

Risk Communication:

“Framing Your Message”

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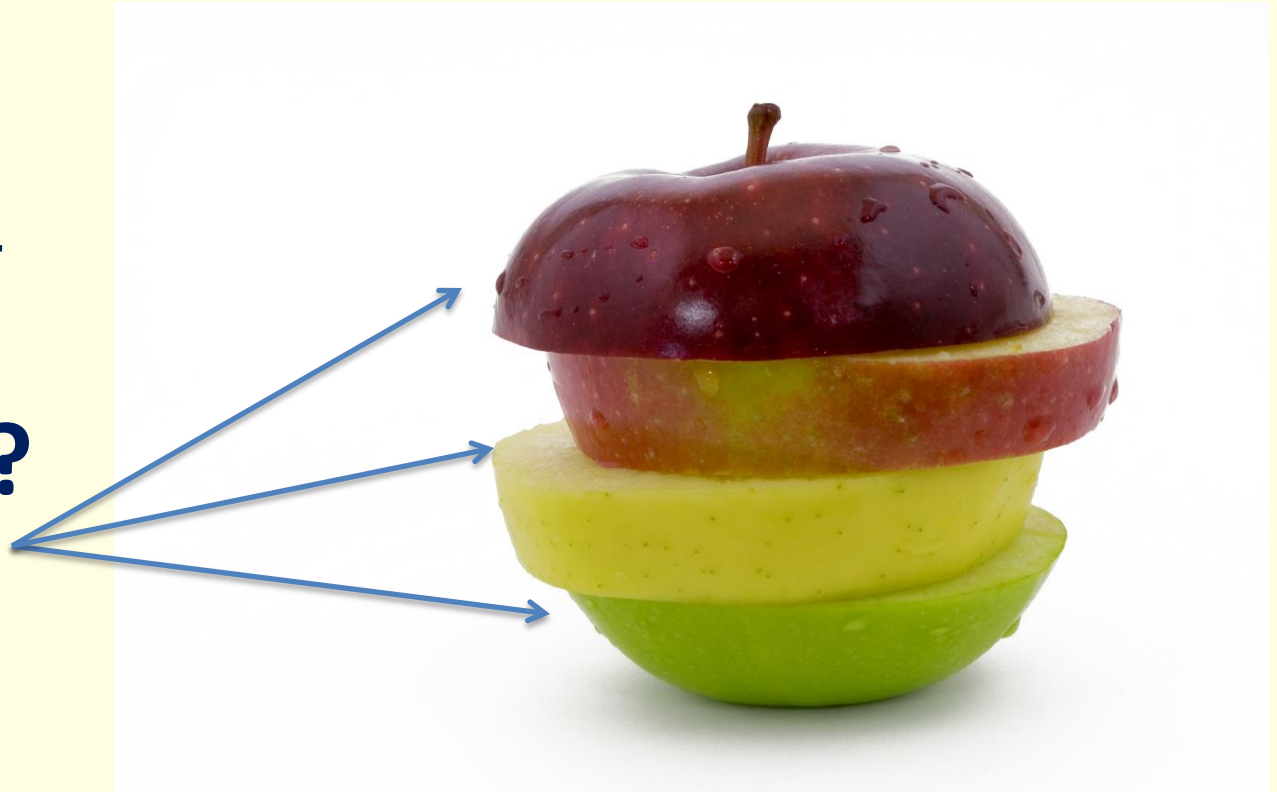
Charleston, West Virginia

