



ZAP Summit Follow-up

**Health Messaging and Communication for
Response to US Zika Virus Transmission**

- **2016 Zika Virus Response Team**
US Centers for Disease Control and Prevention
- **Florida Department of Health**
- **Martin County Department of Health, Florida**

Introduction

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Task Force

US Centers for Disease Control and Prevention

Presenters

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Learning Objectives

- Identify primary audience of Zika prevention strategy in US
- Describe phased response for responding to Zika in US
- Identify key audiences and messages for Zika communication plan
- Describe how a state health program prepared for emergence of mosquito-borne disease (chikungunya and dengue)
- Know where to find key Zika virus risk communication planning resources on the CDC website

ZAP Summit Summary: Health Communications

- Major need: health messaging and communication resources
- Challenges:
 - One size does not fit all. Communication messaging should be tailored for the intended audience (e.g., CONUS or US territories)
 - Using innovative, cost-effective communication channels
 - Difficulties in communicating risk of sexual transmission among teens and young adults
 - Encouraging community engagement in collective actions to help protect pregnant women

ZAP Summit Summary: Health Communications

- Sample questions raised during health comms TA sessions:
 - What are the best ways to disseminate local messaging (e.g., local media, social media) among audiences?
 - What is the best way to communicate to hard-to-reach and vulnerable populations using culturally appropriate materials (e.g., low literacy, translations)?
 - Will there be a national campaign to encourage private citizen participation in vector control?
 - How can we ensure message consistency across jurisdictions?

Zika Prevention Approach for United States

- Primary focus: Protect pregnant women
- Zika virus already spreading widely in Puerto Rico
 - Vector control, Zika Prevention Kits (ZPK), access to effective contraception, risk communication and community engagement
- CONUS: Probable clusters of local transmission, but widespread outbreaks not expected
 - Need to be prepared
 - Surveillance (human, including preg/birth defects; mosquito)
 - Phased risk-based response plan

Phased Risk-based Response

- Preparation and planning
- Beginning of mosquito season
- First confirmed case of local transmission
- Widespread local transmission

Remember! Communication cuts across all areas: vector control, laboratory testing, outreach to pregnant women, surveillance, blood safety

Preparation

- Plan for communication materials and outreach to raise awareness among pregnant women, travelers, healthcare providers, and the public.
 - Focus on ways people can protect themselves from mosquito bites
 - Include messaging on the risk for sexual transmission and steps people can take to prevent it
- Update scripts for state call centers to include Zika messaging

Estimated Range of *Aedes aegypti* and *Aedes albopictus* in US



*These maps **DO NOT** show:

- Exact locations or numbers of mosquitoes living in an area
- Risk or likelihood that these mosquitoes will spread viruses

Beginning of Mosquito Season

- Initiate communication outreach with primary messaging focusing on awareness, personal protection against mosquito bites, and residential source reduction
- Distribute messaging encouraging travelers returning from to areas with Zika transmission to take precautions after arriving in the US
 - Actively take steps to prevent mosquito bites for at least 3 weeks to reduce the risk of spread to local mosquito populations

First Confirmed Local Transmission of Zika

- Issue press release and intensify visible activities in the county to increase attention to risk of Zika virus transmission and need for taking personal protection measures
 - Flyers, community leaders, and social media
- Monitor local news stories and social media postings to determine if
 - Information is accurate
 - Identify messaging gaps
 - Make adjustments to communications as needed

Case Clusters / Widespread Local Transmission

- Intensify countywide (or jurisdiction-wide) outreach
 - Newspaper, radio, social media, call centers
- Maintain active dialogue with at-risk individuals and communities
 - Listen to, acknowledge, and address their concerns
- Maintain trust by being open and honest about what is known and what is not known

Communication Goals

- Use multiple communication channels to clearly communicate key messages about Zika
- Increase awareness about how to prevent mosquito bites
- Educate pregnant women about how to protect themselves from Zika and what to do if they think they have Zika
- Educate women of child-bearing age about the risk Zika virus presents to them if they become pregnant
- Maintain credibility and public trust by regularly providing timely, accurate, accessible, consistent, and comprehensive information about what is known and what is unknown

Communication Goals (continued)

