Strategies for Successful Public Health Messaging

Tim Church
Communications Director
Washington State Department of Health
THE SCIENCE NEWS CYCLE

Start Here

Your Research
Conclusion: A is correlated with B (p=0.56), given C, assuming D and under E conditions.

Your Grandma

Eventually making it to...

WHAT YOU DON'T KNOW ABOUT "A"... CAN KILL YOU! MORE AT 11...

Local Eyewitness News

...and caught on...

Cable NEWS

We saw it on a Blog!
A causes B all the time
What will this mean for Obama?
BREAKING NEWS BREAKING NEWS BREAKING NEWS

...then noticed by...

Scientists out to kill us again
POSTED BY RANDOM DUDE
Comments (377)
OMG! i kneeeew it!!
WTH??????

University PR Office
(YES, YOU HAVE ONE)
For Immediate Release:
Scientists find potential link between A and B
(under certain conditions).

News Wire Organizations
A causes B, say scientists.

The Internets
...who are read by...
Information Overload?

It's hard to know what to believe. A pandemic or other public health emergency is a real possibility. It's important to plan and prepare.

- Practice good health habits. Wash your hands, cough and sneeze into your sleeve, and stay home when you’re sick.
- Stock up on food and supplies. Have enough for a week or more.
- Have an emergency plan for your family.

For more information go to www.doh.wa.gov

实在太忙了！什么是真的？

INFORMATION OVERLOAD?

“Too much information! What is real?”

For more information go to www.doh.wa.gov
Breaking Through the Clutter

Identify audience

Get their attention

Get them to listen to your message

Hear and see it a lot

Understand it

Believe it
What I need For Me
Whooping Cough Epidemic. Get Your Tdap Shot.

www.doh.wa.gov

Epidemia de tos ferina. Vacúnate ahora.

www.doh.wa.gov
Behavioral Change Modeling

3-4 times recognition
Behavioral Change Modeling

3-4 times recognition

7-9 times recall/awareness
Behavioral Change Modeling

3-4 times recognition

7-9 times recall/awareness

15-20 times behavior change
There Is No “One Size Fits All”

Earned media

Web

Social media

Paid media
Choose Your Words Carefully

- pathogen
- varicella
- 4:3:1:3:3:1
- surveillance
- rhinorrhea

What would you say instead of rhinorrhea? Type your suggestion in the chat box.
Choose Your Words Carefully

- pathogen
- varicella
- 4:3:1:3:3:1
- surveillance
- rhinorrhea

What would you say instead of rhinorrhea?
Type your suggestion in the chat box.
Choose Your Words Carefully

pathogen  →  germ
varicella  →  chickenpox
4:3:1:3:3:1
surveillance
rhinorrhea

What would you say instead of rhinorrhea? Type your suggestion in the chat box.
Choose Your Words Carefully

- pathogen → germ
- varicella → chickenpox
- 4:3:1:3:3:1 → 15 dose series
- surveillance
- rhinorrhea

What would you say instead of rhinorrhea?
Type your suggestion in the chat box.
choose your words carefully

pathogen
varicella
4:3:1:3:3:1
surveillance
rhinorrhea

germ
chickenpox
15 dose series
tracking and monitoring

what would you say instead of rhinorrhea? type your suggestion in the chat box.
Choose Your Words Carefully

- Pathogen
- Chickenpox
- Varicella
- 15 dose series
- Surveillance
- Tracking and monitoring
- Rhinorrhea
- Runny nose
### Who Do People Trust?

Gallup Poll’s 2012 survey of most honest and ethical professions

<table>
<thead>
<tr>
<th>Profession</th>
<th>% Very high/High</th>
<th>% Average</th>
<th>% Very low/Low</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nurses</td>
<td>84</td>
<td>15</td>
<td>1</td>
</tr>
<tr>
<td>Pharmacists</td>
<td>73</td>
<td>23</td>
<td>4</td>
</tr>
<tr>
<td>Medical doctors</td>
<td>70</td>
<td>23</td>
<td>6</td>
</tr>
<tr>
<td>High school teachers</td>
<td>62</td>
<td>29</td>
<td>8</td>
</tr>
<tr>
<td>Telemarketers</td>
<td>8</td>
<td>38</td>
<td>53</td>
</tr>
<tr>
<td>Car salespeople</td>
<td>7</td>
<td>44</td>
<td>47</td>
</tr>
<tr>
<td>Lobbyists</td>
<td>7</td>
<td>27</td>
<td>62</td>
</tr>
<tr>
<td>Members of Congress</td>
<td>7</td>
<td>27</td>
<td>64</td>
</tr>
</tbody>
</table>
What Determines Credibility?

Low Concern Settings

- Competence/Expertise: 80-85%
- All other factors: 15-20%

Source: Randall Hyer, National Immunizations Conference, 2005
What Determines Credibility?

High Concern Settings

- Competence/Expertise: 15-20%
- Honesty/Openness: 15-20%
- Listening/Caring/Empathy: 50%
- All other factors: 15-20%

Source: Randall Hyer, National Immunizations Conference, 2005
Social Media
Pertussis Focus Group Findings

- It’s more important to be understood than precise
- TV and radio news still a big info source
- Info overload a continuing/growing problem
- Personal stories get people’s attention
- People often need to feel threatened to take action
- Public health can’t do it alone
- Make it local
Questions?

