



Communicating During a Public Health Crisis

Responding to COVID-19: Best Practices for the Gov Community

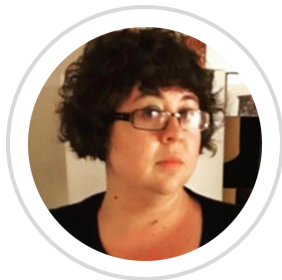
MARCH 9, 2020

Today's **Speaker Lineup**



Susan Ganeshan

Chief Marketing Officer,
Granicus



Echa Schneider

Digital Communications,
City of Berkeley



Betsy Burkhart

Communications Director,
City of Walnut Creek



Madeline O'Phelan

Director, Marketing &
Communications, Granicus



Nick Geier

Senior Platform Strategist,
Granicus



Susan Ganeshan

Chief Marketing Officer,
Granicus



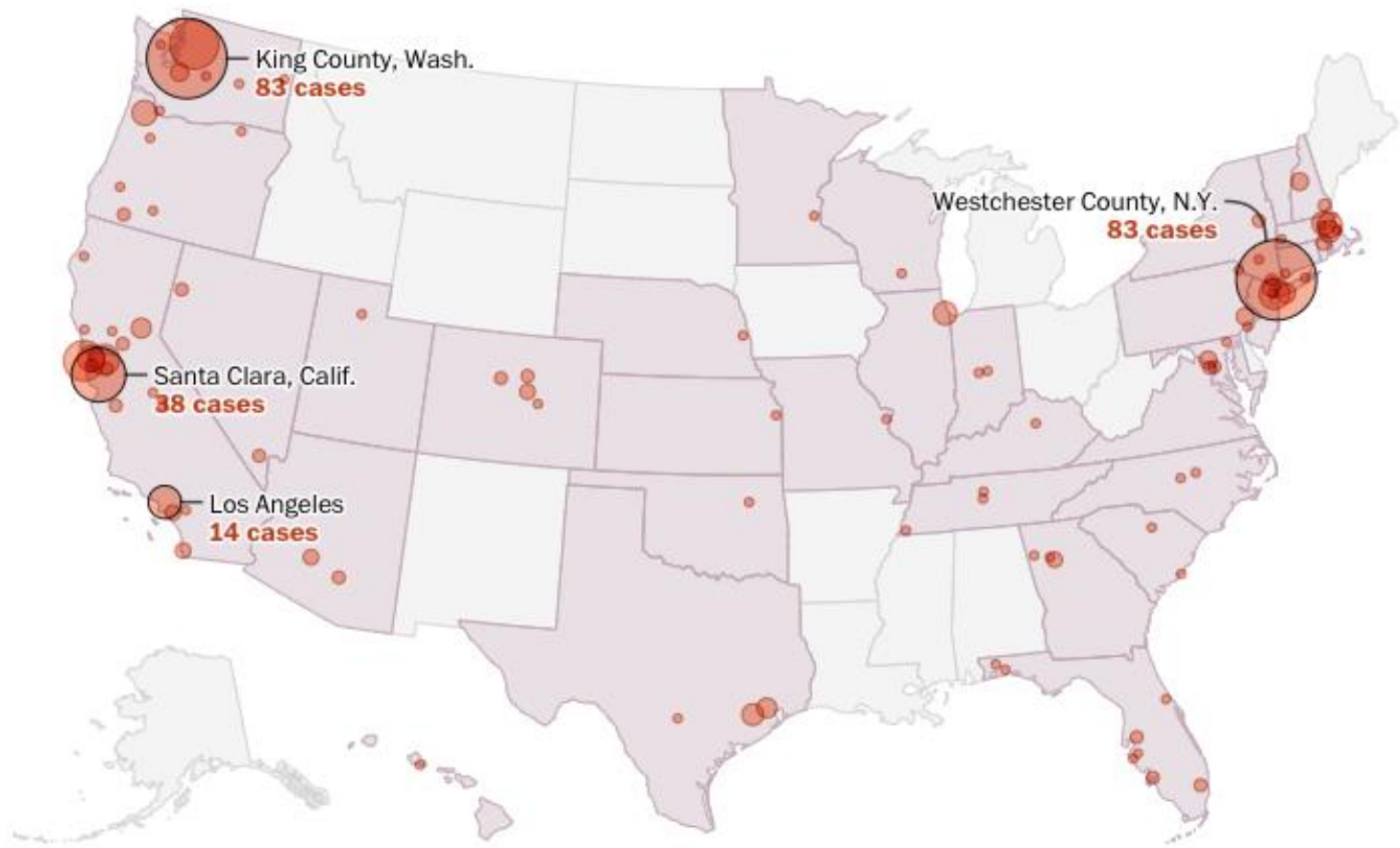
Why We're Here

SUSAN GANESHAN

The background of the slide features a dark blue field populated with numerous 3D renderings of COVID-19 virus particles. These particles are depicted as spherical entities with a textured, bumpy surface and prominent, irregular spikes or protrusions extending from their periphery. The particles vary in size and are distributed across the frame, with some appearing more sharply in the foreground and others fading into the background.

