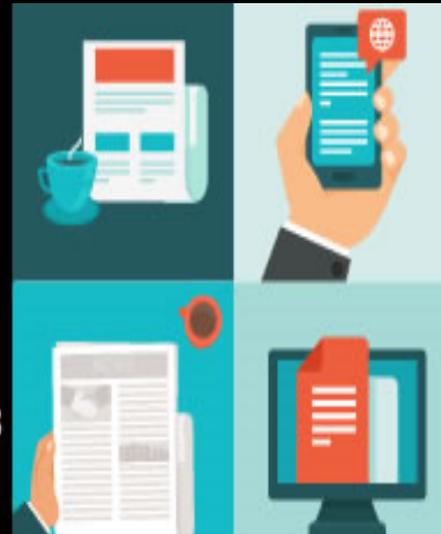


DSHS Grand Rounds

Sept. 23

Case Studies in Communications: An Insider's Guide for Tackling Topics, From Routine to Difficult

Presenters:
Melissa Loe, Communication Mgr., DSHS
Carrie Williams, Director of Media Relations, DSHS



Logistics

Registration for free continuing education (CE) hours or certificate of attendance through TRAIN at: <https://tx.train.org>

Streamlined registration
for individuals not requesting CE hours
or a certificate of attendance

1. webinar: <http://www.dshs.state.tx.us/grandrounds/webinar-no-CE.shtm>
2. live audience: sign in at the door

For registration questions, please contact Laura Wells, MPH at
CE.Service@dshs.state.tx.us

Logistics (cont.)

Slides and recorded webinar available at:

<http://www.dshs.state.tx.us/grandrounds>

Questions?

There will be a question and answer period at the end of the presentation. Remote sites can send in questions throughout the presentation by using the GoToWebinar chat box or email GrandRounds@dshs.state.tx.us.

For those in the auditorium, please come to the microphone to ask your question.

For technical difficulties, please contact:

GoToWebinar 1-800-263-6317(toll free) or 1-805-617-7000

Disclosure to the Learner

Requirement of Learner

Participants requesting continuing education contact hours or a certificate of attendance must register in TRAIN, attend the entire session, and complete the online evaluation within two weeks of the presentation.

Commercial Support

This educational activity received no commercial support.

Disclosure of Financial Conflict of Interest

The speakers and planning committee have no relevant financial relationships to disclose.

Off Label Use

There will be no discussion of off-label use during this presentation.

Non-Endorsement Statement

Accredited status does not imply endorsement by Department of State Health Services - Continuing Education Services, Texas Medical Association, or American Nurses Credentialing Center of any commercial products displayed in conjunction with an activity.

Additional Readings

1. Bartlett C, Wurtz R. Twitter and public health. *J Public Health Manag Pract.* 2015;21(4):375-83. doi: 10.1097/PHH.0000000000000041.
2. Del Vento A, Bavelas J, Healing S, MacLean G, Kirk P. An experimental investigation of the dilemma of delivering bad news. *Patient Education & Counseling.* 2009;77(3):443-449. doi:10.1016/j.pec.2009.09.014.
3. Edworthy J, Hellier E, Newbold L, Titchener K. Passing crisis and emergency risk communications: the effects of communication channel, information type, and repetition. *Applied Ergonomics.* 2015;48:252-262. doi:10.1016/j.apergo.2014.12.009.
4. Graham M, Avery E, Park S. The role of social media in local government crisis communications. *Public Relations Review.* 2015;41(3):386-394. doi:10.1016/j.pubrev.2015.02.001.
5. Remington, P. *Communicating public health information effectively: a guide for practitioners.* Washington, DC: American Public Health Association; 2002

**For full text articles, please e-mail the DSHS Medical and Research Library
(Library@dshs.state.tx.us)**

Introductions



Kirk Cole

DSHS Interim Commissioner is pleased
to introduce our DSHS Grand Rounds speaker

Case Studies in Communications: An Insider's Guide for Tackling Topics, From Routine to Difficult



Carrie Williams
Director of Media
Relations, DSHS



Melissa Loe
Communications
Manager, DSHS

Learning Objectives

Participants should be able to:

1. Identify and apply many of the key communications lessons to their own planning and response efforts for any crisis, routine event or sensitive topic.
2. Consider various communication methods to deliver clear, concise information to a variety of audiences.
3. Identify communications pitfalls and factors that influence message effectiveness, including plain language, accuracy and timing.



