



2021 Virtual Forum for Migrant and Community Health

Lisa Briseño, MS
Health Communication Specialist
March 22, 2021

Introduction to Crisis and Emergency Risk Communication (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.

Trust and mistrust

- Source credibility has two primary dimensions: expertise & trustworthiness
- Perceived similarity with the source/spokesperson (demographic or attitudinal) can promote trust
- Mistrust is an outgrowth of the perception that promises were broken and values violated

Express empathy

- Acknowledge feelings in words
- Empathy can build trust
- Every message does not need an empathy statement, but the first messages do

Being quarantined can be disruptive, frustrating, and feel scary. Especially when the reason for quarantine is exposure to a new disease for which there may be limited information.

- Dr. Nancy Messonnier, CDC telebriefing February 14, 2020

Promote action

Keep action messages simple, short, and easy to remember, like “cover your cough.”

- Taking action calms anxiety and can help restore a sense of control.
- In an infectious disease outbreak, public understanding of and action on disease prevention is key to stopping the spread.
- Self-efficacy is a predictor of behavior
- Altruistic attitudes increase during times of crisis

Preparing & Selecting the Message



Risk perception is not all about the numbers

- Risk = Hazard + Outrage
- All risks are not equally accepted
 - Voluntary or involuntary
 - Natural or human-made
 - Familiar or exotic
 - Affecting adults or affecting children
- Denial – “it won’t happen to me”

As communicators, we don't seek to remove outrage, but to match the level of outrage to the level of hazard.

Psychological barriers

- Denial
- Fear, anxiety, confusion, dread
- Hopelessness or helplessness

People seldom panic.



Overcoming psychological barriers

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

Use plain language

- Be brief.
- Give positive action steps.
- Use words your audience uses.
- Use personal pronouns.



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.



Image from Ad Council Lucha PSA;

<https://www.adcouncil.org/campaign/coronavirus-prevention>

Resources

- [CERC resources](#)
- [CDC Clear Communication Index](#)
- [Everyday Words](#)
- [Health Literacy](#)

Getting 'Back to Normal' Is Going to Take **All of Our Tools**

If we use all the tools we have, we stand the best chance of getting our families, communities, schools, and workplaces "back to normal" sooner:

- Get vaccinated.
- Wear a mask.
- Stay 6 feet from others, and avoid crowds.
- Wash hands often.

The infographic features four circular icons: a person receiving a vaccine, a person wearing a face mask, two people with a double-headed arrow and '>6 feet' between them, and hands being washed under a faucet.

Main message at the top

Visuals support text

Plain language positive action steps

Getting the Message Out



Work with others to share messages

- When possible, establish relationships before the emergency.
- Seek and accept input from partners.

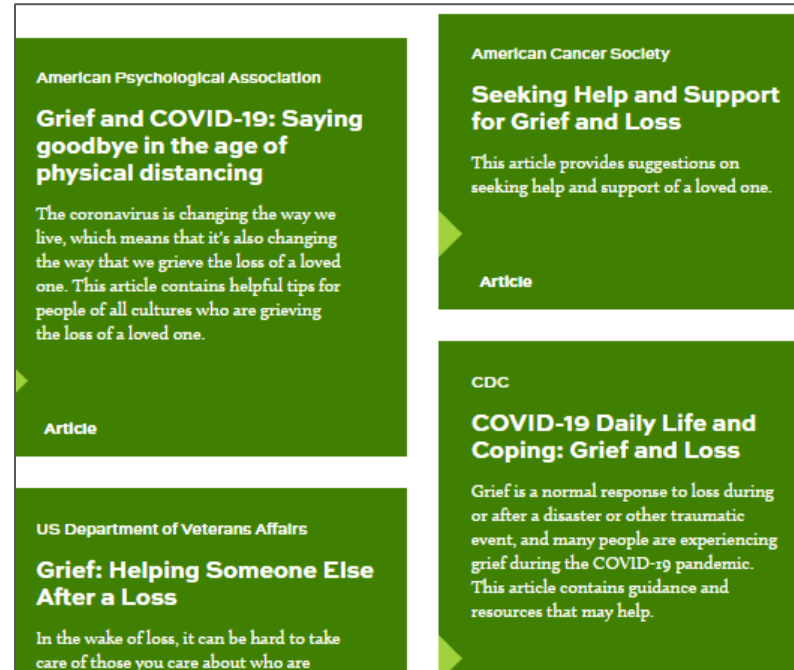


Image from <https://howrightnow.org/emotion/grieving>

Promote repetition and consistent messaging

- Share the same message across multiple platforms.
- Coordinate messaging with response partners.

