



CDC Zika IMS Sustaining the Zika Response in 2017 Communication

March 22, 2017

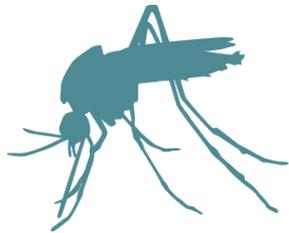
Cathy Young

Deputy Lead, Joint Information Center

Opening Remarks

OVERVIEW

- Opening Remarks
- Communication Best Practices
- Communication Research
- Zika by the Numbers
- Resources
- Closing Remarks



Joint Information Center

ZIKA—a threat like no other

- Complex communication challenge
 - Serious risks and a lot unknown
 - Diverse audiences, various languages, and divided opinions
- Guiding communication principles
 - Evidence-based communication strategy
 - Coordination and consistency at all levels of government
 - Research to understand audience needs and behaviors in the midst of rapidly changing information
 - Collaboration with the community to inform strategy, mobilize partners, and amplify messages
 - Continuous, real-time evaluation driving adjustments to strategies and tactics



Communication Strategy

- ZAP Summit communication planning– Spring 2016
 - Create a written, strategic communication plan
 - Include goals, objectives, target audiences, tactics, key messages and evaluation metrics
 - Revisit and update the plan throughout the response
 - Currently updating for 2017
- Incorporate core risk communication principles in the plan
 - Show empathy
 - Say what you know, what you don't know, and what you're doing to find out
 - Crisis & Emergency Risk Communication (CERC) resources:
<https://emergency.cdc.gov/cerc>
- Direct communication activities toward achieving the goals of the plan



Communication Response

- Coordinate between local, state, and federal entities through clear lines of communication
 - Harmonize and amplify communication strategy
 - Consistent messaging builds credibility with the public
- Communicate with the public about the things that are important to them
 - Understand the public's concerns and respond to them
 - Provide frequent press briefings and media access to the response
- Strengthen the response through robust engagement with community partners
 - Those with other points of view can help to identify communication needs and gaps
 - Engaged partners can act as channels to reach other audiences



Communication Research

- Ground strategy in research
 - Use convenient and ad-hoc information sources to learn about what people do and do not know
 - Monitor local media and social media for themes, misinformation, and gaps
 - Track questions through all public and media inquiry sources (phone calls, emails, social media)
 - Real-time communication research can track message uptake and behavior change
- Refine the communication strategy
 - Add or revise tactics, channels, spokespeople, and messages
 - Update and reinforce information through various channels
 - Focus messaging on addressing gaps



Communication Research

Types of Research

- Harvard poll
- Annenberg surveys
- Media monitoring
- Intercept interviews
- Concept testing
- Message testing (in depth interviews, online surveys)



Review of CDC Studies

- Review of 15 CDC studies from March 2016 to February 2017
- Intercept interviews
- In-depth interviews
- Concept and message testing
- Focus groups and polls were also used in the studies
- Locations: Puerto Rico, USVI, Texas, and Florida
- Populations: pregnant women, partners of pregnant women, women of childbearing age, friends and family of pregnant women

