

Having Our Say: Ensuring Effective Public Health Communication

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Communication, Marketing and Media

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A Tale of Two Cities



Milwaukee - 1894



New York City - 1947

Smallpox Milwaukee - 1894

- Facing a citywide outbreak, Milwaukee health authorities forcibly removed infected individuals to isolation hospitals (Pest Houses), selectively using this technique among impoverished immigrants and not the well-off
- Perceived to be discriminatory and authoritarian, these measures caused month-long riots and ultimately abetted the spread of smallpox
- Anti-vaccination society arises



Outbreak Impact: 1,079 cases,
244 deaths

Smallpox New York City - 1947



- NYC officials effectively quelled outbreak by implementing a voluntary mass vaccination campaign that was universally applied, carrying out an elaborate public relations (Be safe, be sure, get vaccinated) campaign, and involving grassroots organizations
- 6 million vaccinated in 4 weeks
- President Truman visited city

Outbreak impact:
Predicted 4,000 cases & 900 deaths
Actually had 12 cases, 2 deaths

Communication & Outbreak Management Are Linked



Crisis Communication Principles

1. Be First
2. Be Right
3. Be Credible
4. Express Empathy
5. Promote Action
6. Show Respect



Strategic Goals Essential to Communicate Early

- Limit death and suffering through proper preventive, curative, and supportive care
- Defend civil liberties by using least restrictive interventions to control spread of disease
- Preserve economic stability, managing impact on victims and hard-hit locales
- Discourage scapegoating and stigmatization
- Bolster ability of individuals and groups to rebound from traumatic events

Modern Conditions Disperse Impacts

- Global, round-the-clock news reports cause fear and dread and in places far from immediate harm
- Today's transportation moves people quickly across vast distances, accelerating spread of disease
- Epidemics have broad, indirect financial impacts due to close ties among global, national, and local economies
- Global supply lines stretched & just in time inventory challenged
- Poverty, lack of insurance, and distrust of healthcare system make those most vulnerable during outbreaks the least able to protect themselves
- Personnel shortages and lean budgets limit response capabilities of U.S. hospitals and health agencies

Epidemics Are Complex

- Troubling to consider – leaders and the public may deny problem or intervene too quickly without regard to negative effects
- People need to make sense of random and terrifying events, but epidemics elude quick and easy explanation
- Mysterious diseases can trigger impulse to isolate oneself and blame others, or to care for victims without regard to one's own safety

Tradeoffs

- Pandemic is an added burden to health system
 - Normal health needs don't go away
 - Impacts more than providers providing care of infected patients
- Public's health vs. political and economic drivers
 - Science based public health principles should be the primary driver of recovery not political or economic considerations
 - Good public health is good politics & good economics



Dynamic Community Engagement Is Essential

- Swifter resolution of immediate health crisis
- Enhanced social and economic resilience of affected communities
- Continuity of fundamental democratic values and processes

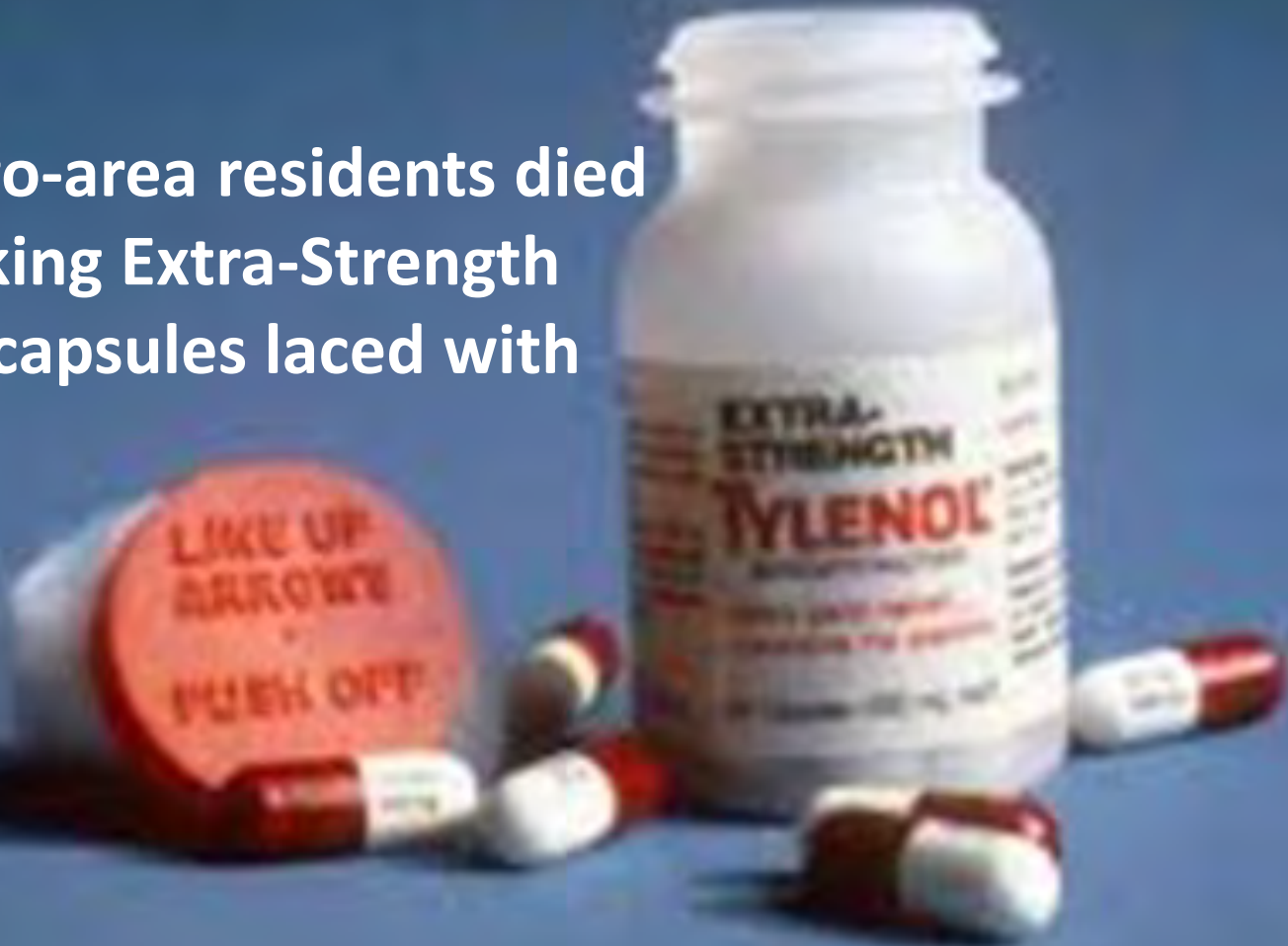


1981 - Present



Tylenol Poisoning 1982

**7 Chicago-area residents died
after taking Extra-Strength
Tylenol capsules laced with
cyanide**



Tylenol Poisoning 1982

- J&J stopped manufacture, withdrew product worldwide, and offered customers refund or replacement



- \$100 million in inventory was destroyed; **market share dropped 87%**; brand's demise predicted
- J&J reintroduced Tylenol products with **tamper-resistant packaging**, with robust advertising campaign
- Consumer confidence rebounded with quick return of market share to pre-crisis levels



Public Health Has A Story To Tell

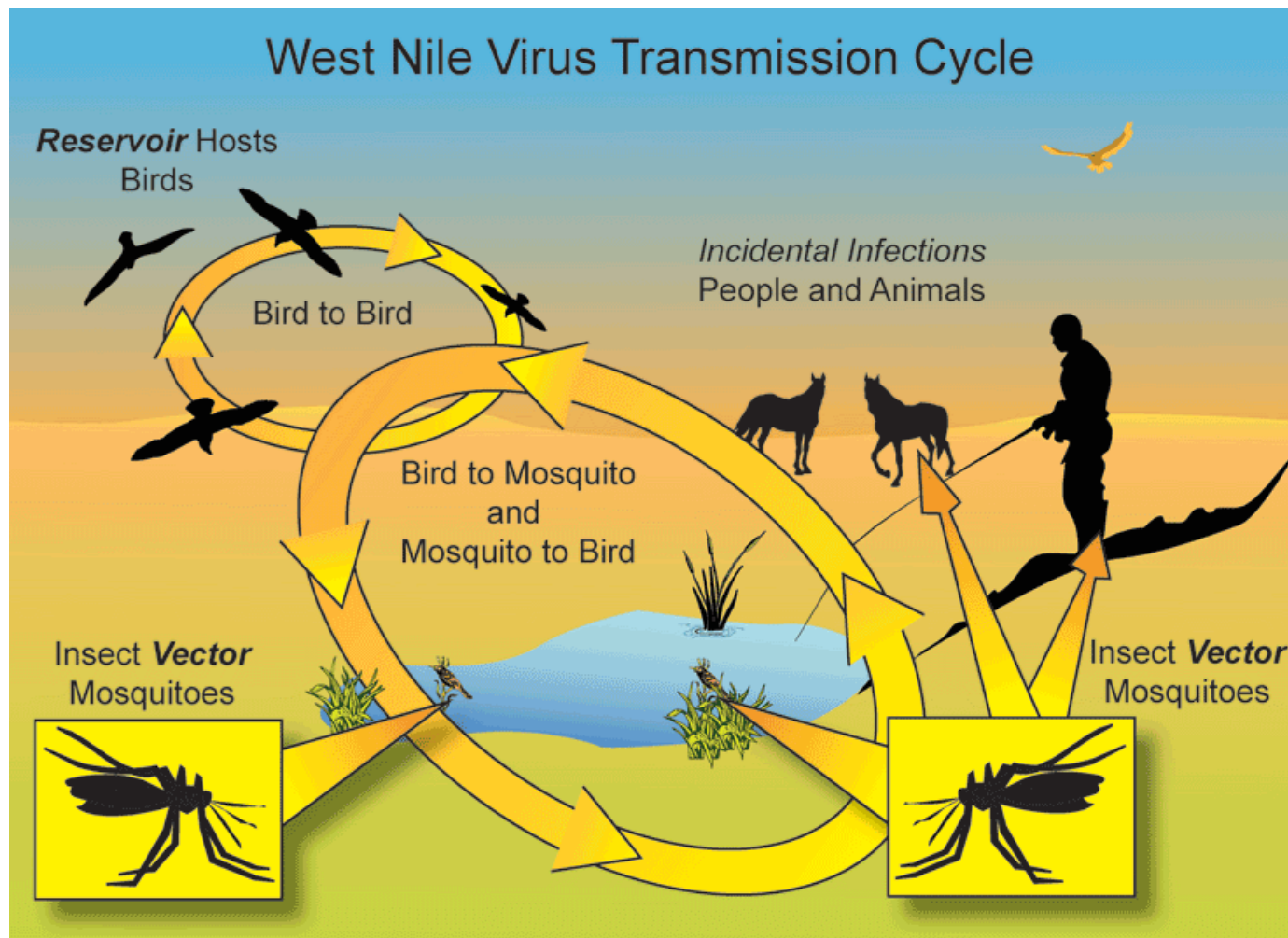
United States of America: 1918 - 1919

--- 675,000 Americans died; 40 million people died worldwide ---

In Boston the stock market closed. In Pennsylvania, a statewide order shut down every place of amusement, every saloon. In Kentucky, the Board of Health prohibited gatherings of any kind, even funeralsDeadly influenza, the so-called “Spanish Flu,” was sweeping the country, spreading terror everywhere” - David McCullough

