

## Project on Risk Communication Training, Message Testing and Focus Group Evaluation in China 2007

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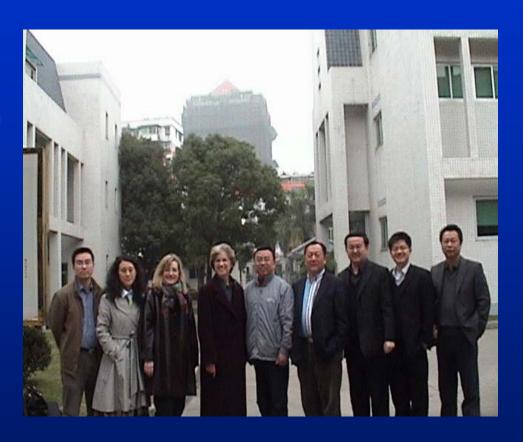
Centers for Disease Control and Prevention



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#### October 2006

- Meeting with experts to share U.S. and Chinese
  - emergency riskcommunication principles
  - emergency communication operations
  - public health emergency experiences
  - 11 Chinese provinces represented
    - China CDC
    - MOH provincial "HERO" unites



#### **November-January 2006**

- Compilation of principles and operations
  November
- Outline from U.S. CDC of Draft Guidelines for Emergency Risk: November
- Draft Document produced: January

## TESTING AND TRAINING OF EFFECTIVE RISK COMMUNICATION PRINCIPLES

In January 2007 activities in Fujian Province to test

- If training on the risk communication principles in the guidelines was effective?
- 2) Whether the risk communication principles in the guidelines were effective for Chinese public audiences.

## #1 Was training risk communication principles in the guidelines effective?

- Did the training enable local health officials to write messages that included the risk communication principles?
- Message development and risk communication training January 22 and 23, 2007
  - 19 Sanming City and Zhangzhou City officials
    - Hospital administrators
    - Local Health Emergency Response Office (HERO) officials
    - Local China CDC officials



# #1 Was training risk communication principles in the guidelines effective in helping local health authorities to better communicate with the public during an emergency?

- Pre-training Message Development
- The health officials participated in a <u>hypothetical</u> case study involving a 3 stage scenario involving an outbreak of H5N1.
  - Stage 1 a large outbreak of human H5N1 was discovered in Indonesia.
  - Stage 2 the outbreak spreads to China, Thailand, Malaysia, but not yet to Fujian Province.
    - At this stage of the scenario it is confirmed that the virus is spreading from human to human.
  - Stage 3 of the outbreak reaches Fujian Province.



#1 Was training risk communication principles in the guidelines effective in helping local health authorities to better communicate with the public during an emergency?

After each stage they wrote messages they thought would best meet public need for information based on the scenario.



# #1 Was training risk communication principles in the guidelines effective in helping local health authorities to better communicate with the public during an emergency?

- Following pre-training message writing, health officials participated in training on selected risk communication principles.
- Received a copy of the draft Guidelines on Risk Communication Principles.
- Opportunity to change any of their messages based upon what they had learned about risk communication principles.

## #1 Was training risk communication principles in the guidelines effective? Outcomes:



The risk communication training was effective. Post-training messages included

- More examples of risk communication principles
- More different types of principles. The press statement, bulletin and daily reports written following the training better addressed 3 psychological needs:
  - Decrease feelings of uncertainty.
  - Increase feelings of control.
  - Increased trust in health authority.

### Outcomes: Post-Training Messages Included More Messages Designed to

- Decrease feelings of uncertainty.
  - Where the public can go for more information
  - How the virus was transmitted
  - What actions the government was taking to control the outbreak
  - What agencies were in charge of activities to control the outbreak
  - What the public should expect in days to come from health authorities and the outbreak

## Outcomes Post-Training Messages Included More Messages Designed to

- Increase feelings of control.
  - Prevention steps that the public and communities should take to prevent the spread of the disease
  - Steps the health authorities were taking to prevent the spread of the disease

## Outcomes: Post-Training Messages Included More Messages Designed to:

- Increased trust in health authority.
  - Demonstrating concern for public's worries about the outbreak
  - Acknowledging the need for partnership with the public to protect people's health.

## # 2: Would Chinese audiences be more satisfied with messages that included more risk communication principles?

- Message Testing January 24-26, 2007
- Hypothetical scenario: Human-to-human transmission of avian influenza
- Testing messages with Sanming City and Zhanghou residents
- Comparison of pre and post-training messages

### Were Risk Communication Principles Effective with Chinese Audiences?

All 6 groups of citizens who participated in message testing were more satisfied by messages that included more risk communication principles.



### Were Risk Communication Principles Effective with Chinese Audiences?

 Only 3 votes out of 174 cast by participants chose messages with fewer risk communication principles



#### What the Public Wants to Know

#### Topics from US Audiences

- What is the health threat? How does it harm people?
- How will I know if I've been exposed?
- Signs and symptoms (long/short term)
- How can I protect myself/my family
- How is it treated
- Where can I get more information?

#### Feedback from Fujian Province Audiences

- How can I prevent getting the disease?\*
- How is the disease transmitted?
- Is what I'm hearing about the disease true?
- What is the disease? And how serious?
- What is the government doing to prevent the spread of disease?
- Where can we go for more information?
- Is there a vaccine available?

#### Where are people going for information?

- Television news
  - CCTV
- Newspapers
- Website
  - Health bureau, News Website,
    - Sina.com, Xinhua.com, MSNBC.com,

Baidu search engine

- Local health bureau
- Community residents' committee
- Telephone line for public inquiries (hotline)
- Local health department, national hotline
- CDC
- Local hospital
- Emergency Center
- Neighbors



#### Channels Used by The Public to Seek Emergency Information

- Distant threat: passive channels
  - TV news, newspaper
- Threat is close by, but not in our community: more active information seeking, but impersonal channels
  - Internet, Website, Search engines
- Threat is here: pro-active search through interpersonal channels
  - Hotlines
  - Visit local health bureau
  - Call hospital
  - Visit or call local community residents center and committee
  - Call CDC



#### **Possible Next Steps**

- Finish comprehensive final version of guidelines then create a set of checklists, pocket guides, and summary documents for fast reading to guide action for local health authorities
- Increase types of audiences for message testing
- Increase training to focus on more elements in the guidelines