

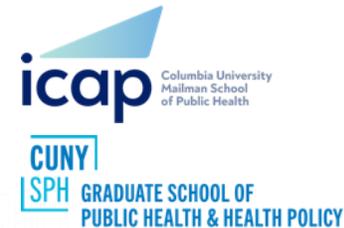
# Alliance for Disease Prevention and Response: Monkeypox outbreak

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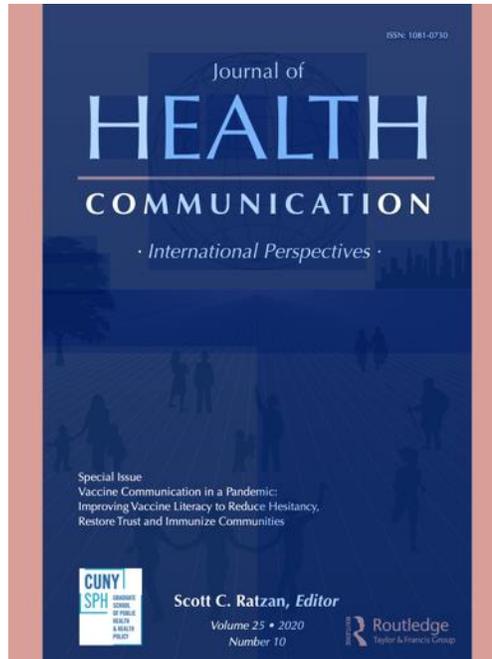
**Pandemic  
Response  
Institute**



First it was COVID-19, now Monkeypox



# We have a strong scientific base for Health Communication:



Communication about uncertainty – particularly for a broad consumer or public audience – should be developed through a process beginning with value judgments people make about risk

Communication campaigns can effectively address the discrepancy of knowledge, actions, behaviour and social norms.”

Source: Zorn, M ; Ratzan, S, compilers. Health risk communication. Bethesda (MD): National Library of Medicine (US); 2000 Oct. (Current bibliographies in medicine; no. 2000-7). 847 citations from January 1990 through October 2000, plus selected earlier citations. Available from:<http://www.nlm.nih.gov/pubs/resources.html>

Wakefield, M., Loken,B., Hornik,R.(2010) Use of mass media campaigns to change health behaviour The Lancet, Volume 376, Issue 9748, Pages 1261 - 1271, 9 October 2010

# We know what to do what to do from past experience

## The key to containing Ebola

Scott C. Ratzan MD

**COMMENTARY** member of the CDC board of scientific counselors on infectious disease

Published 10:08 AM ET Mon, 20 Oct 2014 | Updated 10:16 AM ET Mon, 20 Oct 2014



As Barack Obama appoints an Ebola czar with renewed efforts to contain the disease, it continues to develop in real time. One can now not escape images of death, destruction, alerts, warnings.