Case Studies in Communications

**An Insider's Guide
For Tackling Tough Topics, From Routine to Difficult**



Melissa Loe
Communications Manager

Carrie Williams
Media Relations Director

Texas Department of State Health Services
Grand Rounds Sept. 23, 2015

@TexasDSHS



Why Good Communication?

- Drives how people see you
- Saves lives



Let's eat grandpa.
Let's eat, grandpa.

**correct punctuation can
save a person`s life.**



Why Good Communication?

- Helps avoid error, frustration, misunderstanding



Why Good Communication?

- Key to success in life and relationships
- Key to doing a good job



What We're Going to Cover

- Why good communication matters
- Evolution of communication platforms
- Elements of good communication
- Case studies:
 - WIC
 - Blue Bell
 - Speak Your Mind Texas
 - Texas Ebola

What We're Going to Cover

- Crisis communications tips
- TV tips
- What you can do now



Communication Platforms

Social media is here to stay



Communication Platforms

Facebook

Texas Department of State Health Services shared CDC's photo.
September 9 at 4:20pm · 🌐

We urge you to follow national guidance to not eat any recalled cucumbers that may be contaminated with #Salmonella. Read more about the recall and Texas at <http://www.dshs.state.tx.us/news/updates.shtml>
#TexasDSHS



CDC

56 more cases added to large Salmonella outbreak linked to imported, recalled cucumbers that is affecting 30 states. For the latest information on the investigation and recall: <http://go.usa.gov/3Mg3G>

👍 Like 💬 Comment ➦ Share

Galveston County Health District, Kamesha Owens, Virginia Suarez Burris and 82 others like this.

Trina Theron or...
Like · Reply · September 10 at 4:21am

Judith Redman Kirk List the stores where these cucumbers are being sold. Walmart?? HEB?? Whole Foods??
Like · Reply · 5 · September 10 at 5:30am · Edited

Cherie Greene And why wasn't this publicized sooner?
Like · Reply · 1 · September 10 at 8:12am
↳ 1 Reply

Brandy Waterman Jania M. Elias
Like · Reply · September 10 at 8:48am

Tina Hayes Oh god/yeah, let people know where!!!!
Like · Reply · September 10 at 9:52am

Ashlee Tripp Publicis
Like · Reply · September 10 at 9:51am

Melinda Venecia Jarrifer De Leon
Like · Reply · 1 · September 10 at 9:53am

Liza Lewis When will Texas/the US stop importing vegetables from Mexico? Too many sick and dying people at this point. If the fruit/veggie does not have a strong thick skin it should not be allowed in the US anymore. Organic has nothing to do with that at all.
Like · Reply · September 10 at 9:55am
↳ 2 Replies

...

Texas Department of State Health Services The cucumbers are distributed in Texas, including at grocery stores and restaurants. The CDC is updating a webpage with the latest information on this recall – please check this page for the specific store information: <http://www.cdc.gov/salmonella/poona-09-15advice.html>. Thank you.

Recall & Advice to Consumers, Restaurants, and Retailers | Multistate Outbreak of Salmonella... Advice to Pet Owners: Multistate Outbreak of Salmonella Poona Infections Linked to Imported Cucumbers
CDC GOV

Like · Reply · Remove Preview · 1 · September 10 at 10:37am
↳ 1 Reply

Sosa Ana Debby Melinda Svetik Sims Gail Galaway
Like · Reply · September 10 at 11:02am

Texas Department of State Health Services added 6 new photos.
August 31 at 9:38pm · Edited (9) · 🌐

Our WIC team traveled across the state this summer helping families make healthy choices. Looks like these little ones had some fun with WIC at the The Austin Chronicle Hot Sauce Festival! Learn more about WIC at TexasWIC.org. #TexasDSHS



👍 Like 💬 Comment ➦ Share

Tarrant County Infant Health Network, Galveston County Health District, Annette Reyes Lerma and 5 others like this.

