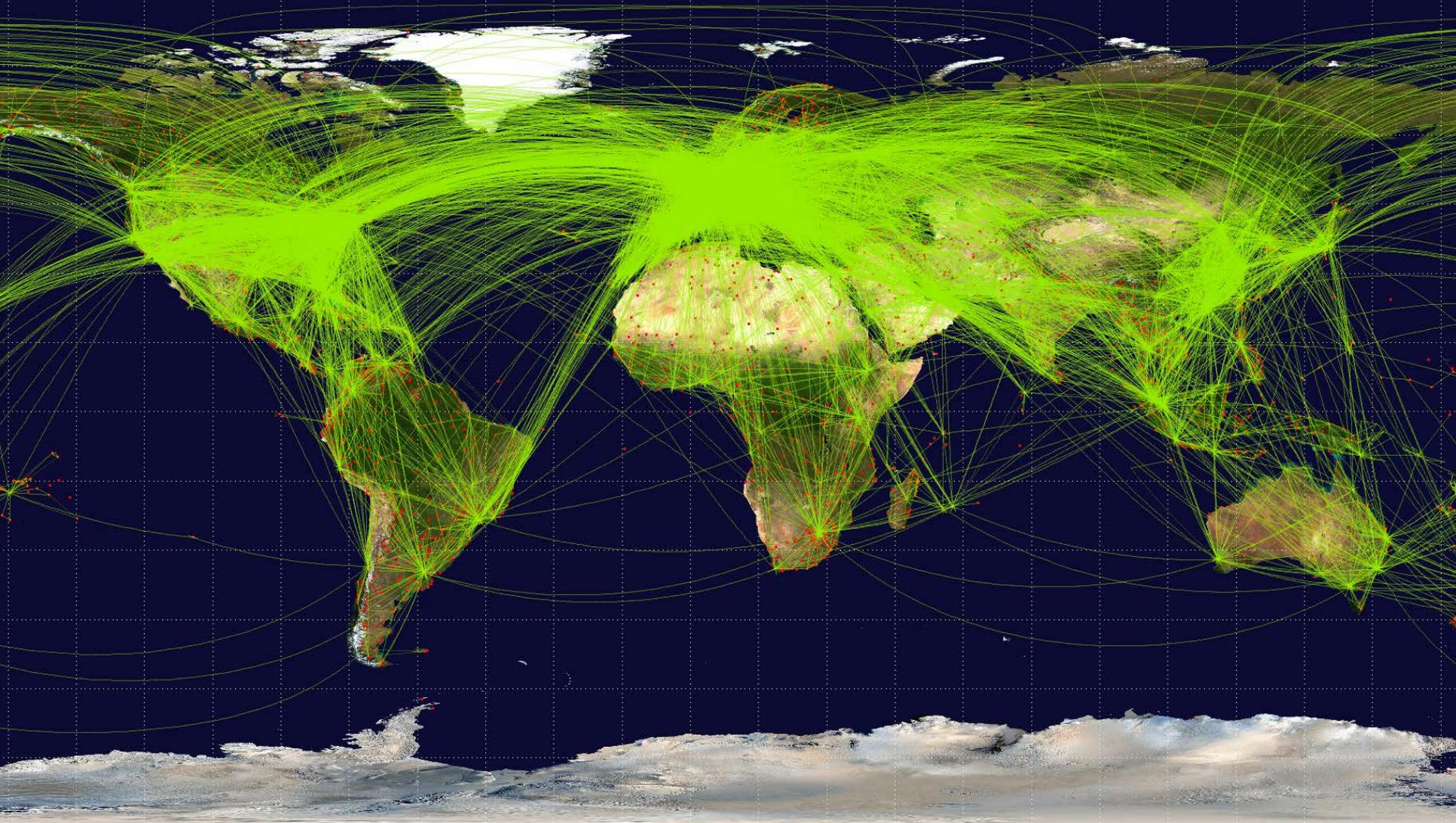


Communicating Under Pressure: The Art and Science a Health Official Needs to Know