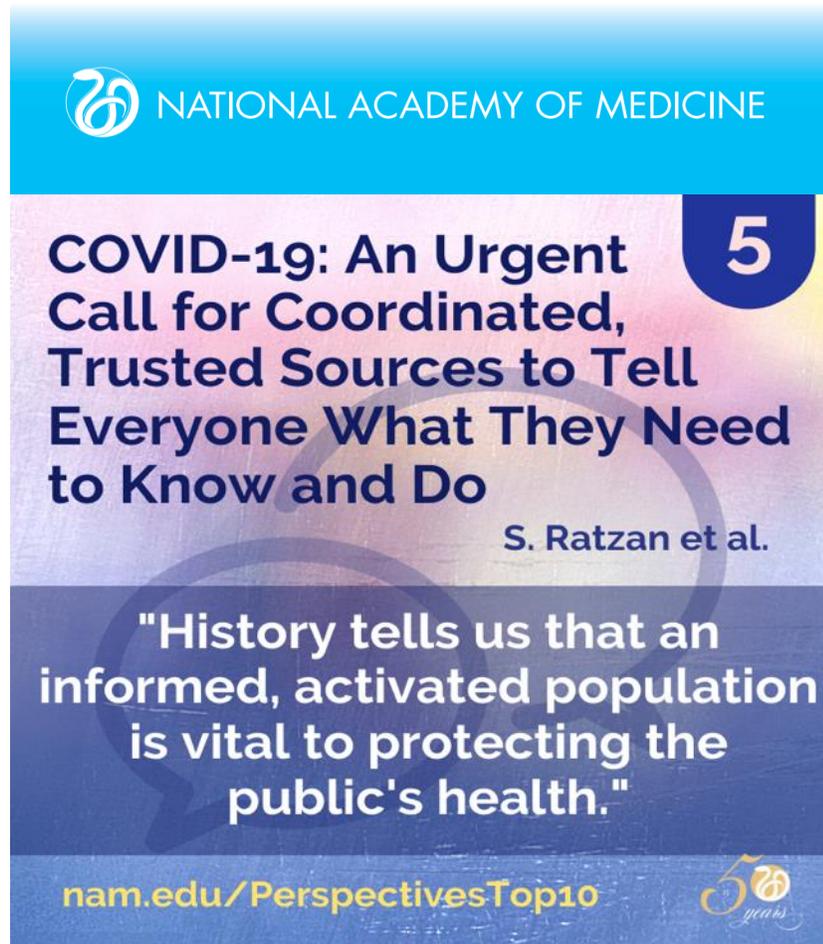
October 20, 2014

“To modify behavior requires direct, open, understandable and timely information from a single authoritative source, as well as providing intermediaries with the tools they need to reinforce the message.”

Scott C. Ratzan MD  
Member  
CDC Board of Scientific Counselors on  
Infectious Disease

<https://www.cnn.com/2014/10/20/the-key-to-containing-ebola.html>

# In March, 2020, we reiterated a need for evidence-based communication effort



5th top paper by S. Ratzan, L.O. Gostin, N. Meshkati, K. Rabin, R. Parker  
March 5, 2020

This sort of an emergent threat requires government, media, technology platforms, and the private sector to step up.

[We] suggest that a leading governmental medical spokesperson, such as the U.S. Surgeon General or others, should be tasked to create and lead a credible, public-private, interdisciplinary “COVID-19 News Bureau”

The evidence and the “facts” alone did not work



*"I'm sorry, Jeannie, your answer was correct, but Kevin shouted his incorrect answer over yours, so he gets the points."*

# Examples abound on communication fumbles



The CDC Is on Top of the Science, but Muddying the Message  
Understanding the consumer and having trusted messengers and messages is the key to getting back to normal. The science alone will never be sufficient.

The Daily Beast. Gostin, L., Ratzan S. and Rabin K. Apr. 30, 2021



State guidance on opening. The Unmitigated Chaos of  
America's Attempt at Color-Coded Covid Guidance  
New York Times, April 2, 2021

And recently....

CDC Drops Monkeypox Guidance on Masks  
Wall Street Journal. June 8, 2022

We all have a role: [Health] is ‘what we do together as a society to ensure the conditions in which everyone can be healthy.’