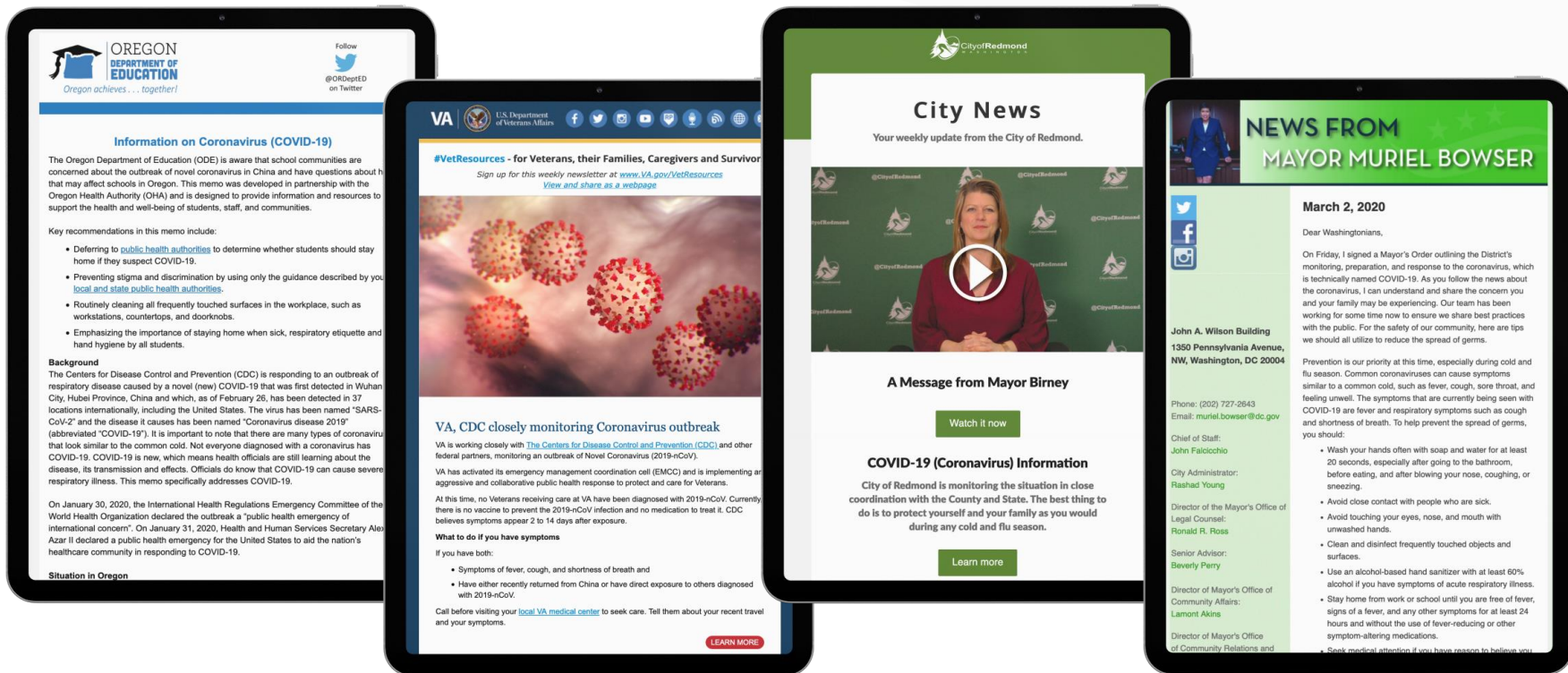
What is COVID-19

Coronavirus disease 2019 (COVID-19) is a respiratory illness that can spread from person to person. The virus that causes COVID-19 is a novel coronavirus that was first identified during an investigation into an outbreak in Wuhan, China.



