CERC

CRISIS + EMERGENCY RISK COMMUNICATION

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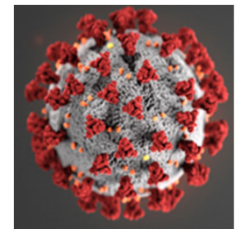
Novel Coronavirus Information

- COVID-19 main site: https://www.cdc.gov/coronavirus/2019-ncov/
- Tribal Communities and COVID-19: https://www.cdc.gov/coronavirus/2019-ncov/community/tribal/index.html
- Tribal Health: https://www.cdc.gov/tribal/index.html
- Toolkit: https://www.cdc.gov/coronavirus/2019-ncov/php/contact-tracing-comms.html

Introduction to Crisis and Emergency Risk Communication (CERC)

Purpose

CERC principles can help you provide the public with information to make the best decisions within incredibly challenging time constraints and to accept the imperfect nature of choice.

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

Six Core Principles of CERC

Six Principles of CERC

Fully integrated CERC helps ensure that limited resources are managed well and can do the most good at every phase of an emergency.

1 Be First:
Crises are time-sensitive. Communicating information quickly is crucial. For members of the public, the first source of information often becomes the preferred source.

2 Be Right:
Accuracy establishes credibility. Information can include what is known, what is not known, and what is being done to fill in the gaps.

3 Be Credible:
Honesty and truthfulness should not be compromised during crises.

4 Express Empathy:
Crises create harm, and the suffering should be acknowledged in words. Addressing what people are feeling, and the challenges they face, builds trust and rapport.

5 Promote Action:
Giving people meaningful things to do calms anxiety, helps restore order, and promotes some sense of control.[3]
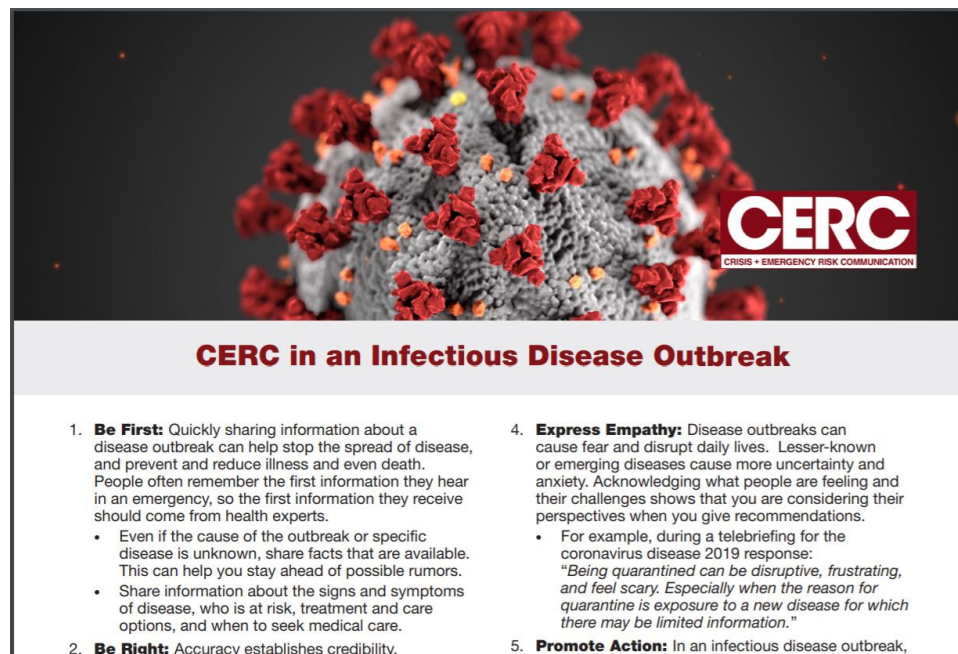
6 Show Respect:
Respectful communication is particularly important when people feel vulnerable. Respectful communication promotes cooperation and rapport.

