

# Effective Crisis Communication is the Key in Fighting Coronavirus

by

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- Hand washing
- Face Touching
- Self isolation
- Crisis Communication

# Hand Washing

- Educational interventions, reminders and better facilities can improve hand washing
- Naikoba, S. and Hayward, A. *Journal Hospital Infection* , 47(3), 173-80, 2001.

# Alcohol Based Hand Sanitizers (AHS)

- Hobbs et al. American J. of Infections Control 44(3), 258-262, 2016.
- Visible locations
- Attention (flashlight)
- Middle of lobby instead of side of lobby

# Main Points

- Education and information are important but not sufficient
- Physical and social environment needs to grab attention
- AHS in front of doors, lobbies, elevators, corridors, cafeterias

# Face Touching

- Kwik et al. American Journal of Infections Control, 43(2), 112-114, 2015.
- EAST Policy
- Easy, Attractive, Social, Timely
- Education, Info. Not enough
- Place tissue at prominent places

# Self Isolation

- Negative Psychological Effects
- Loneliness causes mental health problems
- Cacioppo et al. Psychological Bulletin 140(6), 1464 (2014)
- Engage with social networks. Shaw and Grant, Cyber Psych. & Behavior 5(2), 157-171, 2002.
- Support lines, advice

# Crisis Communication

- Cooperation is improved by effective communication (Zelmer, Expt. Economics, 299-310, 2003)
- Strong messages from leaders (e.g. Xenophobia)
- Should include empathy (Shen, L. Human Comm. Res., 36(3), 397-422, 2015)
- Encourage collective action (Ledyard, Handbook of Expt. Economics, Princeton Uni. Chapter 2 1995)

# Communication

- Clear statements of desired collective behavior
- “We” and “Us” approach instead of “I” and “You” approach
- Should not incite unnecessary fear (Jin. Et al. Public Relation Review, 45(1), 167-177, 2019)
- Sensitive to demographics (Kalichman & Coley, Health Psychology, 14(3), 247-254, 1995)
- Risk reporting (communicate numerical ranges)
- Social media (promote altruistic behavior)



# Communication

- Punishment
- Reward
- Appreciation

# Center of Disease Control Guidelines

- Be first
- Be right
- Be credible
- Express empathy
- Promote action
- Show respect

Thank you

Have a wonderful conference.