Communication Platforms

Twitter



Texas DSHS @TexasDSHS · Oct 9

We have completed testing of the specimen submitted today by Texas Health Presbyterian Hospital Dallas. The result is negative for #Ebola.

← 178 ★ 67 ⋮

Your neighbors will most likely be the first to offer help in an emergency. Plan together.

#NatlPrep #PrepareAthon

pic.twitter.com/gLRQWLZIE9



← 2 ↻ 24 ★ 11

Communication Platforms

News Media

- Daily newspapers
- 24/7 news cycle
- Tweeting/blogging reporters
- Reaches the masses
- How you respond may become the news



Communication Platforms

“Dear government agency: Ignoring me is not going to make me go away. It's going to make me annoy you even more.

Choose your path wisely.”

Tweet from Dallas Morning News Reporter



Communication Platforms

“Health department officials did not immediately return calls seeking comment.”

Associated Press

“Note to Texas agencies:

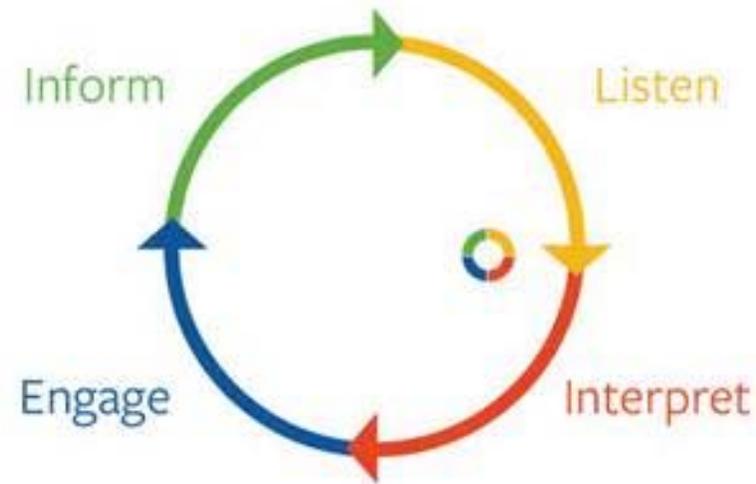
Quit releasing records at 5 p.m. on Friday. I don't mind staying late and writing what the records show.”

Tweet from Houston Chronicle Reporter



Elements of Good Communication

- Identify a need and goal
- Craft your message
- Channel: go to your audience
- Evaluate



Elements of Good Communication

Craft your message

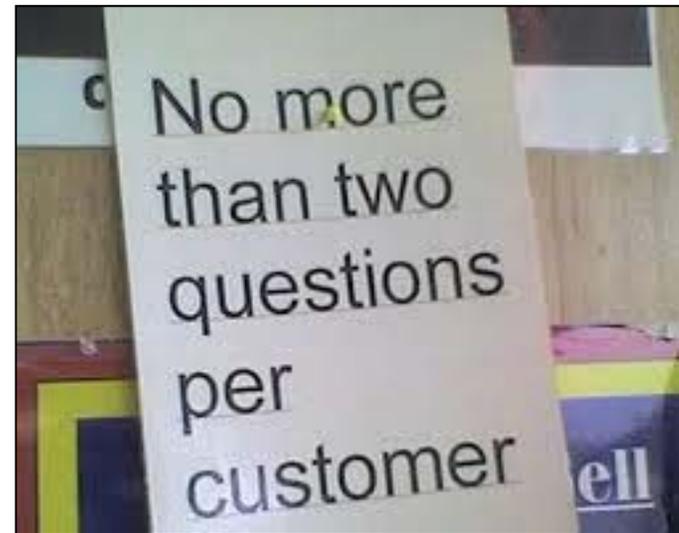
- Clear
- Concise



"Sign here to indicate you have no idea what you've signed."