Katherine Lyon Daniel, PhD

Associate Director for Communication









“The Modern Masterpiece”

I.M. Brilliant
2018





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2018





Social Marketing Triangle



CDC Communication in 2018

Strategic

Accessible

Trusted

Agency Positioning

Digital Acceleration

Clear Communication

Audience Engagement

Evaluation/
Metrics that Matter



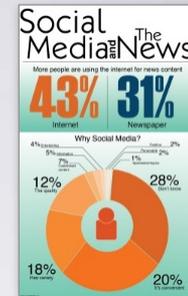
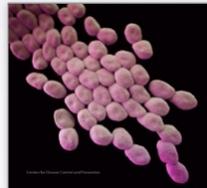
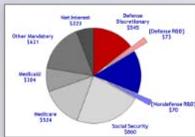
CDC shared a link
September 26, 2015 10

Prepare supplies for home, work, and vehicles. Emergencies can happen anywhere. Join CDC Director Dr. Frieden and CDC experts for a discussion on emergency preparedness and response this Friday at 1PM ET. <http://go.usa.gov/Dp6fG>

PREPAREDNESS MONTH TWITTER CHAT
Friday, September 25, 2015 | 1:00PM-2:00PM

Twitter Chat: Preparedness Month
www.cdc.gov

CDC Director Dr. Tom Frieden will host a live Twitter chat on emergency preparedness and response. Follow Dr. Frieden on Twitter to join the conversation.





864,805,555

CDC.gov

Total page views in 2017.



1,992,352

Facebook fans

Fans as of February 2018.



12,649

CDC-Info calls

Monthly total, February 2018.



5,671,224

Twitter followers

Followers as of February 2018.



Vitalsigns™

623

News articles

Monthly total, February 2018.



745

Media Inquiries

Monthly total, February 2018.



7,008

CDC Museum

Monthly visits, February 2018.



15,963,033

CDC en Español

Total page views in 2017.



133,349

Podcasts

Monthly downloads, February 2018.



42,345

CDC-TV

Subscribers as of February 2018.



Vitalsigns™

\$727,917

Earned media

Monthly total, February 2018.



