CDC Zika IMS Sustaining the Zika Response in 2017 Communication
March 22, 2017

Cathy Young
Deputy Lead, Joint Information Center
Opening Remarks
OVERVIEW

- Opening Remarks
- Communication Best Practices
- Communication Research
- Zika by the Numbers
- Resources
- Closing Remarks
ZIKA—a threat like no other

• Complex communication challenge
  • Serious risks and a lot unknown
  • Diverse audiences, various languages, and divided opinions

• Guiding communication principles
  • Evidence-based communication strategy
  • Coordination and consistency at all levels of government
  • Research to understand audience needs and behaviors in the midst of rapidly changing information
  • Collaboration with the community to inform strategy, mobilize partners, and amplify messages
  • Continuous, real-time evaluation driving adjustments to strategies and tactics
Communication Strategy

• ZAP Summit communication planning—Spring 2016
  • Create a written, strategic communication plan
  • Include goals, objectives, target audiences, tactics, key messages and evaluation metrics
  • Revisit and update the plan throughout the response
  • Currently updating for 2017

• Incorporate core risk communication principles in the plan
  • Show empathy
  • Say what you know, what you don’t know, and what you’re doing to find out
  • Crisis & Emergency Risk Communication (CERC) resources:
    https://emergency.cdc.gov/cerc

• Direct communication activities toward achieving the goals of the plan
Communication Response

- Coordinate between local, state, and federal entities through clear lines of communication
  - Harmonize and amplify communication strategy
  - Consistent messaging builds credibility with the public
- Communicate with the public about the things that are important to them
  - Understand the public’s concerns and respond to them
  - Provide frequent press briefings and media access to the response
- Strengthen the response through robust engagement with community partners
  - Those with other points of view can help to identify communication needs and gaps
  - Engaged partners can act as channels to reach other audiences
Communication Research

• Ground strategy in research
  • Use convenient and ad-hoc information sources to learn about what people do and do not know
    • Monitor local media and social media for themes, misinformation, and gaps
    • Track questions through all public and media inquiry sources (phone calls, emails, social media)
  • Real-time communication research can track message uptake and behavior change

• Refine the communication strategy
  • Add or revise tactics, channels, spokespeople, and messages
  • Update and reinforce information through various channels
  • Focus messaging on addressing gaps
Communication Research
Types of Research

- Harvard poll
- Annenberg surveys
- Media monitoring
- Intercept interviews
- Concept testing
- Message testing (in depth interviews, online surveys)
Review of CDC Studies

- Review of 15 CDC studies from March 2016 to February 2017
- Intercept interviews
- In-depth interviews
- Concept and message testing
- Focus groups and polls were also used in the studies
- Locations: Puerto Rico, USVI, Texas, and Florida
- Populations: pregnant women, partners of pregnant women, women of childbearing age, friends and family of pregnant women
Vector Control and Personal Protective Behaviors

- Thought messages were directed toward individual people and should be directed more towards the community
- Using repellent and getting rid of standing water were easy to do
- Using screens was often seen as expensive or was someone else’s responsibility
- Wearing long-sleeved shirts and pants seen as difficult because of the weather
- Wanted materials with more information on the chemicals used in truck spraying and in repellents
- Lack of knowledge about post-travel recommendations
- Misperception that staying indoors will prevent mosquito bites
Interviews with Pregnant Women, Puerto Rico

<table>
<thead>
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<th>screens: windows, doors</th>
<th>Repellent use</th>
<th>wearing clothing to cover</th>
<th>Condom use</th>
<th>Bed net use</th>
<th>Larvicide use</th>
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<td>79%</td>
<td>25%</td>
<td>22%</td>
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<td>% after receiving ZPK</td>
<td>84%</td>
<td>64%</td>
<td>41%</td>
<td>39%</td>
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Before receiving ZPK

After receiving ZPK
## Interviews with Pregnant Women, Puerto Rico

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<th>August (n=308)</th>
<th>September (n=302)</th>
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<td>%</td>
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<td>15</td>
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</table>
Message Testing, Miami

- Interviewed 9 pregnant women
- Low literacy materials reviewed
- Six in English
- Three in Spanish
- Ages 22-39
Message Testing, Miami

CDC’s Response to Zika

PROTECT YOUR PREGNANCY FROM ZIKA

1. Mosquitoes carry Zika.
2. Mosquitoes can give you Zika when they bite.
3. You can pass Zika during pregnancy.
4. Zika can hurt your pregnancy.

