

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



AMD: A 30-second case study



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



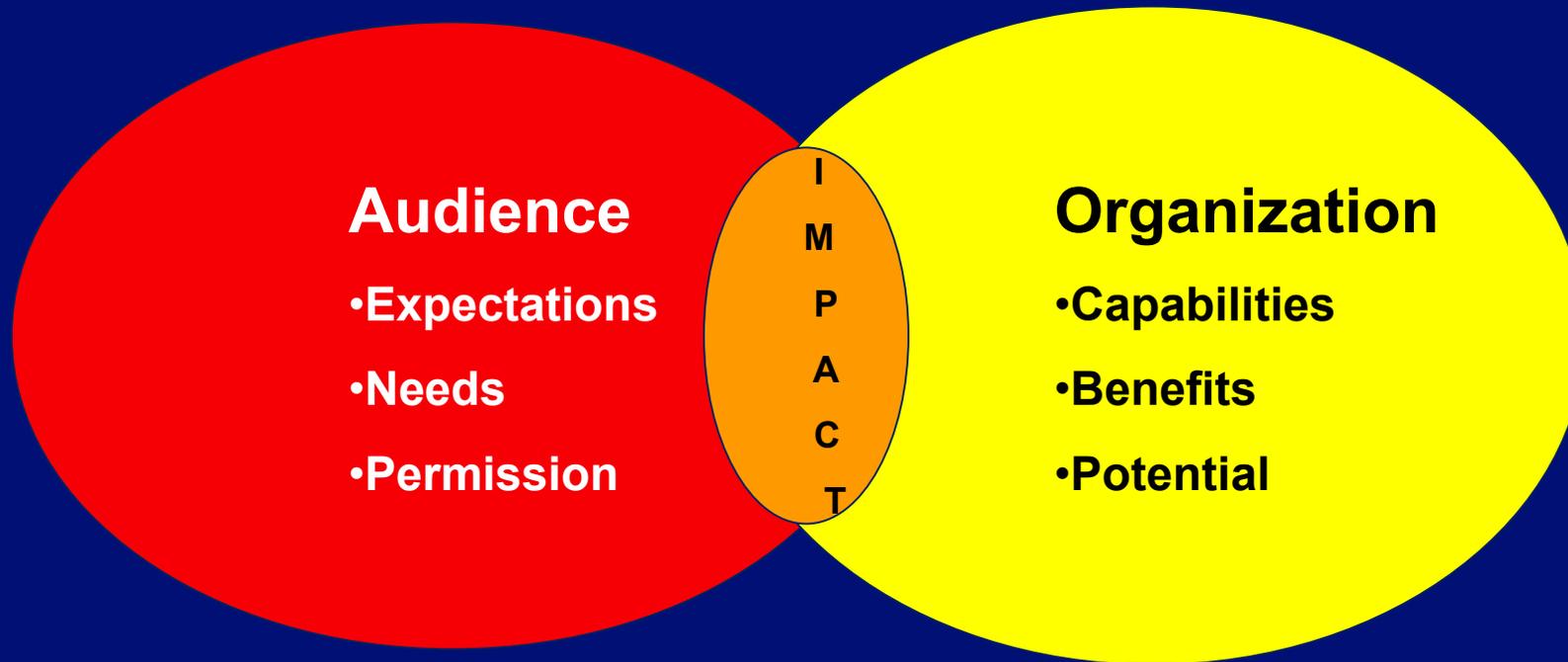
Comedy



Communicating with Relevance

Surrounding environment

Competitive market



Audience

- Expectations
- Needs
- Permission

Organization

- Capabilities
- Benefits
- Potential

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M
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Knowledge, Attitudes and Practices

Other influencers

Preventing Foodborne Outbreaks



JTelfer@cdc.gov

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Center for Global Health

International Task Force/Health Promotion Team



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Finding the Story; Writing the Story

Charles Pope

Senior Communications Officer
Center for Global Health

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

Office of the Director
Center for Global Health



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 rarified image, one that is 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 that world is West Africa.

CDC epidemiologist Dr. Leisha Nolen knows firsthand.

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 colleagues faced one day in Port Loko, Sierra Leone. Nolen was part of a response to a remote village where they found an 8-month-old baby who was suspected of having Ebola. The infant's family had died of the virus and the child needed to be taken to a treatment ward four hours away over dusty, rutted roads.

