Considerations for Long-term Communications Planning

What about the non-immediate aftermath?

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Outline

- Short- vs. long-term communications
- Trust and consistency
- Audiences
- Messaging
- Infrastructure
- Lessons learned

Short-term vs. Long-term planning. What changes?

Short term

- Establishing trust
- Identifying audiences
- Using all channels
- Timing is event-based
- Pre-planned messaging
- One-way communications
- Resources available

Long term

- Maintaining trust
- Engaging audiences
- Adapting channels
- Timing must be planned
- Changing, new messaging
- Two-way communications
- Resources scarcer

What Stays the Same?

Six Principles of Crisis and Emergency Communications

CERC is relevant in every phase of an emergency response.

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.

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.

Be Credible:
Honesty and truthfulness should not be compromised during crises.

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.

Promote Action:
Giving people meaningful things to do calms anxiety, helps restore order, and promotes some sense of control.[3]
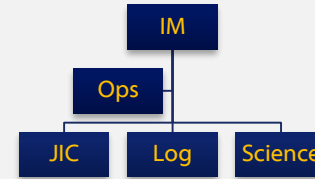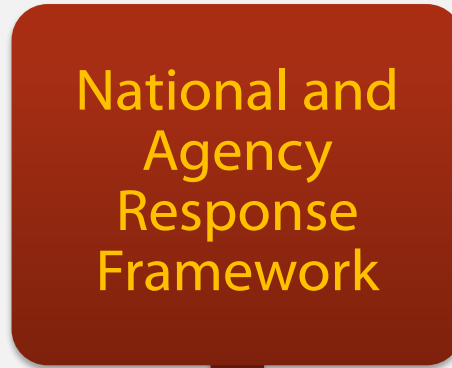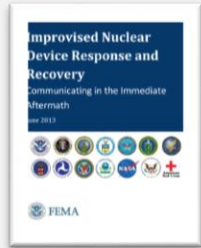
Show Respect:
Respectful communication is particularly important when people feel vulnerable. Respectful communication promotes cooperation and rapport.

Comprehensive communication planning

National and Agency Messaging

National and Agency Response Framework

Risk Communication and Planning Principles

IM
Ops
JIC   Log   Science

Plan

- Be First
- Be Right
- Be Credible
- Express Empathy
- Promote Action
- Show Respect

Trust and Consistency

- Don't blow it at the beginning
- Consistency builds trust: set and adhere to expectations
- Transparency
- Acknowledge audience needs
- Are your partners trustworthy?
- Build relationships
- Maintain trusted spokespeople

Messaging

Messaging Phases of a Radiation Disaster
Adapted from U.S. national messaging plan for IND

Before	First 12 hours	After 12 hours	Long term
• Education • Preparation – make a plan • Rehearsal	• How can I protect myself and my family? • Is the air safe to breathe? • Is the water safe to drink? • How are those in schools, hospitals and nursing homes being protected? • Do I need to evacuate? • Are there shelters?	• What are effects on infrastructure? • When can I return home? • Do you have a map of the affected area? • What do I do about crops and livestock? • Who is in charge?	• Economic impact • Effects on international travel • Spread to other countries • Long term health concerns, including mental health

Messaging

- Audience research on long-term messaging for a radiation disaster is in earlier stages than immediate messaging

- Communication issues related to registries and long-term monitoring will be challenging and ongoing.

- Explaining registry inclusion is hard:
  - Understanding of risk/complex terminology
  - Emotion
  - Health care/finances

Messaging

- **Communicating uncertainty**
  - There is generally considerable uncertainty in estimating doses and in projecting long-term health effects, and…

  - Most people do not understand uncertainty, and tend to distrust or reject messaging that includes it.

  - When communicating uncertainty, Use empathy. Communicate process. Set clear expectations.

  "Here's what we know, here's what we don't know, here's what we are doing to find out."

Messaging

- People are reluctant to return home and will see ANY added risk as too much risk. (CDC research)

- Too much focus on radiation risk can cause long-term health issues from other considerations; conversations need to be broader.

  - Lack of outdoor exercise

  - Displacement health concerns

  - Mental health

    (Barletta et al, Elsevier Virtual Special Issue, 5 years after Fukushima)

- Potential for long-term stigma of people included in registry

Communications Infrastructure

- Personnel
- Ongoing planning
- Translations and printing
- Meeting space
- Earned and paid media

Prepare for communications infrastructure needs: include communicators at ALL STAGES of the planning process

Lessons Learned from Fukushima

- Perception and expectation management
- Importance of long-term communication planning

"Post-disaster radiation risk communication should be part of disaster-recovery dialogue between concerned actors as a core element of post-disaster management." Create platforms that:

- Enable broad stakeholder engagement
- Provide a social support mechanism

-Akiko Sato, UN University Policy Brief, Nuclear Disasters and Risk Communication: Learning from Fukushima

Lessons learned from other events and communities

- Selection and makeup of Community Advisory Panel
- Trust is not inherited.
- Confidentiality and transparency: How will the data be used? Is the data accessible to participants?

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Emergency.cdc.gov/radiation

CDC Risk Communication Training for Radiation Emergencies

Online FREE Training

- Myths of Radiation: Communicating in Radiation Emergencies
  https://emergency.cdc.gov/radiation/radiationmyths.asp

- Radiation Basics Made Simple
  https://emergency.cdc.gov/radiation/radbasics.asp

- Training for Poison Control Centers on Radiation Risk Communication
  https://www.cdc.gov/radiationtraining/RAD-ToolKit/Training/#/module5/page1

- Crisis and Emergency Risk Communication
  https://emergency.cdc.gov/cerc/training/basic/index.asp

CDC Radiation Communication Tools

- Radiation Hazard Scale
  https://emergency.cdc.gov/radiation/radiationhazardscale.asp

- Radiation Thermometer
  https://emergency.cdc.gov/radiation/radiationthermometer.asp

- Infographics
  https://emergency.cdc.gov/radiation/resourcelibrary/infographics.asp

- Protective action and educational videos
  https://emergency.cdc.gov/radiation/protectiveactions.asp

- Radiation Dictionary
  https://emergency.cdc.gov/radiation/glossary.asp