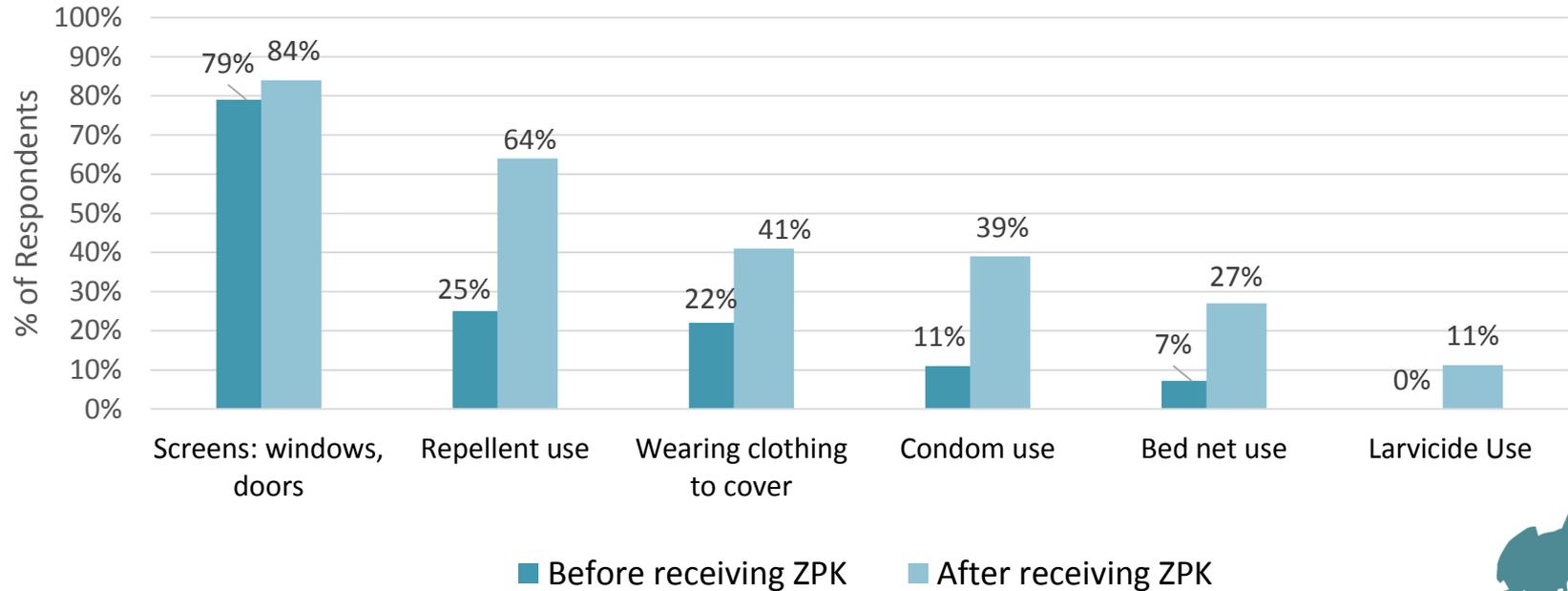


Vector Control and Personal Protective Behaviors

- Thought messages were directed toward individual people and should be directed more towards the community
- Using repellent and getting rid of standing water were easy to do
- Using screens was often seen as expensive or was someone else's responsibility
- Wearing long-sleeved shirts and pants seen as difficult because of the weather
- Wanted materials with more information on the chemicals used in truck spraying and in repellents
- Lack of knowledge about post-travel recommendations
- Misperception that staying indoors will prevent mosquito bites



Interviews with Pregnant Women, Puerto Rico



Interviews with Pregnant Women, Puerto Rico

Source	July (n=359)	August (n=308)	September (n=302)	October (n=300)	November (n=300)	December (n=300)
	%	%	%	%	%	%
WIC	69	65	61	64	62	66
TV PSAs	28	41	41	37	38	36
Doctors	27	29	33	37	31	31
TV News	41	42	36	32	30	36
Internet	19	19	12	15	12	14



Message Testing, Miami

- Interviewed 9 pregnant women
- Low literacy materials reviewed
- Six in English
- Three in Spanish
- Ages 22-39



Message Testing, Miami

CDC's Response to Zika

PROTECT YOUR PREGNANCY FROM ZIKA



1 Mosquitoes carry Zika.

2 Mosquitoes can give you Zika when they bite.

3 You can pass Zika during pregnancy.

4 Zika can hurt your pregnancy.

Normal head size Microcephaly

WWW.CDC.GOV/ZIKA

CDC's Response to Zika

PROTECT YOURSELF FROM MOSQUITO BITES OUTSIDE

Use insect repellent



CDC's Response to Zika

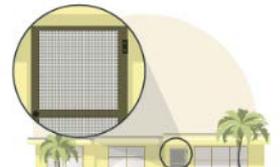
GET RID OF MOSQUITOES AT HOME

W
shi

Dump water inside and outside



Use screens on windows and doors



CDC's Response to Zika

ZIKA CAN PASS THROUGH SEX

Has your partner been to an area with Zika?

If yes, use condoms every time you have sex.



Women:
Use condoms for at least 8 weeks.

Men:
Use condoms for at least 6 months.

