COMMUNICATING FOR EMERGENCIES

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COMMUNICATION

EMERGENCIES

- Been in an emergency?
- From telex to twitter changes in the media
- Crisis communication risks and opportunities
- How it affects our work
- Thoughts to consider
BBC
MSF + Access
WHO
emergencies
campaigns
IN AN EMERGENCY EXPECT THE UNEXPECTED

... AND UNDERSTAND WHAT MAKES A GOOD STORY

MEDIA AND SOCIAL MEDIA!
- 1439 – Printing Press - for books (Germany)
- 1645 – Newspaper - a Gazeta (Portugal)
- 1792 – Telex / Telegraph
- 1826 – Photograph - (France)
- 1876 - Telephone
- 1920 - Radio broadcast - (BBC 1922)
- 1939 - TV - 1st regular broadcast (US)
- 1974 - TV broadcast from satellite (Canada)
- 1980 - CNN / 1996 - Al Jazeera
- 1991 - Digital camera - Kodak
- 1995 - Internet/ EMAIL
- 2004 - Facebook – start of Social Media
- 2008 - iPhone / Twitter etc
Worldwide, 52% of people with internet access tried to get health or medicine information in past 30 days vs 28% of those without internet access.

Wellcome Global Monitor 2019: Understanding and Interest in Science and Health
<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>1995</td>
<td>Internet / email</td>
</tr>
<tr>
<td>1999</td>
<td>Windows/Yahoo Mesg, Blackberry</td>
</tr>
<tr>
<td>2003</td>
<td>Skype</td>
</tr>
<tr>
<td>2004</td>
<td>Facebook / Flickr – Social Media</td>
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<tr>
<td>2005</td>
<td>YouTube</td>
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<tr>
<td>2006</td>
<td>Twitter</td>
</tr>
<tr>
<td>2007</td>
<td>Tumblr (micro-blogging)</td>
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<tr>
<td>2008</td>
<td>iPhone - smartphone</td>
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<tr>
<td>2009</td>
<td>WhatsApp</td>
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<tr>
<td>2010</td>
<td>Instagram (FB buys 2012)</td>
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<tr>
<td>2011</td>
<td>Snapchat</td>
</tr>
<tr>
<td>2012</td>
<td>Tinder</td>
</tr>
<tr>
<td>2015</td>
<td>Apple Pay</td>
</tr>
<tr>
<td>2018</td>
<td>VR &amp; Fake News</td>
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<tr>
<td></td>
<td>- Cambridge Analytica - FB scandal</td>
</tr>
<tr>
<td>2019</td>
<td>TikTok</td>
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</tbody>
</table>
In a crisis or an emergency

To speak or not to speak?

To whom, when and how?

"Due to obsessive and intrusive attention by the media, this press conference will be cancelled."
COMMUNICATING IN AN EMERGENCY
who, what, when, where, why and how?

<table>
<thead>
<tr>
<th>Community engagement</th>
<th>Anthropology</th>
<th>ETC/ ETUs, ECCC</th>
<th>Triage In/out</th>
</tr>
</thead>
<tbody>
<tr>
<td>Behavioural &amp; social intervention</td>
<td>Media &amp; communication</td>
<td>Psychosocial support</td>
<td>Case management</td>
</tr>
<tr>
<td>Socio/cultural practices</td>
<td>Messaging</td>
<td>Coordination with partners &amp; Govt</td>
<td>Points of Entry</td>
</tr>
<tr>
<td>Infection Control supplies</td>
<td>Infection Prevention &amp; control</td>
<td>Std. Precautions &amp; barriers nursing</td>
<td>Burial teams</td>
</tr>
<tr>
<td>Logistics</td>
<td>Epidemiologic Investigation, surveillance &amp; laboratory</td>
<td>Active Case finding</td>
<td>Rumour / alert verification</td>
</tr>
<tr>
<td>Medicines and Vaccines</td>
<td>Transportation needs</td>
<td>Contract tracing, registration &amp; monitoring</td>
<td></td>
</tr>
</tbody>
</table>
Doctors Without Borders accuses WHO of rationing Ebola vaccine in DR Congo 23/09/2019

Pamela Tulizo, AFP file Health Centre in Goma, on July 15, 2019

WS WIRESPicture | A man is vaccinated against Ebola at the Afia Himbi
Lack of information or misinformation can do harm!

Multiple media outlets, partners + interpretations
What makes a good story?


- Good headline
- Good pictures
- Interesting facts & accurate stats
- Simplify technical language
- Human angle
- Conflicting views
- Local / targeted angle
- Social media friendly messages
EBOLA
REHYDRATE TO REVIVE & SURVIVE
(Nigeria Ebola Survivor 2014 – Dr Ada Igonoh)

- FLAVOURED ORS HELPS – ORS: 4-5 LITRES X DAY
- DO NOT TAKE PAINKILLERS EXCEPT FOR PARACETAMOL
Emergencies and news go viral worldwide!

“As price of insulin soars, Americans caravan to Canada for lifesaving medicine.”

“Bernie Sanders leads insulin caravan to Canada...”

(CNN, CBC and more 2019)
Top Tips: Media, Social Media & Partners
who, what, when, where, why, how?!

- Be proactive – to media + on social media and partners
- Key headline & picture
- Provide accurate and clear information and messages
  - 3 stats and 3 facts
  - Languages
- Be human - show real feeling & concern - community
- Remember local is global!
- BE MOBILE/CELL FRIENDLY!
THANK YOU, MERCI, ASANTE SANA!

QUESTIONS OR COMMENTS?

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Why work with the media in emergencies?

- The media is a **partner** in outbreak control strategy
- **Bridge** between technocrats and public
- To communicate risks, inform the public of **key messages** (what it is, risks, prevention and control, actions & interventions, etc)
- Also **source of information** from public to technocrats
- Help to calm the public and **alleviate fears**
- Social media and media = **proactive + reactive**

- **NB:** **MEDIA REPORTS WITH INFORMATION THEY GET SO BE HELPFUL, CLEAR AND ACCURATE!**