But how would the baby travel?

"There were no car seats, so we had this baby we had to somehow get in an ambulance and take to the ward. And there's no way to carry her, because she was 8-months-old," Nolen said.

"So, suddenly, we're being asked how to get this baby there. One idea was 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 started to brainstorm. 'How can we do this?' And finally we found the answer. We tied her in a basket -- a basket that had potatoes. We took the potatoes out, put her in the basket, and then tied the basket down to the bottom of the seat so that she'd get transported but not expose somebody else," Nolen said.

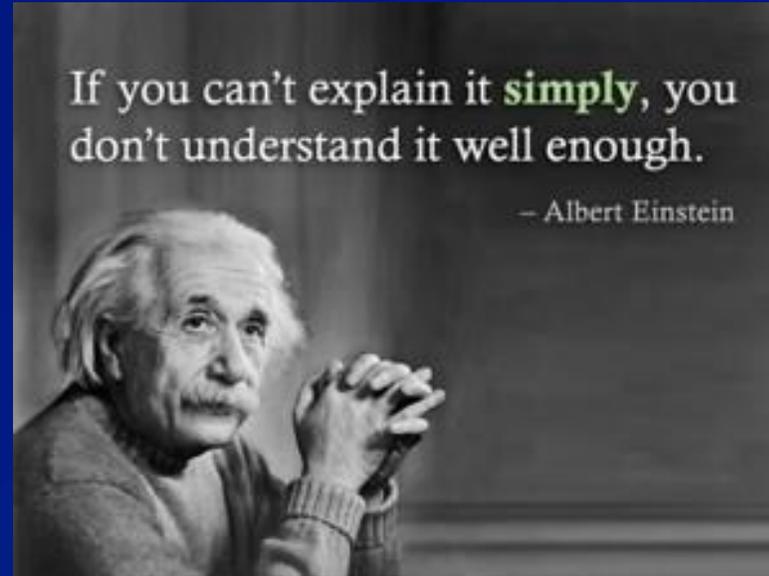
It was simple, highly effective, and like so many on-the-ground decisions made in West Africa, it wasn't drawn from a textbook.

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.



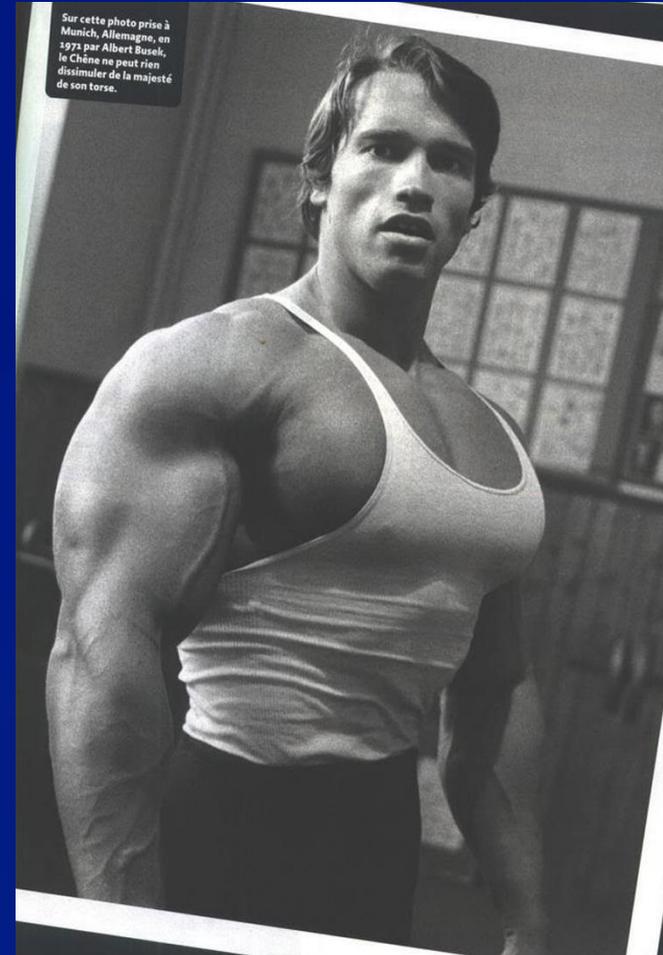
3. Be a Bit Subversive

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

By CHARLES POPE, P-1 WASHINGTON CORRESPONDENT

March 19, 2006

WASHINGTON -- Something must've been lost in translation.