ZIKA CAN PASS THROUGH SEX

Has your partner been to an area with Zika?
If yes, use condoms every time you have sex.

Women:
Use condoms for at least 8 weeks.

Men:
Use condoms for at least 6 months.

GET RID OF MOSQUITOES AT HOME

Use insect repellent

Wash:
Dump water inside and outside

Use screens on windows and doors
Message Testing, Miami

- Flyers were clear and no major issues
- Actual pictures instead of illustrations were preferred
- Participants could relate to and saw themselves in the images because they were pregnant or because of images of families
- Shows how Zika is spread by the mosquito, how it can be passed on to the baby, the effects on the baby and how to protect themselves
- Images of child’s head had greatest effect
  - Participants want a healthy baby and would feel guilty if something happened to their child
Message Testing, Texas

“I learned something new today. At first, I just thought it passes from mother to the baby and did not know that you can get it from unprotected sex.”
Web Usability Testing Overview

- Who Participated?
  - 17 Consumers
  - 10 Healthcare Providers
- How Did We Test?
  - In-Person / Task based
  - Tested on desktops, tablets, and smartphone versions of the website.
- When?
  - September/October 2016
Web Usability Testing Results

- Landing pages worked well across devices and improved task success
- Cross linking helped users find information
- Category buttons were used as the primary means of navigation
- Need Improvement
  - Consumers struggled to understand some content (i.e., condom guidance)
  - Providers navigate to consumers “topic” pages to find info (don’t go into Provider section)
  - Long pages on mobile devices pose problems
Web Usability Testing: Next Round

• Who Will Participate?
  • 9 Consumers
  • 9 Providers

• Goals of Test
  • Do consumers understand domestic and travel guidance?
  • Can we use crosslinks to direct providers from consumer “topic” pages to provider pages?
  • Is information for pregnant women easy to find?
  • Do users understand the International Travel map?

• How Will We Test?
  • Same method as in Fall 2016

• When?
  • April/May 2017
Domestic Readiness Campaign
Domestic Readiness Campaign

• **Media targeted toward** key audiences (pregnant women and their families)
  • Miami, Miami Beach, Tampa, Ft. Myers, Orlando, and Puerto Rico
• **Ongoing communication research and message testing**
  • Rapid assessment and reassessment of information - pregnant women in Miami-Dade County were highly targeted early in the outbreak
• **Multiple sources of message exposure**
  • Pandora radio, newspapers, bus shelters, mobile billboard trucks, digital and poster billboards, taxis, airplane signage, display banners, digital street panels, search engine marketing, and various social media
Zika by the Numbers
<table>
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<th>Count</th>
<th>Description</th>
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<tbody>
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<td>&gt;1,500</td>
<td>Communication products cleared</td>
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<tr>
<td>311</td>
<td>Scientific products cleared</td>
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<tr>
<td>&gt;28,000</td>
<td>CDC-INFO inquiries answered</td>
</tr>
<tr>
<td>121</td>
<td>CDC infographics and factsheets published</td>
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<tr>
<td>6,681</td>
<td>Social media posts</td>
</tr>
<tr>
<td>&gt;3B</td>
<td>Total Twitter reach</td>
</tr>
<tr>
<td>&gt;20M</td>
<td>Total Facebook reach</td>
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<tr>
<td>&gt;81M</td>
<td>Cumulative views on the Zika website</td>
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<tr>
<td>50</td>
<td>MMWR early releases published</td>
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Resources
KEY MESSAGES – ZIKA VIRUS DISEASE

Purpose: This document is for internal and external use. The document contains cleared key messages for use in developing other materials.

Updated February 28, 2017

Updated information is in blue.

Available at: https://www.cdc.gov/zika/pdfs/zika-key-messages.pdf
Communication Resources

CDC offers free resources including video, fact sheets, and posters. Below are links to current communication tools and resources available for use and distribution. For information and resources for specific audiences, click the "Information for Specific Groups" tab in the navigation bar to the left.