West Nile Virus – NY City 1999

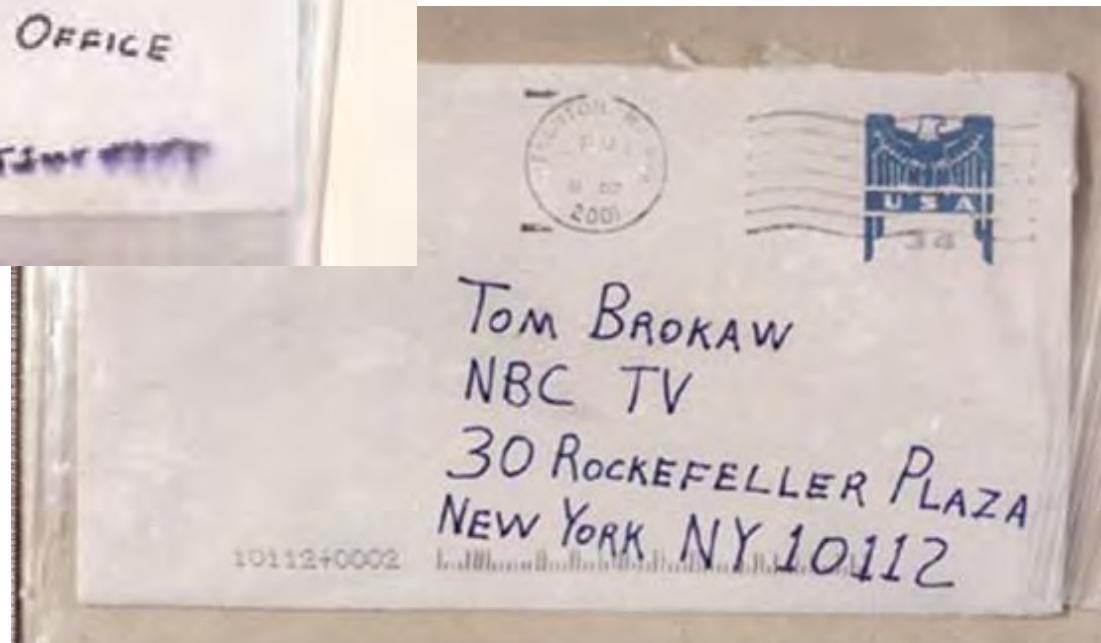
62 Cases
7 Deaths

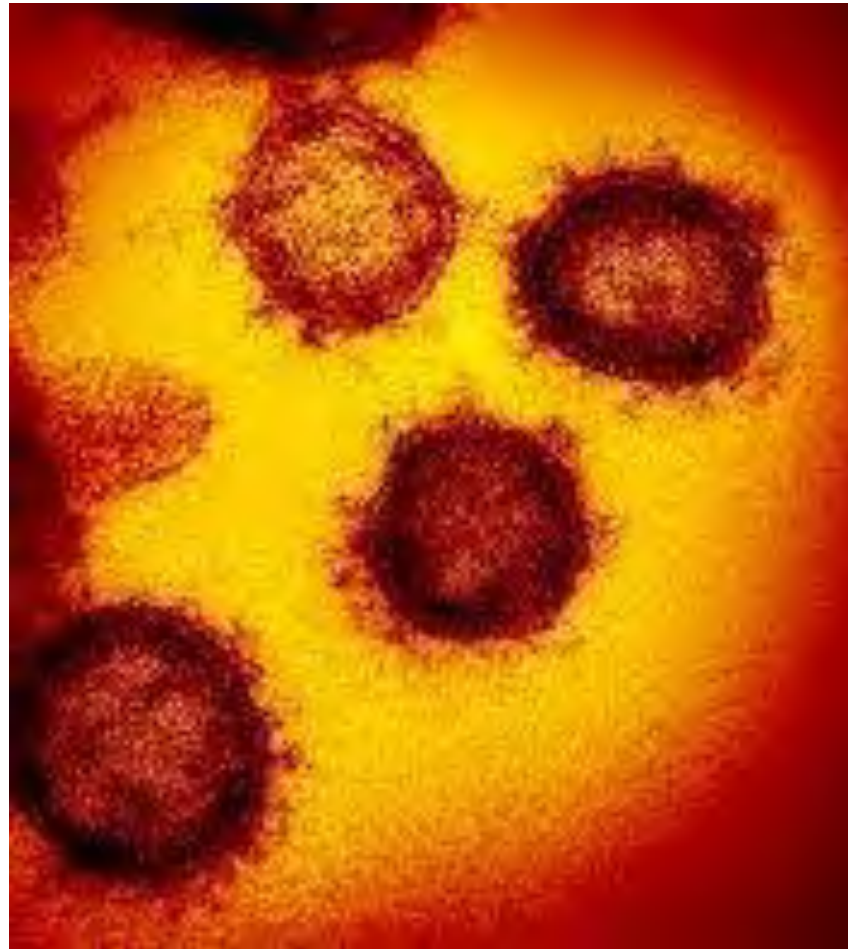


Complicated cross species risk discussion

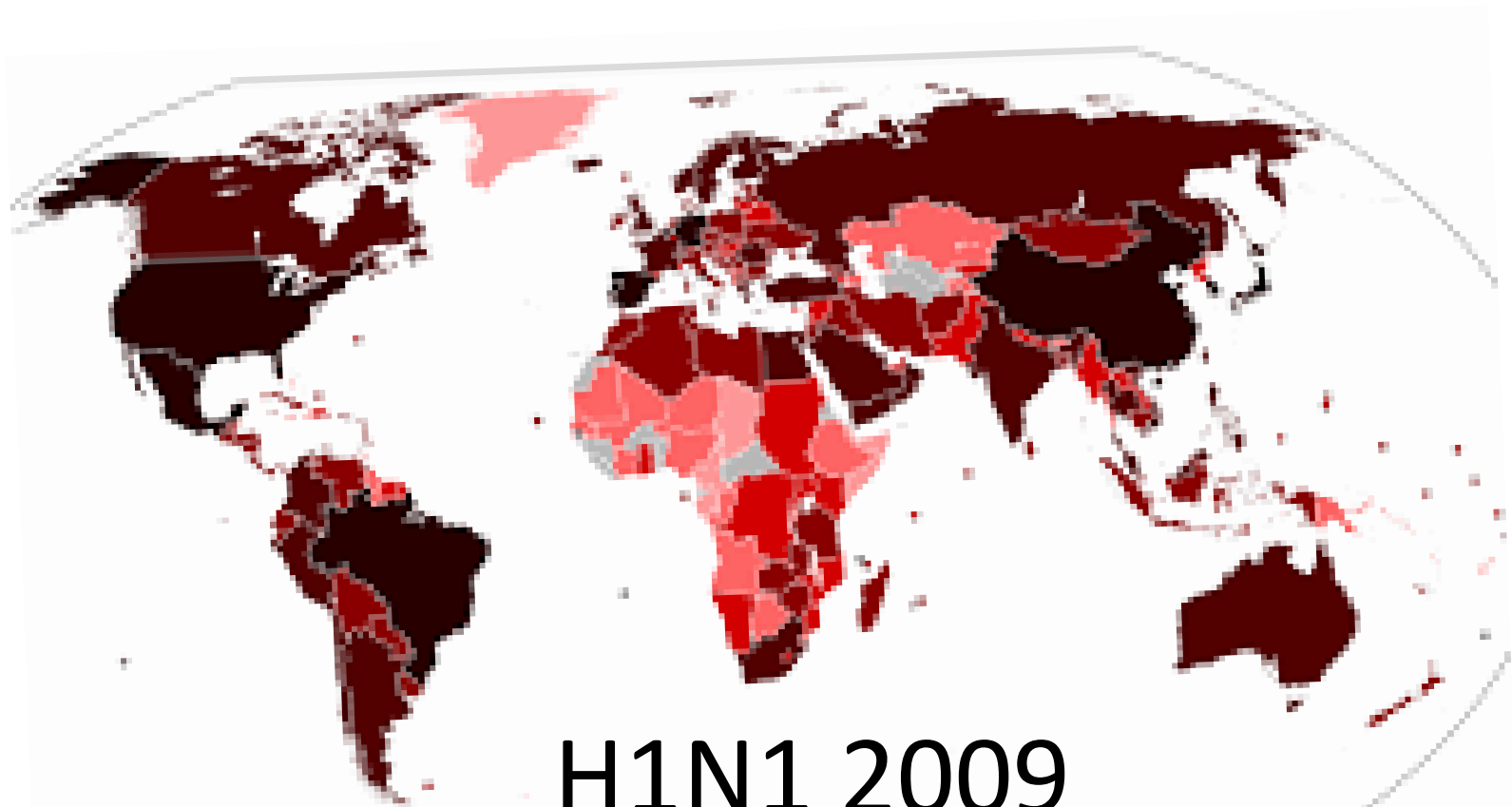
Anthrax Fall 2001

22 Cases
5 Deaths





SARS - CoV-1 2003

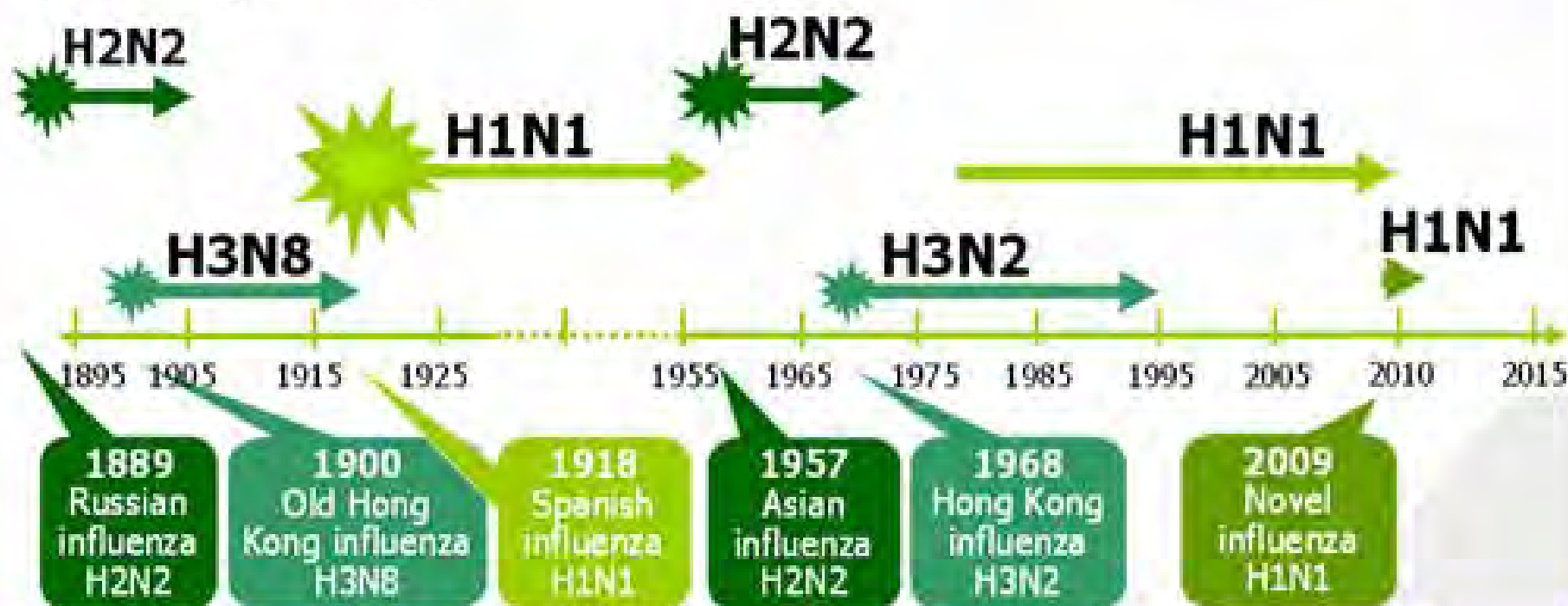


H1N1 2009

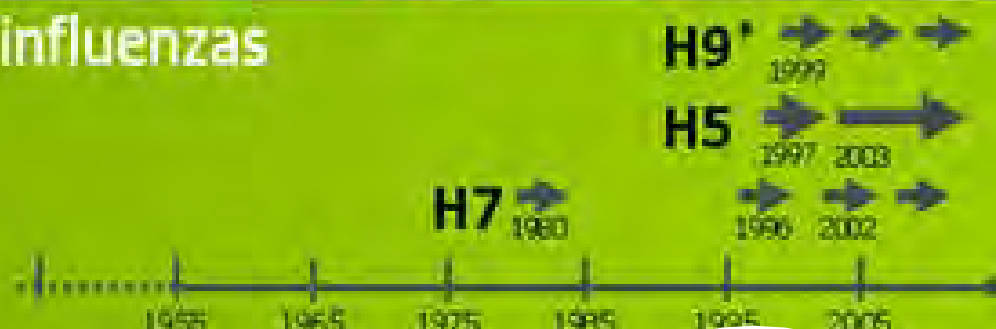
- 60.8 million cases