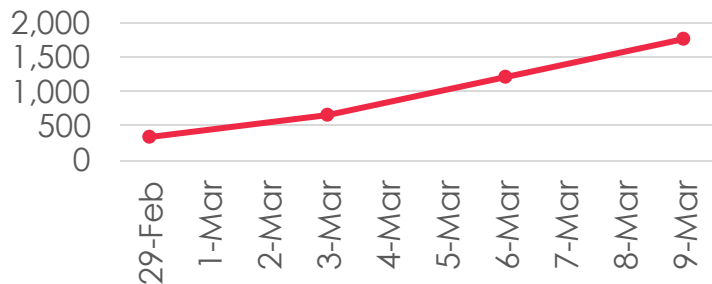
Communications on Coronavirus

1,780 bulletins to 86.9M subscribers with 20.2M opens and 1.9M clicks

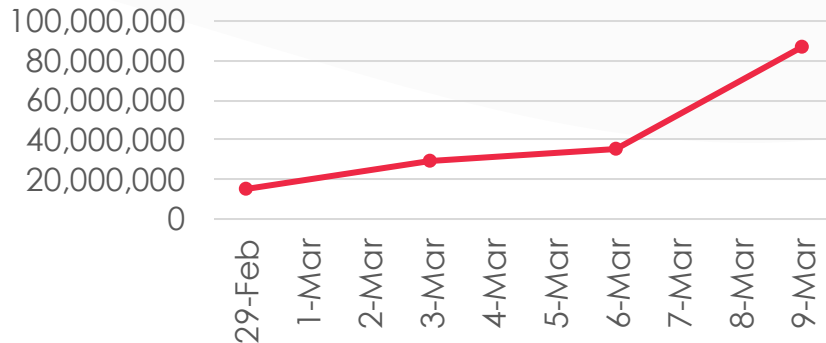


Communications on Coronavirus

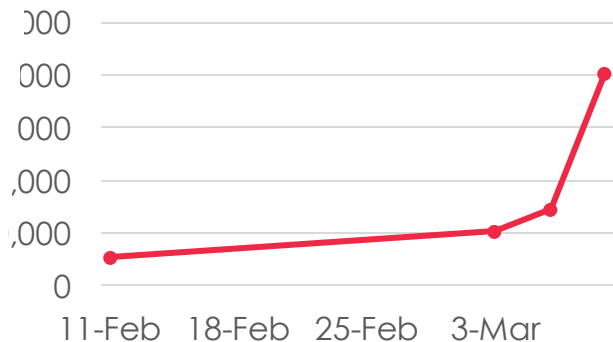
Bulletins



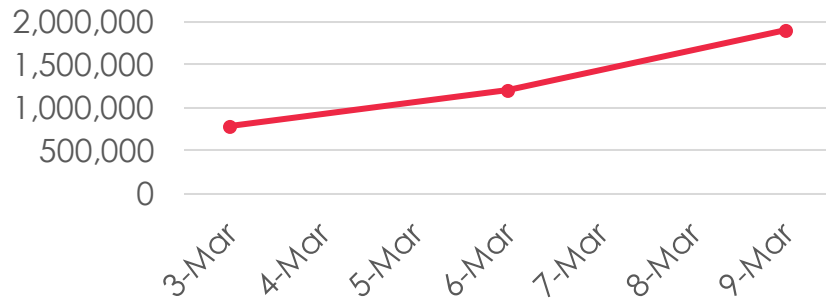
Subscribers



Opens

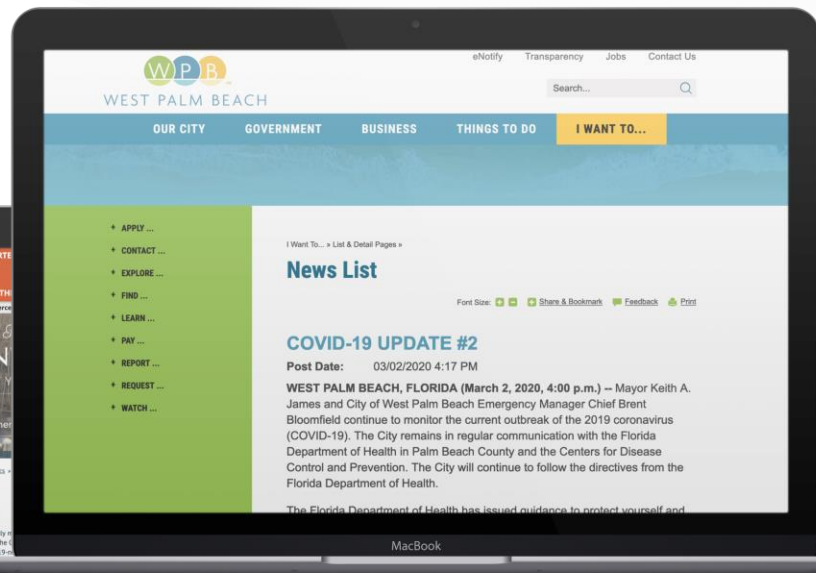
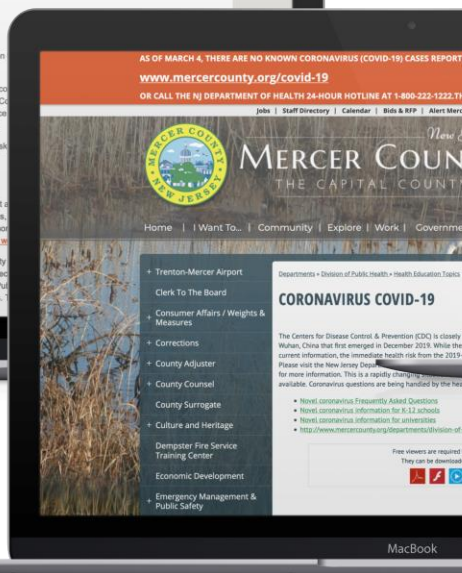
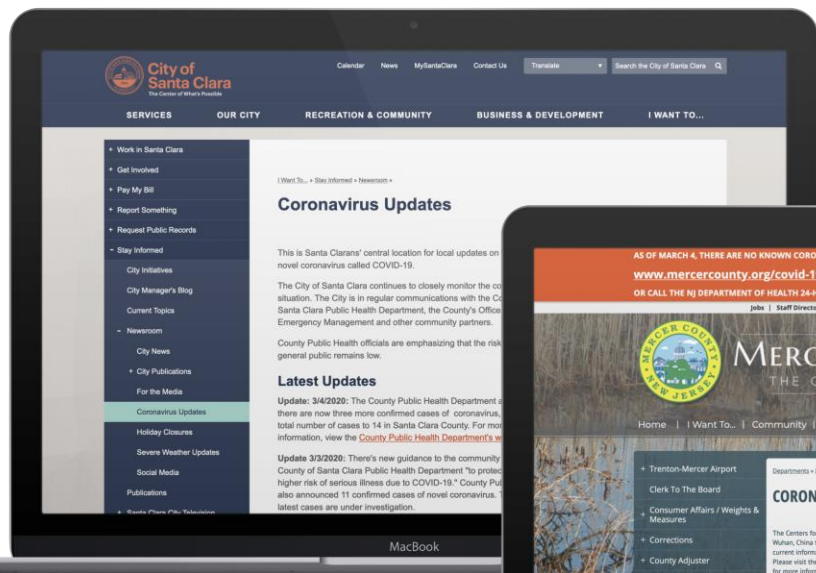