Available at: https://www.cdc.gov/zika/comm-resources/index.html
Communication Resources

• All products available in English, Spanish, and Portuguese
• Some products available in other languages
• Translated 10 factsheets into languages spoken in Florida, California, Arizona, New Mexico, Texas, and Louisiana (states at high risk)
  • Chinese
  • Vietnamese
  • Tagalog
  • Korean
  • French Creole
  • Arabic
• Additional translations include: Tagalog, Korean, Samoan, Bengali, Russian, Japanese, and more
Digital Press Kit

Estimated range of *Aedes aegypti* and *Aedes albopictus* in the United States, 2016

Available at: https://www.cdc.gov/media/dpk/diseases-and-conditions/zika-virus/dpk-zika-virus.html
Zika Virus Microsite

This microsite offers an easy way to share information and stay up to date with developments in the current Zika virus outbreak, including prevention, symptoms, treatment, and information for pregnant women and travelers. This microsite is also available in Spanish.

Available at: https://tools.cdc.gov/medialibrary/index.aspx#/microsite/id/234558
Know Your Zika Risk Web App

Available at: https://www.cdc.gov/zika/pregnancy/index.html
Pregnancy & Zika Testing Web App

Available at: https://www.cdc.gov/zika/hc-providers/index.html
Zika Communication Toolkits

This page contains toolkits with tailored communication materials for various groups to use when preparing for local transmission of Zika virus in the United States. Click on the tabs below to find a description of each group and a listing of communication materials. Can't find your group? More information for specific groups is available.

Available at: https://www.cdc.gov/zika/comm-resources/toolkits.html
State and Local Health Departments Web Page

Prepare for Zika

- CDC Zika Interim Response Plan
- Top 10 Response Planning Tips
- Partner Presentations & Conference Calls
- Interim CDC Recommendations for Zika Vector Control in the Continental United States
- CDC Emergency Vector Control Request Form (XLS - 47 KB)

Have a Communication Plan

- Communication Planning Guide
- Community Action Response Toolkit (Z-CART)

Communication Resources

CDC offers many free resources like fact sheets and door hangers to help communicate with the public about Zika.

Z-CART

Zika Community Action Response Toolkit (Z-CART)

Summary

The Z-CART outlines an approach to risk communication and community engagement planning and is intended as a template for state, local, and tribal agencies to adapt to their needs and to use for reviewing plans for communicating about Zika during the event of a locally transmitted Zika virus. The toolkit consists of a template plan and materials for state and local agencies to adapt to their jurisdictions.

The Z-CART is intended to help public health officials prepare risk-based communication strategies and community engagement plans before laboratory confirmation of the first locally acquired (transmitted by the bite of a local mosquito) case of Zika in their jurisdiction.

This document is intended to complement the following existing CDC resources:

- CDC Zika Interim response Plan
- Communication Planning Guide

Available at: https://www.cdc.gov/zika/public-health-partners/z-cart.html
STLT Collaboration Space/Communication Resource Center

Available at: https://www.cdc.gov/stltpublichealth/collab-space/index.html
Questions
Closing Remarks
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<thead>
<tr>
<th>Task Force/Team</th>
<th>Date/Time/Location</th>
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<tbody>
<tr>
<td>Laboratory Task Force</td>
<td>Wed 3/15/2017 / 2pm–3pm EDT - Domestic</td>
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<tr>
<td>Eddie Ades, Robert Lanciotti, Christy Ottendorfer</td>
<td>Wed 3/15/2017 / 5 pm–6 pm EDT - Islands</td>
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<tr>
<td>Joint Information Center/Communications</td>
<td>Wed 3/22/2017 / 2pm–3pm / Rm 5116</td>
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<tr>
<td>Cathy Young, John O’Connor</td>
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<tr>
<td>Epidemiology Task Force</td>
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<td>Stacey Martin, Carolyn Gould</td>
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<td>Vector Issues Team</td>
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<td>Janet McAllister, Audrey Lenhart</td>
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<td>Policy and Partnerships</td>
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<td>Pregnancy and Birth Defects Task Force (including surveillance)</td>
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<td>Sustainment Strategy Discussions</td>
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<tr>
<td>Koo Chung, Matt Kuhnert, Craig Hooper</td>
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<td>Medical Investigations Team</td>
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<td>Maleeka Glover</td>
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Thank You!

For more information, contact CDC
1-800-CDC-INFO (232-4636)

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.