- 151,700 - 575,400 deaths with larger percent of deaths younger than age 65 than usual Influenza outbreaks

Pandemics of influenza

Recorded human pandemic influenza
(early sub-types inferred)



Recorded new avian influenzas



Epidemic of Firearm Violence



Sandy Hook Elementary School, December 14, 2012, Newtown, Conn.

Middle Eastern Respiratory Syndrome (MERS) 2014



West Africa Ebola Outbreak - 2014



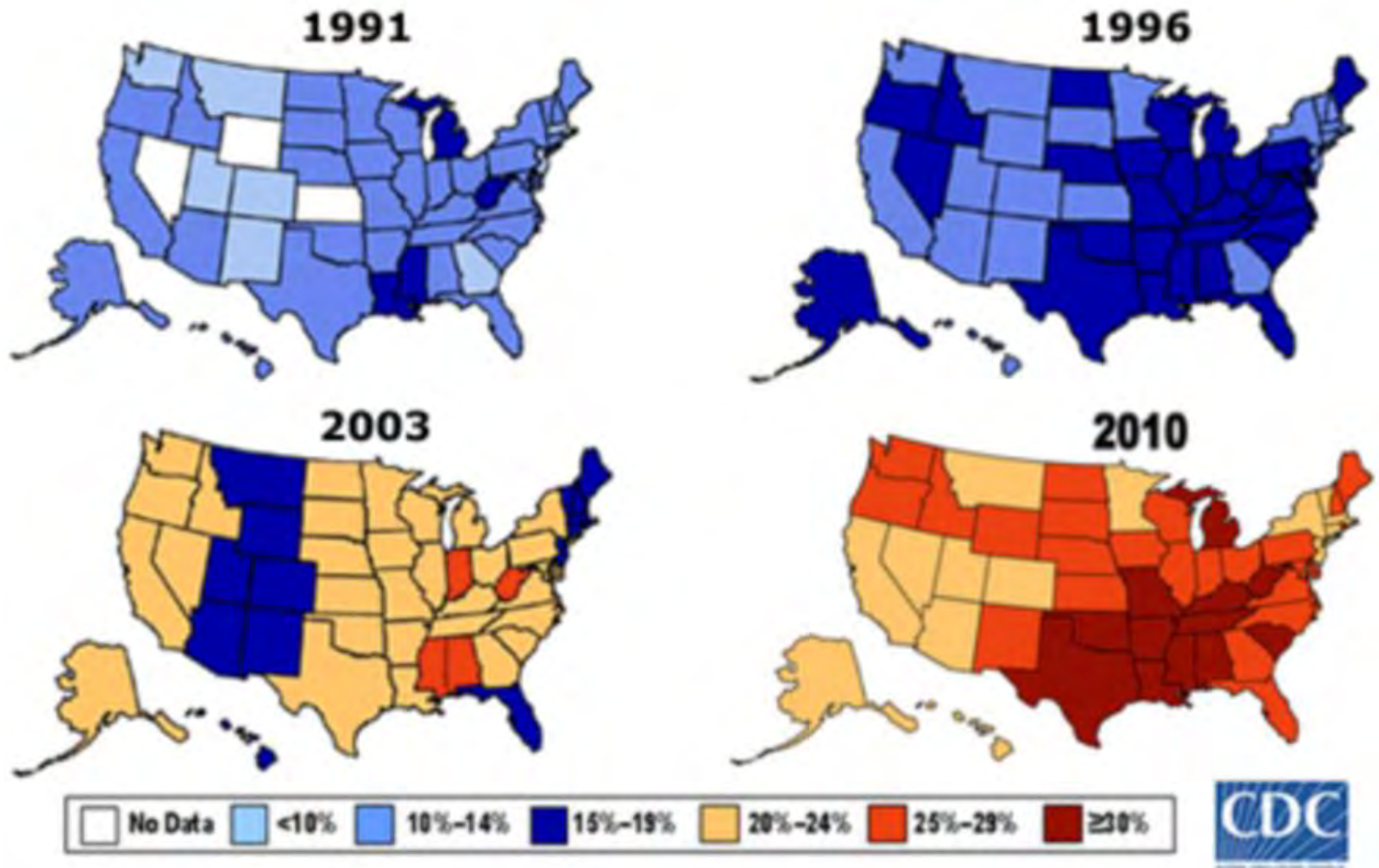
11 Cases in U.S. / 4 Diagnosed Here & 1 Death