Clicks



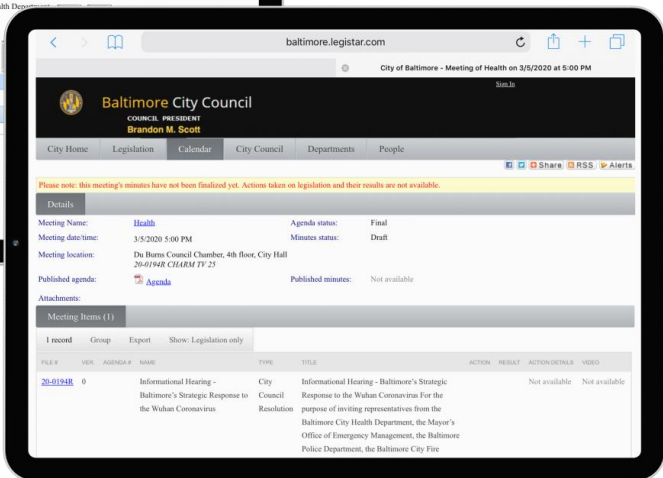
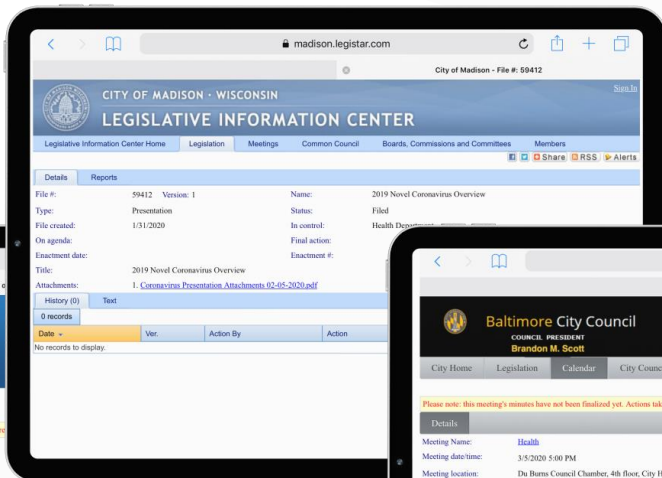
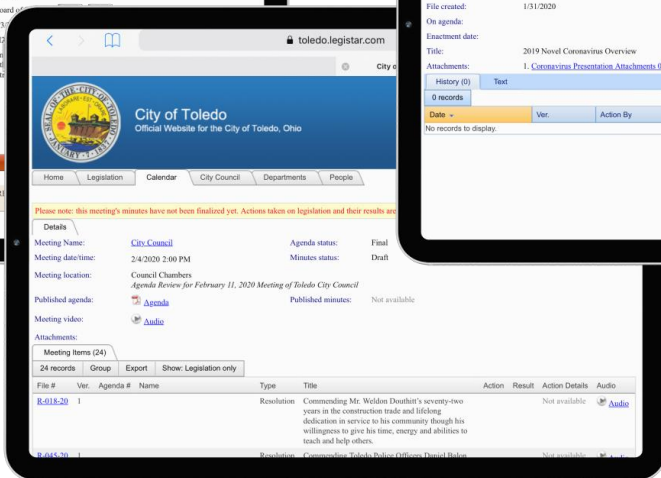
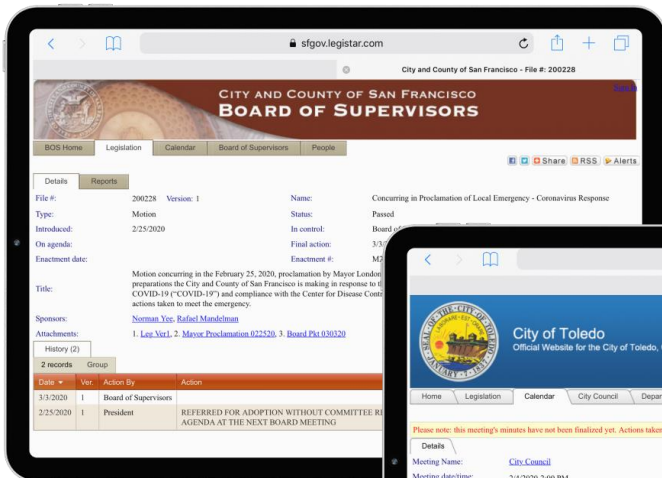
Comprehensive Updates via Web

300+ pages of information addressing Covid-19

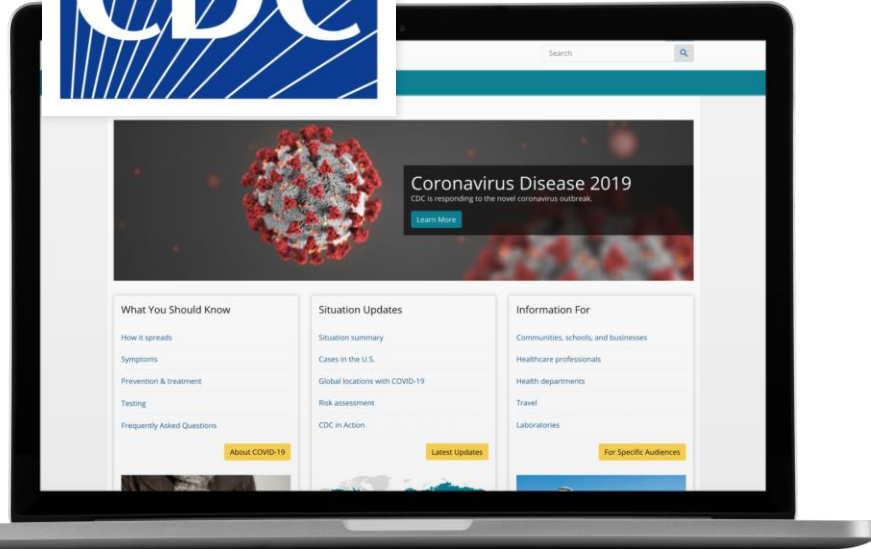


Declaring Local Emergencies

Legislators are mobilizing to handle the situation, passing emergency resolutions, engaging the public in city meetings



Reminder: Where to Find Credible Sources of Information



[cdc.gov](https://www.cdc.gov)



World Health Organization



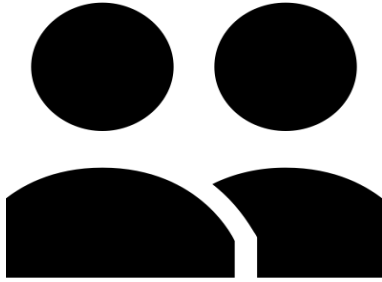
[WHO.int](https://www.who.int)

Echa **Schneider**

Digital Communications,
City of Berkeley, CA

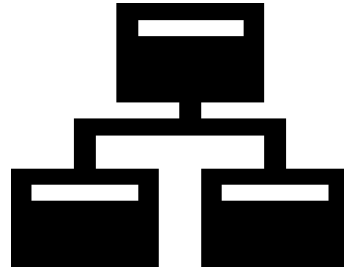


Berkeley's Communications Team



2 full-time staff citywide

- Communications Director/PIO
- Digital Communications Coordinator



Supported by **multi-department staff** during EOC activations



Serving population of **120,000**



Communications in a Crisis

Media Inquiries

Regional PIO
Coordination

External
Messaging

- Web, Email, Social, Print

Staff Messaging

Local Agency
Liaison

Create
Outreach
Materials

Support Public
Health with
Information for
Providers

Berkeley is its
own Public
Health
Jurisdiction



Coronavirus Status

First Confirmed
Case **Tues 3/3**

- *Travel acquired*

**24-Hour Message
Reach**

- 5,000 email opens
- 36,000 web views
- 300,000 twitter impressions

Sent Community
Notification **Within
3 Hours**

- Announce positive test
- Remind community members that risk is still low
- Actions to take to slow the spread

Where We Are Now

Preparing for Increased Spread

- Preparing as an organization
- Help community members prepare

Connect Community Members to Resources

- Building out website
- Developing outreach material
- Twitter town hall with Health Officer



Lessons Learned: Messaging

Know your goals

- Ask **why** is the first step in crafting any message
- How will you know you were successful?