U.S. Institute of Medicine, 1988

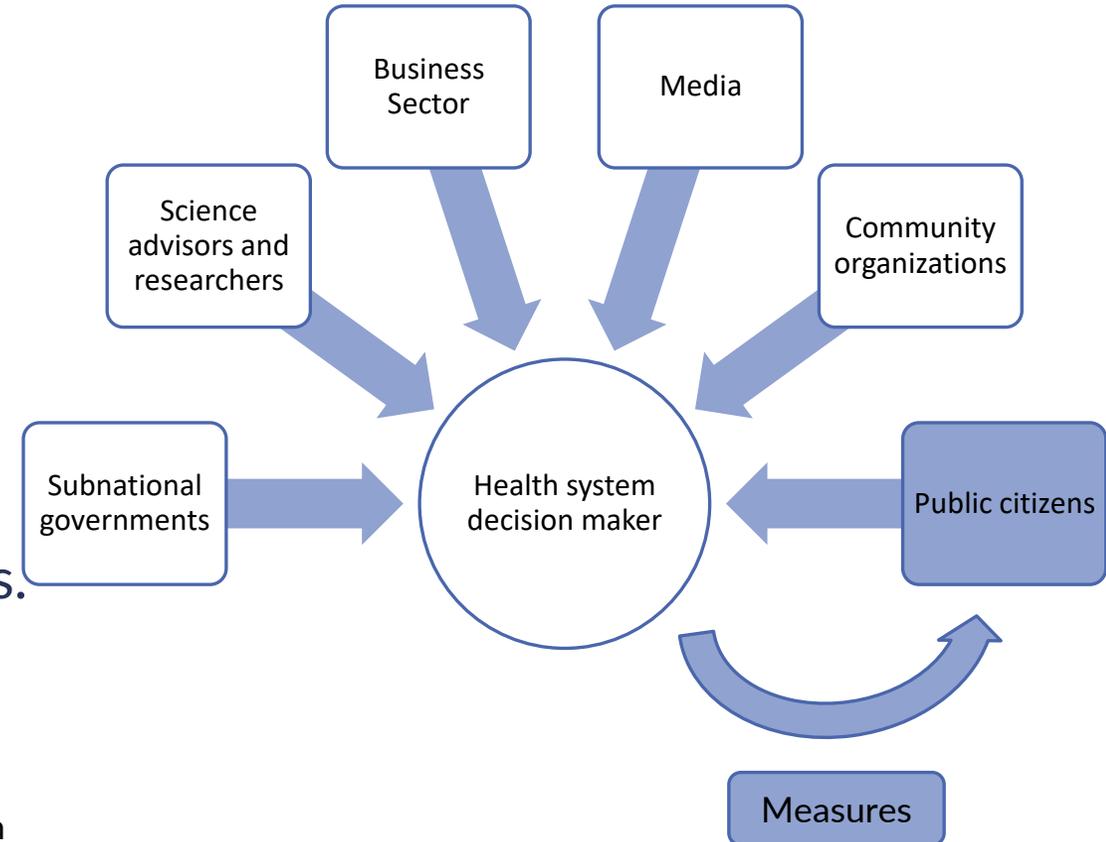


# The fundamentals for communication to stem Monkeypox can be advanced

Health communication from government:

- Must be flexible to adapt to pandemic stages
- Is challenged by an infodemic and politicization
- Is two-way: both informing the public and promoting mutual understanding and acceptance

We need **trust** in government and health officials to improve public cooperation with pandemic measures.



Source: Ratzan SC, Rauh, L Sommariva, S. Enhancing global health communication during a crisis: lessons from the COVID-19 pandemic. Public Health Res Pract. 2020;

Sources of information for health system decisionmakers

# An idea with parsimony: A communication checklist as an intervention and compass



- The goal of this intervention is to allow health professionals to use ethical and reliable social and behavior change communication around infectious disease outbreaks
- The checklist aims to serve as a compass including coordinating the lead institution and credible individuals to with one primary credible spokesperson to the public
- Communication effectiveness is maximized by acknowledging emotions and avoiding chaos, by communicating simply, non-technically, and with compassion
- A strategic communication checklist ensures leaders are communicating the same information and messages in the best manner

## Sources:

- Ratzan SC, Rauh, L et al. Enhancing global health communication during a crisis: lessons from the COVID-19 pandemic. Public Health Res Pract. 2020
- Goldberg A.B., Ratzan S.C, Jacobson K. & Parker R.M. (2015) Addressing Ebola and Other Outbreaks: A Communication Checklist for Global Health Leaders, Policymakers, and Practitioners, Journal of Health Communication, 20:2, 121-122,
- Ratzan S, Maxims for Effective Communication on Health & Risk Issues, World Health Organization, 1997

# NY Vaccine Literacy Campaign

Aims to address gaps in vaccine literacy by increasing community-level access to vaccine education and information

- Deliver webinars, trainings, and resources through community partnerships and tailored resources
- Quarterly surveys monitor vaccine attitudes and acceptance; gaps in health and service needs
- Online resource library for public access

**Health Priorities: Catch Up On Vaccinations**

- Protect yourself and your loved ones with COVID-19 vaccine doses/boosters
- Get young children ready for daycare and school by keeping up with the required childhood vaccines
- Prepare for flu season by getting your annual seasonal flu shot
- Schedule a Monkeypox vaccine if you are at high risk of exposure

**MONKEYPOX**  
WHAT YOU NEED TO KNOW

Stay up to date



Visit the NYC DOHMH website

Sign up for text alerts by  
texting MONKEYPOX to 692-692  
or MONKEYPOXESP for Spanish

Will we be able to end the the COVID this pandemic, address Monkeypox and be prepared for our brave new world?