Zika Brazil - 2015



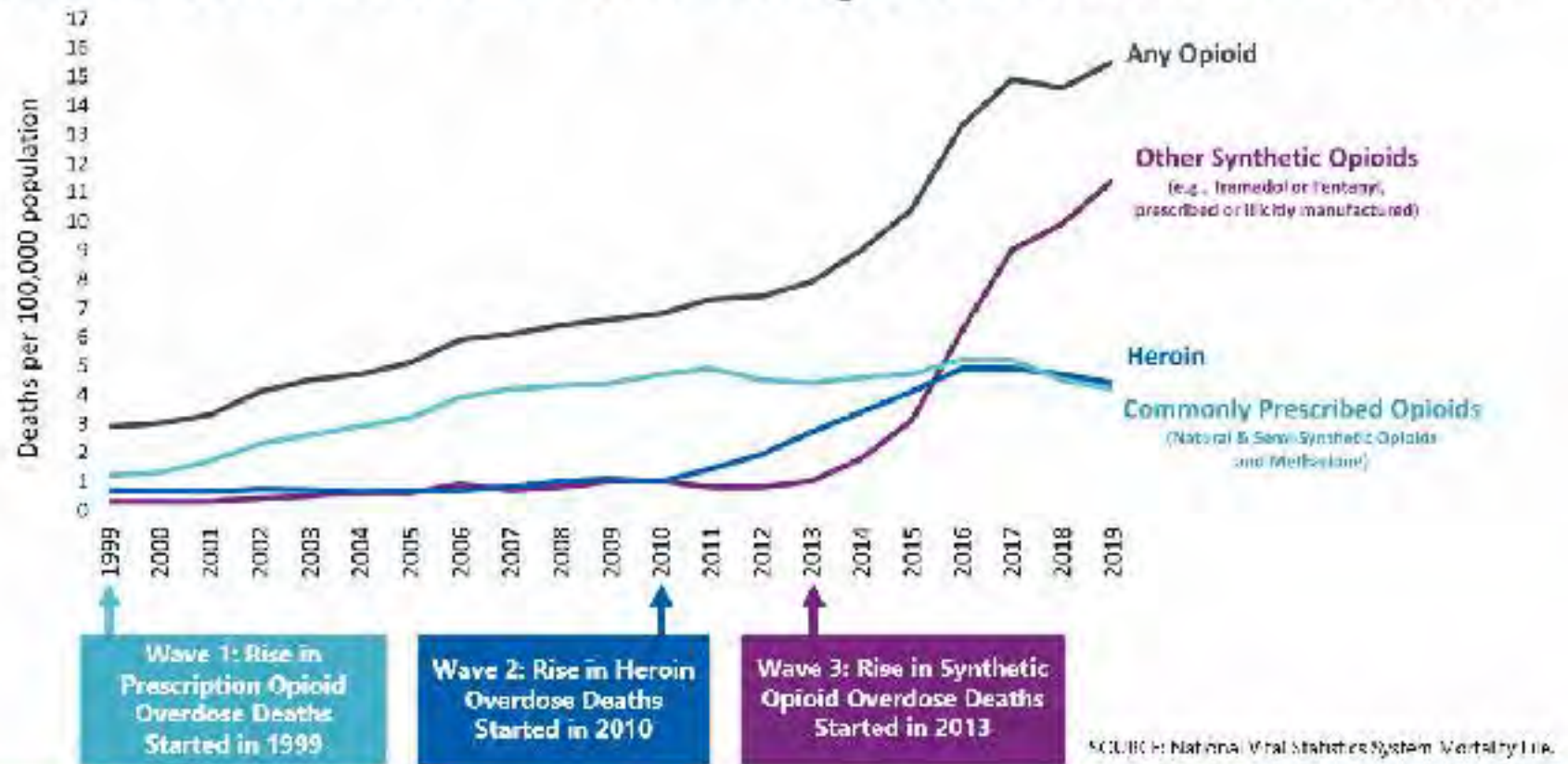
62 cases in U.S. in 2015 – Now 0 YTD

Obesity Epidemic

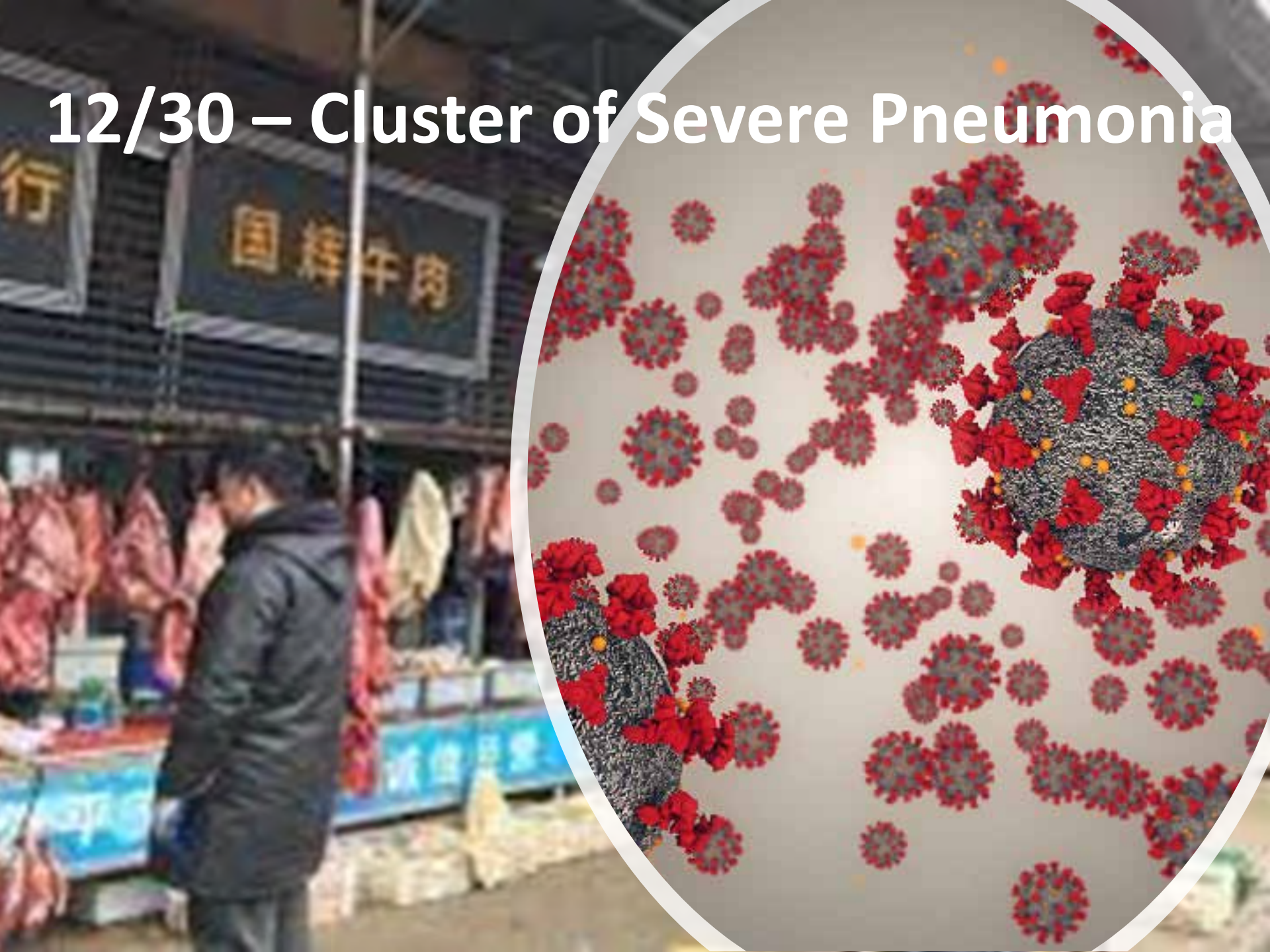


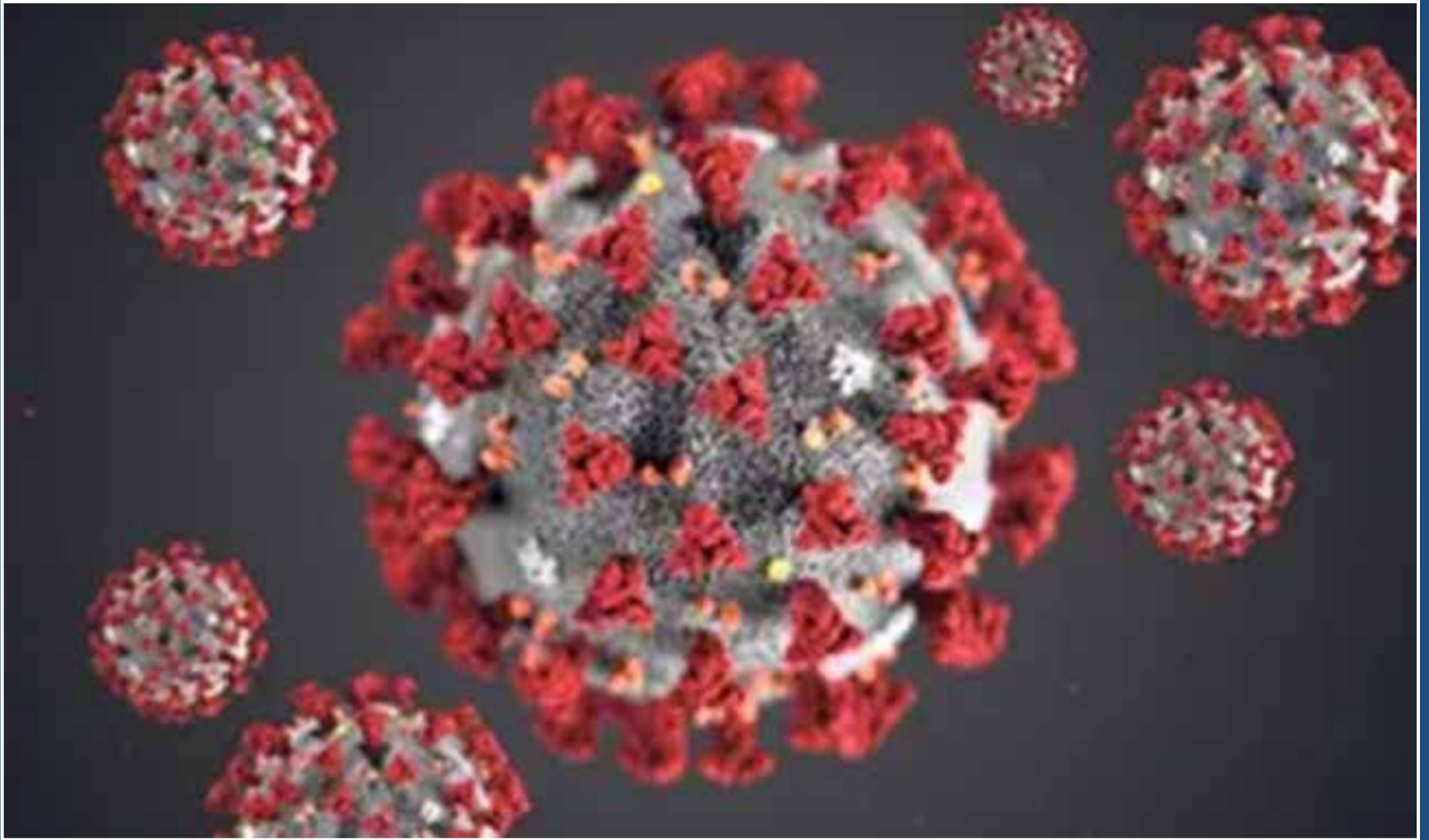
Opioid Epidemic

Three Waves of the Rise in Opioid Overdose Deaths

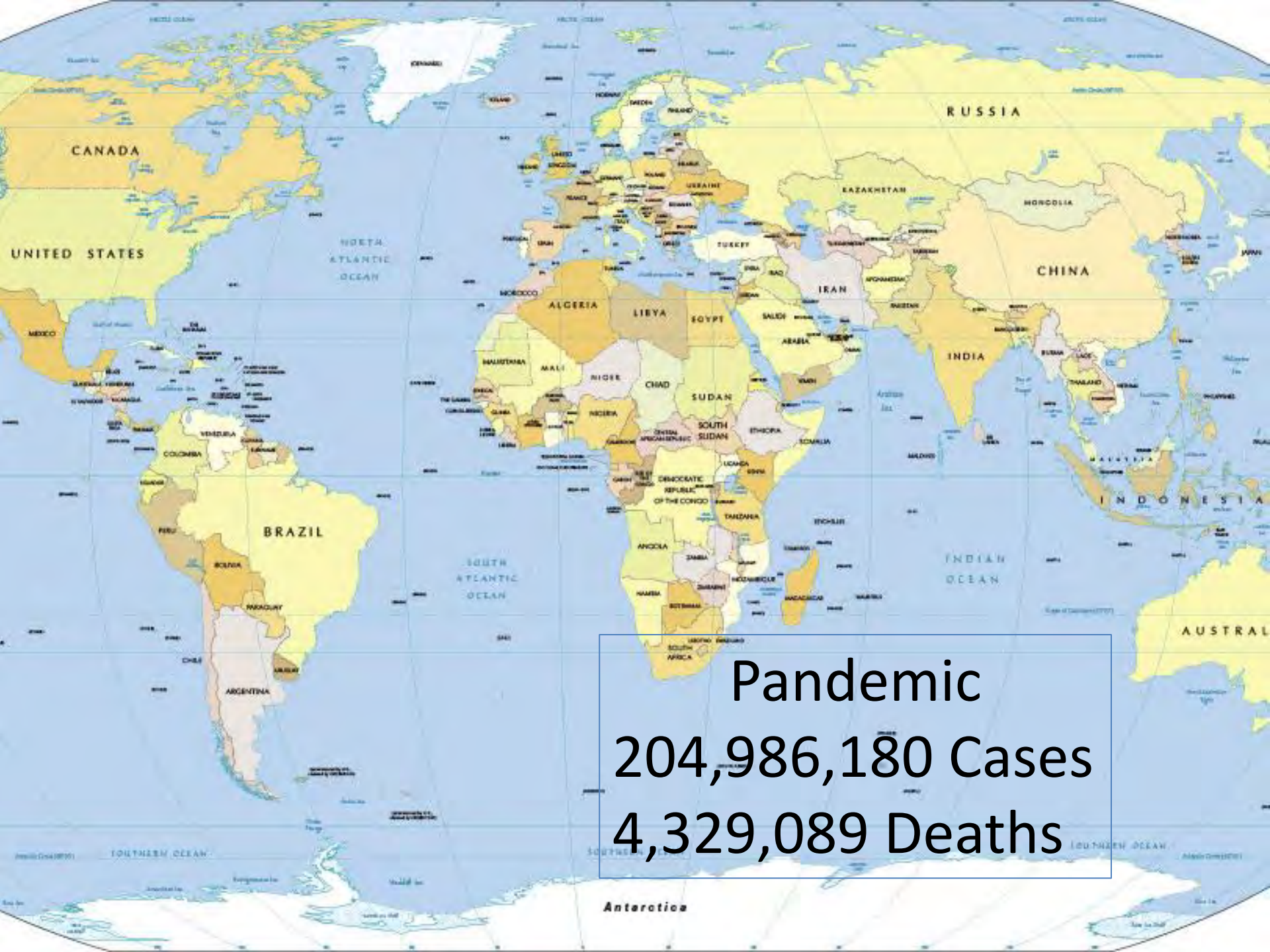


12/30 – Cluster of Severe Pneumonia





SARS-CoV-2 12/2019 - Present



Pandemic
204,986,180 Cases
4,329,089 Deaths

SARS-CoV-2 / NOVEL CORONAVIRUS


There Are 3 Pandemics

- **SARS-CoV-2** – Infectious disease causes COVID-19
- **Infodemic** – Misinformation & Disinformation
- **Epidemic of Fear**

SARS-CoV-2 / NOVEL CORONAVIRUS

There Are ~~3~~ 4 Pandemics

- **SARS-CoV-2** – Infectious disease causes COVID-19
- **Infodemic** – Misinformation & Disinformation
- **Epidemic of Fear**
- **Epidemic of politicization of science**

An aerial photograph showing a coastal area heavily flooded with murky, brown water. Several houses are visible, some partially submerged. Trees are scattered throughout the landscape, many with bare branches. The water appears to be quite deep, reaching up to the roofs of some buildings in places. The overall scene depicts significant damage and flooding from a storm.

Numerous Named Storms
Hurricane Laura 8/27/2020

Now Hurricane Henri 2021



Texas 2021



Western Wildfires

Extreme Heat & Drought

WHAT
WE
LEARNED!



Preparedness Matters

SIX DOMAINS OF PREPAREDNESS

The Public Health Emergency Preparedness program works to advance six main areas of preparedness so state and local public health systems are better prepared for emergencies that impact the public's health.