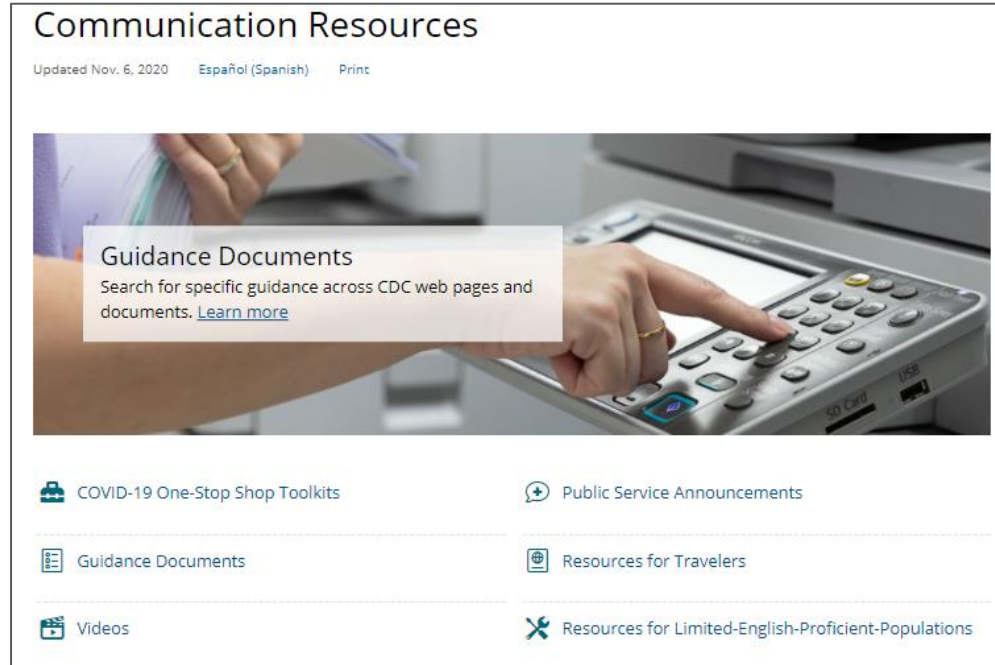


Image from <https://www.cdc.gov/coronavirus/2019-ncov/communication/index.html>

Example: NCFH cooperative agreement with CDC

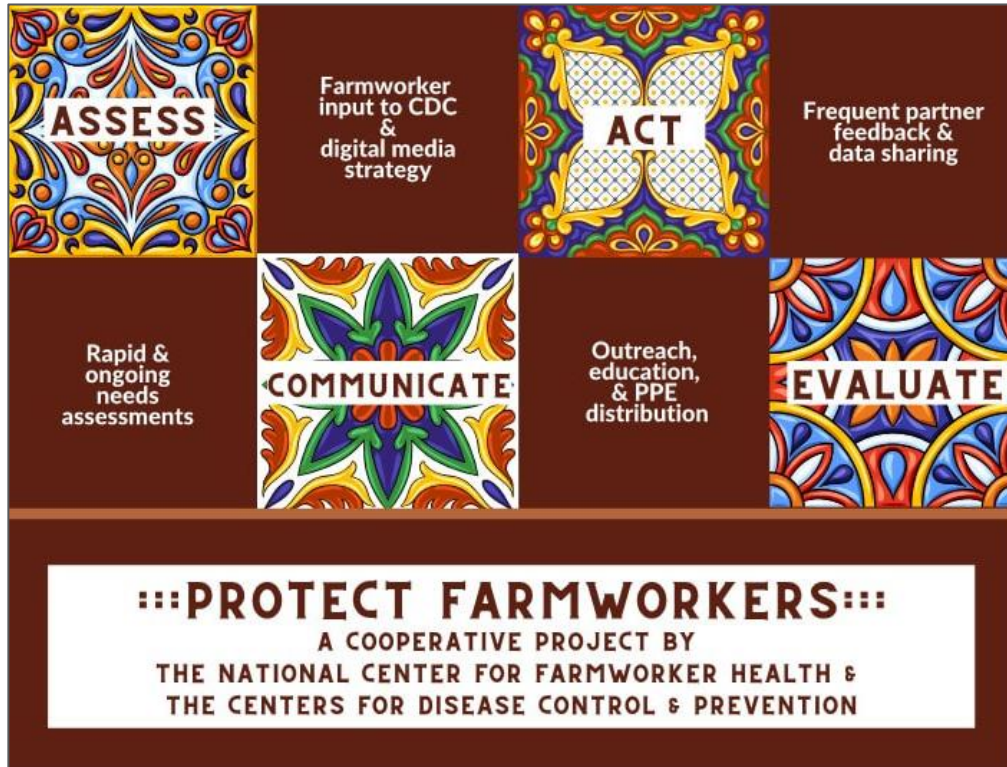


Image from National Center for Farmworker Health <http://www.ncfh.org/our-response.html>

What has worked for you?



Photo by Ben Hasty/MediaNews Group/Reading Eagle via Getty Images

CDC & Ad Council Resources



COVID-19 index (home) page

COVID-19 Languages | ASL Videos | Easy to Read

Home | Your Health | Vaccines | Cases & Data | Work & School | Healthcare Workers | Health Depts | More

WEAR A MASK **STAY 6 FEET APART** **AVOID CROWDS**

Highlights

- When you have been fully vaccinated
- Vaccines for teachers & staff
- HCPs: Become part of vaccine workforce
- Variants

Image from <https://www.cdc.gov/coronavirus/2019-nCoV/index.html>

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

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.



Resources for Community Health Workers, Community Health Representatives, and Promotores de la Salud



Community health workers (CHWs)—also known as community health representatives and promotores de la salud—provide critical services to communities disproportionately impacted by public health threats including COVID-19. This site provides CHWs with resources to support their work, as well as information for their employers to better ensure the safety of CHWs in the community. State and local health departments also may find these resources beneficial to share with local programs and funding recipients. Resources from the Centers for Disease Control and Prevention (CDC), federal agencies, and external organizations are included to ensure CHWs and their employers have easy access to essential information in one location.

[Personal Protection and Safety](#)

Information to keep CHWs safe—including avoidance and protection strategies and steps when someone is diagnosed with COVID-19

[Adapting Practices for COVID-19](#)

Telehealth and in-person risk assessment tools for CHWs and client engagement







Image from <https://www.cdc.gov/coronavirus/2019-ncov/hcp/community-health-workers/index.html>

Rapid Community Assessment Guide

- Identify communities at risk for low COVID-19 vaccine uptake
- Inform future phases of the COVID-19 vaccine rollout
- Get an early understanding of what communities are thinking about COVID-19 vaccines
- Plan for potential solutions to increase confidence and uptake
- Identify community leaders, trusted messengers, and other important channels through which you can reach communities
- Identify areas of intervention and prioritize potential intervention strategies to increase confidence in and uptake of COVID-19 vaccine

Source: <https://www.cdc.gov/vaccines/covid-19/vaccinate-with-confidence/rca-guide/index.html>