Elements of Good Communication

- Fast
- Helpful
- Credible
- Complete
- Context
- Available, responsive



Elements of Good Communication

- Trust and human error
- Relationships
- Honesty



Case Study: WIC



WIC

Key Challenges

- Participation rates declining
- Lack of awareness, understanding

Key Messages

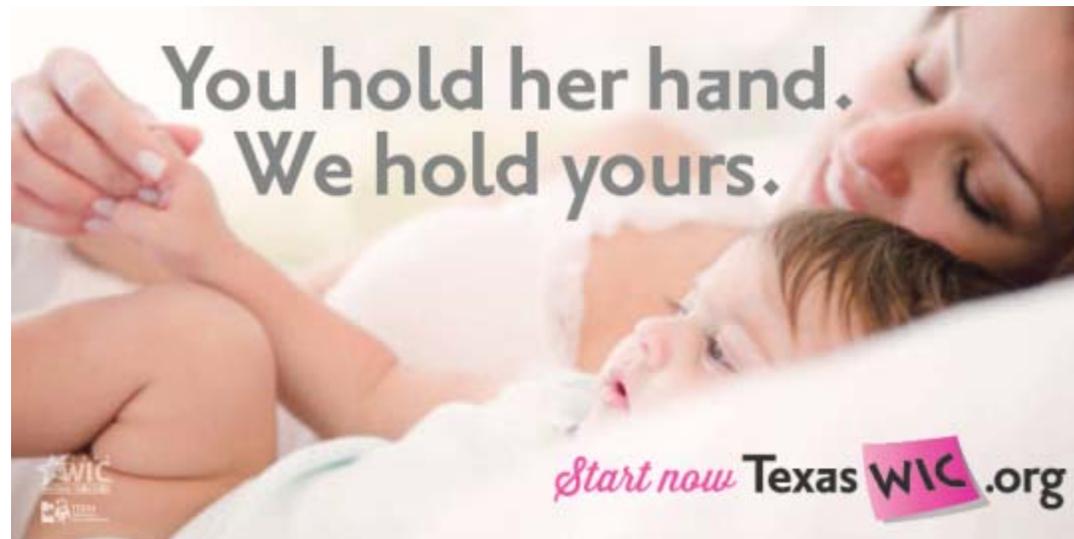
- WIC is mom's partner
- WIC helps you raise amazing kids



WIC

Initial Messages

- Not empowering
- Not respectful



WIC

Initial Messages

- Not clear



WIC

Final Messages

- “Real” is relatable to moms and their lives
- Positive connection



WIC

Key Takeaways

- Listen to your audience
- Adjust your message as needed



Case Study: Blue Bell

On April 20, Blue Bell recalled all of its ice cream.



Blue Bell Recall

Key Challenges

- Iconic Texas company
- Loyal following
- Multiple states
- Incremental
- Low-risk food



Blue Bell Recall

What We Knew

- Outbreak included deaths
- People wanted Blue Bell
- The story had legs
- Inspections had issues
- Needed appropriate action
- Needed balanced message

Biz Beat Blog

Report: Health inspectors found crickets, mildew at Blue Bell plant



Karen Robinson-Jacobs

Published: April 29, 2015 6:55 pm



Blue Bell Recall

Key Messages

- Discard or return product
- We have a firm plan
- Blue Bell is cooperative
- We can ensure compliance
- But, one thing we couldn't answer



Blue Bell Recall

Key Takeaways

- Take action and explain it
- Do the right thing
- Be transparent
- Acknowledge public concern/allegiance
- Be OK with tangential questions (but focus on core messages)



Case Study: Speak Your Mind



Half of all mental health problems begin before age 14.

SPEAKYOURMINDTEXAS.ORG

Speak Your Mind Texas

Audience

- Youth age 12-25 years
- Youth support systems

Key Messages

- Teen mental health and substance use are prevalent public health issues
- Help is available
- Recovery is possible



Speak Your Mind Texas

Key Challenges

- “Typical teen behavior”
- Sensitive subject



4 out of 10 teens who abuse prescription drugs get them from home.