Message Testing, Miami

- Flyers were clear and no major issues
- Actual pictures instead of illustrations were preferred
- Participants could relate to and saw themselves in the images because they were pregnant or because of images of families
- Shows how Zika is spread by the mosquito, how it can be passed on to the baby, the effects on the baby and how to protect themselves
- Images of child's head had greatest effect
 - Participants want a healthy baby and would feel guilty if something happened to their child



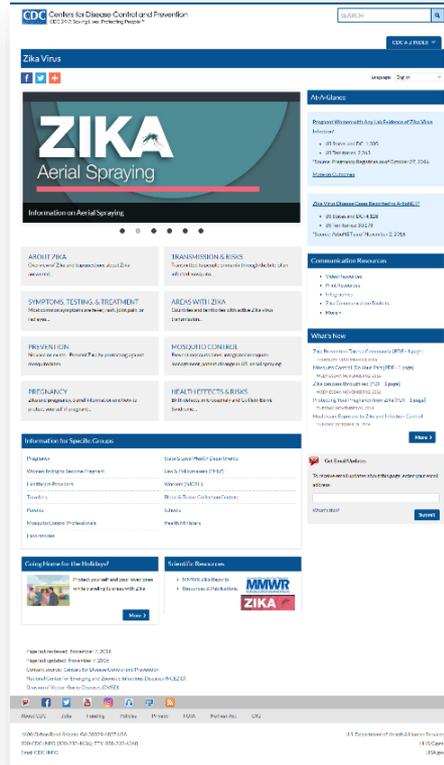
Message Testing, Texas

“I learned something new today. At first, I just thought it passes from mother to the baby and did not know that you can get it from unprotected sex.”



Web Usability Testing Overview

- Who Participated?
 - 17 Consumers
 - 10 Healthcare Providers
- How Did We Test?
 - In-Person / Task based
 - Tested on desktops, tablets, and smartphone versions of the website.
- When?
 - September/October 2016

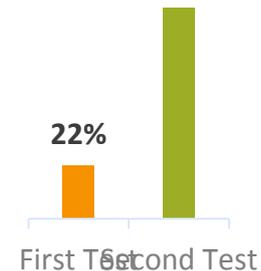


Web Usability Testing Results

- Landing pages worked well across devices and improved task success
- Cross linking helped users find information
- Category buttons were used as the primary means of navigation
- Need Improvement
 - Consumers struggled to understand some content (i.e., condom guidance)
 - Providers navigate to consumers “topic” pages to find info (don’t go into Provider section)
 - Long pages on mobile devices pose problems

The screenshot shows the CDC Zika Virus website. At the top left is the CDC logo and the text "Centers for Disease Control and Prevention CDC 24/7: Saving Lives, Protecting People™". A search bar is at the top right. Below the header is a blue navigation bar with "Zika Virus" and a "CDC A-Z INDEX" dropdown. A left sidebar menu includes: "Zika Virus Home", "About Zika", "Prevention", "Transmission", "Symptoms, Testing, & Treatment", "Areas with Zika", "All Countries & Territories", "Cases in the US", "Mosquito Control", "Health Effects & Risks", "Pregnancy", "Information for Specific Groups", "For Healthcare Providers", "For Laboratories", and "Resources & Publications". The main content area has sections for "Areas with Zika" (with social media icons), "Key Facts" (with bullet points), "ZIKA IN FLORIDA", "CASE COUNTS", "US MAPS", and "WORLD MAP". A language dropdown is set to "English".

Areas with Zika
Overall Success
87%



Web Usability Testing: Next Round

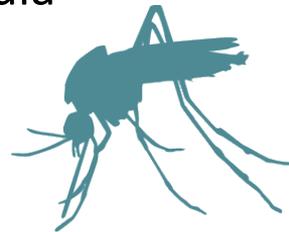
- Who Will Participate?
 - 9 Consumers
 - 9 Providers
- Goals of Test
 - Do consumers understand domestic and travel guidance?
 - Can we use crosslinks to direct providers from consumer “topic” pages to provider pages?
 - Is information for pregnant women easy to find?
 - Do users understand the International Travel map?
- How Will We Test?
 - Same method as in Fall 2016
- When?
 - April/May 2017



Domestic Readiness Campaign

Domestic Readiness Campaign

- **Media targeted toward** key audiences (pregnant women and their families)
 - Miami, Miami Beach, Tampa, Ft. Myers, Orlando, and Puerto Rico
- **Ongoing communication research and message testing**
 - Rapid assessment and reassessment of information - pregnant women in Miami-Dade County were highly targeted early in the outbreak
- **Multiple sources of message exposure**
 - Pandora radio, newspapers, bus shelters, mobile billboard trucks, digital and poster billboards, taxis, airplane signage, display banners, digital street panels, search engine marketing, and various social media



