

Meeting of the Standing Committee for CDC Center for Preparedness and Response

Agenda – July 22, 2022, Noon – 3:00 P.M. ET

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FRIDAY, JULY 22, 2022

Purpose

This meeting will build upon the discussions held during the [workshop](#) titled Building Public Trust and Public Health Emergency Preparedness and Response (PHEPR) Science and the ongoing discussions of the Standing Committee for CDC Center for Preparedness and Response (SCPR) to generate concrete actions that federal and state governments can take to (re)build public trust in PHEPR science. This is of critical importance as the United States faces ongoing public health emergencies including COVID-19, Monkeypox, wildfires and other climate-related emergencies.

SESSION I

Welcoming Remarks and Sponsor's Reflections

12:00 p.m.

Welcoming Remarks and Overview of the Agenda

Tener G. Veenema, *Standing Committee Chair*
Senior Scholar, Center for Health Security
Senior Scientist, Environmental Health and Engineering
Bloomberg School of Public Health
Johns Hopkins University
Member, National Academy of Medicine

12:05 p.m.

Welcome and Opening Remarks from the Sponsor

Joanne Andreadis
Associate Director for Science
Center for Preparedness and Response
Centers for Disease Control and Prevention

Robin Soler
Director of the Office of Applied Research, Office of Science and Public Health Practice
Center for Preparedness and Response
Centers for Disease Control and Prevention

SESSION II

Actions to (Re)Build Public Trust

12:15 p.m.

Overview and Takeaways from the Workshop on Building Trust and Public Health Emergency Preparedness and Response (PHEPR) Science

Sandra C. Quinn, *Workshop Planning Committee Chair*
Professor and Chair
Department of Family Science
University of Maryland School of Public Health

We will utilize a recent framework developed by Deloitte to guide our discussion. In this framework, trust in government is grounded in 2 key attributes: intent and competence.

Intent is represented by 2 signals:

1. *Humanity: “the perception that the government genuinely cares for its constituents’ experience and well-being by demonstrating empathy, kindness, and fairness”*
2. *Transparency: “the government openly shares information, motives, and choices related to policy, budget, and program decisions in straightforward language”*

Competence is represented by 2 signals:

1. *Capability: “the belief that the government can create high-quality programs and services and has the ability to meet expectations effectively”*
2. *Reliability: “the government can consistently and dependably deliver high-quality programs, services, and experiences to constituents across platforms and geographies”*

The discussion will apply this framework to 3 key areas:

1. Trust in federal and state government agencies
2. Trustworthiness of leaders and spokespeople for federal and state government agencies
3. Trust in the actions the agencies, leaders, and spokespeople take to manage the information environment

12:30 p.m.

Facilitated Discussion on Concrete Actions to (Re)Build Trust

Introduction (10 min.)

Sarah Lunsford, *Workshop Consultant & Facilitator*
Sarah Lunsford Consulting

Part 1: Sharing an Experience (Cathy Slemph) (5 min.)

Part 2: Discussion: Rebuilding trust: Intent – humanity and transparency (30 min.)

- How do humanity and transparency show up in the actions agencies take to build or maintain trust? In the actions leaders and spokespeople take to build or maintain their trustworthiness?
- What actions could agencies and individuals take to demonstrate humanity and transparency when managing the information environment?

Part 3: Sharing an Experience (Monica Schoch-Spana) (5 min.)

Part 4: Discussion: Rebuilding trust: Competence – capability and reliability (30 min.)

- How do capability and reliability show up in the actions agencies take to build or maintain trust? In the actions leaders and spokespeople take to build or maintain their trustworthiness?
- What actions could agencies and individuals take to demonstrate capability and reliability when managing the information environment?

BREAK (10 min.)

Presentation on Interactive Systems Framework: For Dissemination and Implementation of Guidance to Build (Rebuild) Public Trust (15 min.)

Abraham Wandersman

Distinguished Professor Emeritus
Department of Psychology
University of South Carolina

Part 5: Discussion: Rebuilding trust: Intersections and gaps (30 min.)

- How are these actions interconnected?
- What is missing?

SESSION III

MEETING WRAP UP

2:45 p.m.

Committee Debrief, Next Steps, and Future Meeting Planning

Tener G. Veenema, *Standing Committee Chair*

Senior Scholar, Center for Health Security
Senior Scientist, Environmental Health and Engineering
Bloomberg School of Public Health
Johns Hopkins University
Member, National Academy of Medicine

3:00 p.m.

Meeting Adjourns