CERC in an Infectious Disease Outbreak Fact Sheet

https://emergency.cdc.gov/cerc/resources/pdf/315829-A_FS_CERC_Infectious_Disease.pdf

The CERC Rhythm

Engage Community • Empower Decision-Making • Evaluate

Preparation
- Draft and test messages
- Develop partnerships
- Create plans
- Determine approval process

Initial
- Express empathy
- Explain risks
- Promote action
- Describe response efforts

Maintenance
- Explain ongoing risks
- Segment audiences
- Provide background information
- Address rumors

Resolution
- Motivate vigilance
- Discuss lessons learned
- Revise plan

Psychology of a Crisis

What do people feel during a disaster?

- Psychological barriers:
    - Denial
    - Fear, anxiety, confusion, dread
    - Hopelessness or helplessness

    People seldom panic.

Processing Information in a Crisis

People tend to…	So you should…
Simplify messages	Use simple messages
Hold on to current beliefs	Use credible sources
Look for additional information and opinions	Use consistent messages
Believe the first message	Release accurate messages as soon as possible

How do we communicate about risk during an emergency?

All risks are not accepted equally

- Voluntary vs. involuntary
- Controlled personally vs. controlled by others
- Familiar vs. exotic
- Natural vs. manmade
- Reversible vs. permanent
- Statistical vs. anecdotal
- Fairly vs. unfairly distributed
- Affecting adults vs. affecting children

Countering Psychological Barriers

- Acknowledge fear and uncertainty.

- Express wishes. ("I wish I had answers.")

- Don't over-reassure.

- Explain the process in place to find answers.

- Promote action. Ask more of people.

- When the news is good, state continued concern before stating reassuring updates.

Stigma

- Shortcut when uncertainty and threat are both present to protect against physical and emotional harm
- Occurs in a social context
- Four characteristics to stigmatization
    - Problem stigmatizer believes he can control
    - Must be distinguishable
    - Stigma associated with the party
    - Reaction that distances

Stigma's Toll

- Emotional pain (e.g., stress & anxiety)
- Limited access to health care, education, housing, and employment
- Physical violence
- Affects minority groups differently
- Potential for group conflict (i.e., a group-level ethnocentric worldview)

Communication Steps to Counter Stigma

Communication must balance the real risk with needless association of an identifiable group

- Avoid visuals that link group to threat--watch out for subconscious links: Avian Influenza H5N1
- Teach response professionals about stigma
- Share with media the concern
- Scan for stigma and confront quickly

Responding to Errors and Rumors

Consider:

- Give important protective actions for the public.

- Know how to reach their audiences and what their audiences need.

- Evaluate the level of harm to the public and problems to your organization when responding.

- Information or misinformation can go viral in seconds.

- News stories can spread faster on social media.

- Negative online comments can damage your reputation.

Remember: You can't control every message being sent or every response to your messages

Develop and Tailor Messages

Use Plain Language

- Be brief.

- Give positive action steps.

- Use words your audience uses.

- Use personal pronouns.

Visit cdc.gov for more guidance

- [Health Literacy](#)

- [CDC Clear Communication Index](#)

Avoid Gatherings and Places with Close Contact

It is recommended by CDC to:

• AVOID having contact with people less than six feet away
• AVOID group gatherings
• AVOID crowded places and large gatherings