Community Resilience

Preparing for and recovering from emergencies



Incident Management

Coordinating an effective response



Information Management

Making sure people have information to take action



Countermeasures and Mitigation

Getting medicines and supplies where they are needed



Surge Management

Expanding medical services to handle large events



Biosurveillance

Investigating and identifying health threats

www.cdc.gov/phpr/readiness



Health Inequities Are Problem

COVID-19 Cases, Hospitalizations, and Deaths by Race/Ethnicity

Rate ratios compared to White, Non-Hispanic persons	American Indian or Alaska Native, Non-Hispanic persons	Asian, Non-Hispanic persons	Black or African American, Non-Hispanic persons	Hispanic or Latino persons
Cases ¹	1.9x	0.7x	1.1x	1.3x
Hospitalization ²	3.7x	1.1x	2.9x	3.2x
Death ³	2.4x	1.0x	1.9x	2.3x

Race and ethnicity are risk markers for other underlying conditions that affect health, including socioeconomic status, access to health care, and exposure to the virus related to occupation, e.g., among frontline, essential, and critical infrastructure workers.

How to Slow the Spread of COVID-19



Wear a mask



Stay 6 feet apart



Avoid crowds and poorly ventilated spaces



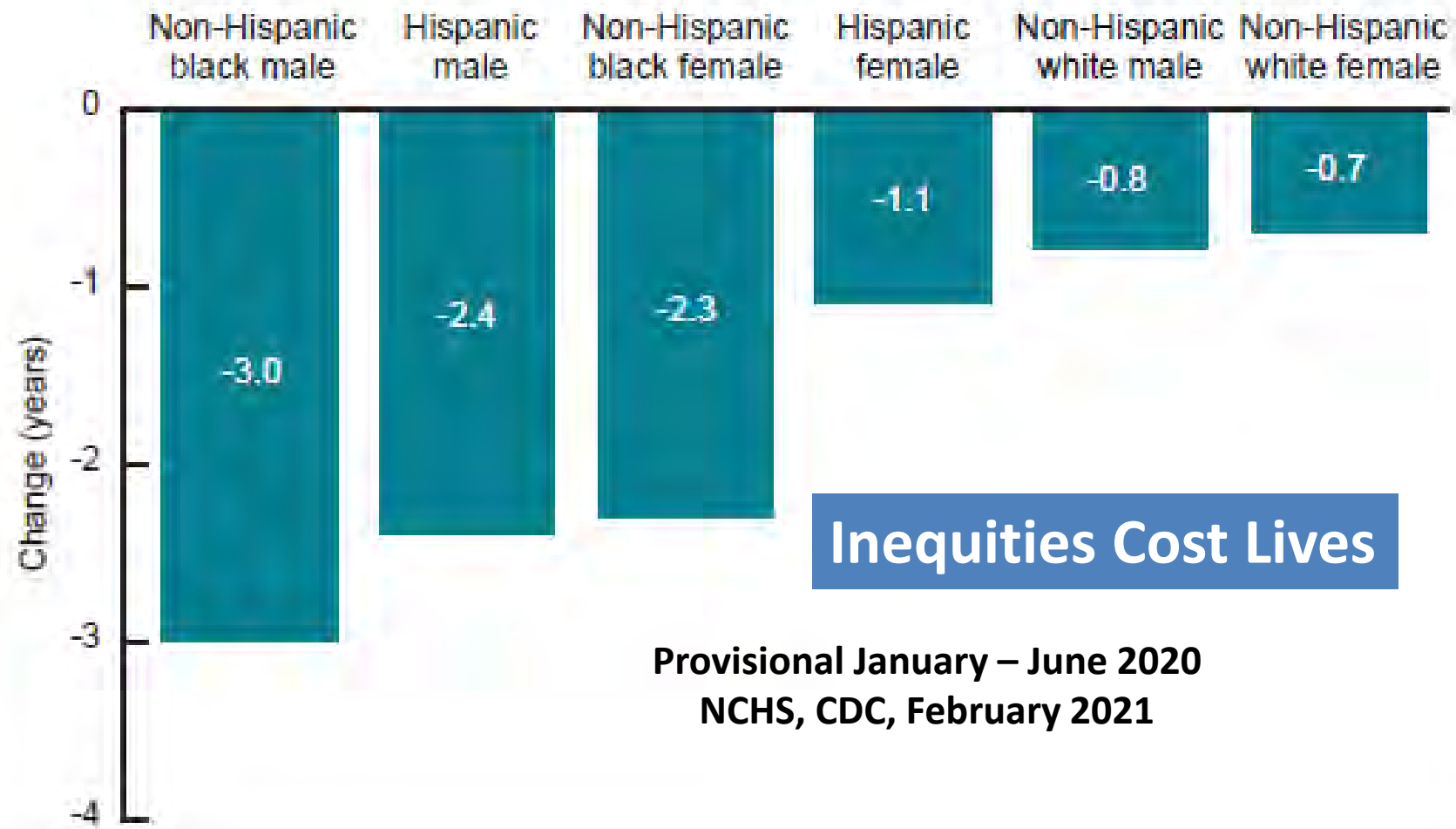
Wash your hands



cdc.gov/coronavirus

CSH0004-4 08/20/21

Figure 4. Change in life expectancy at birth, by Hispanic origin and race and sex: United States, 2019 and 2020