How else to explain Congress' decision to give itself a seven-day recess in honor of St. Patrick's Day. Or a weeklong break in February for Presidents Day.

Or a two-week break for Easter and Passover and the entire month of August, which has no official holiday at all.

At a time when the war in Iraq is bogged down, debate is raging about the government conducting warrantless searches and the federal deficit is at a record high, the House is on schedule to meet for the fewest number of days in 60 years, according to one estimate. The Senate is not far behind.

Mundane as it seems, the work schedule of Congress is becoming an issue, as independent analysts and even some lawmakers openly wonder whether Congress is in session long enough to craft strong legislation and provide necessary oversight of existing laws.

"It's not too much to ask Congress to commit to spending at least half the year -- 26 weeks -- working full time, five days a week, thus providing at least a measure of the deliberation and attention to detail that are so lacking now," Norman Ornstein, a scholar on the history and workings of Congress for the American Enterprise Institute, has written.

According to Ornstein, this year's schedule -- at best -- calls for Congress to be in session for the fewest number of days in 60 years. Based on the official House calendar, there are only 97 days scheduled for votes this year. Congress is scheduled to adjourn for the year on Oct. 6.

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

By Charles Pope, The Oregonian
March 10, 2008



Mt. Hood photographed from Malilla, Ore. In Congress, the expansion of the Mt. Hood wilderness waits, stopped under Senate rules by a single member.

They held hundreds of meetings with competing voices, including councils and property owners. They massaged concerns, altered boundaries and split differences into small, acceptable slices. It was slow, but eventually the bill expanding the Mount Hood wilderness by 128,400 acres earned wide support in Oregon. Last year, it sailed through the Senate Energy and Natural Resources Committee by unanimous vote, a rarity in the polarized world of public lands.

Victory by the full Senate seemed assured.

Then, Sen. Tom Coburn stood up and the gears seized.

Coburn, the 59-year-old junior senator from Oklahoma, exercised his "hold," the Senate's one-person veto, a cherished tradition that allows a single senator to block a bill's passage until problems -- or egos -- are fixed.

The problem wasn't Mount Hood. ...

WASHINGTON -- When it came to their grand ambition for expanding the Mount Hood wilderness area, Oregon Sens. Ron Wyden and Gordon Smith understood the importance of finesse and patience.

They massaged concerns, altered boundaries and split differences into small, acceptable slices. It was slow, but eventually the bill expanding the Mount Hood wilderness by 128,400 acres earned wide support in Oregon. Last year, it sailed through the Senate Energy and Natural Resources Committee by unanimous vote, a rarity in the polarized world of public lands.



Sen. Tom Coburn, R-Okla., left, stumpes for Sen. John McCain, R-Ariz., in South Carolina in January.

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

By Charles Pope, INQUIRER WASHINGTON BUREAU
POSTED: MARCH 09, 1996

WASHINGTON -- Yesterday, at age 93 years and 94 days, slightly stooped but still running hard, Strom Thurmond became the oldest U.S. senator ever.

It was a historic moment worthy of reflection - if not carbon dating - as the South Carolina Republican surpassed the record held by Theodore Green, a Rhode Island Democrat who retired in 1961.

It's time to put Thurmond's longevity into context.

Start with this: Thurmond is the only sitting member of Congress to have received votes from Civil War veterans - when he ran for Edgefield County school superintendent in 1928.

Add this from Defense Secretary William J. Perry: "When the first flight took to the air at Kitty Hawk, Strom was already 1 year and 12 days old. Strom has witnessed and participated in the entire history of aviation."

Finally, listen to Senate Majority Leader Bob Dole, 72, who some critics say is too old to be president: "Every time I look at Sen. Strom Thurmond, I feel like a child."

Age and Strom Thurmond have been constant companions for decades, even more so as Thurmond runs for a record eighth term.

As before, the senior senator from South Carolina, who first came to Washington in 1954 when Dwight Eisenhower was president, is favored to win. If he does, his term would run until 2003 - when he would be 100.

This is not a time to talk retirement. Not yet. He has a campaign to run and another record to break. In May 1997, he would have the longest tenure of any senator, 43 years.

No looking back.

