

Zika and Emergency Risk Communications

Charla Haley
Risk Communications Specialist
Utah Department of Health

Today's discussion

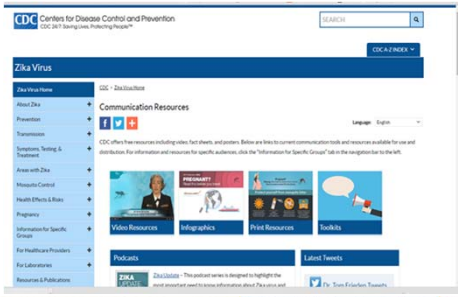
- National Zika virus risk communications overview
- Basic concepts of crisis and emergency risk communication
- Utah Department of Health risk communications overview
- Developing a Zika communication plan



The **right** message at the **right** time from the **right** person can save lives...

National public health resources

[Centers for Disease Control and Prevention](#)



It's okay if you don't have all the answers



Communicating in a crisis is different



Five things the public wants

- Gain wanted facts
- Empower decision making
- Be involved as a participant, not a spectator
- Understand where the money is going
- How do we get back to normal?



CRISIS EMERGENCY RISK COMMUNICATION

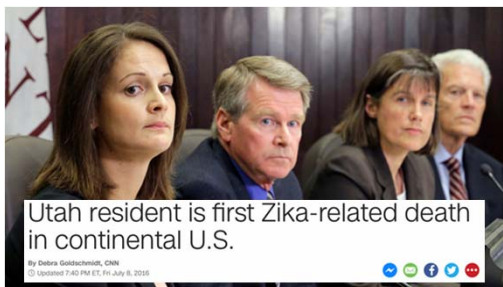
Be First
Be Right
Be Credible

Express Empathy
Promote Action
Show Respect

Zika in Utah

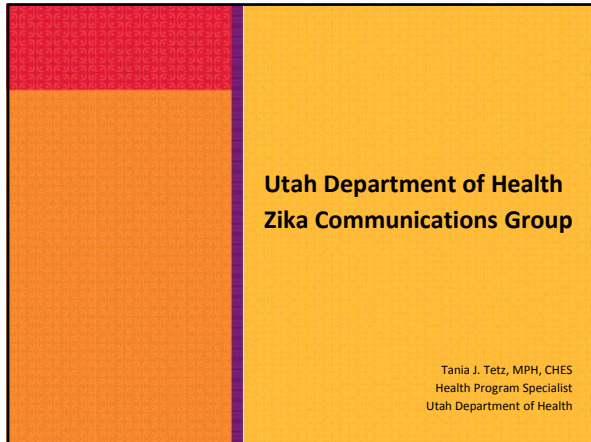


Public awareness



Public messages



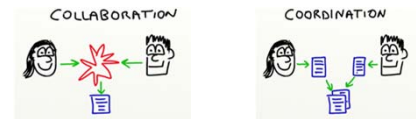


**Utah Department of Health
Zika Communications Group**

Tania J. Tetz, MPH, CHES
Health Program Specialist
Utah Department of Health

Goal

Foster collaboration and coordination of Zika messages across UDOH programs to ensure consistent messaging



Partners/Collaborators

- Utah Department of Health
 - Office of Public Information & Marketing
 - Bureau of Epidemiology
 - Birth Defect Network
 - Division of Maternal Child Health
 - MotherToBaby UT/ Pregnancy Risk Line
 - Office of Health Disparities
 - Sexually Transmitted Disease Program
 - Bureau of EMS & Preparedness
- American Indian/Alaska Native Initiatives

Media communications

Deseret News

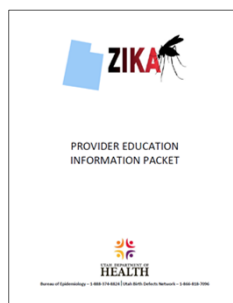
My view: Public health geared up for Zika virus

By Tom Hudachio
For the Deseret News
Published: Thursday, April 28 2016 12:15 a.m. MDT

Print | Font [+][-] | [Leave a comment](#)

<http://www.deseretnews.com/article/865653089/My-view-Public-health-g geared-up-for-Zika-virus.html?pg=all>


Provider education: labor & delivery



Provider education materials



Provider communication




August 2016
Quarterly Newsletter

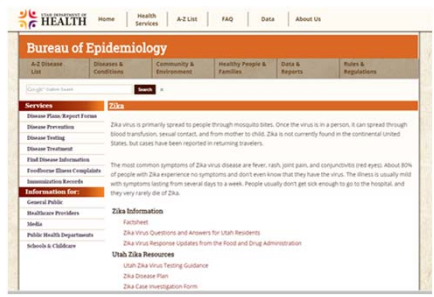
Providers can help with Zika Virus response

Healthcare providers should ask all pregnant women about recent travel for her partner.

Healthcare providers should provide information about Zika virus to all pregnant women. The Utah Women & Newborn Quality Collaborative (UWNQC) has been instrumental in providing information to healthcare providers about Zika virus. The UWNQC has been instrumental in providing information to healthcare providers about Zika virus. The UWNQC has been instrumental in providing information to healthcare providers about Zika virus.