- Avoid speculation and conjecture
- Dispel rumors, misinformation, and misperceptions as quickly as possible
- Address concerns and fears of pregnant women and their families
- Identify, train, and use credible spokespersons
- Apply emergency risk communication principles to all public messaging
- Use plain and clear language
- Meet demands of 24-hour news cycles
- Coordinate communication with partners across all levels of local, state, and federal government, as well as with healthcare and industry partners

Risk Communication Frame

- Acknowledge what we know, what we do not know, and what steps are being taken to close the gap
- Acknowledge loss, change, hardship, and human effect of Zika
- Emphasize anticipatory guidance, self-efficacy, and process information
- Include risk communication in local- and community-level activities and interactions

Five Top Messages

- Zika infection during pregnancy causes birth defects. Pregnant women should not travel to areas with Zika.
- Zika is primarily spread through the bite of infected *Aedes aegypti* and *Ae. Albopictus* mosquitoes
- The best way to prevent Zika is to protect against mosquito bites.
- Many people infected with Zika don't even know they have it. People usually don't get sick enough to go to the hospital.
- See a healthcare provider if you develop a fever, rash, joint pain, or red eyes during a trip or within 2 weeks after traveling to a place with Zika, or if you have had sexual contact with someone who has traveled.

Messages: Pregnant women and women of child-bearing age

- Talk to your doctor about what you can do to protect yourself and your baby from Zika.
- Use EPA-registered insect repellents as directed every day.
- Each week, follow steps to eliminate places where mosquitoes lay eggs inside and outside your residence.
- Use condoms the right way every time you have sex, or do not have sex during your pregnancy.
- Wear long-sleeved shirts and long pants

Messages: Male partners of pregnant women and women of child-bearing age

- If your partner is pregnant, either use condoms the right way every time you have vaginal, anal, and oral sex, or do not have sex during her pregnancy.
- Take steps to avoid mosquito bites to prevent Zika virus infection and other mosquito-borne diseases.
- Use air conditioning and use window and door screens.
- Wear long-sleeved shirts and long pants, and use EPA-registered insect repellents.

Messages: Public

- Protect yourself from mosquito bites to prevent Zika virus infection. Here's how:
 - Use air conditioning and use window and door screens.
 - Wear long-sleeved shirts and long pants.
 - Use EPA-registered insect repellents as directed every day.
 - Once a week, empty and scrub, turn over, cover, or throw out items that hold water.
 - Repair and seal septic systems.
 - Protect yourself, your family, and your community, which will...protect her pregnancy.