Zika by the Numbers

Zika by the Numbers

>1,500	Communication products cleared
311	Scientific products cleared
>28,000	CDC-INFO inquiries answered
121	CDC infographics and factsheets published
6,681	Social media posts
>3B	Total Twitter reach
>20M	Total Facebook reach
>81M	Cumulative views on the Zika website
50	MMWR early releases published



Resources

CDC Key Messages

2/28/17

FOR EXTERNAL USE

KEY MESSAGES – ZIKA VIRUS DISEASE

Purpose: This document is for internal and external use. The document contains cleared key messages for use in developing other materials.

Updated February 28, 2017

Updated information is in blue.

CONTENTS

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Blood Transfusion	7
Breastfeeding.....	7



Communication Resources

Communication Resources



Language:

CDC offers free resources including video, fact sheets, and posters. Below are links to current communication tools and resources available for use and distribution. For information and resources for specific audiences, click the “Information for Specific Groups” tab in the navigation bar to the left.



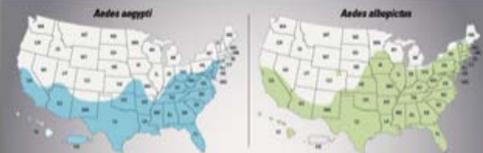
Communication Resources

- All products available in English, Spanish, and Portuguese
- Some products available in other languages
- Translated 10 factsheets into languages spoken in Florida, California, Arizona, New Mexico, Texas, and Louisiana (states at high risk)
 - Chinese
 - Vietnamese
 - Tagalog
 - Korean
 - French Creole
 - Arabic
- Additional translations include: Tagalog, Korean, Samoan, Bengali, Russian, Japanese, and more



Digital Press Kit

Estimated range of *Aedes aegypti* and *Aedes albopictus* in the United States, 2016*



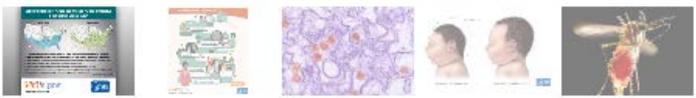
Aedes aegypti | ***Aedes albopictus***

***Aedes aegypti* mosquitoes are more likely to spread viruses like Zika, dengue, chikungunya than other types of mosquitoes such as *Aedes albopictus* mosquitoes.**

- These maps show CDC's best estimate of the potential range of *Aedes aegypti* and *Aedes albopictus* in the United States.
- These maps include areas where mosquitoes are or have been previously found.
- Shaded areas on the maps do not necessarily mean that there are infected mosquitoes in that area.

*Maps have been updated from a variety of sources. These maps represent CDC's best estimate of the potential range of *Aedes aegypti* and *Aedes albopictus* in the United States. Maps are not meant to represent risk for spread of disease.

Estimated range of *Aedes aegypti* and *Aedes albopictus* in the United States, 2016.



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Zika Virus Microsite

Media Library Home

Narrow your results [clear filters](#)

TOPIC
[choose a topic](#)

KEYWORD
Search

TYPE

- Badges
- Buttons
- eCards
- Feeds
- HTML Content
- Images
- Infographics
- Microsites
- PDF
- Podcasts
- Videos
- Widgets

LANGUAGE:

[Return to Previous Page](#)

Zika Virus Microsite

This microsite offers an easy way to share information and stay up to date with developments in the current Zika virus outbreak, including prevention, symptoms, treatment, and information for pregnant women and travelers. [This microsite is also available in Spanish.](#)

Preview | **Embed Code**

Zika Virus

ABOUT ZIKA
Overview of Zika and top questions about Zika answered...

TRANSMISSION & RISKS
Transmitted to people primarily through the bite of an infected mosquito...

SYMPTOMS, TESTING, & TREATMENT
Most common symptoms are fever, rash, joint pain, or red eyes...

PREVENTION
No vaccine exists...Prevent Zika by protecting against mosquito bites...

HEALTH EFFECTS & RISKS
Birth defects, microcephaly and Guillain-Barré Syndrome...