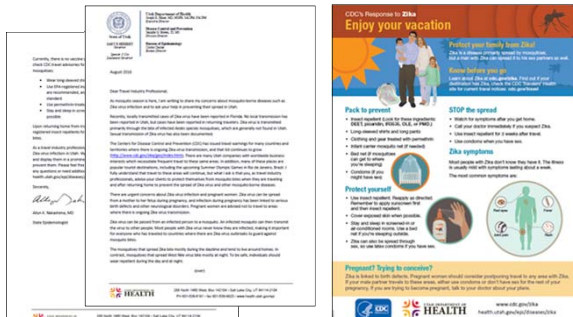


Provider information




<http://health.utah.gov/epi/diseases/zika/>

Public awareness: travel industry




CDC's Responses to Zika: Enjoy your vacation. Pack to prevent. STOP the spread. Protect yourself. Pregnant? Try to conceive?

Public awareness: general population



Mosquito Prevention & Protection. Use insect repellent. Mosquito proof your home. Use repellente de mosquitos.

Public awareness: general population



Pregnancy magazine. A NEW MOM'S GUIDE TO BABY CARE. Maximize your maternity wardrobe. GET TO THE POINT: Epidurals decoded. 6 newborn ailments.

Public awareness: general population

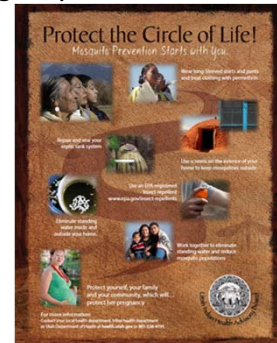


Children With Special Health Care Needs. Zika Virus. health.utah.gov/zika

Public awareness: materials distribution



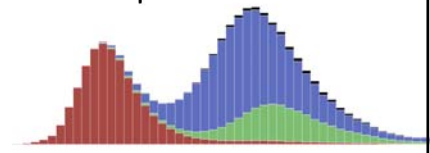
Specific groups: Utah tribes



Utah Department of Health Zika Communication Plan

Rebecca L. Ward
Media Liaison/Health Educator
Utah Department of Health

Relationship



Keep ridin'

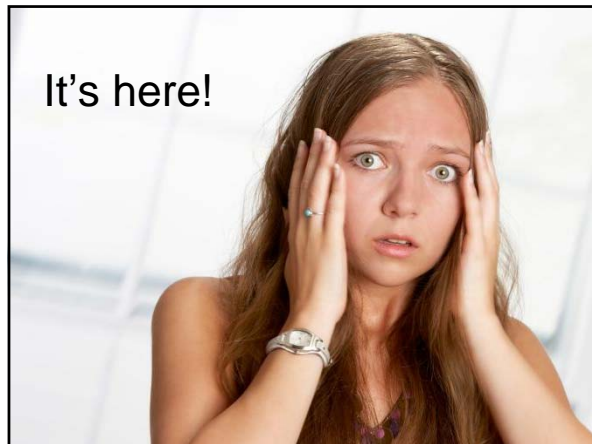


THIS WAY

THAT WAY

ANOTHER WAY



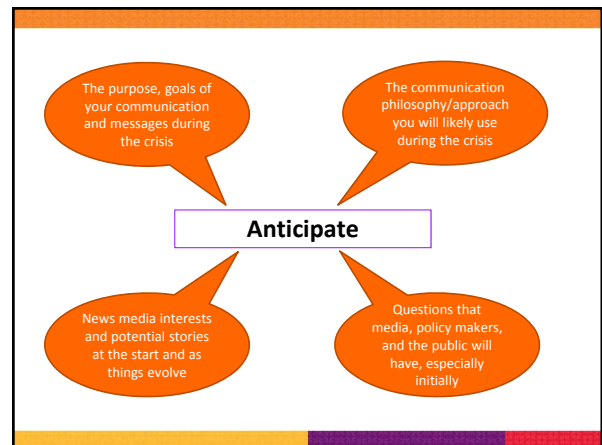


Our role

- have a plan and follow it
- be flexible, when necessary

Planned messaging

Stage	Phase Level	Transmission Risk Category
Pre-Incident	0	Preparedness – vector present or possible in the state
	1	Mosquito season – <i>Aedes aegypti</i> or <i>Aedes albopictus</i> mosquito biting activity, introduced travel-related, sexually, or other bodily fluid transmitted cases
Suspected/Confirmed Incident	2	Confirmed local transmission – single, locally acquired case, or cases clustered in a single household, and occurring <2 weeks apart
Incident/Response	3	Confirmed multi-person local transmission – Zika virus illnesses with onsets occurring ≥2 weeks apart but within an approximately 1 mile (1.5 km) diameter



Build from experience

West Nile virus response plan

Identify & collaborate with stakeholders



Don't assume – stay tuned



Return to
normalcy --
somewhat



UDOH Resources/Contacts

Office of Public Information
& Marketing
Charla Haley
801-273-4178
chaley@utah.gov

Bureau of Epidemiology
Becky Ward
801-538-6682
rward@utah.gov

Zika Testing Surveillance
Bureau of Epidemiology
801-538-6191

Zika & Pregnancy
MotherToBaby UT/Pregnancy
Risk Line
801-328-2229