COVID-19 spreads mainly from person to person from an infected person when they talk, cough or sneeze spreading respiratory droplets. The virus is more likely to spread when people are in close contact, within 6 feet. We also know that some people with no symptoms can have the COVID-19 virus and spread the virus.
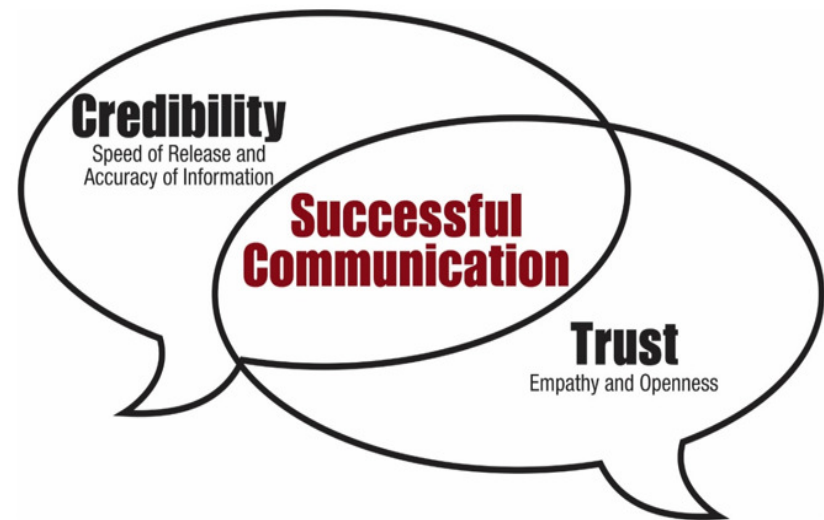
Continue to practice social distancing and avoiding gatherings and situations where you will be less than six feet from others.

6ft
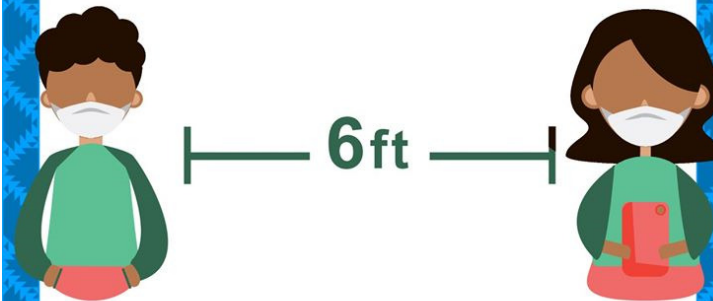
SOCIAL DISTANCING

Trust and Mistrust

- Trust happens when promises are fulfilled.

- Mistrust is an outgrowth of the perception that promises were broken and values violated.

Tailor Messages

- Identify your audiences and groups within those audiences.

- Continue to base your message on key messages.

- Consider the role of culture in tailoring and sharing your message.

- Work with others to share messaging
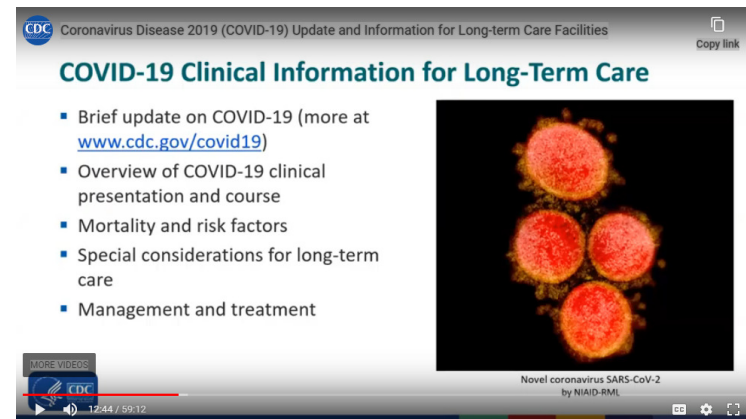
Online Talking Circle of Support

For Ages 18+
Fridays 11:00 - 12:00
Starting May 15th

Purpose
- Help ease isolation, fears, and stress during COVID-19 social distancing

Goals
- Connect with others and share experiences
- Find comfort and a sense of belonging with others in similar situations
- Learn tips and strategies to help balance yourself

Format
- Online via Zoom or telephone

This online talking circle can help support community members age 18+ during these times, allowing for a chance to listen, have a voice, and be part of a healing circle of support.

If you're interested in joining us, or to get more information give us a call.