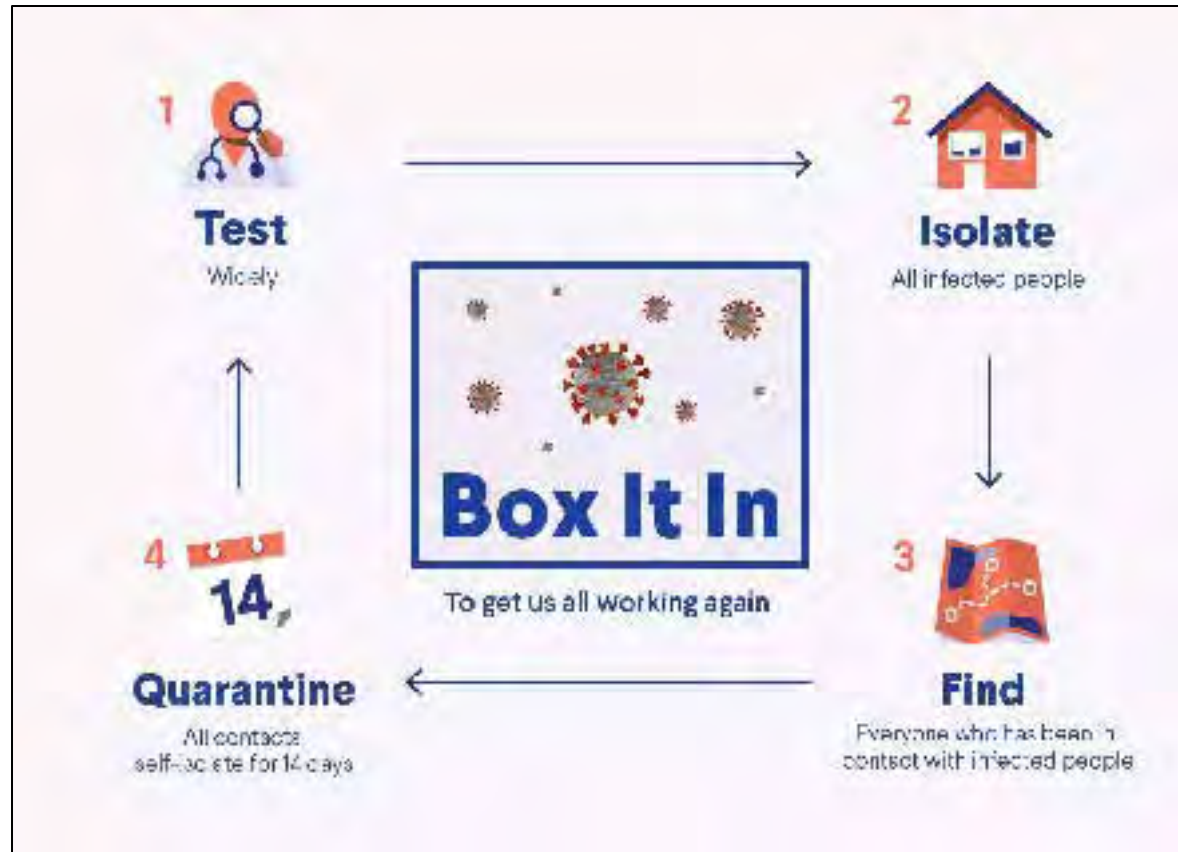
Handwashing Works



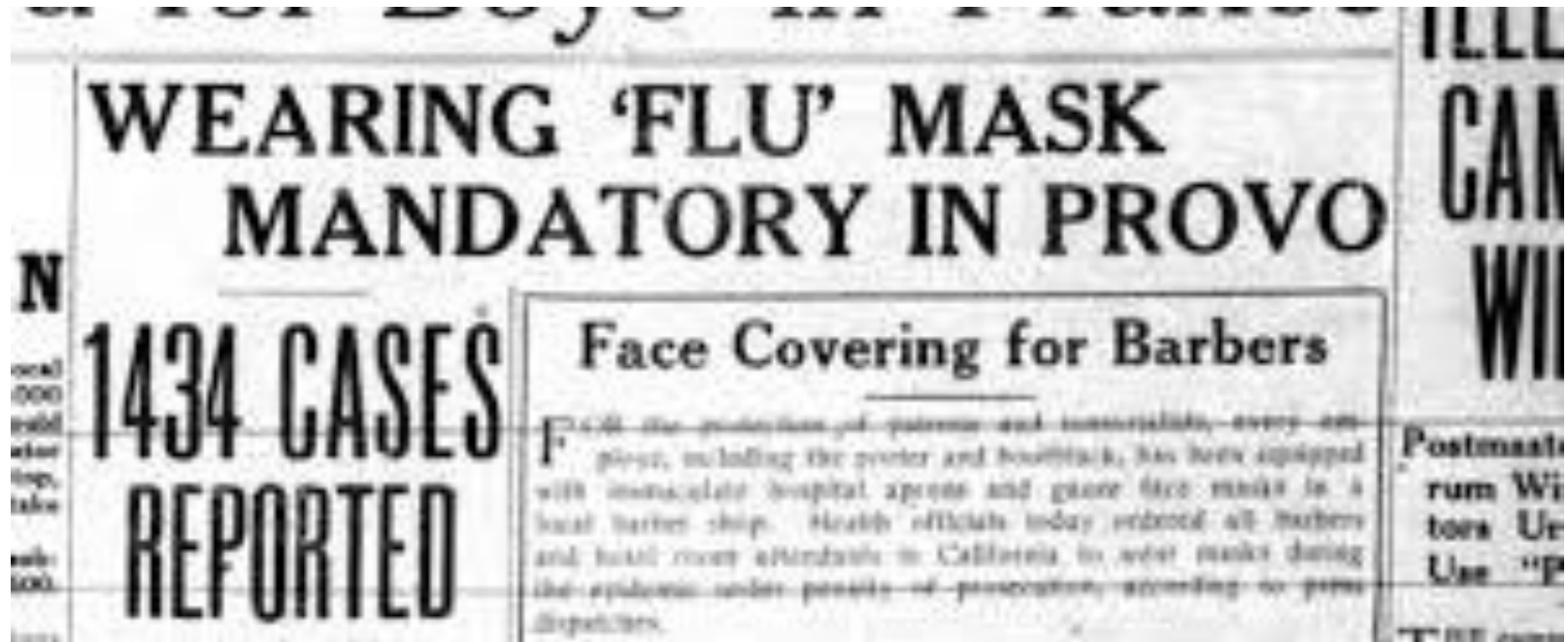
- We frequently touch their eyes, nose, and mouth without knowing it
- Viruses & other germs from unwashed hands can get into foods & drinks; or on objects – Doorknobs, handrails, surfaces tops, or toys