Timothy.church@doh.wa.gov
360.236.4077
Rising Above the Tide
How to stay on top of public communications

James Apa
Communications Manager
Here’s what we’ll cover

• Knowing when it’s time to step up public communications beyond the routine

• Having effective relationships in place

• Examples of putting them into action
Is it a sixth sense?
Your experts (the easy one)
Media coverage – from local to global
Contact points with the public
weather.gov
More sentinels

Look out for exceptional or emotional events
Build relationships

Other sentinels
- Key partners
- Family and friends

Build relationships
Poll Question

Can you identify a key partner in your community?

Type your answer into the text chat.
Key partners

- Community-based organizations
- Health care organizations
- Schools & child care providers
- Other local agencies

Message
Câu chuyện hàng tuần

Qua một phiên xử phúc thẩm

Việt Nam hôm thứ Ba 27-11 đã đếm vụ hai luật sư tre tranh đâu cho tu do dân chủ ra xử lại trong một phiên tòa. Gọi là phúc thẩm, phiên tòa cũng được xử một cách chờ như nhiều phiên xử khác về chính trị ở tổ chức xã hội, không cho ngoại giao đoàn và kỳ giải ngoại quốc theo quy định, chỉ được tham gia từ phiên bản qua truyền hình và đúng với lục ngành, sẽ phê duyệt đề nghị những hạn chế trong nhôm tranh đâu của hai người bị xử đến tham dự. Vật quan là tòa giải án cho mọi người một năm tù giam (luật)

Hai luật sư về nhân quyền bị xử phúc thẩm trước tòa án Tối Cao tại Hà Nội vào ngày hôm thứ tư, đã bị biên môn cho những vi phạm của hộ nhưng vi vienn kiểm sát Công sản Việt Nam chỉ đồng ý giảm một năm so với án sơ thẩm. Hai bị cáo là Luật sư Nguyễn Văn Đài 38 tuổi, và Lê Thị Công Nhân 28 tuổi, từng lên tiếng kêu gọi nhà cầm quyền Công sản Việt Nam chấp nhận chế độ chính trị đa đảng, và bị xử so sánh vào hội thằng 3. Luật sư Đài bị kết án 5 năm tù giam, 4 năm chung thân, trong khi Luật sư Lê Thị Công Nhân bị kết án 3 năm tù giam, 3 năm quản chế trong phòng giam vào ngày 11 tháng 5, đã gây nên một lênh phán đối của nhiều quốc gia Tây phương dẫu là Hoa Kỳ. Tòa án ở Hà Nội cho rằng, người này đã tuyên truyền chống nhà nước, hoa chủ nghĩa, và vi phạm Điều 88 bộ luật sự. Thế nhưng hôm thứ tư phủ công tòa hai bị cáo vi phạm các tội phạm trong, vi đã thành thật trong quá trình điều tra (tiếp trằng 18)

EXPRESS MORTGAGE SERVICES, LLC
Residential & Commercial Loan
BEN TRAN, 206-354-7224
Seasonal flu 2013

- Local activation of health and medical response
- Messaging to promote local clinics
Our wonderful staff is ready at the free flu vaccination clinics for uninsured people. Four locations today until 2 p.m. Locations and more clinic dates: www.kingcounty.gov/health/flu

Uninsured? Need a flu shot? Hope to see you at one of our upcoming free flu vaccine clinics. We'll have clinics at four locations across King County on Saturday, with clinics continuing throughout January. Help spread the word!

protect yourself and your family

Free Flu Vaccinations

for people without insurance or who cannot afford to pay

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**LOCATIONS**

<table>
<thead>
<tr>
<th>Location</th>
<th>Times</th>
</tr>
</thead>
<tbody>
<tr>
<td>Columbia Public Health Center</td>
<td>Saturday, January 19, 10 am-2 pm</td>
</tr>
<tr>
<td></td>
<td>Thursday, January 24 and January 31, 3-7 pm</td>
</tr>
<tr>
<td>Eastgate Public Health Center</td>
<td>Saturday, January 19, 10 am-2 pm</td>
</tr>
<tr>
<td></td>
<td>Wednesday, January 23 and January 30, 3-7 pm</td>
</tr>
<tr>
<td>Federal Way Public Health Center</td>
<td>Saturday, January 19, 10 am-2 pm</td>
</tr>
<tr>
<td></td>
<td>Saturday, January 26, 10 am-2 pm</td>
</tr>
<tr>
<td>North Public Health Center</td>
<td>Saturday, January 19, 10 am-2 pm</td>
</tr>
<tr>
<td></td>
<td>Tuesday, January 22 and January 29, 3-7 pm</td>
</tr>
</tbody>
</table>

- Flu vaccine is for people 6 months and older—especially children, pregnant women, the elderly and people with health problems like diabetes and heart disease.
- You will not be asked for proof of health insurance or citizenship.

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Like · Comment · Share

Ruth Schubert, Kate Bracy, Pat Pj Lloyd and 25 others like this.

View 2 more comments

Candy Yu: Yup, they're pretty wonderful😊

January 19 at 11:55am via mobile · Unlike · 3

Lynn Gerlach: Thank you for your dedication! I hope it was very successful.

January 19 at 2:45pm · Like
Seattle windstorm 2012

• Providing messages and alternatives to stay safe

• Using high-tech and low-tech strategies
Think outside the box.
Questions?