April 9, 2016

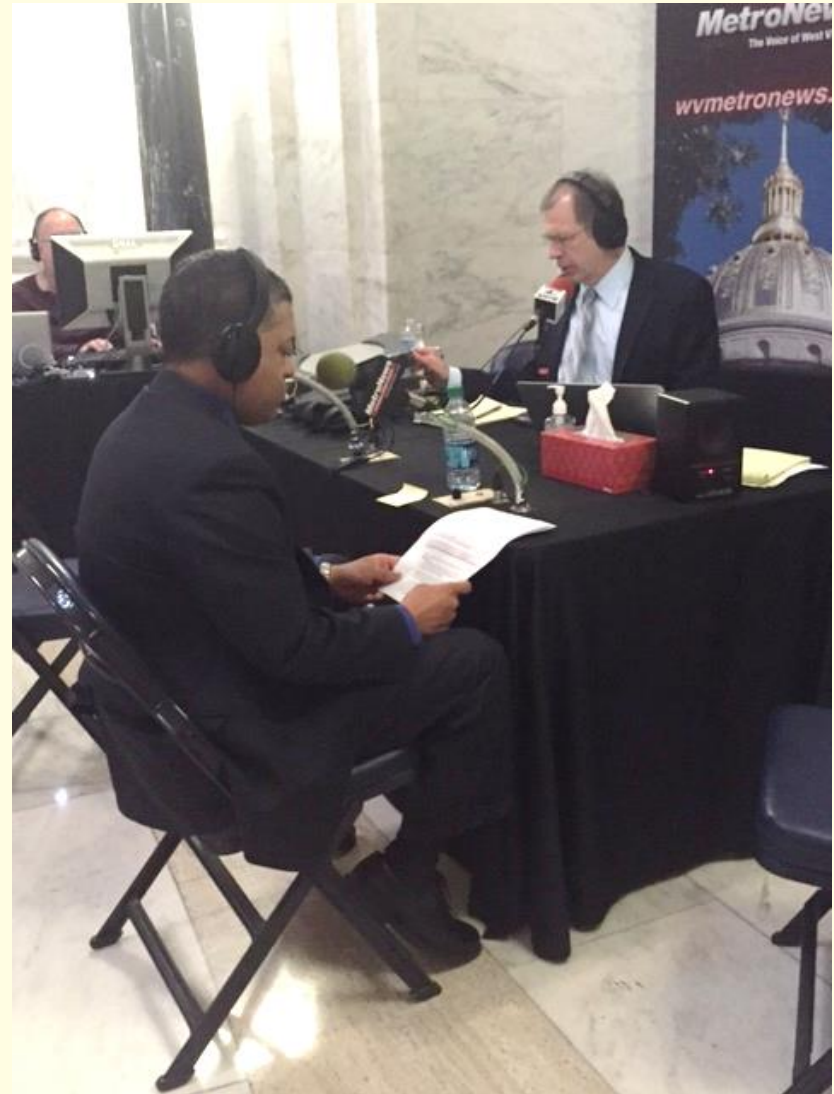


Media

- Friend?
- Foe?

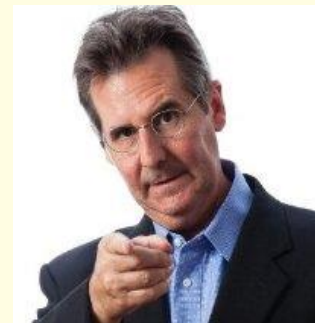


Media: Preparation is Key



Communications Reality Check

- “Effective communication is 20% what you know and 80% how you feel about what you know.” - Jim Rohn (entrepreneur)
- “Developing excellent COMMUNICATION skills is absolutely essential to effective leadership. The leader must be able to share knowledge and ideas to transmit a sense of urgency and enthusiasm to others. If a leader can't get a message across clearly and motivate others to act on it, then having a message doesn't even matter.” - Gilbert Amelio (computer science/businessman)
- "The words a leader speaks are important, of course. But how they're delivered can make all the difference, especially in tough times." - John Baldoni (consultant)



What to Do

- **Talk informally**
- **Take the initiative**
- **Keep answers short and simple**
- **Use colorful words, analogies, absolutes and clichés**
- **Talk in sound bites**
- **Say “I don’t know”**
- **Be positive**
- **Be credible**
- **Stop talking after you’ve answered a question**
- **Be yourself**
- **Remember that compassion and safety are always your first concern**
- **Remain cool**
- **Always behave as though the camera is on, because it usually is**
- **If you say you’ll call back, then call back**

What Not to Do

- Use jargon, acronyms or technical terms
- Speak off the record
- Become angry
- Speculate
- Speak for someone else
- *Ever* lie to a reporter



Most Important Function

CRISIS + EMERGENCY RISK COMMUNICATION

Be First. Be Right. Be Credible.

Express Empathy. Promote Action. Show Respect.

