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GOING VIRAL #STRATEGIC PUBLIC COMMUNICATION

To Affect Practices and Livelihoods: <http://PMAC>

BACKGROUND

Reports of an *e.coli* outbreak in Germany went viral even though the virus was contained leading to drops in food product sales in several countries and loss of consumer confidence; 2009 H1N1 influenza virus in Mexico led to mandated quarantines that kept tourist and business travelers away thus devastating the Mexico economy; and social media are under fire and are being scrutinized by governments and international organization over privacy and ownership issues. Germany and Mexico's strategic public communication were integral in managing volatile situations and providing the correct information to respond to rumors and misinformation as well as redirect the conversation to what to do to safeguard health and livelihoods. What we belatedly learned during Mexico and Germany outbreaks is that social media are now mainstream communication strategies although underutilized in public health planning and response. For emergency it is an excellent method of communication with a major down-side is social media are loosely regulated and there are critical policy issues that need to be considered as public health officials begin to integrate it into their communication strategies. Parallel Session 16 hears from an expert in the social media field about its positives and its dark side; a policy expert on ramifications of the underregulated media; and two seasoned health communication professionals that managed the *e.coli* and H1N1 influenza outbreaks. The panel will be moderated by an expert in program management in Southeast Asia that included social media applications.

MODERATOR

Anton SCHNEIDER

Social Marketing and
Communication Advisor

*FHI 360
Indonesia*

OBJECTIVES

Social media have gone mainstream and strategic communication as an integral component of any successful One Health Program needs to strategically embrace it but with eyes' wide open.

PANELISTS

- **Ljubica Latinovic**, Social Marketing & Health Communication Coordinator, Ministry of Health, Mexico
- **Dee Bennett**, Director, Another Option, LLC, USA
- **William Hall**, Director, News Division, U.S. Department of Health & Human Services, USA
- **Keri Lubell**, Behavioral Scientist, Centers for Disease Control and Prevention, USA



Ms. Bennett is a seasoned communication and marketing professional with more than 30 years of experience in strategic planning and designing health, nutrition, population, energy and environment communication and social marketing initiative including 20 years in international development. She is the founder and managing partner of Another Option (www.another-option.com) a small business woman owned marketing and communication firm. Previously for the last 13 years, she was Vice-President at AED where she also was the project director and senior technical expert in communication and social marketing for several USAID projects related to Avian and Pandemic Influenza and Emerging Pandemic Threats. These projects AI.COMM, PREVENT, Avian Influenza-Behavior Change and Communication and Mekong Infectious Diseases- Behavior Change and Communication were designed to effect behavior change among at risk audiences to minimize and prevent the spread of the H5N1 virus and H1N1 pandemic influenza disease. A component of these integrated communication activities was the introduction of various emerging technology to share information, conduct surveillance and reporting, and keep actors connected during outbreak responses and prevention activities. Ms. Bennett also was involved in the communication planning for the World Food Programme's Toward a Safer World held in Rome in 2011. Prior to working in international development she worked in Public Relations and New Product Marketing which included the introduction to the US market of Smart Cards and on-line banking and consumer retail. Yes, when swipes were introduced at every check-out counter in the US. She also worked at The Smithsonian Institution and in policy affairs in the US Senate. Ms. Bennett lives in metropolitan Washington, DC.

DEE BENNETT

Director

Another Option, LLC
USA



Mr. Hall currently serves as News Director for the U.S. Department of Health and Human Services. In this position, Mr. Hall manages the daily news flow across the Department, coordinating media activities at the department's 11 agencies and multiple headquarters offices. Mr. Hall has more than 32 years of public affairs experience in HHS, including 18 years of various media relations work at the National Institutes of Health, and 14 years of handling press activities at the Department level for the HHS Secretary and other senior officials.

Mr. Hall works closely with the HHS Office of Preparedness and Response on crisis and risk communications and serves as the HHS incident communications liaison with the Department of Homeland Security and other Federal agencies.

Mr. Hall has deployed on site to manage incident communications for HHS at a variety of national emergencies and special events, including assignments to New York City immediately after September 11, to Capitol Hill during the 2001 anthrax attacks, to Salt Lake City for the 2002 Winter Olympics. Mr. Hall also was actively involved in the Department's response to SARS, multiple hurricanes, including Katrina and Sandy, and the Federal government's pandemic influenza planning activities. As Acting Assistant Secretary for Public Affairs, Mr. Hall led HHS' early communications response to the H1N1 influenza pandemic in 2009.

Mr. Hall also serves as the international liaison for HHS public affairs and as an expert in international emergency risk communications, working closely with foreign government health and public safety communications officers in partner nations and in international organizations such as the World Health Organization, the World Bank and the Pan American Health Organization. He has directly advised health ministers and other senior health officials in numerous countries on emergency and crisis risk communications, and he serves as the founding co-chair of the Communicators Network of the Global Health Security Initiative.

