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

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?

Zika in Utah

Public awareness

Utah resident is first Zika-related death in continental U.S.
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 Tim Hendehill
For the Deseret News
Published: Thursday, April 20 2016 12:15 a.m. MDT

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

Provider education: labor & delivery

Provider education materials
Provider communication

UWNQC

Provider information


Public awareness: travel industry

Public awareness: general population

Public awareness: general population
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’
It’s here!

Our role
– have a plan and follow it
– be flexible, when necessary

Planned messaging

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

Focus Areas of a Communication Plan

Build from experience
West Nile virus response plan
Identify & collaborate with stakeholders

Don’t assume – stay tuned

Return to normalcy -- somewhat

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