“Current institutions, public and private, failed to protect people from a devastating pandemic...

Without change, [these institutions] will not prevent a future one.”

Helen Clark, Chair  
Independent Panel for Pandemic Preparedness and Response  
appointed by the World Health Organization  
May 12, 2021



# Thank you!

Further information:

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# Pandemic Response Institute

**NYC**<sup>TM</sup>

**icap**  
Columbia University  
Mailman School  
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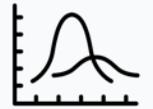
**CUNY**  
**SPH** GRADUATE SCHOOL OF  
PUBLIC HEALTH & HEALTH POLICY

# The NYC Pandemic Response Institute

Preparing in new ways to reduce the societal impact of public health crises and speed our recovery



Accurate and relevant decision-support tools



Improved ability to predict and assess health crises



Communicate and collaborate across sectors



Scaled, accessible health solutions and technologies

# Working Across the Whole of Society

Multi-Sectoral Advisory Council

Governing Board with City Agencies and Partners

PRI structures its efforts around 4 technical cores and 3 cross-cutting teams:

Innovation & Scaling

Data Collection, Sharing, & Translation

Workforce Capacity & Preparedness

Epidemiology & Modeling

Community Convening & Learning

Communications

Racial Equity & Social Determinants of Health

# Taking Action Across All Boroughs

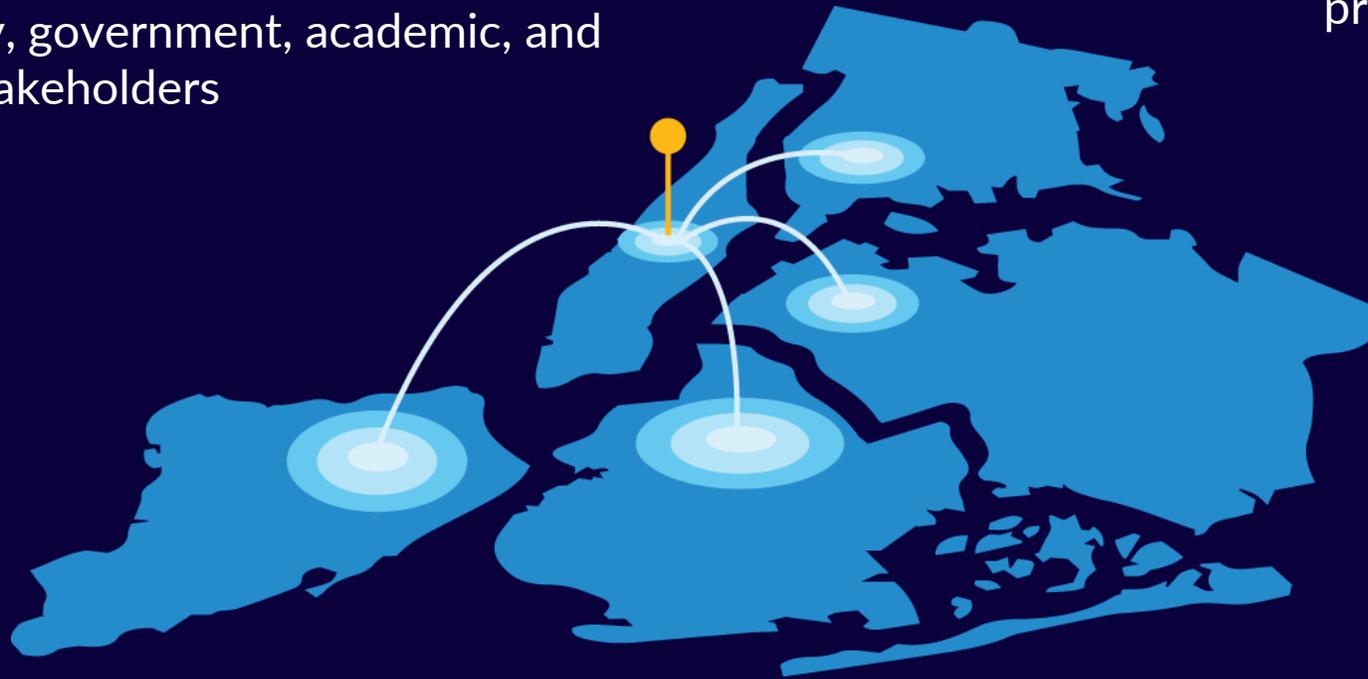
## Headquarters and Innovation Site - Harlem