Mr. Hall led the development of a number of risk and crisis communications reference documents, including "Terrorism and Other Public Health Emergencies: A Guide for Media" and has worked closely with the Centers for Disease Control and Prevention in the development of risk communications curricula, including "Crisis and Emergency Risk Communications: By Leaders for Leaders."

WILLIAM HALL

Director
News Division

*U.S. Department of Health
& Human Services
USA*



Dr. Latinovic, originally from Serbia, since 1999 lives in Mexico City. She graduated from Medical School, University of Belgrade, Serbia. Before moving to Mexico, Dr. Latinovic worked as Teaching Assistant at Microbiology Department at Faculty of Medicine as well as a primary physician at private pediatrics clinic. Dr. Latinovic received her Master's Degree in Health Administration with honors from Universidad la Salle, Mexico. She is trained in risk communication from PanAmerican Health Organization, public health and health promotion.

Since 2006 she has been working at General Directorate of Health Promotion of Mexico Ministry of Health, as head of health marketing and communication department, designing, planning and implementing social marketing strategies to health promotion and disease prevention programs. She also participates in Health Emergency Response of Mexican Ministry Of Health. In 2009 she was one of the leading persons in risk communication response during the H1N1 pandemics in Mexico. She is working on new technologies and social media implementation for public health issues.

She is part of different working groups between CDC and Mexico, as well as the communicators group of Global Health Security Initiative (GHSI). She participated in WHO expert group on Risk Communication on Influenza Research Agenda.

Dr. Latinovic has been speaker on various international conferences and meetings and has published articles.

She is also a professor of Health Promotion at National Institute of Public Health.

LJUBICA LATINOVIC

Social Marketing &
Health Communication
Coordinator

*Ministry of Health
Mexico*



Keri M. Lubell, PhD, is the Senior Scientist for Research and Evaluation in the Emergency Risk Communication Branch (ERCB), Division of Emergency Operations (DEO), Office of Public Health Preparedness and Response (OPHPR) at the U. S. Centers for Disease Control and Prevention (CDC) in Atlanta, GA. Her current work focuses on developing efficient and effective methods for gathering and analyzing information from social media to inform communication strategy during public health emergencies. During the 2012 Fungal Meningitis Outbreak response, her team tracked nearly 300,000 social media posts and over 400,000 traditional news media stories, using them to identify and address rumors and misinformation about appropriate health protection steps for clinicians, affected groups, and the general public.

As the lead evaluator for CDC's Emergency Communication System, she also oversees several projects to evaluate CDC's communication and outreach activities during health emergencies, including the 2009 H1N1 influenza pandemic. She serves as scientific advisor for a CDC program with the Harvard School of Public Health that conducts surveys to assess public knowledge, attitudes, and behaviors in response to a wide range of health threats.

Before joining ERCB, she spent 10 years in CDC's Division of Violence Prevention conducting research on violence-related issues and topics. Dr. Lubell received her Ph.D. in sociology from Indiana University, Bloomington, IN, where her dissertation research focused on gender differences in the impact of social isolation and mental health problems on suicide mortality.

KERI LUBELL

Behavioral Scientist

*Centers for Disease
Control and Prevention
USA*



ANTON SCHNEIDER is FHI360's Social Marketing and Communication Advisor based in Jakarta, Indonesia. Prior to this assignment, he was Regional Behavior Change and Communication Specialist based in FHI 360's Asia-Pacific regional office (APRO) in Bangkok, Thailand, where he supported the communication and behavior change aspects of infectious disease projects, including Avian Influenza and H1N1, in Asia region, including Indonesia, Vietnam, Lao PDR, Nepal, and Bangladesh. He has over 20 years of experience designing, managing, and evaluating social marketing and behavior change and communication programs in Asia, Latin America/Caribbean and Africa. Drawing on extensive experience from commercial marketing communication, Mr. Schneider has designed and managed the media and behavior change aspects of programs in diverse issue areas in health and development. He also has extensive experience in commercial, behavior change and communication research including various qualitative approaches. He is currently directing a motivational research study in Java, Indonesia, as well as overseeing a large-scale Integrated Biological and Behavioral Study (IBBS) in Papua, Indonesia. Anton joined AED in 2000 as co-director of CHANGE, USAID's project to develop and test innovative communication approaches. When the avian influenza outbreak occurred in Asia, Anton moved to Lao PDR as the country coordinator for the Avian Influenza Behavior Change Communication (AI-BCC) Project in 2006 and joined the regional office in Bangkok in early 2009, where he worked on the AI.COMM, Mekong Infectious Disease and Emerging Pandemic Threats (EPT) - PREVENT Projects. Anton has provided technical assistance and training in more than 20 countries, focusing on Asia where he has spent 12 of the last 17 years. He directed social marketing projects in Indonesia, India, Nepal and Philippines as Asia regional manager for SOMARC's social marketing project from 1995-2000, based in Jakarta. He has created a variety of innovative communication campaigns using mass media, digital and social media, media relations, community-based communication, interpersonal communication and social mobilization. He has worked with a wide variety of partners including government, NGOs, commercial manufacturers, and media throughout Asia.

ANTON SCHNEIDER

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