PREGNANCY
Zika and pregnancy, travel information and how to protect yourself if pregnant...

FOR HEALTHCARE PROVIDERS
Clinical updates and information...

AREAS WITH ZIKA
Countries and territories with active Zika virus transmission...

In This Collection

- Zika Virus
- About Zika Virus Disease
- Zika Prevention
- Transmission and Risks
- Symptoms, Testing & Treatment
- For Pregnant Women
- For Health Care Providers
- Zika Information for Specific Groups
- Fact Sheets and Posters



Available at: <https://tools.cdc.gov/medialibrary/index.aspx#/microsite/id/234558>

Know Your Zika Risk Web App

Know Your Zika Risk Restart

Where do you live?



< Back Next >



Available at: <https://www.cdc.gov/zika/pregnancy/index.html>

Pregnancy & Zika Testing Web App

Pregnancy & Zika Testing Restart

Select your profession:

- Obstetrician/Gynecologist
- Family Physician
- Nurse
- Nurse-midwife
- Other healthcare provider
- State health department official
- Local health department official
- Other

< Back Next >



Available at: <https://www.cdc.gov/zika/hc-providers/index.html>

Zika Communication Toolkits

[CDC](#) > [Zika Virus Home](#) > [Communication Resources](#)

Zika Communication Toolkits



Language: English

This page contains toolkits with tailored communication materials for various groups to use when preparing for local transmission of Zika virus in the United States. Click on the tabs below to find a description of each group and a listing of communication materials. Can't find your group? More information for [specific groups](#) is available.



Camps

Colleges and Universities

Community, Faith-based, & Youth-Serving Organizations

Daycare Centers

Elementary – High Schools

Healthcare Providers & Management

Housing Management & Associations

Outdoor Workers



State and Local Health Departments Web Page

[CDC](#) > [Zika Virus Home](#) > [Information for Specific Groups](#)

State and Local Health Departments



Language: English ▼

Prepare for Zika

[CDC Zika Interim Response Plan](#)

[Top 10 Response Planning Tips](#)

[Partner Presentations & Conference Calls](#)

[Interim CDC Recommendations for Zika Vector Control in the Continental United States](#)

[CDC Emergency Vector Control Request Form](#) [XLS - 47 KB]

Have a Communication Plan

[Communication Planning Guide](#)

[Community Action Response Toolkit \(Z-CART\)](#)

Communication Resources

CDC offers many free resources like fact sheets and door hangers to help communicate with the public about Zika.

Mosquito Control: What you need to know about using larvicides

Larvicides are products to help control mosquitoes outside your home. They work by killing young mosquitoes before they can grow and bite people. When used according to product label directions, larvicides do not harm people, pets, or the environment.

Selecting a larvicide

Larvicides come in many forms:

- Granules
- Tablets
- Liquids
- Powders
- Sticks

Apply larvicides where mosquitoes lay eggs

Use larvicides where mosquitoes lay eggs to help reduce the number of mosquitoes in an area. Mosquitoes lay eggs in many types of standing water:

- Pools
- Birdbaths
- Clogged gutters
- Non-irrigated swimming pools
- Planters that collect water
- Tires
- Tubs

Read standing water

Use applications to treat standing water that:

- Is not near your home
- Cannot be drained, emptied or removed

When using larvicides

Follow the instructions on the label. Do not apply more than directed or apply to more than that instructed.

Partner to Zika a pest control professional?

For more information about how you can get additional assistance, the National Pest Management Association offers tips on finding a pest management professional at www.nipm.com.

Mosquito Control: You Have Options.

Learn more: www.cdc.gov/zika/communication/mosquito-control-at-home

[Mosquito Control](#)

CDC Response to Zika: INCREASING ACCESS TO CONTRACEPTION IN THE CONTEXT OF ZIKA PREPAREDNESS

State and Jurisdictional-level Strategies

States and jurisdictions can take several steps to help increase access to long-acting reversible contraception (LARC) for people who are at risk of Zika infection. These steps include:

- Increasing the number of LARC providers
- Expanding the number of LARC sites
- Expanding the number of LARC sites in underserved areas
- Expanding the number of LARC sites in underserved areas