Know your audience

- **Who** is your message for?
- **How** will it help them?



Lessons Learned: Messaging

Essential to **build trust**

- Maintain consistent messaging rhythm
- Speak directly to community members
- Be honest, be human
- Address their concerns



Lessons Learned: Messaging

Combat misinformation

Elevate voices of Public Health authorities

- WHO
- CDC
- County & State agencies



Lessons Learned: Messaging

Give people actions to take

- For coronavirus:
 - Steps to protect yourself
 - What to do if you get sick
 - Where to learn more



Lessons Learned: Messaging

Don't reinvent the wheel

- Use pre-existing resources from trusted sources
- Share resources with peer agencies



Lessons Learned: Messaging

Consider what your community responds to

- Berkeleyans respond well to appeals to altruism
- Look at what has worked well in the past



Lessons Learned: Platforms

One message, every channel

- Let people get information in the way that works best for them
- Tailor distribution strategy to what's appropriate for each platform

Enlist partners to maximize reach

- Community organizations
 - Business groups
-



Lessons Learned: Self-care

Take care of yourself so you can best serve your community

Breaks are important

- Unplug, eat, take a walk

Go easy on yourself

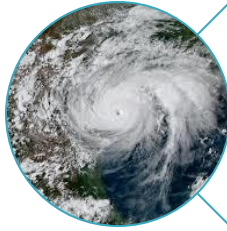
- Mistakes happen
- Do your best to repair and move on

Betsy Burkhart

Communications Director,
City of Walnut Creek, CA



Throw Out the Usual Playbook



Why is this so different
from our “usual” crisis
events?



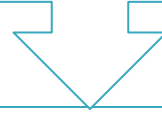
What does that mean for
our audiences?



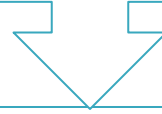
What does that mean for
communicators?

Rules of Engagement

Stay in your lane



Know where to find help and approved messaging



Consider your capacity to respond

Connecting With Vulnerable Populations

City of Walnut Creek
example:
**Senior community
of Rossmoor**

One size does not fit
all

City population:
70,000

Rossmoor residents:
1 out of 7

Challenges

Approach

Taking a Regional Approach

Bay Area Joint Information System project

- Launched after series of Homeland Security sponsored exercises and trainings, identifying a gap in our region
- Born from “a coalition of the willing”
- Formed in 2014, formalized in 2017
- Activated multiple times for fires & utility-forced power shutoffs

Most recent activation: Today

Communicator Resources

CDC

Your state health
department

Your county health
department

Professional
organizations

- CAPIO
- 3CMA

Preparing for the Next One

Hard to think of the next crisis in
the moment

Carve out time to document
your own gaps

Know that tools only continue to
get better

Nick Geier

Senior Platform Strategist,
Granicus





Lessons From the Zika Virus Epidemic

Centers for Disease Control and Prevention

NICK GEIER



Goal

Provide Zika awareness and prevention before, during and after travel.

1



Zika primarily spreads through infected mosquito bites

2



Take steps to protect yourself

3



Zika is linked to birth defects

4



Pregnant women should not travel to areas with Zika outbreaks

5



Returning travelers infected with Zika can spread the virus

Problem

Increased world travel and tourism for the Brazil Summer Olympics, to a region heavily impacted by Zika virus.

Solution

Reach travelers on the go via airport, email, and online promotion to deliver critical information about Zika.

Give mobile audience a way to ask for information about Zika and travel.

New York Magazine

What Is the Risk of Getting Zika Virus at the Olympics?

zika virus · brazil · health and wellness · 2016 olympics. +Comments Leave a Comment.

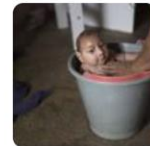
Aug 3, 2016



Vox

The Zika virus may cause birth defects — and experts think it's coming to the US

Until last year, the Zika virus, which is spread by mosquitoes, was mainly confined to Africa and Asia. But in 2015 the disease made the leap to ...
Jan 15, 2016



The Guardian

Florida mobilizes to control mosquitos causing 'unprecedented' Zika outbreak

Scientists edge closer to creating effective Zika virus vaccine. Read more. "Zika is unprecedented," said Centers for Disease Control ...
Aug 4, 2016



CNN International

CDC issues historic travel warning over Miami Zika outbreak

This week, 11 additional people in Florida were found to have been infected with Zika virus after being bitten by local mosquitoes, bringing the ...
Aug 3, 2016



CNN

Zika virus: Is DDT an option?

Zika virus: Is DDT an option? By Ray Sanchez, CNN. Updated 3:25 PM ET, Thu February 4, 2016. Alice Vitoria Gomes Bezerra, a 3-month-old baby with ...
Feb 4, 2016



Zika Global Map

Outbreak Countries

- American Samoa
- **Anguilla (46)**
- Antigua and Barbuda
- **Argentina (108)**
- **Aruba (451)**
- **Bahamas (242)**
- Barbados
- Belize
- Bolivia
- Bonaire
- Brazil
- **British Virgin Islands (73)**
- Cape Verde
- **Cayman Islands (45)**
- Colombia
- **Costa Rica (595)**
- **Cuba (258)**
- Curacao
- Dominica
- **Dominican Republic (559)**
- **Ecuador (60)**
- El Salvador
- Federated States of Micronesia
- **Fiji (47)**
- French Guiana
- **Grenada (85)**
- Guadeloupe
- **Guatemala (33)**
- Guyana
- **Haiti (88)**
- **Honduras (83)**
- **Jamaica (456)**
- Marshall Islands
- Martinique
- **Mexico (3,137)**
- New Caledonia
- **Nicaragua (82)**
- **Panama (91)**
- Papua New Guinea
- Paraguay
- **Peru (130)**
- **Puerto Rico (1,279)**
- Saba
- Saint Barthelemy
- Saint Kitts and Nevis
- **Saint Lucia (85)**
- **Saint Martin (62)**
- Saint Vincent and the Grenadines
- Samoa
- Singapore
- Sint Eustatius
- Sint Maarten
- Suriname
- Tonga
- Trinidad and Tobago
- **Turks and Caicos Islands (214)**
- **United States - Florida & Texas (684)**
- US Virgin Islands
- Venezuela