Rebekah Becker: (707) 825-4016

Be respectful.

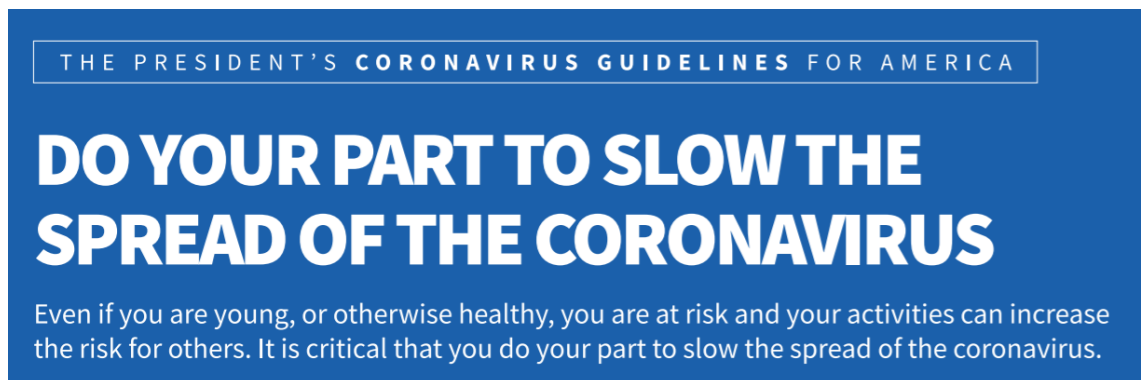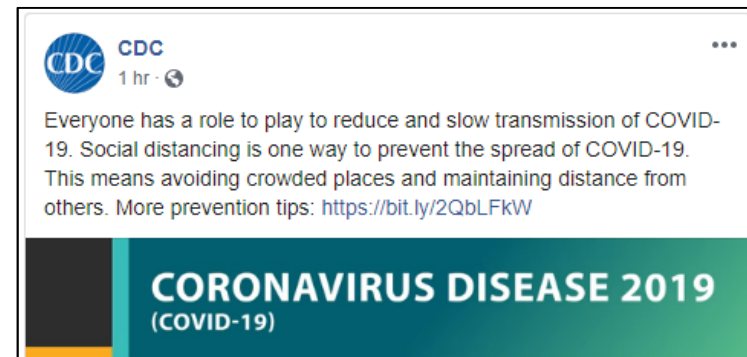Ervin Lent, Sr.
Bridgeport Paiute Indian Colony

Take responsibility for your people. Stay home and practice physical distancing during the COVID-19 crisis.
#ProtectOurElders

California Rural Indian Health Board, Inc.
CRIHB COVID-19 Resources:
https://crihb.org/prevention-and-education/public-health/

Promote Repetition and Consistent Messaging

- Share the same message across multiple platforms.

- Coordinate messaging with response partners.

CDC
1 hr · 🌐

Everyone has a role to play to reduce and slow transmission of COVID-19. Social distancing is one way to prevent the spread of COVID-19. This means avoiding crowded places and maintaining distance from others. More prevention tips: https://bit.ly/2QbLFkW

CORONAVIRUS DISEASE 2019
(COVID-19)

THE PRESIDENT'S **CORONAVIRUS GUIDELINES** FOR AMERICA

DO YOUR PART TO SLOW THE SPREAD OF THE CORONAVIRUS

Even if you are young, or otherwise healthy, you are at risk and your activities can increase the risk for others. It is critical that you do your part to slow the spread of the coronavirus.

Social Media in a Crisis

How Social Media Helps in a Crisis

- Ability for rapid, authoritative, direct communication
  Be right. Be first. Be credible.