Will house the PRI's management team and citywide research and development initiatives

Venue for larger summits and events bringing together community, government, academic, and industry stakeholders

## Remote Locations

Additional pop-up spaces and neighborhood-level posts to be added over time in line with programmatic needs



## Virtual Platform

A digital space and infrastructure for virtual engagement and to support the rapid launch of activities for early impact

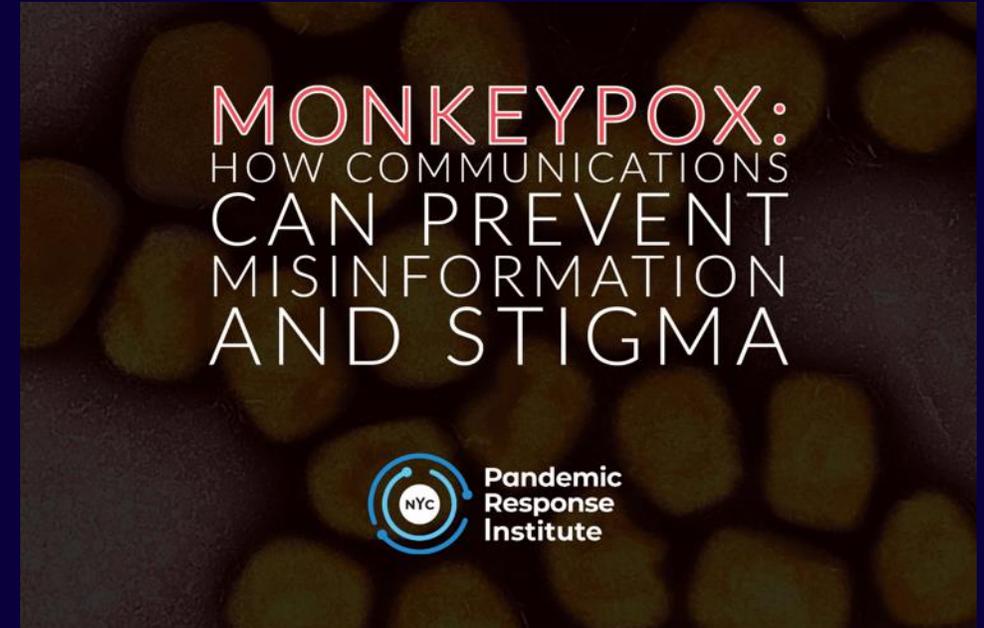
## Community Hubs – In Every Borough

In established and trusted existing community spaces

Offers tailored training and collaboration & responds to local priorities

Piloting innovations, data collection and dissemination

# Recent Webinars on Monkeypox



Recently PRI organized two webinars related to the Monkeypox outbreak that reached over 1500 viewers. The recordings are available on our website at [pri.nyc/news-events](https://pri.nyc/news-events)



# Get Daily News and Science Updates



**DAILY NEWS AND SCIENCE UPDATE**

Our daily news and science updates provide a digest of key developments and discoveries around COVID-19 and other diseases such as monkeypox, that are today's top public health priorities. You are receiving this email because you subscribed for daily COVID-19 News and Science Updates from PRI. If this email was forwarded to you, consider [subscribing to get regular updates](#).

### News Coverage

#### Monkeypox

**Global Cases: 36,589**  
**US Cases: 11,889**  
*(US CDC as of Aug 15)*

[The World Health Organization \(WHO\) announced Saturday that it renamed variants of monkeypox virus to counter concerns about the original naming conventions.](#) A group of global experts agreed on new names to align the monkeypox disease, virus and variants—or clades—with current best practices. Consensus was reached to now refer to the former Congo Basin (Central African) clade as Clade one (I) and the former West African clade as Clade two (II). Additionally, it was agreed that the Clade II consists of two subclades. The proper naming structure will be represented by a Roman numeral for the clade and a lower-case alphanumeric character for the subclades. Thus, the new naming convention comprises Clade I, Clade IIa and Clade IIb, with the latter referring primarily to the group of variants largely circulating in the 2022 global outbreak.