Endemic Countries

- Angola
- Bangladesh
- Benin
- Brunei
- Burkina-Faso
- Burma (Myanmar)
- Cambodia
- Cameroon
- Central African Republic
- Côte d'Ivoire
- Easter Island
- Egypt
- Ethiopia
- Gabón
- Guinea-Bissau
- **India (56)**
- Indonesia
- Kenya
- Laos
- Liberia
- Malaysia
- Maldives
- Mali
- Mozambique
- Niger
- Nigeria
- Pakistan
- **Philippines (42)**
- Senegal
- Sierra Leone
- Somalia
- Tanzania
- **Thailand (41)**
- Timor-Leste
- Togo
- Uganda
- Vanuatu
- **Vietnam (42)**
- Zambia

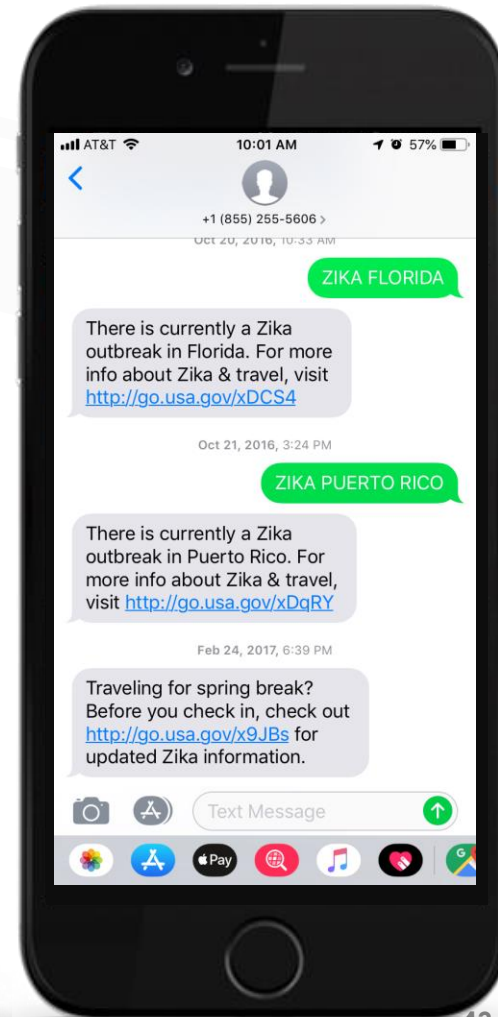
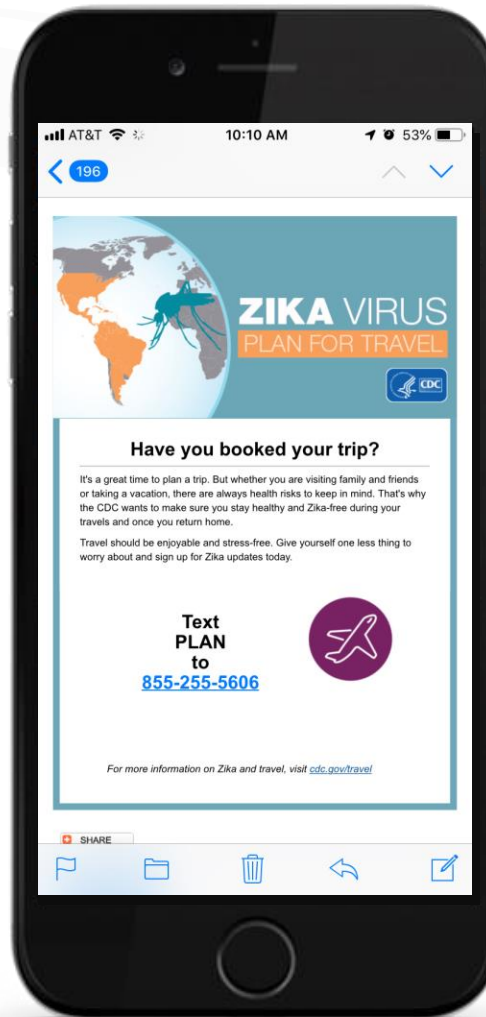


Result

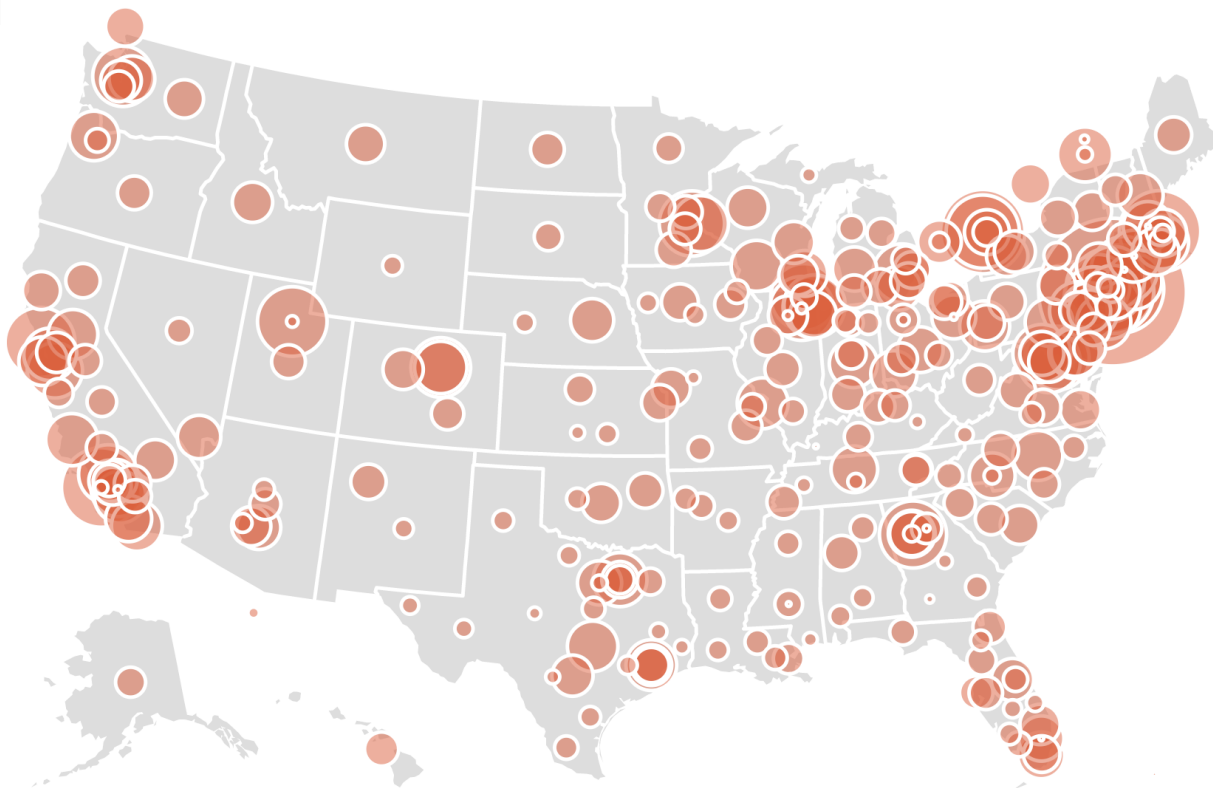
Interactive text survey giving proactive travel advice on planning travel, tips while traveling, and symptom information upon returning home.