Learning from State and Local Expertise

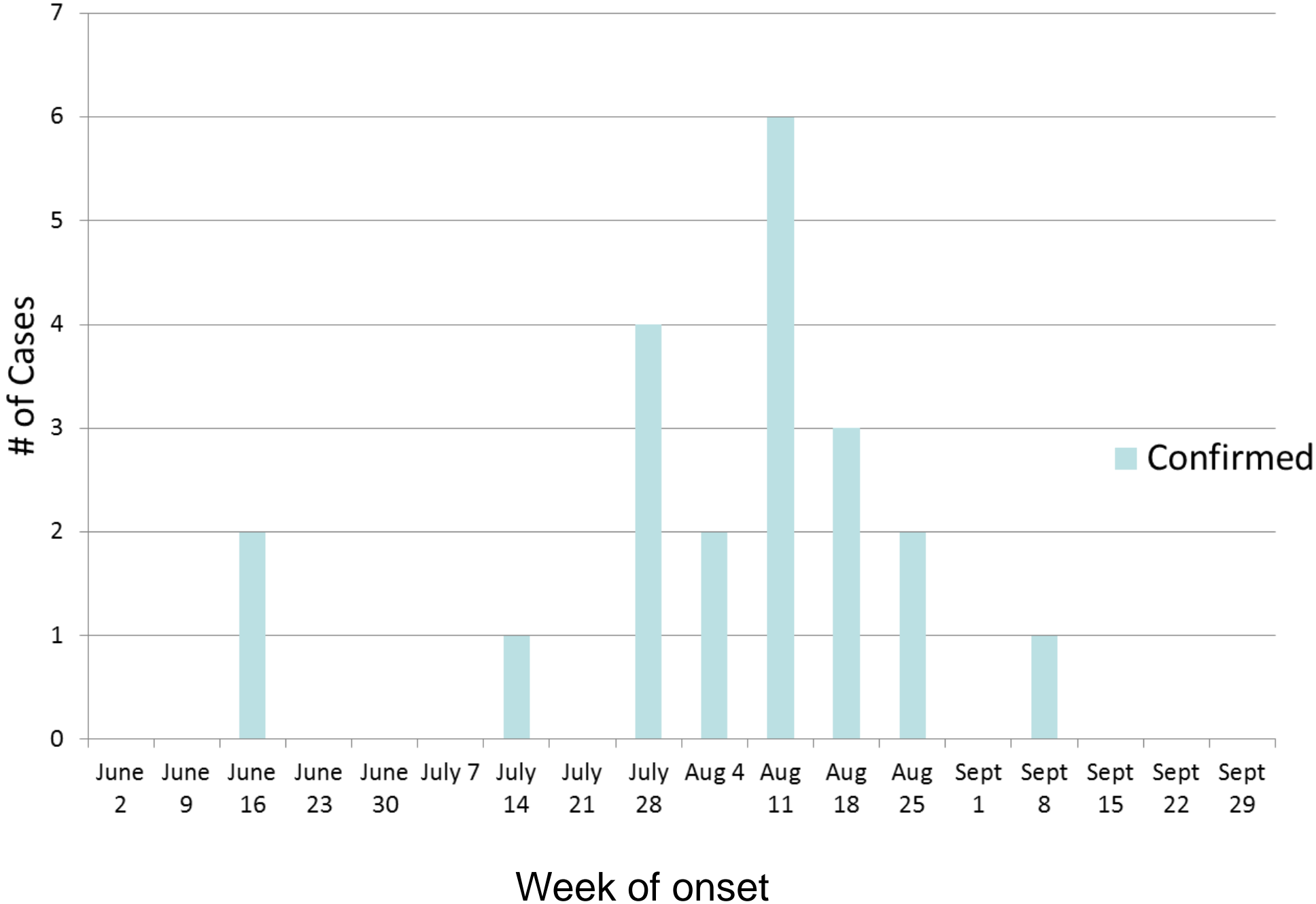
- Florida's responses to chikungunya and dengue
- State and county perspectives on Zika preparedness
 - First case of locally transmitted Zika
