RISK COMMUNICATION DURING A PANDEMIC
COMMUNICATING IN A CRISIS

Logical, rational

Fight or flight
WHAT’S DIFFERENT ABOUT A PANDEMIC?
WHAT’S DIFFERENT - BIOLOGICAL

- Little or no immunity worldwide
- More people at higher risk
- Long term impact
WHAT’S DIFFERENT - PSYCHOLOGICAL

- Uncertainty
- Community hardiness
- Personal resilience
- Deaths “out of time”
WHAT’S DIFFERENT - SOCIOLOGICAL

• Behaviors impact infection rates

• Inadequate vaccines and antivirals (even though we’re used to abundance)
WHAT’S THE MESSAGE

• Plan, Plan, Plan
• Practice, Practice, Practice
• Identify communication triggers
• Goal is to:
  – Be First
  – Be Right
  – Be Credible
WHAT’S THE MESSAGE

• Provide information
• Give people things to do
• Stress individual behavior
• Explain community control measures
• Reinforce self-efficacy
WHAT’S THE MESSAGE

- KISS
- Express empathy
- First considerations from the public’s perspective
- First considerations from the media’s perspective
WHAT’S THE MESSAGE

• Don’t over reassure (be honest)
• State continued concern before giving reassuring updates
• Under promise and over deliver
• Allow people the right to feel fear
RESOURCES

- 27-9-3 Worksheet
- Risk Communication Templates
- Websites
GOOD AND BAD EXAMPLES