Worldwide database of outbreak and endemic status.

Promotion in airports and targeted digital promotion.



Participants by Area Code



*This map displays participants by area code of phone number used to subscribe.
Data current as of February 26, 2017*

Total Responses and Participants

- A **response** is the act of texting into the beginning of the interactive text flow
- A **participant** is the unique phone number used to text-in

This data shows a healthy ratio of unique participants compared to responses.



25,913



22,005

Participant Journey



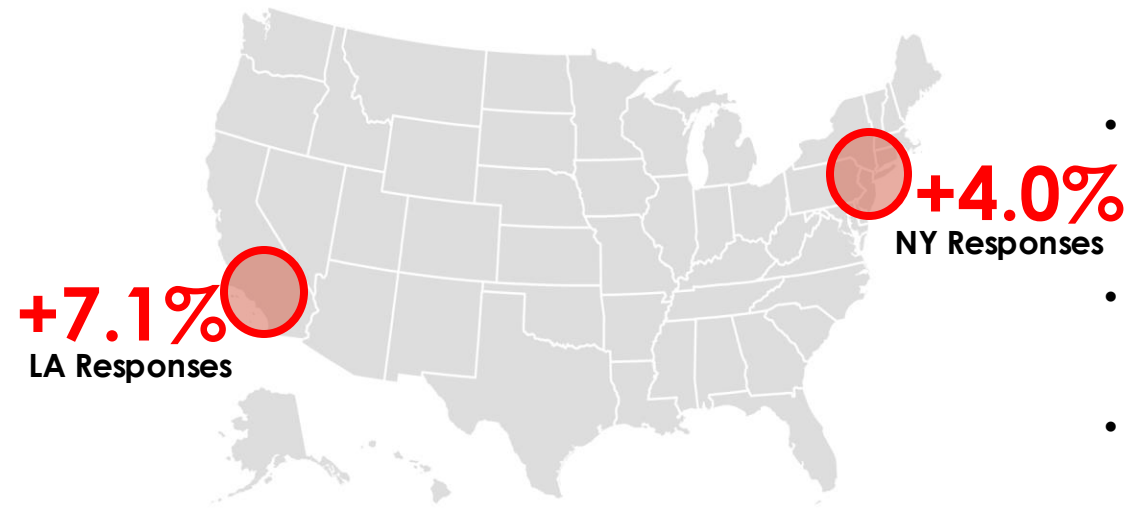


GRANICUS **EXPERIENCE** **GROUP**

BETTER CITIZEN EXPERIENCES, **DELIVERED.**



Digital Ad Targeting Pilot

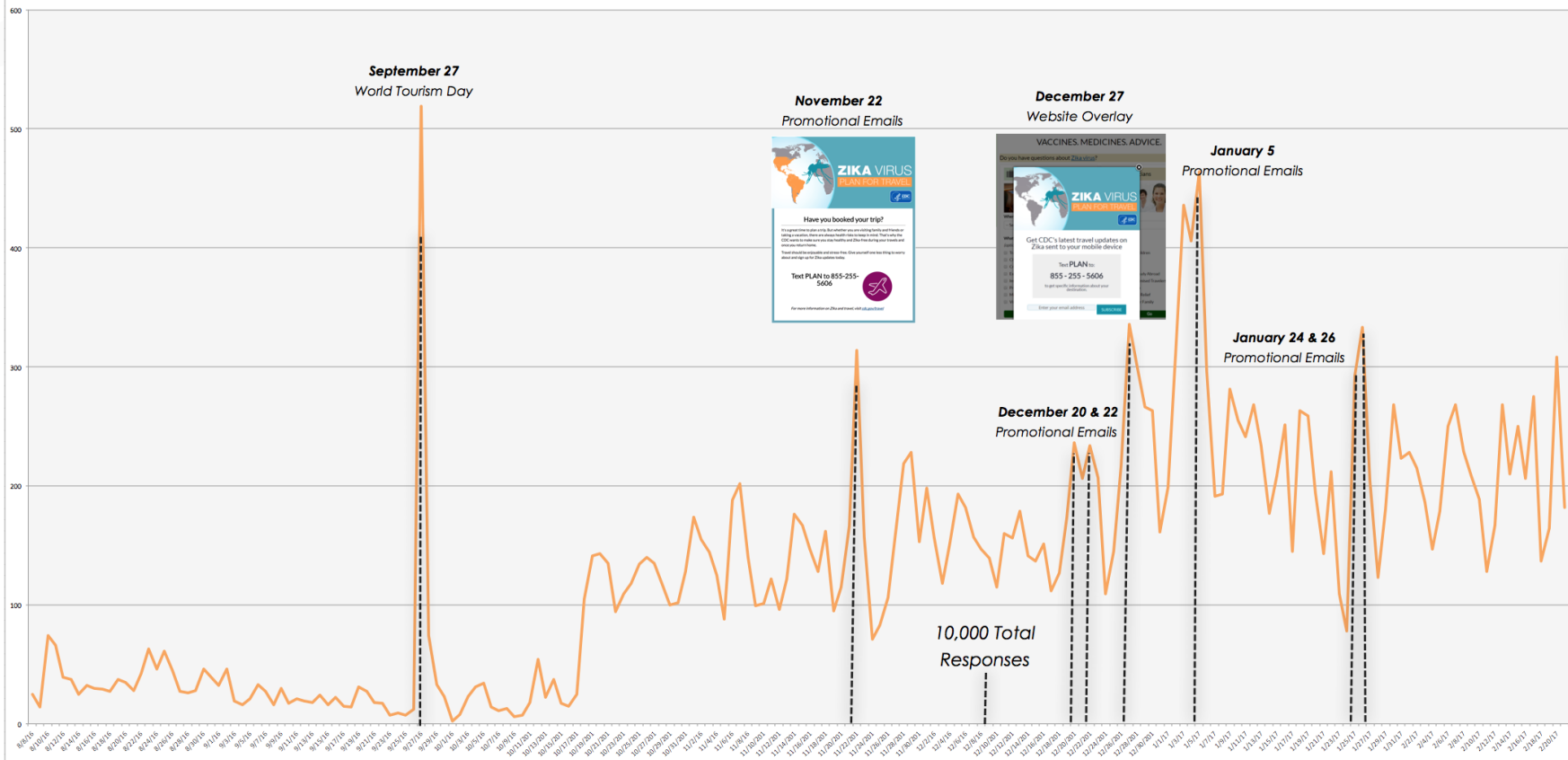


Facebook Ad Targeted Expansion

- **Hypothesis:** Targeted expansion of Facebook ads in areas with high participant concentration will generate a lift in response activity.
- Pilot focused on:
 - New York
 - Los Angeles
- Scoped analysis to area codes in NY and LA
- Targeted ad expansion ran December 20 – January 5

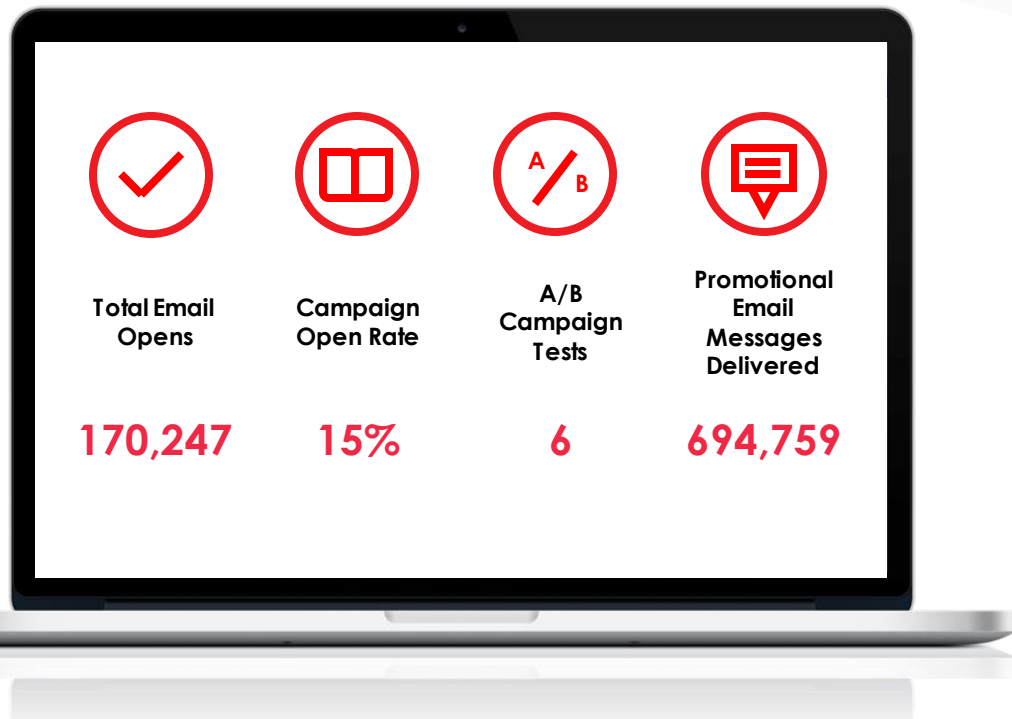
Promotion Activity

Total Responses



Email Outreach Promotion

Key Findings



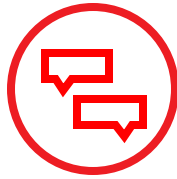
- Subject lines phrased as questions performed better among this audience than subject lines phrased as statements.