 - Clusters / widespread transmission

Dengue, Martin County, 2013

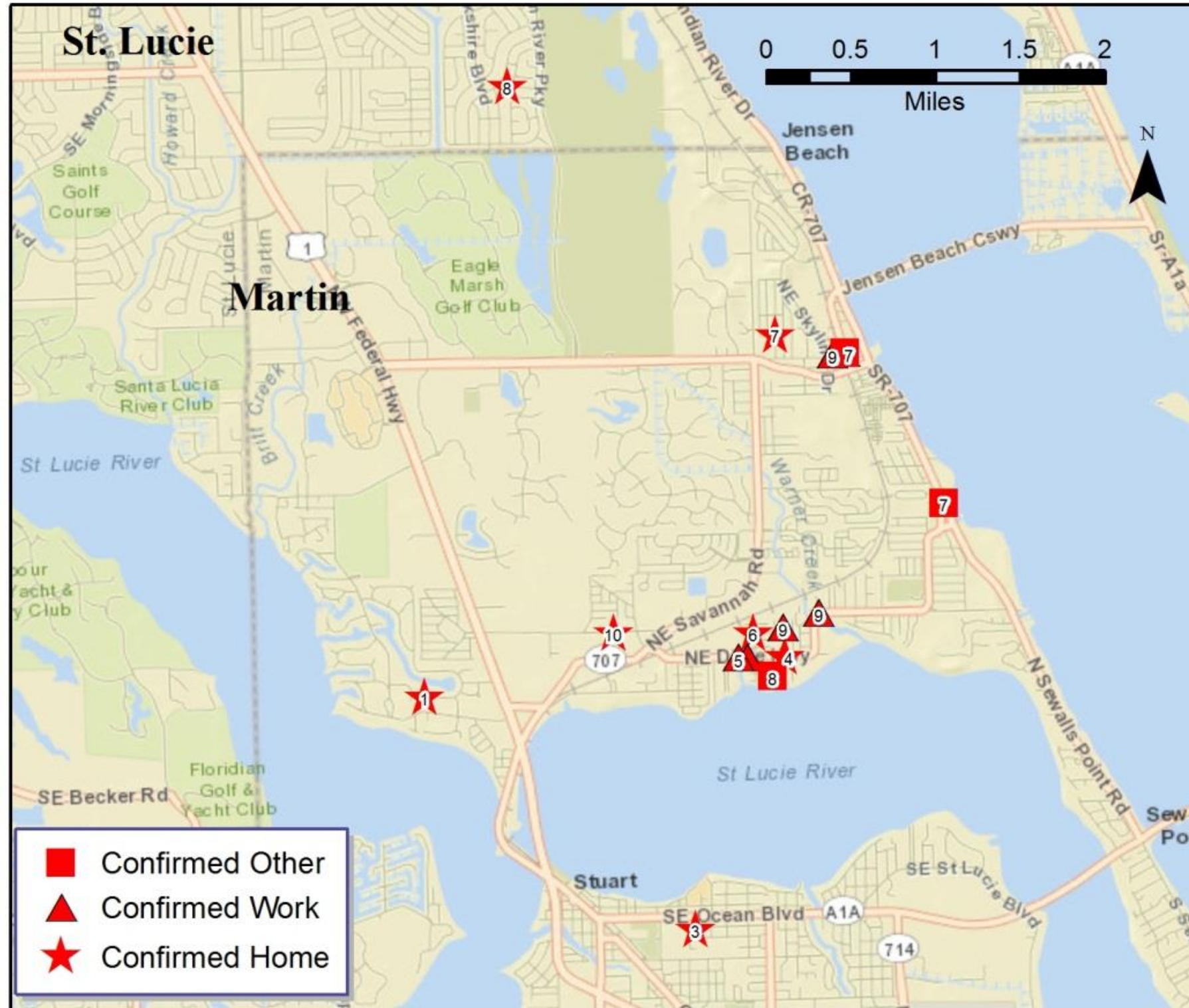
- Three cases of suspect meningitis confirmed as dengue
- Worked in the same business
 - Including the receptionist