"I'm not built like that. I've got an engine in me that wants to go," Thurmond proclaimed in an interview at his Senate office.

xdy7@cdc.gov

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Don't Forget Your Camera!

Victor Balaban, PhD
Center for Global Health
Overseas operations Office

Global Health Security Agenda/Ebola Grantee Meeting
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









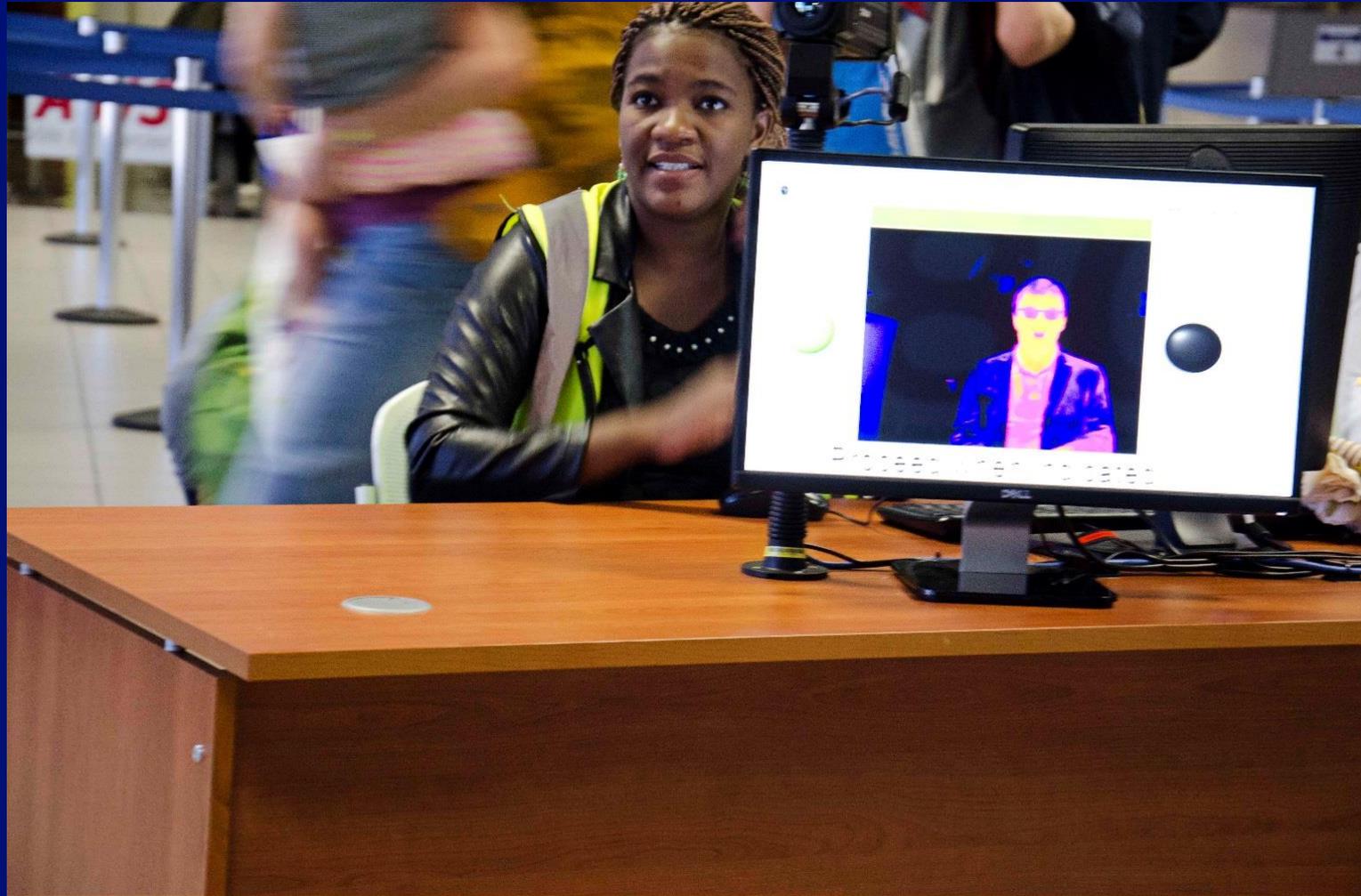




Be Respectful

- **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 WAIIVER

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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