- **CERC principles help spokespersons provide the public with information to make the best decisions within incredibly challenging time constraints and to accept the imperfect nature of choice**
- **Help inform the public to make educated decisions to protect their safety and health**



The **BE** Attitudes

- Be first
- Be informed
- Be accurate
- Be honest
- Be fair
- Be patient
- Be accessible
- Be flexible
- Be willing to do

The “News Race” Flaws

Home World Business Technology Sports Science Health Society Arts
Recreation News Opinion

Doctors upgrade Representative Gifford's status to Good

f Like 868

Submitted by [Bryan Alaspa](#) on 2011-01-26

Representative Gabrielle Giffords, who was shot in the head in Tuscon, Arizona, continues to improve and has now been upgraded by her doctors from serious to good condition.

f Like 18

+ Share 1

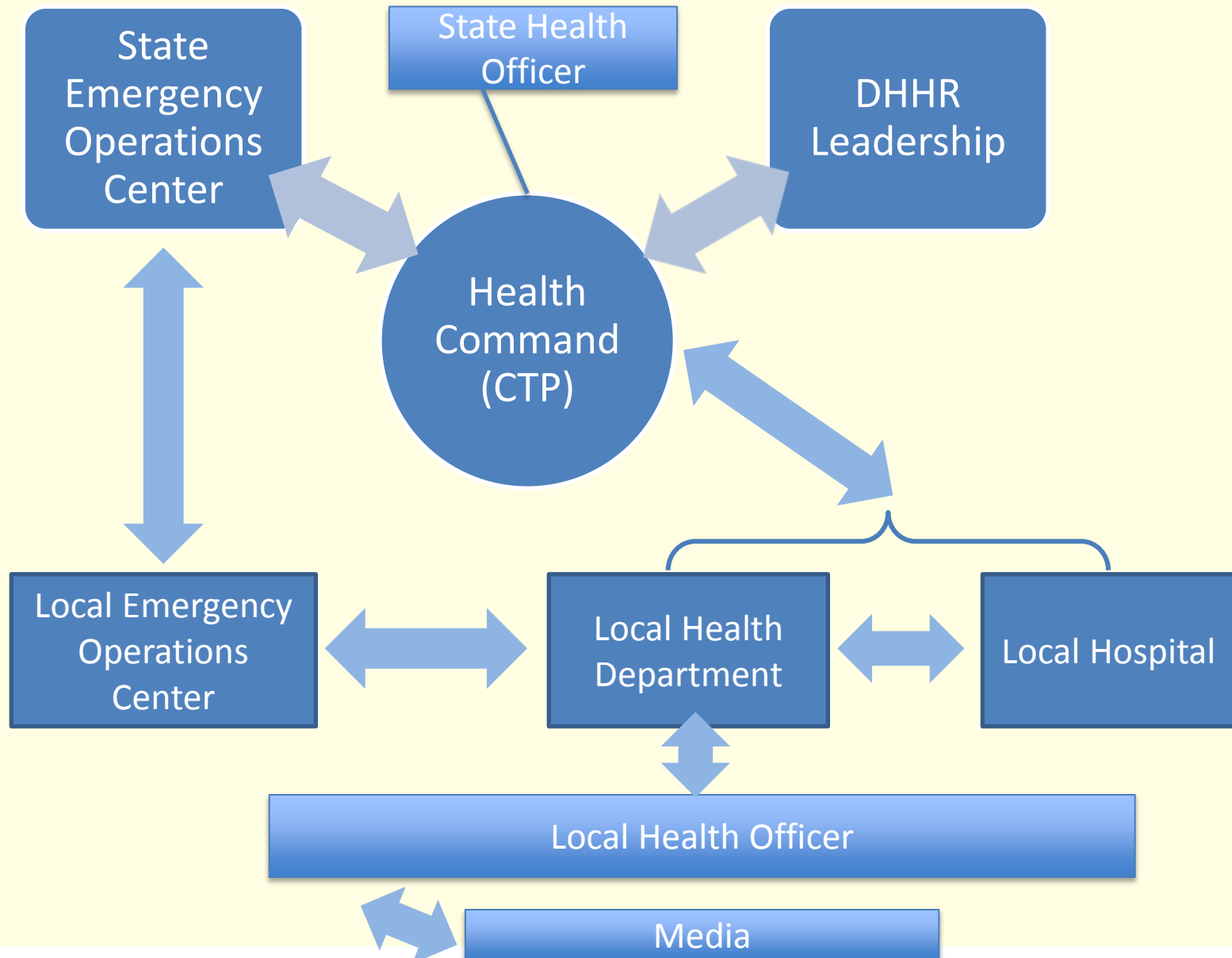
Doctors for Democratic Representative Gabrielle Giffords announced that she had improved so much that, as of Wednesday morning, they had decided to upgrade her condition. They also announced that she may