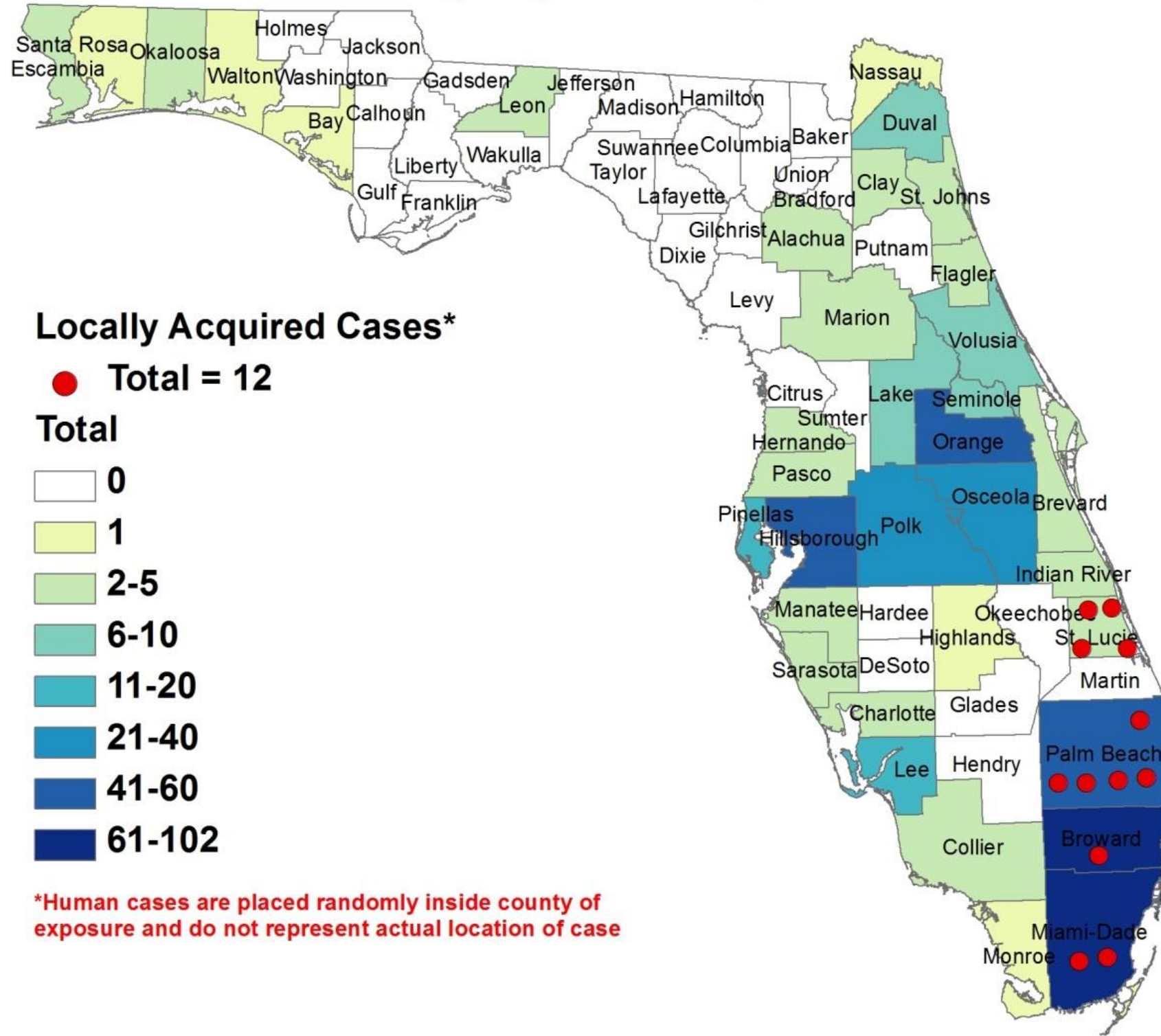
Dengue, Martin County, 2013



**Locally-Acquired Dengue:
Martin and St. Lucie Counties Confirmed Cases, 2013**

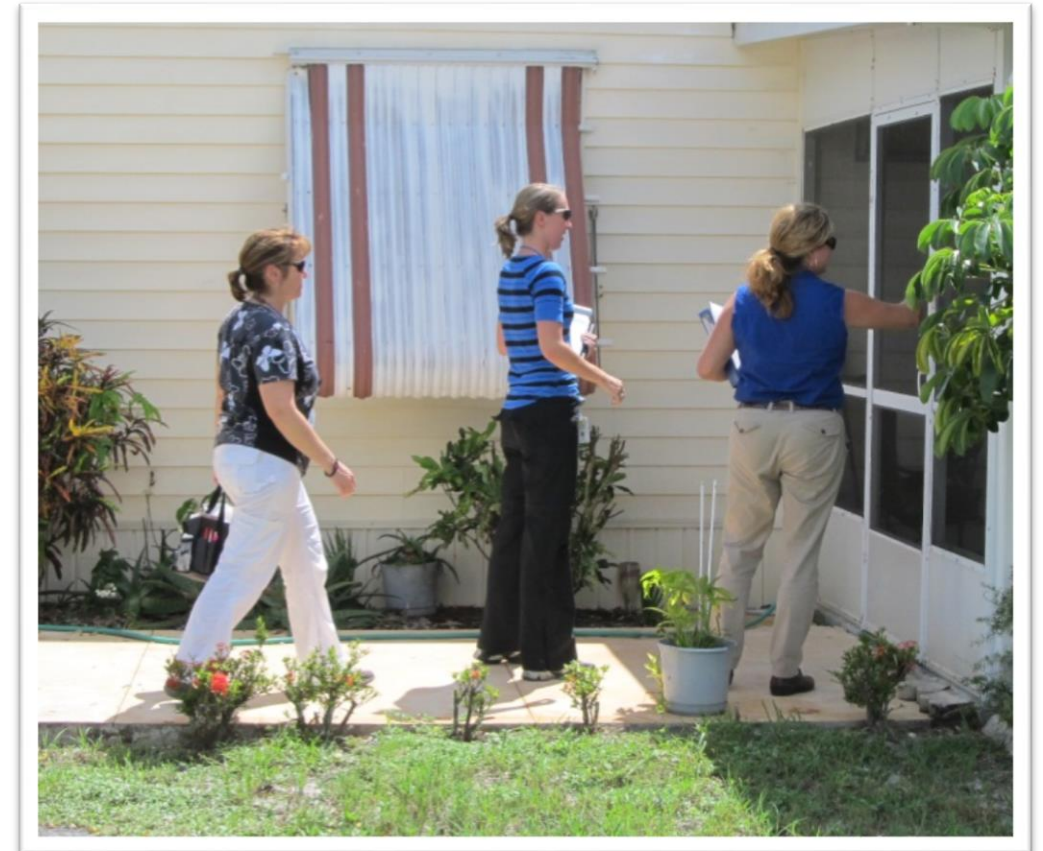


Florida Imported and Locally Acquired Chikungunya Cases, 2014

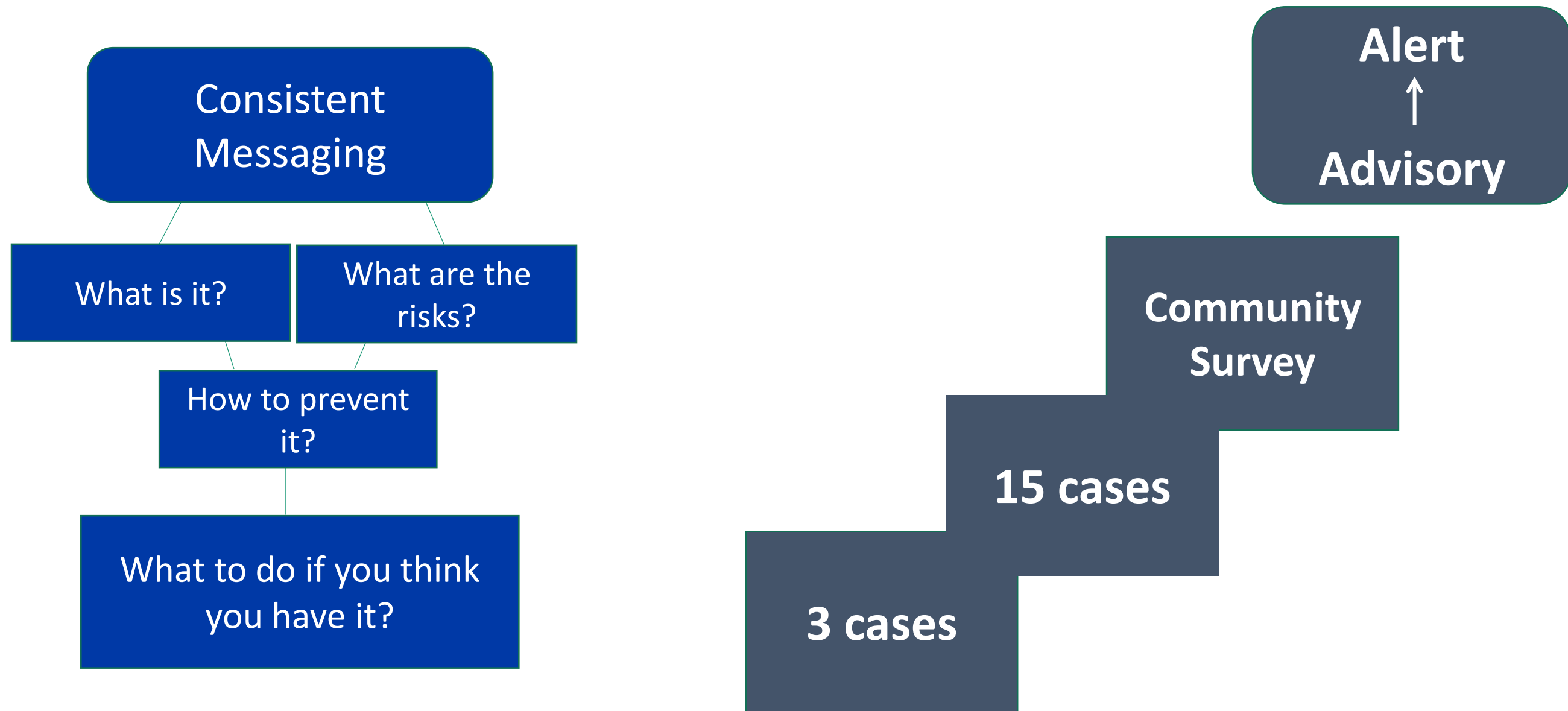


Challenges

- Unusual illness
- Community Survey: Door to door blood samples
- Evolving situation
- Satisfy needs
 - Public
 - Media



Dengue Fever



The Next Level...

Community Survey

Collection of blood samples

How did we inform and educate the public?

- News conference
- Door to door campaign in the area
- Reverse phone call messaging
- Expert from U. Miami for medical providers
- Utilize partnerships – Martin County

Basic Elements

Start thinking about this now...