Seven Strategies to Increase Access to Long-acting Reversible Contraception

1. **Expand the number of LARC providers**
 - Recruit and train LARC providers
 - Recruit and train LARC providers
 - Recruit and train LARC providers
2. **Expand the number of LARC sites**
 - Recruit and train LARC providers
 - Recruit and train LARC providers
 - Recruit and train LARC providers
3. **Expand the number of LARC sites in underserved areas**
 - Recruit and train LARC providers
 - Recruit and train LARC providers
 - Recruit and train LARC providers
4. **Expand the number of LARC sites in underserved areas**
 - Recruit and train LARC providers
 - Recruit and train LARC providers
 - Recruit and train LARC providers
5. **Expand the number of LARC sites in underserved areas**
 - Recruit and train LARC providers
 - Recruit and train LARC providers
 - Recruit and train LARC providers
6. **Expand the number of LARC sites in underserved areas**
 - Recruit and train LARC providers
 - Recruit and train LARC providers
 - Recruit and train LARC providers
7. **Expand the number of LARC sites in underserved areas**
 - Recruit and train LARC providers
 - Recruit and train LARC providers
 - Recruit and train LARC providers

[Health Care](#)



Z-CART

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

Zika Community Action Response Toolkit (Z-CART)



Language: ▼

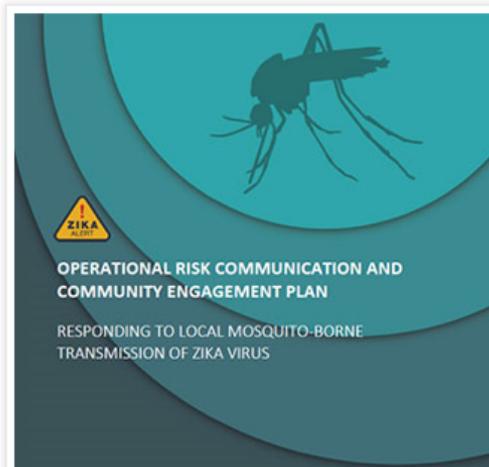
Summary

The Z-CART outlines an approach to risk communication and community engagement planning and is intended as a template for state, local, and tribal agencies to adapt to their needs and to use for reviewing plans for communicating about Zika during the event of a locally transmitted Zika virus. The toolkit consists of a template plan and materials for state and local agencies to adapt to their jurisdictions.

The Z-CART is intended to help public health officials prepare risk-based communication strategies and community engagement plans before laboratory confirmation of the first locally acquired (transmitted by the bite of a local mosquito) case of Zika in their jurisdiction.

This document is intended to complement the following existing CDC resources:

- [CDC Zika Interim response Plan](#)
- [Communication Planning Guide](#)



Available at: <https://www.cdc.gov/zika/public-health-partners/z-cart.html>

STLT Collaboration Space/Communication Resource Center

Library Tools
Site Actions Browse Documents Library
Young, Cathy (CDC/OID/NCEZID)

STLT
State, Tribal, Local, and Territorial
Collaboration Space

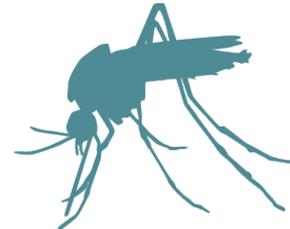
Communication Resource Center > Customizable Communication Products > Zika > All Documents -
Library used to store document for the "Customizable Communication Products" section.

I Like It Tags & Notes

Communication Resource Center Search this site...

