Considerations for Long-term Communications Planning

What about the non-immediate aftermath?

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Outline

- Short- vs. long-term communications
- Trust and consistency
- Audiences
- Messaging
- Infrastructure
- Lessons learned
Short-term vs. Long-term planning. What changes?

**Short term**
- Establishing trust
- Identifying audiences
- Using all channels
- Timing is event-based
- Pre-planned messaging
- One-way communications
- Resources available

**Long term**
- Maintaining trust
- Engaging audiences
- Adapting channels
- Timing must be planned
- Changing, new messaging
- Two-way communications
- Resources scarcer
What Stays the Same?

Six Principles of Crisis and Emergency Communications

CERC is relevant in every phase of an emergency response.
Comprehensive communication planning

National and Agency Response Framework

Risk Communication and Planning Principles
- Be First
- Be Right
- Be Credible
- Express Empathy
- Promote Action
- Show Respect

National and Agency Messaging

Plan

IM
Ops
JIC
Log
Science

GET INSIDE
STAY INSIDE
STAY TUNED
Trust and Consistency

- Don’t blow it at the beginning
- Consistency builds trust: set and adhere to expectations
- Transparency
- Acknowledge audience needs
- Are your partners trustworthy?
- Build relationships
- Maintain trusted spokespeople
Messaging

Messaging Phases of a Radiation Disaster
Adapted from U.S. national messaging plan for IND

<table>
<thead>
<tr>
<th>Before</th>
<th>First 12 hours</th>
<th>After 12 hours</th>
<th>Long term</th>
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</table>
| • Education  
  • Preparation – make a plan  
  • Rehearsal | • How can I protect myself and my family?  
  • Is the air safe to breathe?  
  • Is the water safe to drink?  
  • How are those in schools, hospitals and nursing homes being protected?  
  • Do I need to evacuate?  
  • Are there shelters? | • What are effects on infrastructure?  
  • When can I return home?  
  • Do you have a map of the affected area?  
  • What do I do about crops and livestock?  
  • Who is in charge? | • Economic impact  
  • Effects on international travel  
  • Spread to other countries  
  • Long term health concerns, including mental health |
Messaging

- Audience research on long-term messaging for a radiation disaster is in earlier stages than immediate messaging.
- Communication issues related to registries and long-term monitoring will be challenging and ongoing.
- Explaining registry inclusion is hard:
  - Understanding of risk/complex terminology
  - Emotion
  - Health care/finances
Messaging

- Communicating uncertainty
  - There is generally considerable uncertainty in estimating doses and in projecting long-term health effects, and...
  
  - Most people do not understand uncertainty, and tend to distrust or reject messaging that includes it.

  - When communicating uncertainty, Use empathy. Communicate process. Set clear expectations.

  “Here’s what we know, here’s what we don’t know, here’s what we are doing to find out.”
Messaging

- People are reluctant to return home and will see ANY added risk as too much risk. (CDC research)
- Too much focus on radiation risk can cause long-term health issues from other considerations; conversations need to be broader.
  - Lack of outdoor exercise
  - Displacement health concerns
  - Mental health
    (Barletta et al, Elsevier Virtual Special Issue, 5 years after Fukushima)
- Potential for long-term stigma of people included in registry
Communications Infrastructure

- Personnel
- Ongoing planning
- Translations and printing
- Meeting space
- Earned and paid media

Prepare for communications infrastructure needs: include communicators at ALL STAGES of the planning process.
Lessons Learned from Fukushima

- Perception and expectation management
- Importance of long-term communication planning

“Post-disaster radiation risk communication should be part of disaster-recovery dialogue between concerned actors as a core element of post-disaster management.” Create platforms that:
  - Enable broad stakeholder engagement
  - Provide a social support mechanism

-Akiko Sato, UN University Policy Brief, Nuclear Disasters and Risk Communication: Learning from Fukushima
Lessons learned from other events and communities

– Selection and makeup of Community Advisory Panel
– Trust is not inherited.
– Confidentiality and transparency: How will the data be used? Is the data accessible to participants?
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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.
Thank you!

Emergency.cdc.gov/radiation
CDC Risk Communication Training for Radiation Emergencies

Online FREE Training

- Myths of Radiation: Communicating in Radiation Emergencies
  https://emergency.cdc.gov/radiation/radiationmyths.asp

- Radiation Basics Made Simple
  https://emergency.cdc.gov/radiation/radbasics.asp

- Training for Poison Control Centers on Radiation Risk Communication
  https://www.cdc.gov/radiationtraining/RAD-ToolKit/Training/#/module5/page1

- Crisis and Emergency Risk Communication
  https://emergency.cdc.gov/cerc/training/basic/index.asp
CDC Radiation Communication Tools

- Radiation Hazard Scale
  https://emergency.cdc.gov/radiation/radiationhazardscale.asp

- Radiation Thermometer
  https://emergency.cdc.gov/radiation/radiationthermometer.asp

- Infographics
  https://emergency.cdc.gov/radiation/resourcelibrary/infographics.asp

- Protective action and educational videos
  https://emergency.cdc.gov/radiation/protectiveactions.asp

- Radiation Dictionary
  https://emergency.cdc.gov/radiation/glossary.asp