SARS-CoV-2 / NOVEL CORONAVIRUS

Containment Strategies Work

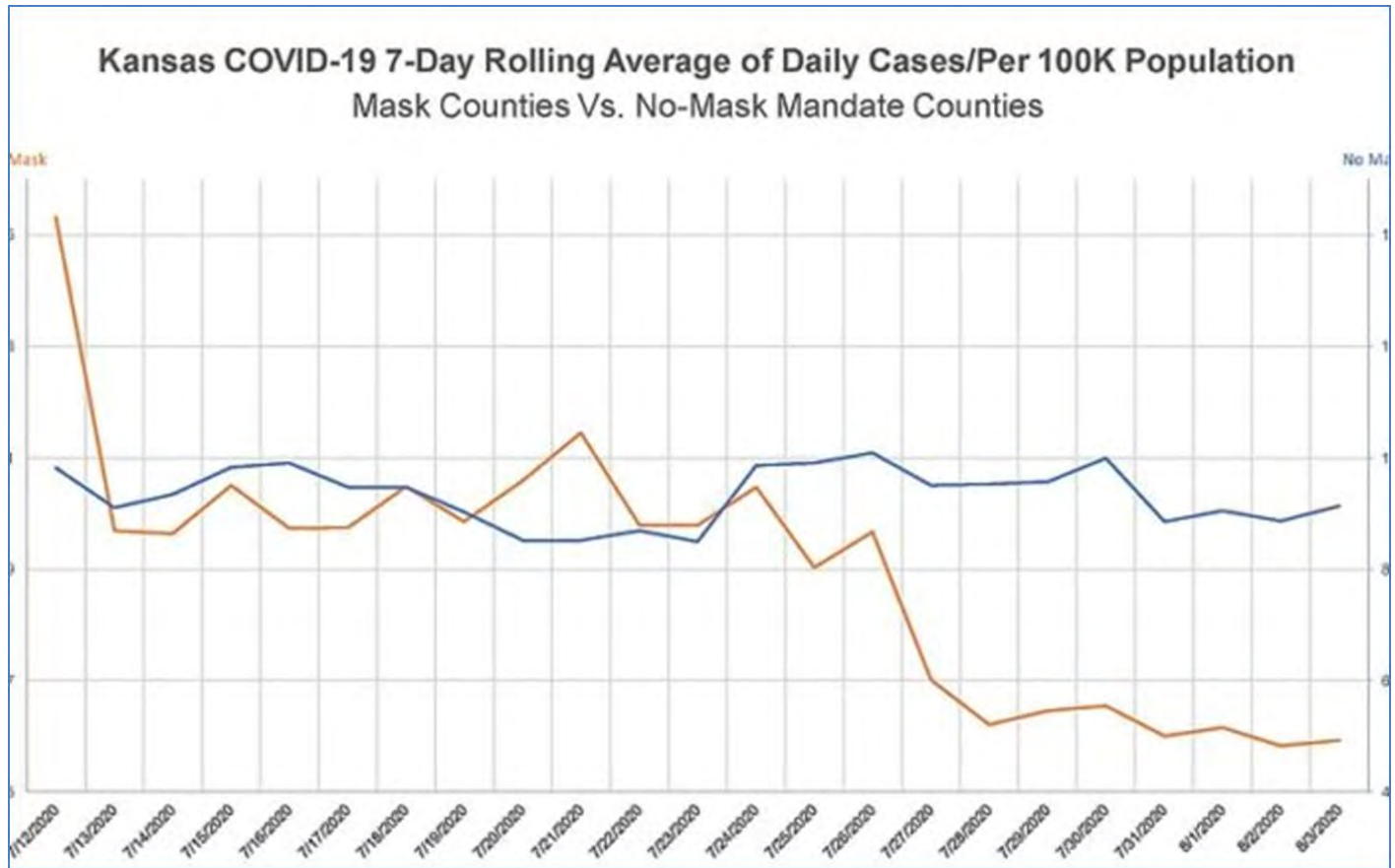


Mask Requirements Not New



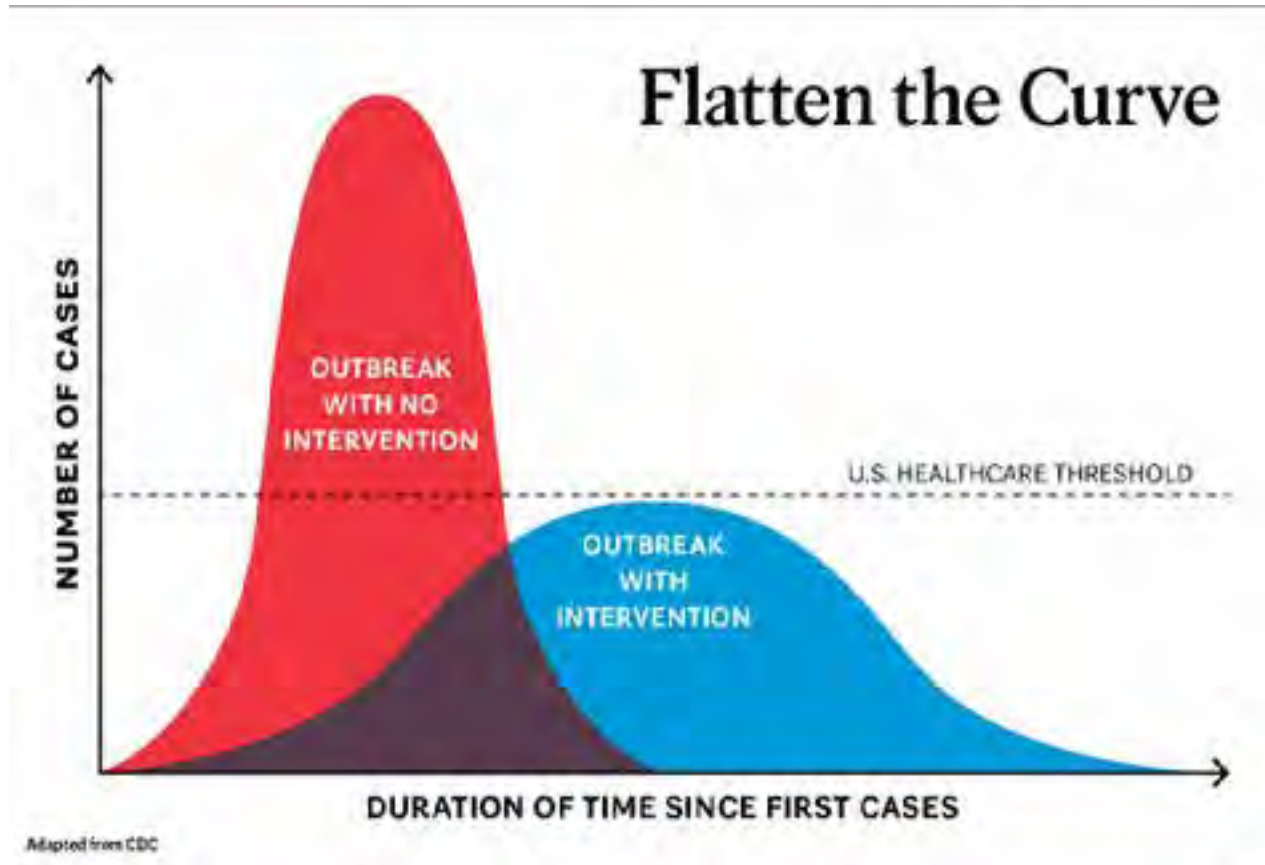
SARS-CoV-2 / NOVEL CORONAVIRUS

Masks Work

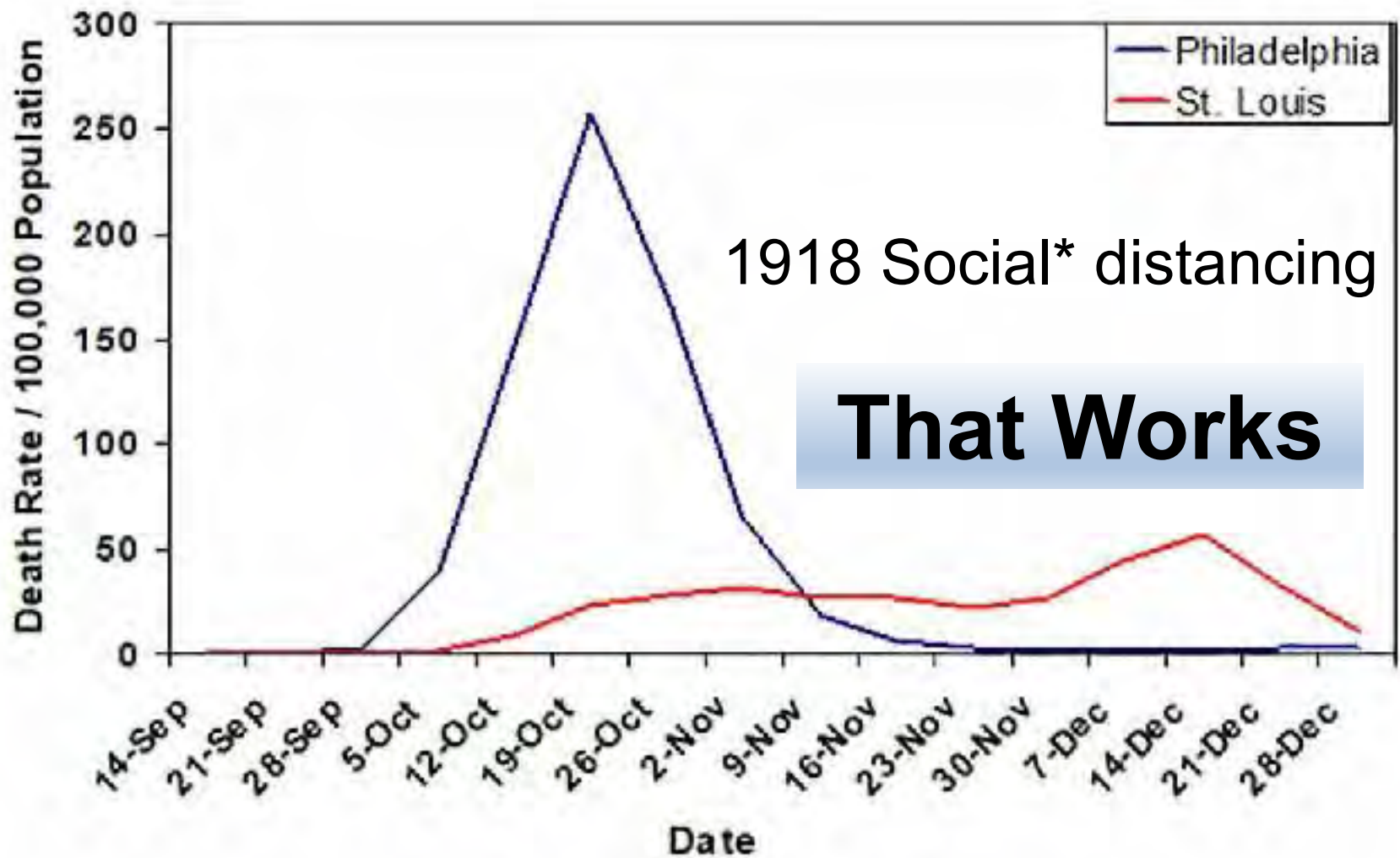


COVID-19/NOVEL CORONAVIRUS

Social Distancing Is A NPI Strategy



1918 Influenza Pandemic



* Now physical

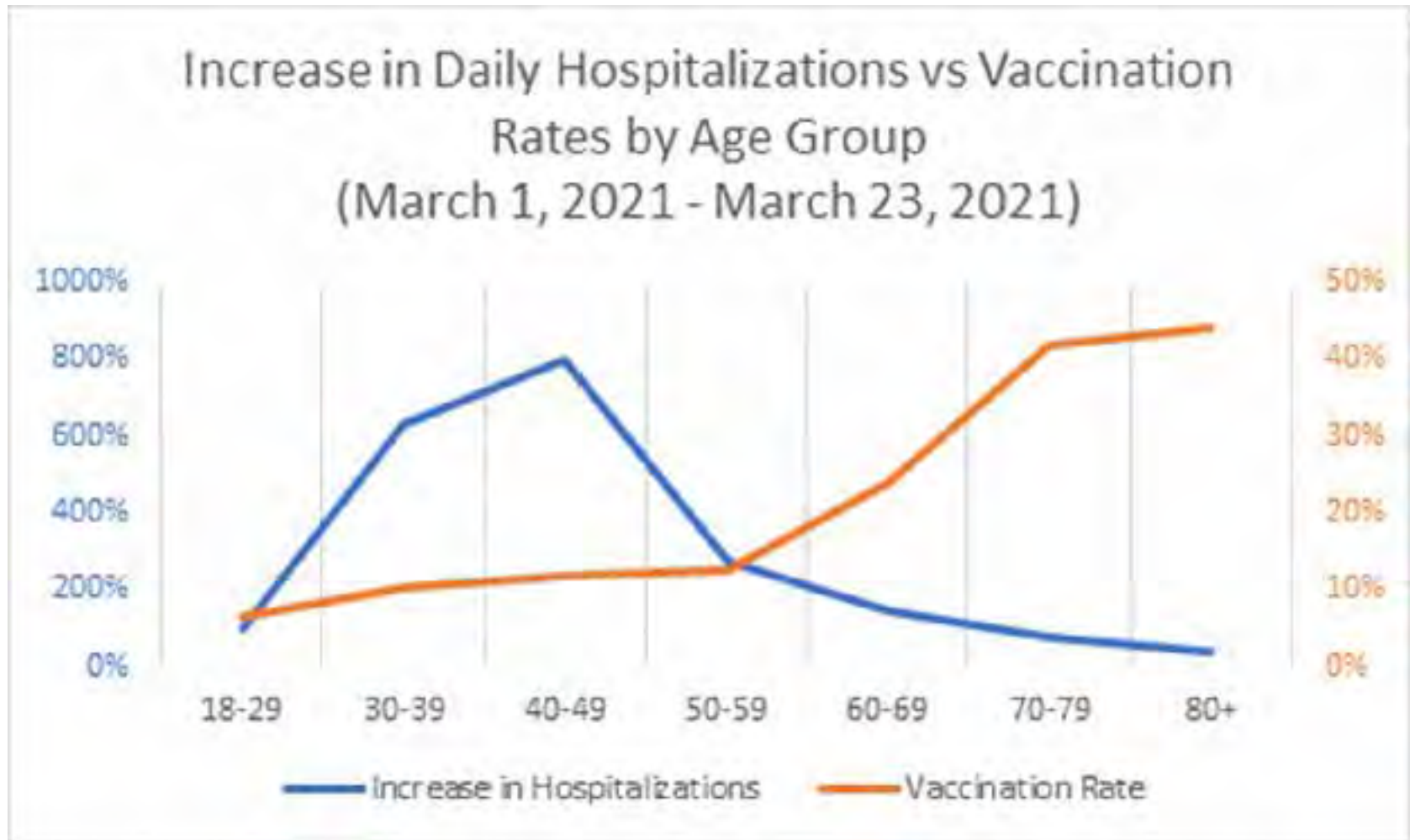
COVID Vaccines Are Here

National
Vaccination Status
Eligible Population

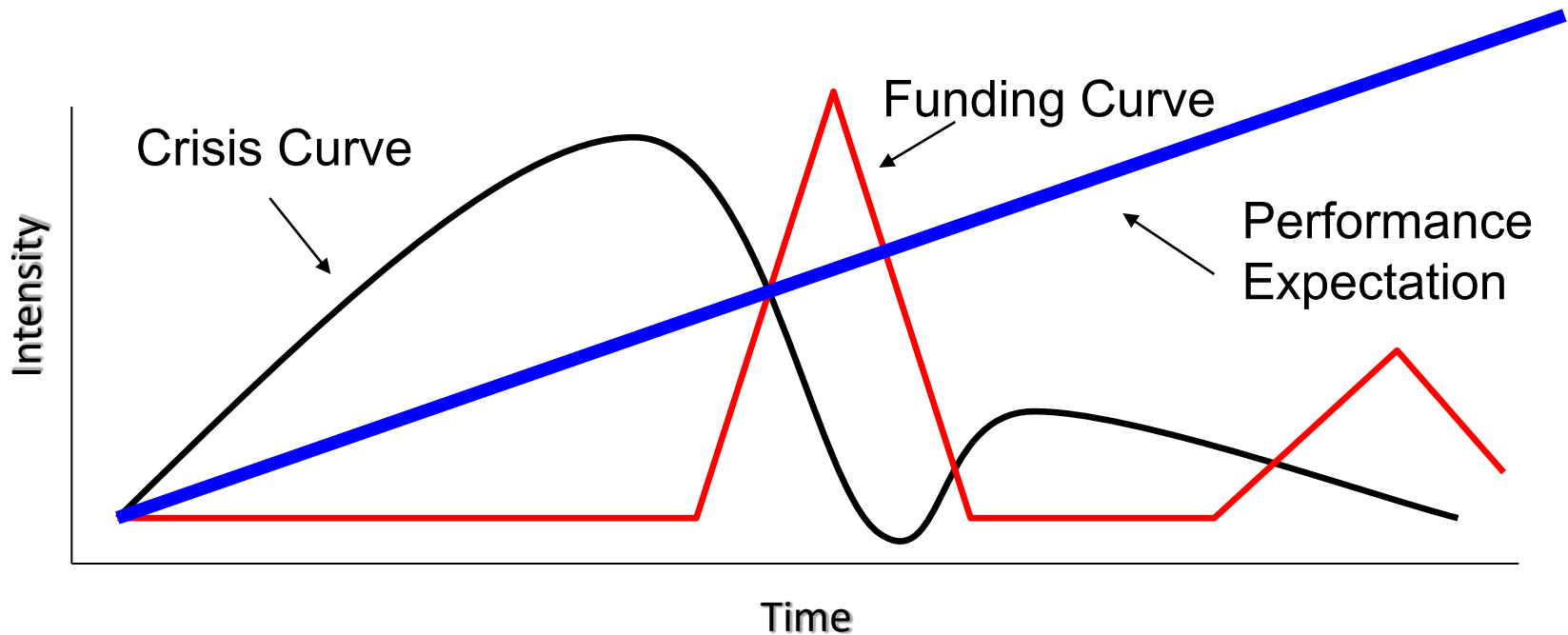
171 Million YTD
- 71 % (1 dose)
- 60 % (2 doses)



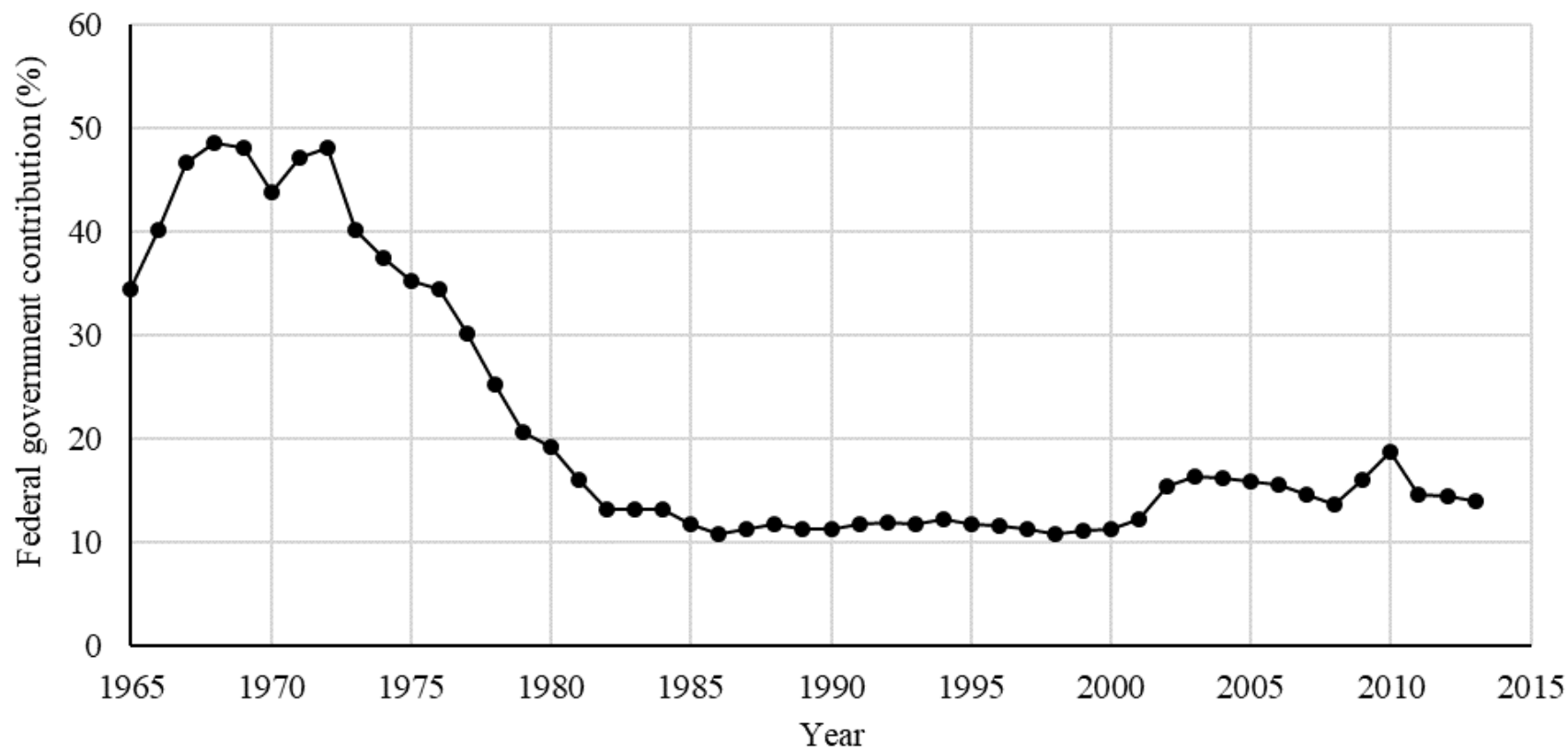
Vaccines Work



Public Health Still Operates In An Incongruent Fiscal Environment



Public Health Infrastructure Inadequate Funding



State Public Health Workforce Declines

The number of full-time state public health care workers dropped by more than 16% in the decade before the COVID-19 pandemic.



Source: The Association of State and Territorial Health Officials surveys

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Data A Major Problem



- **Old data systems**
- **Paper based systems**
- **Inadequate interoperability**
- **Data by race & ethnicity often incomplete**
- **Inadequate surveillance systems**

Misinformation is not new





until the story of the hunt
IS TOLD BY THE LION, THE TALE OF
the hunt will always glorify the hunter.

-AFRICAN PROVERB



About APHA

APHA is a global community of public health professionals and the collective voice for the health of the public. APHA is the only organization that combines 140 years of perspective, a broad-based constituency and the ability to influence federal policy to advocate for and improve the public's health.

- Founded – April 18, 1872
- 501C(3) & Nonpartisan
- Over 50,000 individual & affiliate members