[The US CDC has updated its monkeypox guidance to include dogs as animals that can catch the virus.](#) The CDC tweaked its guidance after the first case of a pet dog suspected of contracting the virus from its owners was documented in France, CBS reports.

In an article titled ["The Unfiltered Faces of Monkeypox,"](#) the New York Times discusses how people with monkeypox are taking to social media to share photos and videos of their symptoms to fight stigma and demand more action.

#### COVID-19

[The United Kingdom has become the first country to approve an updated version of Moderna's Covid-19 vaccine booster that targets two SARS-CoV-2 variants:](#) the Omicron strain and the original virus from 2020, CNN reports.

Our daily news and science updates provide a digest of key developments and discoveries around COVID-19 and other diseases such as monkeypox, that are today's top public health priorities. Sign up to get regular updates at [pri.nyc](https://pri.nyc)





# Pandemic Response Institute

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# Appendix – Resources

## The Checklist – Main Objectives

1. Agree on a Common Goal
2. Coordinate the Leadership
3. Develop a Communication Strategy
4. Launch a Communication Operation
5. Maximize Communication Effectiveness

Source: Ratzan SC, Rauh, L et al. Enhancing global health communication during a crisis: lessons from the COVID-19 pandemic. Public Health Res Pract. 2020; 0(2):e3022010.

## Figure 1. Checklist for effective global health communication practices during COVID-19

### 1. Set shared goals

- Identify clear goals, set priorities and place them on a timeline to distinguish results urgently needed from longer-term objectives
- Ensure goals are specific and measurable
- Plan for monitoring and evaluation, assigning tasks and building an infrastructure for continuous information sharing on the ongoing progress

### 2. Establish coordinated response

- Identify a specific entity with recognised leadership and capacity to coordinate response efforts
- Build a network of partnering institutions and organisations and an intranetwork communication infrastructure to share information in real time. Partners include scientists and sociobehavioural researchers, community-based organisations, journalists and media experts, industry and small businesses
- Assign and delegate tasks, harmonising data tracking and reporting requirements

## Figure 1. *continued*

### 3. Devise a communication strategy

- Identify the audience(s), prioritise and define communication goals to the specific audience, taking into consideration evidence on their knowledge, attitudes, current behaviours and built environment
- Develop and quickly pre-test simple, clear and user-centred messages that need to be conveyed to the audience(s) and that can be adapted to different formats (visual, audio, video etc.) and platforms
- Select a portfolio of communication channels, including community-based and grassroots resources
- Identify sources of information and ambassadors trusted by the audience
- Share the resulting communication plan with stakeholders, establish protocols on how partnering institutions are expected to contribute to the activities and build ownership at every level
- Provide detailed guidance to partners on how to correct misinformation and respond to public concerns without amplifying inaccurate content

### 4. Implement the communication plan

- Coordinate dissemination of messages on selected communication channels
- Engage trusted ambassadors in coordinated action
- Be transparent on the status of the communication activities and resulting evidence of success or failure

#### 4. Implement the communication plan continued

- Monitor trends in online discourse to detect early signals of misinformation and disinformation, as well as to better position the ongoing communication activities
- Empower individuals to play their part in building an information environment that highlights accurate and actionable information
- Enlist and train pandemic preparedness teams that include health communicators (e.g. modelled on the US Centers for Disease Control and Prevention Epidemic Intelligence Service)

#### 5. Be ready to adapt

- Recognise that information needs and effective strategies change over the course of an outbreak (early stages, peak of spread, re-opening etc.)
- Be aware of (and monitor) how prevention messages may be perceived in diverse sociocultural contexts, provide science-based guidance while leaving room for communities to adapt and find creative solutions to specific contextual constraints
- Think ahead to issues that are likely to become trending in digital and nondigital discourse (e.g. new treatments about to be on the market, vaccine development) and develop accurate content to address potential questions on these issues. This will help prevent the formation of data voids that are at high risk of being filled with misinformation
- Acknowledge the status of the scientific evidence, as well as the uncertainties and gaps in the information available