Doing social media during this session?
Use **#CommTraps** and **#PatientSafety**

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Factors Influencing Risk Perception
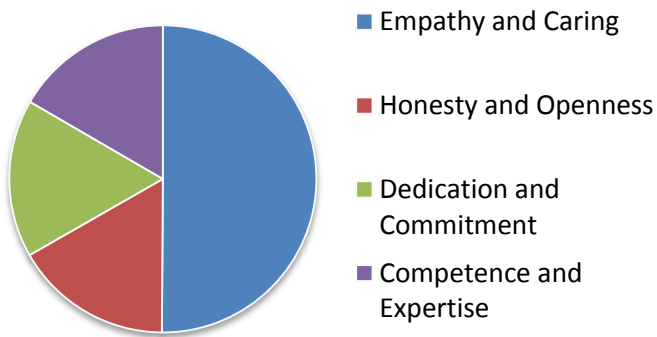*Perceptions of risk are influenced by many factors, not just numerical data*

More accepted risks are those perceived to…	*Less accepted risks are those perceived to…*
Be voluntary or involve choice	Be imposed or don't allow for choice
Be under an individual's control	Be controlled by others
Have clear benefits	Have intangible or deferred benefits
Be naturally occurring	Be manmade
Be generated by a trusted source	Be generated by an untrusted source
Be familiar	Be or seem exotic
Affect adults	Affect children

Reference: Fischhoff et al. 1981

Communicating with Leadership and Staff
Avoiding pitfalls and communication traps

Topic	Do…	Don't…
SCIENTIFIC TERMS OR ACRONYMS	Use clear communication. Define all technical terms and spell out acronyms.	Use language that may not be understood by even a portion of your audience.
NEGATIVE ALLEGATIONS	Refute the allegation without repeating it.	Repeat or refer to the negative allegation.
TEMPERAMENT	Remain calm. Use a question or allegation as a springboard to say something positive.	Let your feelings interfere with your ability to communicate positively.
CLARITY	Ask whether you have made yourself clear	Assume you have been understood.
ABSTRACTIONS	Use examples or analogies to establish a common understanding.	Assume that people understand the complexity of Infection Prevention
PROMISES	Promise only what you can deliver. Set and follow strict deadlines.	Make promises you can't keep or fail to follow through on promises made.
RISK	Give your best estimation, based on the science, on the risk (especially associated with infection control lapses).	State absolutes or expect the lay public to understand risk numbers.
BLAME	Take responsibility for your share of the problem; use empathy.	Try to shift blame or responsibility to others.
DATA	Emphasize performance, trends, and achievements. Explain what you are going to do to improve, especially if the numbers are bad.	Turn the conversation into an attack on the accuracy of the numbers, the system, or place blame elsewhere.

Reference: http://www.atsdr.cdc.gov/risk/riskprimer/vision.html

Trust and Credibility Factors

Legend:
- Empathy and Caring
- Honesty and Openness
- Dedication and Commitment
- Competence and Expertise

Risk communication literature identifies 4 factors that determine whether your audience will perceive a messenger as trusted and credible:

➢ Empathy and Caring
➢ Honesty and Openness
➢ Dedication and Commitment
➢ Competence and Expertise

References: Navy Environmental Health Center Risk Communication Primer: http://www.med.navy.mil/sites/nmcphc/Documents/policy-and-instruction/nmcphc-risk-communications-primer.pdf; Reynolds B, Quinn Crouse S. Effective communication during an influenza pandemic: the value of using a crisis and emergency risk communication framework. *Health Promot Pract*. 2008 Oct; 9(4 Suppl): 13S-17S.

What Patients Expect to See in a Notification Letter

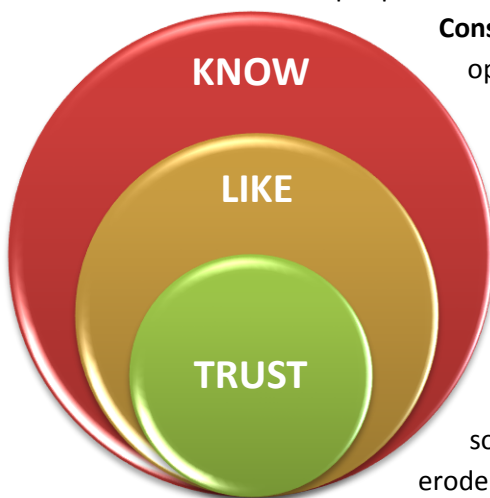| What to Include in a Letter	Key Concerns from Patients	Tone of the Letter
How/where it happened	What to do next	Factual, clearly stated
Possible symptoms	Timeframe of disease/testing	Apologetic, empathetic
Corrective action	Who's paying for what	Personal, urgent
24-hour contact number	Who's liable	Soft/neutral
Something to ensure the right people are contacted	What is the disease and how serious	Accommodating to the potentially infected
Plan of action/next steps	Want assurance that they are the right person being contacted	Assuring that things will be taken care of

Reference: Schneider et al, *J Patient Saf* 2013:9;8-12

Community Engagement Strategy

Work on building relationships _before_ a crisis. Think of engagement as something that builds over time: people know you, they like you, and then they will trust you. "Know, Like, Trust."

KNOW
LIKE
TRUST

Consider engaging consumers or patient advocates. Engaging consumers can be an opportunity to educate them about prevention efforts, correct myths or misperceptions, increase awareness, obtain feedback, and build trust or confidence in your efforts.

Recognize the importance of community input. Citizen involvement is important because (a) people are entitled to make decisions about issues that directly affect their lives; (b) input from the community can help you make better decisions; (c) involvement in the process leads to greater understanding of - and more appropriate reaction to - a particular risk; (d) those who are affected by a problem bring different variables to the problem-solving equation; and (e) cooperation increases credibility. Finally, battles that erode public confidence and agency resources are more likely when community input isn't sought or considered.

Reference: Chess et al. 1988.