- Short subject lines garnered better open rates among this audience than longer subject lines.

**Total
Responses**



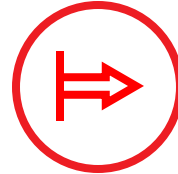
25,913

**Total Follow-Up
Messages Sent**



135,132

**Total Country
Status Messages
Sent**




30,187

**Total Awareness
to Action
Messages Sent**



165,319+



“With Interactive Text, we have the ability to send text messages to travellers who have subscribed for Zika-related information, but we’re also in a position where we could communicate on an emergency quickly with subscribers if we needed to.”

- *Travelers' Health CDC*

ZIKA VIRUS

UPDATE

Zika Cases in Florida

Subscriber Survey Feedback



92%

Plan to use a CDC text
message service in the
future

Do. Measure. Learn.

Interactive text is a powerful tool to reach users on the go.

Building and connecting with a mobile audience is key to delivering public health and other critical information for communities.

Data-driven refinements: Measure and track user response data to optimize and enhance the conversation.

Granicus Experience Group brought into highly visible and impactful initiatives to deliver mission and vision.

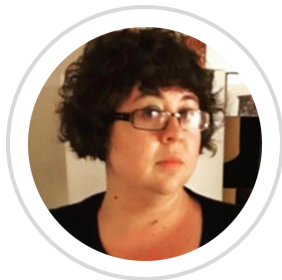


Panel Q&A



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Thank you