- Have a **plan**
- Identify **challenges**
- Have **templates** ready, if possible
- Identify & prep an **expert(s)**
- Update your **staff**
- Provide regular **communication** to partners, public, & media
- Be **credible**
- Develop a **system** to deal with an influx of information, requests
- Accept **help**

“Anything to help...”

Interviews in the field



Are our efforts working?




Key Resources

- [CDC's Zika microsite](#)
- [Public Health Image Library \(PHIL\)](#)
- CDC's Zika key messages (email: EmergencyPartners@cdc.gov)
- [CDC's Clinician Outreach and Communication Activity](#)
- [Health Alert Network](#)
- Epi-X
- [Zika State and Local Health Departments web site](#)

Complete list of resources: <http://www.cdc.gov/zika/pdfs/zika-communications-planning-guide-for-states.pdf>

Key Resources



Centers for Disease Control and Prevention
CDC 24/7: Saving Lives, Protecting People™

[CDC A-Z INDEX](#)

Zika Virus

- Zika Virus Home
- What CDC is Doing
- About Zika Virus Disease +
- Prevention +
- Transmission +
- Symptoms, Diagnosis, & Treatment
- Areas with Zika +
- Information for Specific Groups -
- Pregnant Women +
- State & Local Public Health Laboratories +
- Vector Surveillance and Control +
- State and Local Health Departments -

[CDC](#) > [Zika Virus Home](#) > [Information for Specific Groups](#) > [State and Local Health Departments](#)

Zika Communication Planning Guide for States

Language:

In order to meet state, local, and territorial health department goals for the Zika response, clear, consistent, and frequent communication ensures that people receive and understand information that can help them make decisions. Communication with the public will foster behaviors to prevent the spread of Zika and protect pregnant woman and their pregnancies.

This planning guide provides states with resources to develop adapted communication strategies for their state including

- Information on the purpose and use of CDC's key messages and how to get updates.
- Communication outreach products including fact sheets, infographics, posters, videos, and CDC's Digital Press Kit.
- Clinical communications products including the clinical guidance, Health Alert Network, MMWRs, and Clinician Outreach and Communication Activity (COCA) deliverables.

Factsheets

- College Spring Break: [English](#) [PDF - 1 page] | [Spanish](#) [PDF - 1 page]
- Family Spring Break: [English](#) [PDF - 1 page] | [Spanish](#) [PDF - 1 page]
- Mosquito Bite Prevention for Travelers: [English](#) [PDF - 2 pages] | [Spanish](#) [PDF - 2 pages] | [Portuguese](#) [PDF - 2 pages] | [Danish](#) [PDF - 2 pages]

ZIKA COMMUNICATION PLANNING GUIDE FOR STATES

In order to meet state, local, and territorial health department goals for the Zika response, clear, consistent, and frequent communication ensures that people receive and understand information that can help them make decisions. Communication with the public will foster behaviors to prevent the spread of Zika and protect pregnant woman and their pregnancies.

This planning guide provides states with resources to develop adapted communication strategies for their state including:

- Information on the purpose and use of CDC's key messages and how to get updates.
- Communication outreach products including fact sheets, infographics, posters, videos, and CDC's Digital Press Kit.
- Clinical communications products including the clinical guidance, Health Alert Network, MMWRs, and Clinician Outreach and Communication Activity (COCA) deliverables.
- CDC's website and instructions for web syndication.

Communications activities for states and local jurisdictions to consider when making their own Zika Action Plans are outlined in the [Zika Virus Risk-Reduced Preparedness and Response Guidance for States](#), and include the following Phased Response elements:

Preparation (where possible)

- Prepare a communication campaign for pregnant women, travelers, healthcare providers, and the public to raise awareness of Zika virus. Include messaging on the risk for sexual transmission, and steps persons can take to prevent it.
- Update scripts for state call centers to include Zika messaging.

Message focus

- Initiate a communications campaign, with primary messaging focusing on awareness, personal protection against mosquitoes, and residential source reduction.
- Deploy messages encouraging travelers returning from to areas with Zika transmission to take precautions upon return (do not take steps to prevent mosquito bites for at least three weeks) to reduce the risk of spread to local mosquito populations.

For information on Zika virus, visit [www.cdc.gov/zika](#).

Questions

Evaluation