SPEAKYOURMINDTEXAS.ORG

Speak Your Mind Texas

Video Clip

Speak Your Mind Texas

 **Speak Your Mind Tx** shared National Suicide Prevention Lifeline '1-800-273-TALK (8255)'s photo.
September 9 at 9:05am · Edited · 🌐

#BeThe1To help someone who's feeling lost find their way back to hope. Learn the facts and warning signs of suicide. And learn more about the resources that can help you help others. SpeakYourMindTexas.org
#NSPW15 #speakyourmindtx

DO YOU KNOW THE WARNING SIGNS OF SUICIDE?

The following signs may mean someone is at risk for suicide.
If you or someone you know exhibits any of these signs, seek help as soon as possible by calling the Lifeline at 1-800-273-TALK (8255).

- Talking about wanting to die or to kill themselves.
- Looking for a way to kill themselves, such as searching online or buying a gun.
- Talking about feeling hopeless or having no reason to live.
- Talking about feeling trapped or in unbearable pain.
- Talking about being a burden to others.
- Increasing the use of alcohol or drugs.
- Acting anxious or agitated; behaving recklessly.
- Sleeping too little or too much.
- Withdrawing or isolating themselves.
- Showing rage or talking about seeking revenge.
- Displaying extreme mood swings.

National Suicide Prevention Lifeline | www.suicidepreventionlifeline.org

National Suicide Prevention Lifeline '1-800-273-TALK (8255)' with Marietta Harris Schafer and Jade Tiberio Pelayo

It's National Suicide Prevention Week! #BeThe1To share these warning signs with everyone you know. Knowledge and awareness can help save lives. #NSPW15

👍 Like 💬 Comment ➦ Share

Kelly Akshar, Mary Richard, Carol Gillis and 11 others like this.

 **Speak Your Mind Tx**
June 11 · 🌐

Something as simple as a smile can turn someone's life around for the better. If you see someone who needs a friend today, #reachout to them. Let them know they are not alone.
#StopyBullying #SpeakYourMindTX



Throw kindness around
like it's confetti.

👍 Like 💬 Comment ➦ Share

Consuelo Ramos, Carol Gillis, Sherilyn Parker and 15 others like this.

3 shares



Speak Your Mind Texas

Results

- **Increased awareness:** social media engaged more than 168,000 users and got more than 24,000 “likes”
- **Shared resources:** website received more than 188,000 visits
- **People received help:** calls to hotline related to mental health and substance use increased by 68 percent



Case Study: Texas Ebola

On Sept. 30, Texas confirmed the first case of Ebola diagnosed in the United States.



1100 West 49th Street • Austin, Texas 78756 • (512) 776-7111

Sept. 30, 2014

Texas Early Ebola Key Points

Texas Confirms Ebola Case

- A Texas hospital patient has tested positive for Ebola, making the patient the first case diagnosed in the United States.
- DSHS has had significant contact with the CDC, the local health department and the hospital to ensure the disease does not spread. The state is well equipped to handle this situation and is closely coordinating with our partners help people keep people safe.



Texas Ebola

What We Knew

- Public health emergency
- Our single case could impact entire country
- Our mission: prevent community spread



Texas Ebola

Key Challenges

- And then it was here
- Scary disease, wrong info
- Multiple jurisdictions



Texas Ebola

Key Challenges

- Rumors
- Story control

Texas Town Quarantined After Family Of Five Test Positive For The Ebola Virus

Posted about 1 day ago · 21 comments



The small town of Purdon, Texas has been quarantined after a family of five tested positive for the Ebola virus.

Purdon is located just 70 miles from Dallas, Texas, and is known for its annual 'Ebola' festival. The family, consisting of Jack Phillips, his wife, and three children, were all tested positive for the virus.

It has been verified that Jack Phillips returned from Dallas last week while on business. Shortly after arriving home, Mr. Phillips began exhibiting flu-like symptoms, but did not immediately go to the hospital. At this time his wife and

children began showing similar symptoms, which provoked the family to get tested. Doctors then learned that Phillips, his wife, and three children had contracted Ebola haemorrhagic fever.