nprnews
NPR News

Andy Carvin, who is the senior strategist on the social media desk at NPR, [explains in our comments section](#) the timeline of NPR's reporting and the reasoning behind some of the decisions: "I posted that she had been killed because that is what we were reporting, and as soon as I saw we were backing off from that assertion, I posted the followup noting that as well. I very briefly considered deleting the incorrect tweet, but concluded it was both pointless and inappropriate." Separately, NPR's executive editor [posted an apology](#) for the initial report which sparked NPR's tweet.

Health Command Center



Your Community Needs Your Expertise

- **Health Officers are physicians, a trusted source for information in their community.**
- **Health Officers should be the face of a response during a public health event/incident in your community not the administrator.**
- **Health Officers have direct access to the State Health Officer for backup information, to consult with, or to help compliment the communications need.**
- **Health Officers have direct access to subject matter experts in approximately 135 programs at the Bureau for Public Health.**

Media Involvement

- **Reactive** - reaction to something
- **Proactive** - a call to action / informative
- **Exploring** - not always based on fact



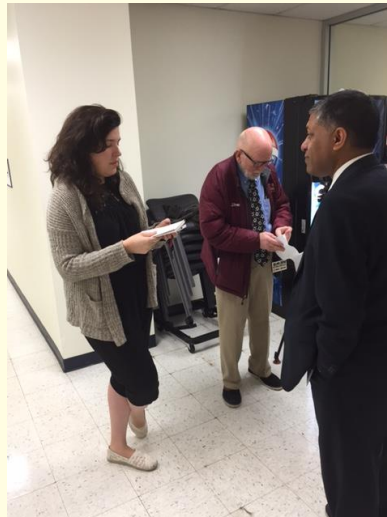
Framing Your Message

- Screen the call
- Know your message
- Are you the subject matter expert?
- Best method of responding (E-mail or Interview)
- Be prepared
- Relax and be confident (red flag if not)
- Bridging to focus
- Don't avoid the question (restate)
- Don't ever lie



Preparing Your Message

1. For whom is the message intended?
2. What is the message? What is the call to action?
3. Why is this message needed?
4. What is the timeframe associated with this message?
5. Where do people need to go? What does it impact?
6. How are you moving forward? How are you updating public?



Preparing for Your Interview

A) For whom is the message intended?

Zika: Travelers to countries where Zika is occurring; specifically pregnant women.

B) What is the message? What is the call to action?

Take mosquito bite precautions. If pregnant, consider postponing trip. Wait to become pregnant upon returning to ensure you are not infected. (What else are you doing to share the message?)

C) Why is this message needed?

Potential microcephaly for newborns; can be transmitted sexually.

D) What is the timeframe associated with this message?

Immediate; reminder in two months or as situation changes.

E) Where do people need to go? What does it impact?

Talk with your doctor. Talk with your LHD, or go online to our website.

F) How are you moving forward? How are you updating public?

We are continuing to monitor both the Bureau for Public Health and CDC for additional guidance. We will continue to keep you updated with more information.

Other Potential Questions

- How serious?
- Should people worry?
- How are you working with the state?
- How are you notified about travelers returning?
- You talked about pregnant women, but should a male postpone his trip overseas? What about kids?
- How many people have died from Zika in the U.S.?
- Can this be transmitted in the U.S.?
- Are you making plans for local transmission in your community?
- If there was local transmission, what is your message?



In Summary

- **Establish/guard your credibility**
- **Don't underestimate the power of the media**
- **Decide how to respond**
- **Know and understand the reason for the story**
- **Be confident in your message**
- **Remember to include a call to action**
- **Bureau for Public Health is there to assist as needed**

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