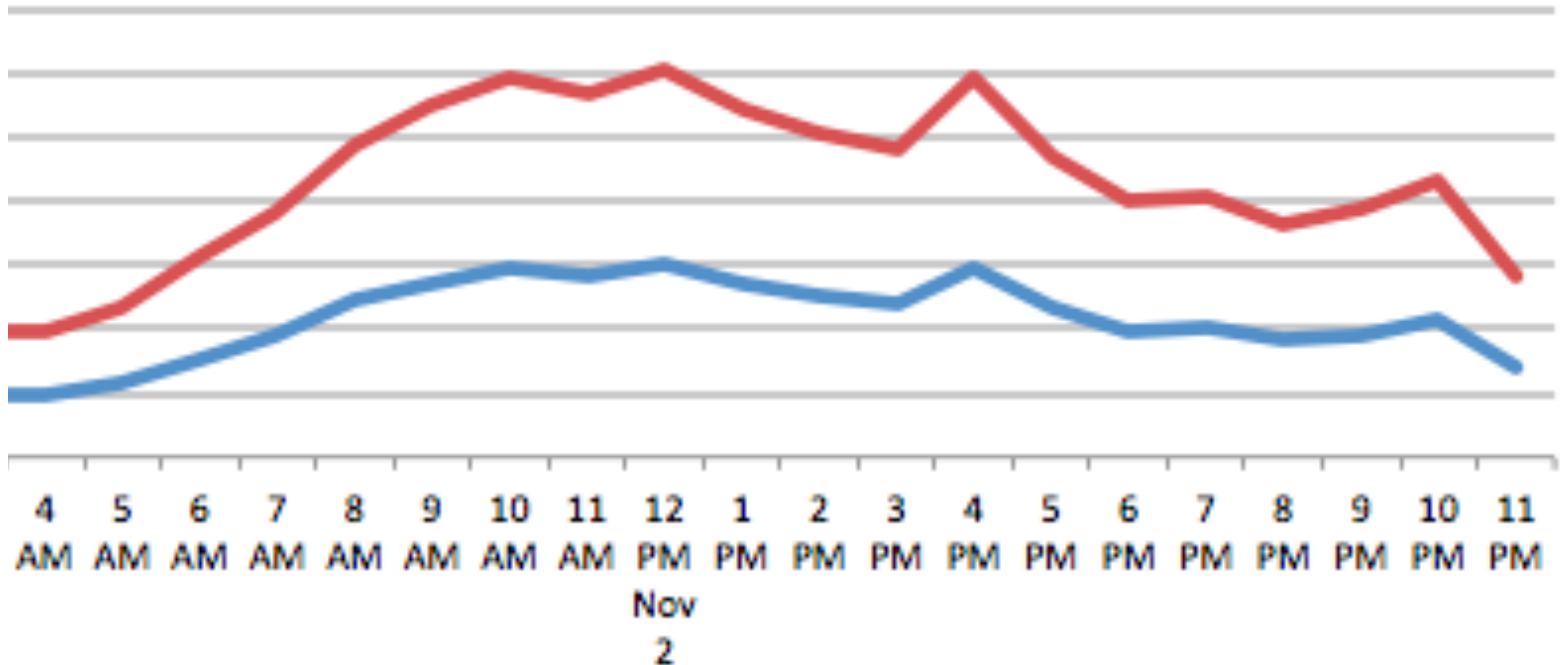


Outbreak prep

- Establish relationships with key journalists and media outlets
 - Know how to reach them
 - Let them know how to reach you
 - Develop media experience
 - An informed media is better equipped to inform the public
- Learn how the various types of media work

Know how to time releases

Traffic Over Time (Average Day)



Things to do in an outbreak

- Apply what you hear here to your own context
- Talk to reporters
- Approach your target audience(s) through the media they consume
- Correct reporting errors

How people got news during SARS

Personal networks



Radio



Mainstream TV



Newspapers



How people got news during Ebola/Zika

Personal networks



Mobiles



Other social media platforms



Twitter



The problem with social media

- Public health messaging =



- People use social media ↓ or →



Things to do in an outbreak

- Apply what you hear here to your own context
- Talk to reporters
- Approach your target audience(s) through the media they consume
- Be frank about what's known and unknown.
- Correct reporting errors, rapidly

Correct Erroneous Reporting

- Zika **may** cause men's testicles to SHRINK by up to 90 per cent and permanently reduce fertility, medical researchers warn

Source: The Daily Mail

Zika virus **could** shrink a man's testicles and leave him infertile, claims new study

Source: The Mirror

Zika virus **found to** SHRINK TESTICLES and leave men infertile

Source: The Express

*Bolding added

Things to avoid in an outbreak

- Don't be overly reassuring
- Don't over state the science

Don't overstate the science



Things to avoid in an outbreak

- Don't be overly reassuring
- Don't over state the science
- Don't assume the media is part of the public health team
- Don't shoot yourself in the foot

There's just one problem, Florida

THE WALL STREET JOURNAL.

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U.S.

Pregnant Zika Victim Alerted Officials to Florida Outbreak

Report on infected patients, including two tied to Wynwood businesses, illustrates struggle by health officials to understand and contain the first known mosquito-borne Zika outbreak in the continental U.S.

It's hard to regain lost trust

Miami Herald

BY DANIEL CHANG

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The mayors of Miami-Dade County and Miami Beach on Sunday accused the Florida Department of Health of lying after the state agency said last week that it never told local officials to hide the locations in Miami Beach where mosquitoes carrying the Zika virus were captured.

Miami Herald

- Frieden also took some gentle jabs at Florida's Department of Health, noting that in Singapore public health officials “were **fully transparent** about the cases. They said here's where they are. Here's what we're doing about them — all the information publicly available.”
- Read more here: <http://www.miamiherald.com/news/health-care/article110401762.html#storylink=cpy>

Don't create this choice

- “Health officials renew calls for people with fever to stay home”
- vs.
- “State plays down disease to avoid tourism slump”

THANK YOU

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