"The Modern Masterpiece"
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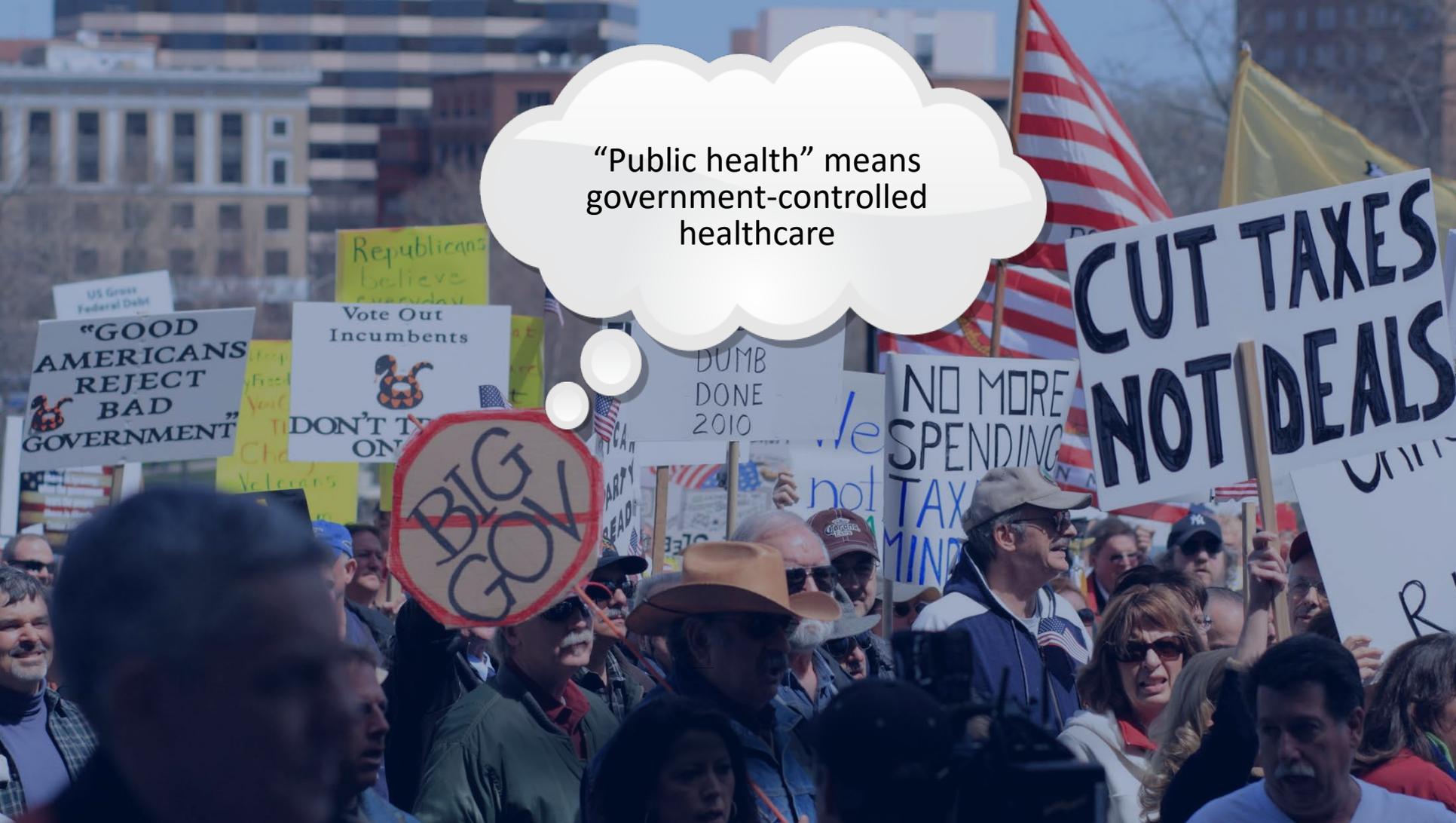
**CDC protects the health, safety,
and security of America**





“Public health” means saving lives and protecting people from health threats.

“Public health” means government-controlled healthcare



Which Media Village does your audience live in?