Texas Ebola

Key Challenges

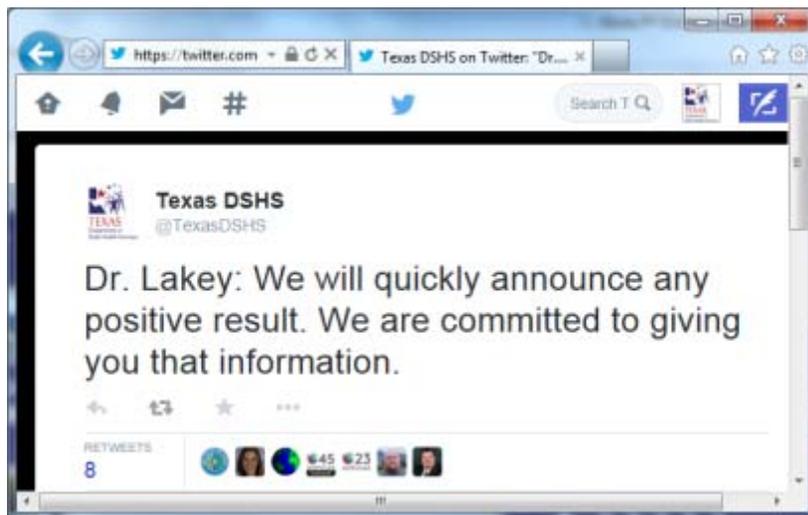
- Difficult messages
- Cognitive dissonance
- How safe is safe enough?



Texas Ebola

Key Strategies

- Absolute candor
- Err on the spectrum of doing more
- Remember core mission



Texas Ebola

Key Takeaways

- Quickly recognize crisis
- Find the data
- Reach big audiences
- Not business as usual
- Promote milestones



Texas Ebola

Key Takeaways

- Don't underestimate the power of good news
- Public health worked



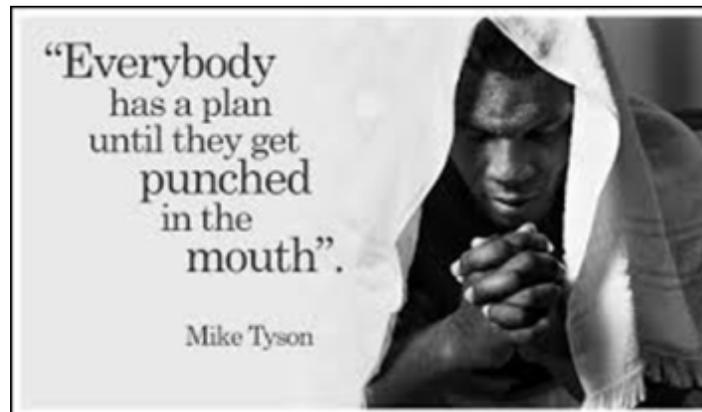
10 Tips For Any Crisis

1. Be fast, say something
2. Be OK with overreaction, uncertainty
3. Remember your core mission
4. Funnel what's new, what's needed
5. Own your own errors



10 Tips For Any Crisis

6. Prepare to be second-guessed
7. Do the right thing; actions speak
8. Numbers and data make you accountable
9. Maintain calm demeanor
10. Deliver good news, too



5 Things You Can Do Now to Get Ready for a Crisis

1. Envision the worst crisis
2. Identify big team
3. Plan, drill
4. Make a case now for being at the table
5. Use what's out there

TV Spokesperson Training in 3 Minutes or Less

- Act natural, be yourself
- Embody the agency
- Look at the reporter
- Know your audience
(it's not the reporter)





Key Takeaways

- What do you need to say, and why?
- You are not your target audience
- Plain language, plain language, plain language
- Listen
- Adjust



In Closing

- If you only remember three things:
 - Be confident: you are the subject matter expert
 - Keep it simple
 - Be open to feedback
- Questions

Questions and Answers



Ricky Garcia, Director
Center for Policy and External Affairs, DSHS

Remote sites can send in questions by typing in the *GoToWebinar* chat box or email GrandRounds@dshs.state.tx.us.

For those in the auditorium, please come to the microphone to ask your question.

Sept. 30

Eastern Perspectives on Death and Dying and Concept of "Self"

**Presenter: Rajendra Parikh, MD,
Medicaid Medical Director, HHSC**