- Ability to join the conversation & listen to the conversation
  Express empathy

- Opportunities to address fears and misinformation
  Well suited to simple messages & actionable items that are needed in a crisis

- Promote action
  Provides quick opportunities to shift dialogue

SOCIAL MEDIA
Demographics 2020

f Facebook

MONTHLY ACTIVE USERS	AGE*	GENDER**	TOP COUNTRY***
2.44 billion	25-29	75 % Women 63 % Men	India

▶ YouTube

MONTHLY ACTIVE USERS	AGE*	GENDER**	TOP COUNTRY***
2 billion	15-25	68 % Women 78 % Men	U.S.

⊙ Instagram

MONTHLY ACTIVE USERS	AGE*	GENDER**	TOP COUNTRY***
1 billion	18-24	43 % Women 31 % Men	U.S.

▾ Twitter

MONTHLY ACTIVE USERS	AGE*	GENDER**	TOP COUNTRY***
330 million	18-24	21 % Women 24 % Men	U.S.

in LinkedIn

MONTHLY ACTIVE USERS	AGE*	GENDER**	TOP COUNTRY***
303 million	25-29	24 % Women 29 % Men	U.S.

👻 Snapchat

MONTHLY ACTIVE USERS	AGE*	GENDER**	TOP COUNTRY***
210 million (daily****)	18-24	24 % Women 24 % Men	U.S.

*largest cohort among U.S. adults   ***based on total number of users
**among U.S adults   ****Snapchat does not publish MAU data

Sources: Pew Research, Statista, We Are Social

It's not time, please stay safe, please stay home.

United Indian Health Services, Inc.

We are not out of the woods yet.

Please continue to social distance and wash your hands.

United Indian Health Services, Inc.
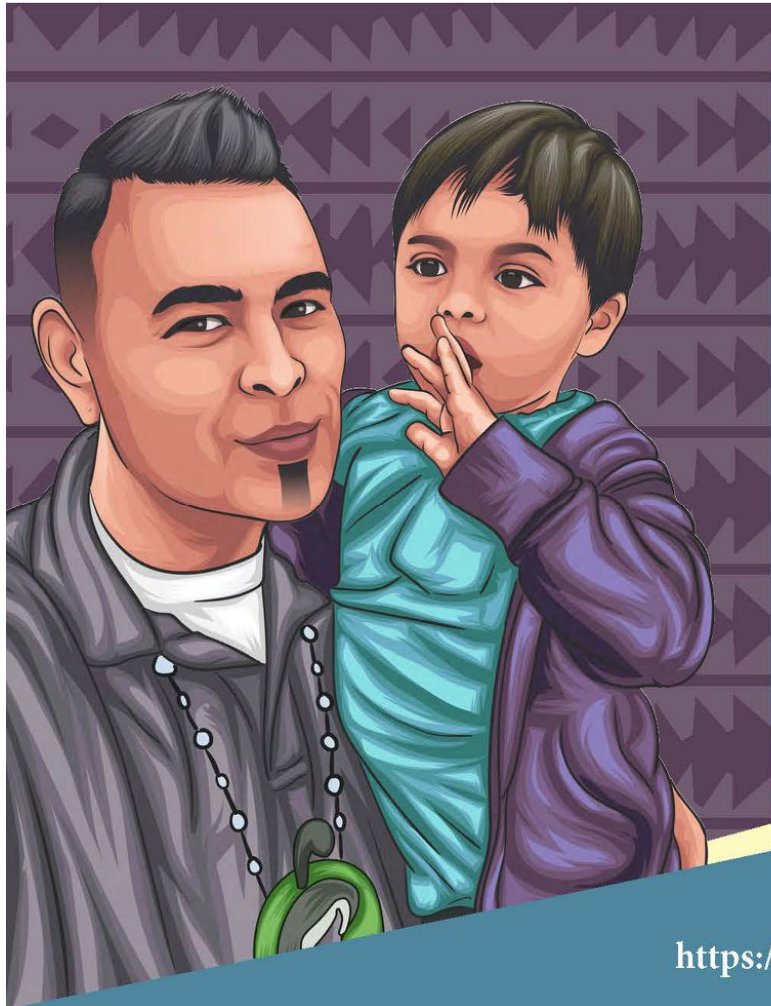
Protect the future.
#StayHomeSaveLives