The New York Times



NATIONAL REVIEW

Slate



DRUDGE REPORT

THE BLAZE

THE HUFFINGTON POST





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Crisis Communication

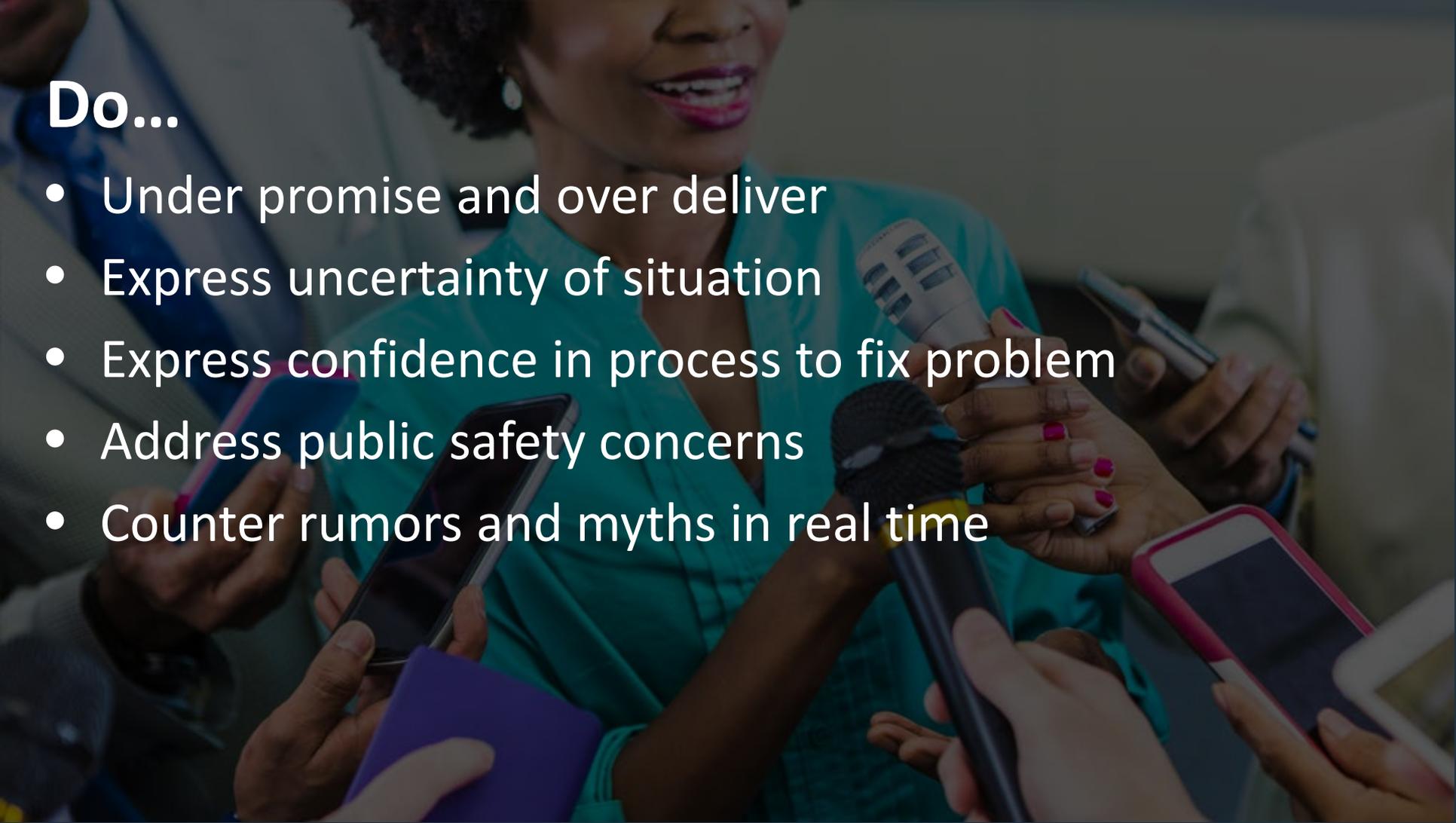
- Key issues during a public health crisis:
 - Respond correctly – CDC’s Crisis and Emergency Risk Communication (CERC) provides training in crisis and risk communication best practices
 - Identify risks – CDC’s RiskSmart provides tools and training to grow stakeholder trust and maintain institutional credibility
- Benefits of social media during crisis:
 - Key messages are reinforced
 - Rapid communication with public
 - Real-time situational awareness

Always

- Be first
- Be right
- Be credible
- Express empathy
- Promote action
- Show respect

Crisis and Emergency Risk Communication (CERC) Principles



A woman with short dark hair, wearing a teal-colored top, is smiling and speaking. She is surrounded by several people holding microphones and smartphones, suggesting a press conference or a media interview. The background is slightly blurred, focusing attention on the woman and the recording devices.

Do...

- Under promise and over deliver
- Express uncertainty of situation
- Express confidence in process to fix problem
- Address public safety concerns
- Counter rumors and myths in real time

Don't...

- Send mixed messages from multiple experts
- Release information late
- Act paternalistic
- Allow public power struggles and confusion



Communicating about your issue crisis

CDC can help you with:

- Communication awareness programs (audience research)
- Key messages
- Media templates
- Communication products for public and clinicians
- Videos in multiple languages

Key communication support for health officials

NPHIC monthly calls with state PIOs



Crisis communications



Deploy press officers when needed



Audience research



Data and content syndication



Health literacy resources and free training



Webinars and Grand Rounds



CDC TV



Public Health Image Library and state templates



CDC Info



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Protecting the Health, Safety, and Security of America.