<input type="checkbox"/> Type	Name	Modified	Modified By	Created
	Zika Community Action Response Toolkit	8/11/2016 2:43 PM	Sanford, Jawanna Londa (CDC/OSTLTS/OD) (CTR)	8/11/2016 2:43 PM
	15__259418A_Factsheet_Spanish	6/13/2016 2:01 PM	Clark, James A. (CDC/OD/OADC)	5/18/2016 3:04 PM
	15__259418A_Factsheet_Spanish_04_27_LOCAL1	6/13/2016 2:01 PM	Clark, James A. (CDC/OD/OADC)	5/18/2016 3:04 PM
	15_258143-A_FS_mosquito.bite.prevention.US	6/13/2016 2:02 PM	Clark, James A. (CDC/OD/OADC)	5/18/2016 3:04 PM
	15_258143-F_FS_mosquito_SPANISH_local1	6/13/2016 2:03 PM	Clark, James A. (CDC/OD/OADC)	5/18/2016 3:04 PM
	15_258303-A_Help.Control.Mosquitoes_LOCAL	6/13/2016 2:03 PM	Clark, James A. (CDC/OD/OADC)	5/18/2016 3:04 PM
	15_259867_FS_mosquito.bite.prev_travelers	6/13/2016 2:04 PM	Clark, James A. (CDC/OD/OADC)	5/18/2016 3:04 PM
	15_259867-A_FS_mosquito.bite.prev_travelers_SPANISH	6/13/2016 2:04 PM	Clark, James A. (CDC/OD/OADC)	5/18/2016 3:04 PM
	16_264086-A_Zika_FS_PregnancyRegistry_HCP(FORM)-	6/24/2016 3:33 PM	Clark, James A. (CDC/OD/OADC)	6/24/2016 3:33 PM
	16_264086B_FS_Zika_Pregnancy_Registry_NeedToKnow(FORM)-	6/24/2016 3:33 PM	Clark, James A. (CDC/OD/OADC)	6/24/2016 3:33 PM
	16_264715-A_ZIKA_FS_PregRegistry-Pediatricians(FORM)-	6/24/2016 3:33 PM	Clark, James A. (CDC/OD/OADC)	6/24/2016 3:33 PM
	16_264794-A_FS_ZIKA_PregReg_Health_Depts (003)	6/24/2016 3:33 PM	Clark, James A. (CDC/OD/OADC)	6/24/2016 3:33 PM
	16_265172-A_FS_Zika_parents(FORM)-	6/24/2016 3:33 PM	Clark, James A. (CDC/OD/OADC)	6/24/2016 3:33 PM
	16_268732-B_WhenToTestZika	8/23/2016 1:17 PM	Clark, James A. (CDC/OD/OADC)	8/23/2016 1:17 PM
	262036-A_Zika_Pregnancy_11x17__SPANISH_final_LOCAL1	6/13/2016 2:06 PM	Clark, James A. (CDC/OD/OADC)	5/18/2016 3:04 PM

All Site Content



Available at: <https://www.cdc.gov/stltpublichealth/collab-space/index.html>

Questions

Closing Remarks

TELECONFERENCE OVERVIEW	DATE/TIME/LOCATION
Laboratory Task Force Eddie Ades, Robert Lanciotti, Christy Ottendorfer	Wed 3/15/2017 / 2pm–3pm EDT - Domestic Wed 3/15/2017 / 5 pm–6 pm EDT - Islands Bridge Line: 1(888)972-6716/ Passcode: 6721430
Joint Information Center/Communications Cathy Young, John O’Connor	Wed 3/22/2017 / 2pm–3pm / Rm 5116 Bridge Line: 1(888)972-6716/ Passcode: 6721430
Epidemiology Task Force Stacey Martin, Carolyn Gould	Thurs 3/23/2017 / 2pm–3pm / Rm 5116 Bridge Line: 1(888)972-6716/ Passcode: 6721430
Vector Issues Team Janet McAllister, Audrey Lenhart	Tues 3/28/2017 / 2pm–3pm / Rm 5116 Bridge Line: 1(888)972-6716/ Passcode: 6721430
Policy and Partnerships Sue Visser, Melody Stevens	Wed 3/29/2017 / 1:30pm–2:30pm / Rm 5116 Bridge Line: 1(888)972-6716/ Passcode: 6721430
Pregnancy and Birth Defects Task Force (including surveillance) Peggy Honein, Dana Meaney-Delman, Suzanne Gilboa	Wed 3/29/2017 / 3pm–4pm / Rm 5116 Bridge Line: 1(888)972-6716/ Passcode: 6721430
Blood Safety Task Force Sustainment Strategy Discussions Koo Chung, Matt Kuhnert, Craig Hooper	Thurs 3/30/2017 / 2pm–3pm / Rm 5116 Bridge Line: 1(888)972-6716/ Passcode: 6721430
Medical Investigations Team Sustainment Strategy Discussions Maleeka Glover	Thurs 3/30/2017 / 3:30pm–4:30pm / Rm 5116 Bridge Line: 1(888)972-6716/ Passcode: 6721430

Thank You!

For more information, contact CDC
1-800-CDC-INFO (232-4636)
TTY: 1-888-232-6348 www.cdc.gov

The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.

