CDC Global Health Security Agenda/Ebola Grantee Meeting

Accountability. Results. Sustainability.

CDC & GLOBAL HEALTH SECURITY AGENDA
Once Upon a Time
Telling the story of science
so others will care...as much as you do

Jana L. Telfer, MA
Health Promotion Team Lead
2014 Ebola Response

Global Health Security Agenda/Ebola Grantee Meeting
February 10, 2016
Disclaimer

The findings and conclusions in this presentation have not been formally disseminated by the Centers for Disease Control and Prevention, nor any agency or any co-author, and should not be construed to represent any agency determination or policy.
Take Away

- Who are we talking to?
- Story-telling? Really? This is an important public health issue!
- Six ways to approach your story*
- How do we get them to hear us?
- Look! A real scientist did this!

* and why one of the iconic story forms is left out
## Contrasting World Views

### Public health
- Science
- Data
- Studies
- Data
- Reports
- Data
- Programs
- Data
- Exposition to conclusion

### News media
- Catastrophe
- Conflict
- Confrontation
- Compelling
- Breakthrough
- Human element
- Exposition to conclusion
- Details only if time and space allow
It is a period of civil war. Rebel spaceships, striking from a hidden base, have won their first victory against the evil Galactic Empire.

During the battle, Rebel spies managed to steal secret plans to the Empire's ultimate weapon, the DEATH STAR, an armored space station with enough power to destroy an entire planet.

Pursued by the Empire's sinister agents, Princess Leia races home aboard her starship, custodian of the stolen plan that can save her people and restore freedom to the galaxy....
Defeat the Monster!

Booker, Seven Basic Plots, 2006
Rebirth/Renewal
Quest
Imagine doing a 10,000-piece jigsaw puzzle in the time it takes to finish a 100-piece puzzle. Apply that to infectious disease control, and that’s AMD at work.

Now imagine putting together that 10,000-piece puzzle when key pieces are missing, disease is spreading, and people are dying.
Journey and Return
Tragedy
Comedy
Communicating with Relevance

Surrounding environment: Audience
- Expectations
- Needs
- Permission

Competitive market: Organization
- Capabilities
- Benefits
- Potential

Knowledge, Attitudes and Practices

Other influencers
Preventing Foodborne Outbreaks
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Accountability. Results. Sustainability.
Finding the Story; Writing the Story

Charles Pope
Senior Communications Officer
Center for Global Health

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Take Away

- People power: Use people, their voice, their quirks, their actions to tell the story
- Use clear, strong, memorable language
- Never stop asking if there’s a different, better way
- Take some risks
- Write the story you would want to read
How do you tell a story?
1. Listen

Search for and seize the single, vivid telling fact or element that brightly illuminates the story and also tells a larger truth.

Of Ebola and Potato Baskets
How An EIS Officer Used Quick Thinking, Improvisation In the Field

From a distance, CDC’s highly regarded Epidemic Intelligence Service projects a logo instead of a clinical and clean, precise and exact. Follow the data. Derive conclusions from rigorous science. Protect public health.

All of that is true, of course. But often the real world intervenes in surprising ways that defy convention and expectations. Especially when the world is West Africa.

CDC epidemiologist Dr. Leah Nolen knew Fort Lamy.

In her experience, being an EIS officer sometimes demands unconventional thinking and a heavy dose of improvisation. Sometimes in her experience, being a successful EIS officer means using a potato basket.

That was the clever but effective solution to a pressing dilemma she and her colleague faced one day in Fort Lamy, Cameroon. Nolen was part of a response to a remote village where they found an 11-month-old baby who was suspected of having Ebola. The child’s mother had died of the virus and the child needed to be taken to a treatment center four hours away over dusty, rutted roads.

But how would the baby travel?

“There were no car seats, so we had this baby who had to somehow get in an ambulance and take to the ward. And there’s no way to carry her, because she was 11-month-old,” Nolen said.

“So, suddenly, we’re being asked how to get this baby there. She was not that they were just going to take somebody who wasn’t sick to hold the baby for this whole car trip, which pretty much guaranteed that person was going to get Ebola. And it seemed very wrong,” she said.

“We wanted to brainstorm. ‘How can we do this?’ And finally we found the answer. ‘We need her in a basket – a basket that has potatoes. We took the potatoes out, put her in the basket, and then tied this basket down to the bottom of this seat so that she’d get transported but not expose somebody else,’” Nolen said.

It was simple, highly effective, and like so many on-the-ground decisions made in West Africa, it wasn’t drawn from a textbook.

Nolen’s experience highlights a widespread but often overlooked part of the Ebola response — how experts responding to the crisis found themselves relying on quick thinking and sometimes unconventional means to defeat the disease and protect public health.

“This was one of the times where I realized how much being an EIS officer isn’t just about science,” Nolen said. “It’s about being creative and thinking outside the box. It was an experience where you’re not being the scientist, you’re not being the doctor, and you’re not being the epidemiologist. But you’re making things happen by really simple methods.”
2. Filter Out Barriers

Filter out words like “capacity” and “impactful” and “implement” and jargon of all shapes and sizes and colors. Oh…and mixed metaphors too.
3. Be a Bit Subversive

Don’t settle for ordinary, the conventional, and the boring. Don’t be afraid to take risks.
“Tell the story directly and with muscular, memorable words. Tell it like you would to the drunk guy next to you at the bar so he’d understand it and, if you’re really good, he might even sober up”.