Silver and Awl-aw-shaw Galleto
Cloverdale Rancheria
of Pomo Indians

California Rural Indian Health Board, Inc.
CRIHB COVID-19 Resources:
https://crihb.org/prevention-and-education/public-health/

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Five Communication Mistakes to Avoid

1. Mixed messages from multiple experts
2. Information released late
3. Paternalistic attitudes
4. Not countering rumors and myths in real-time
5. Public power struggles and confusion
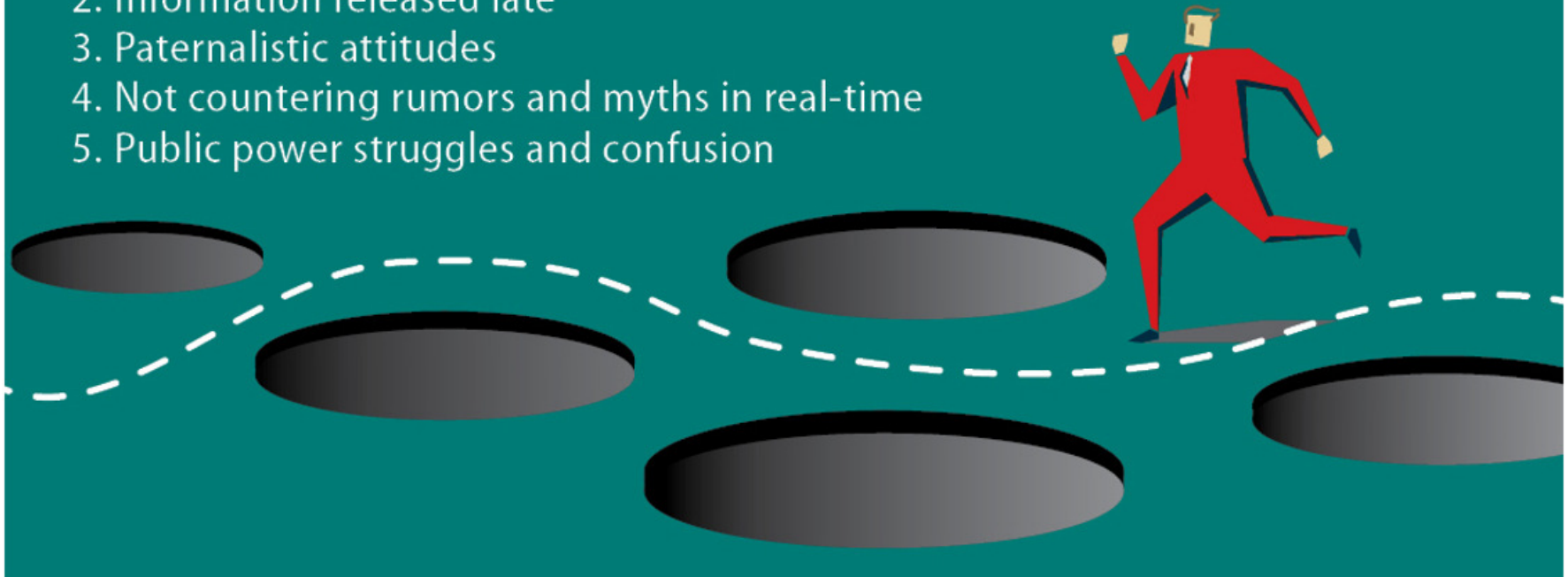
Resources

- **CERC Website**
    - emergency.cdc.gov/cerc
- **Additional Inquiries**
    - cercrequest@cdc.gov

For more information, contact CDC
1-800-CDC-INFO (232-4636)
TTY: 1-888-232-6348   www.cdc.gov