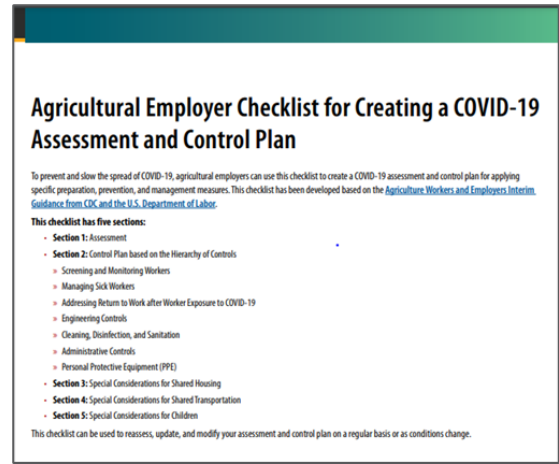
Communication Resources

 COVID-19 One-Stop Shop Toolkits	 Public Service Announcements
 Guidance Documents	 Resources for Travelers
 Videos	 Resources for Limited-English-Proficient-Populations
 Image Library	 CDC's Responder Stories
 Print Resources	

Source: <https://www.cdc.gov/coronavirus/2019-ncov/communication/index.html>

Agricultural Workers and Employers

- Exposure risk
- Create an assessment and control plan
- Special considerations for shared housing & transportation
- Special considerations for children




Content source: <https://www.cdc.gov/coronavirus/2019-ncov/community/guidance-agricultural-workers.html>

Image from <https://www.cdc.gov/coronavirus/2019-ncov/community/pdf/Agricultural-Employer-checklist.pdf>

CDC resources in languages other than English & Spanish

Search Filter by Language


Found 1570 items.



Èske ou ansent? Pran dispozisyon sa yo pou pwoteje tèt ou ansanm ak tibebe ou an kont COVID-19

Pregnant? Take these steps to protect yourself and your baby from COVID-19

Language: [Haitian Creole](#)



Pran Swen Tibebe w si Ou Gen COVID-19

Caring for Your Baby if You Have COVID-19

Language: [Haitian Creole](#)

Image from <https://wwwn.cdc.gov/pubs/other-languages?Sort=Lang%3A%3Aasc>

Ad Council assets



OUR STORY

OUR IMPACT

OUR WORK

LEARN WITH US

GET INVOLVED



Sign In

FIND ASSETS

Adlibbing Articles

News & Press Releases

Sign Up for Emails

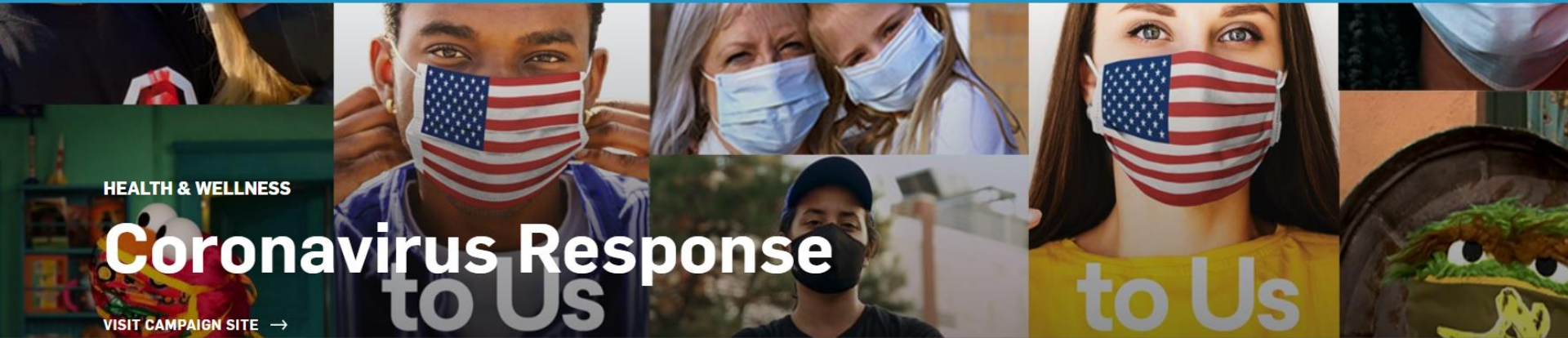


Image from <https://www.adcouncil.org/campaign/coronavirus-prevention>