Eddie Crane
4. Don’t Miss the Trip Wires – Flabby Words that Slow the Story Down

capacity
implement
unique leveraging
Stop and Assess

- Real people, real stories
- Make it personal
- Elaborate with clear language
The only failure is, not stopping and thinking if there’s a different and better way. 
And giving it a try.
Turning Ordinary Into Newsworthy

**Congress finds 5 day workweek is too taxing**

**DR. CHARLES ROWS, WASHINGTON, D.C.**

June 3, 1948

WASHINGTON... Something needs to be done to inaugurate a five-day workweek, a proposal that is gaining momentum among lawmakers. The five-day week is currently under consideration in the House of Representatives, where some members are pushing for a change to reduce the burden on workers.

**In The Senate, Thurmond Reaches A Milestone For Ages He Has Become The Oldest Senator Ever. So What’s Next? Just Another Campaign For Reelection.**

**By Dr. Charles Rows, WASHINGTON, D.C.**

WASHINGTON... Senator Strom Thurmond, now 88 years old, officially announced his candidacy for re-election, becoming the oldest senator ever to seek a new term. Thurmond, who has served in the Senate for over 60 years, has been a fixture in Washington politics and is known for his conservative views.

**Mt. Hood runs into a senator: Oklahoma’s Dr. No.**

**By Dr. Charles Rows, WASHINGTON, D.C.**

March 10, 2020

Washington, D.C. - What it came to was a grand animation, for the Mount Hood wilderness area. Oregon Senators Ron Wyden and Gordon Smith underlined the importance of fisheries and public lands.

They held hundreds of meetings with underwear officials, economic and property owners. They managed concepts, altered expectations and set differences into small, acceptable stone. It was not just the fate of the Mount Hood wilderness area that was at stake. A group of protesters sought to slow down progress.

They are victory, by the fall Senate seemed assured.

Then, on Tom Coburn stood up and the gears went round.

Coburn, the 59-year-old junior senator from Oklahoma, exclaimed his “No.” The Senate came up with a cherished tradition that allows a single senator to block a bill. The problem wasn’t Mount Hood...
For more information please contact Centers for Disease Control and Prevention

1600 Clifton Road NE, Atlanta, GA 30333
Telephone: 1-800-CDC-INFO (232-4636)/TTY: 1-888-232-6348
Visit: www.cdc.gov | Contact CDC at: 1-800-CDC-INFO or www.cdc.gov/info

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Don’t Forget Your Camera!

Victor Balaban, PhD
Center for Global Health
Overseas operations Office

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February 11-12, 2016
Why Take Pictures?

- Document
- Educate
- Advocate
- Give back to community/participants
Important Points

- Tell a story
- Be respectful
- Informed consent
- Have fun
Tell a Story

- **Try to take pictures of:**
  - The environment – the wider view
  - Project staff in action
  - Subjects/beneficiaries
  - Details
Be Respectful

- Be aware of local customs and attitudes towards photography
- Be aware of local laws
- Be aware of public vs. private space
- Make sure no one feels pressured to be in pictures
- Ask before you take someone’s picture
- Remember that no one owes you a picture
Informed Consent

- Even if model releases are not legally required, it is always good practice to obtain written consent whenever possible.

Talent and Consent Waiver

TO WHOM IT MAY CONCERN:

I hereby grant full permission to the Department of Health and Human Services, Public Health Services, Centers for Disease Control (CDC), to use, reproduce, publish, exhibit and distribute my name, picture, portrait, likeness or voice, or any or all of them in or in connection with the reproduction of a television tape, or film, sound track recording, motion picture film, filmstrip, still photograph, or intranet/extranet posting, in any manner for training and other purposes.

I understand that portrait shots and other pictures of me will initially be posted in the CDC intranet and extranet sites, and that those pictures may be used in CDCs internal and external written materials, including ultimately on CDCs internet site.

Without limitation as to time, I hereby waive all rights for compensation in connection with the use of my name, picture, portrait, likeness, or voice, or any or all of them, or in connection with said television tape, or film, sound track recording, motion picture film, filmstrip, still photograph, CDCs internal and or external written material, or intranet/extranet/Internet posting, in whole or in edited form and any use to which the same or any material therein may be put, applied or adapted by the United States Government and others in the health field.

Signature
Date

Name

Witness
When Informed Consent is Required

• Recognizable or non-recognizable individuals in any setting where personal, private information is exposed in the photo or documented in the corresponding caption, such as:
  ▪ Health status e.g. HIV/STI status
  ▪ Health behavior e.g. sexual orientation, alcohol and drug use, contraceptive use, etc.
  ▪ Illegal behavior e.g. sex work, selling drugs, etc.
• Children (obtain consent from parent/guardian)
• Private settings e.g. in a house or business
When Informed Consent is Not Required

• Non-recognizable individuals in public (faces and all other identifying features are obscured).
• Public figures in public e.g. celebrities, MOHs at campaign launches, etc..
• Crowds in public (e.g. an audience at outdoor festival).
Tips

- Use a camera you are comfortable with
- Make sure file sizes will be large enough to use the pictures
- Use optical, not digital zoom
- Keep your eyes open
- Take a lot of pictures
- Get closer
- Be aware of the light
- Try different perspectives
- Compose slightly off-center (rule of thirds)
- Simplify
- Break the rules
- Have fun
Take Away

- Create a story
- Be respectful
- Informed Consent
- Have fun!
vfb8@cdc.gov

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