Public Health Education Collaborative

April 5th, 2011
Welcome

Sylvia Estafan

Health Education Administration

...Your one-stop shop for all your health education needs.
Housekeeping

• Bathrooms
• Sign-in sheets
• Continuing Education
  – CHES
  – Nursing CEUs (check box on evaluation)
• Food
Ground Rules

• Limit cell phone use
• Respect time
• Raise hands for questions/comments
• Respect one another
• Agree to disagree
Introductions

• Name
• Title
• Organization
# Morning Agenda

<table>
<thead>
<tr>
<th>Timeframe</th>
<th>Content</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ALL ATTENDEES</strong></td>
<td></td>
</tr>
<tr>
<td>9:00am-9:15am</td>
<td>Introductions and Overview</td>
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<tr>
<td>9:15am-9:30am</td>
<td>Icebreaker</td>
</tr>
<tr>
<td>9:30am-10:30am</td>
<td>Communicating in an Emergency: The Basics</td>
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<tr>
<td>10:30am-10:45am</td>
<td>Wellness Break</td>
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<tr>
<td>10:45am-11:55am</td>
<td>Responding to an Emergency: Simulated Activity</td>
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<tr>
<td>11:55am-12:00pm</td>
<td>Wrap-up &amp; Evaluations</td>
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## Afternoon Agenda

<table>
<thead>
<tr>
<th>Timeframe</th>
<th>Content</th>
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<tbody>
<tr>
<td><strong>PRINT MATERIALS COMMITTEE</strong></td>
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<tr>
<td>12:00pm-1:00pm</td>
<td>Lunch</td>
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<tr>
<td>1:00pm-3:30pm</td>
<td>Print Materials Committee Meeting</td>
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Today’s Key Objectives

By the end of this session, participants will be able to...

1. Describe health education’s role as a discipline in emergency response.
2. Describe effective communication strategies that can be used for emergency messaging.
3. Apply effective communication strategies to create emergency messaging during a group activity.
Icebreaker

Sylvia Estafan
Health Education Administration
Communicating in an Emergency: Japan 2011

Sylvia Estafan

Health Education Administration
Background & Context: Japan 2011

- A 9.0-magnitude earthquake hit Japan on March 11th, 2011
- Tsunamis have devastation in the coastal areas
- Damage to the Fukushima Daiichi nuclear power plant
- Food safety and water quality are also major areas of concern
- Based on official Japanese government figures:
  - 11,438 confirmed dead
  - 2,773 injured
  - 16,541 missing
  - 172,415 evacuees

Source: World Health Organization
Incident Command Structure

Incident Commander

- Safety Officer
- PIO (Public Information Officer)
- Operations
- Planning
- Logistics
- Finance
- Board Liaison
Health Ed Role: Japan 2011

• Educational materials
  – Creating
  – Editing
  – Translating

Frequently Asked Questions (FAQ)
No Health Threat in LA County: The Facts about Radiation from Japan

1. What is radiation and how do you get exposed to it? Radiation is a form of energy that surrounds us at all times. We are exposed to small amounts of radiation every day, from naturally occurring sources (like elements in soil) and man-made sources (like medical x-rays). Radiation can also come from radiological accidents, like the one happening in Japan.

2. Does damage to the Japanese nuclear power plants pose a health risk to LA County? No, California is 5,800 miles away from Japan, so we do not expect to see any significant radiation increase in California’s food, water, or air. The damage to the Japanese nuclear power plants does not pose a health risk to Los Angeles County.

3. Should you take Potassium iodide (KI)? No, there are no signs that radioactive material, including radioactive iodine, will reach harmful levels in LA or neighboring counties. There is no need for or benefit to taking KI. Taking KI unnecessarily can cause harmful side effects or allergic reactions. Only public health officials and your doctor can safely determine whether you should take KI.

4. Will radiation from Japan affect LA County’s beaches? No. Any radioactive particles in the ocean water near the damaged nuclear plants in Japan will dilute to extremely low levels before arriving in California’s ocean water and are NOT a health concern to surfers, swimmers, or pets at LA County’s beaches.

5. What can you do right now? Follow the tips below to prepare yourself and your community for any future disasters:
   • Visit http://publichealth.lacounty.gov/ency/media/index.htm
   • Create emergency plans that help you get in touch with loved ones during an emergency.
   • Build emergency kits for your home, work, and car.
   • Meet and build relationships with your neighbors.
   • Build relationships with community organizations such as neighborhood organizations, schools, and volunteer agencies in your area.
   • You can also build relationships with faith-based groups such as churches, synagogues, and temples in your neighborhood.

Important Facts

1. There are no harmful radiation levels in LA County.
2. LA County’s food, water, and air are safe.
3. You should NOT buy or take potassium iodide (KI) or other products to reduce risk from radiation exposure. It is not necessary and may be harmful.

Where can you go for more information?
CA Dept. of Public Health: (562) 941-1947 Available 8 am to 5 pm Spanish and English
Centers for Disease Control and Prevention (800) CDC-INFO (800) 367-4274, available 24/7
Food and Drug Administration http://www.fda.gov

Los Angeles County Department of Public Health
www.publichealth.lacounty.gov
Communicating in an Emergency: The Basics

Sylvia Estafan

Health Education Administration
How Do We Learn Best?

• When learning, we retain:
  - _10%_ of what we read
  - _20%_ of what we hear
  - _30%_ of what we see
  - _50%_ of what we simultaneously see and hear
  - _70%_ of what we say, see, and hear
  - _90%_ of what we say, see, hear, and do
What is Health Literacy?

• Health literacy is the degree to which individuals have the capacity to obtain, process, and understand basic health information and services needed to make appropriate health decisions.
What Factors Affect Health Literacy?

• Reading and writing ability
• Communication skills of lay people and health professionals
• Knowledge of health topic(s)
• Disability (hearing, vision)
• Culture
• Emergencies
Is Health Literacy Plain Language?

Health literacy is NOT...

• Plain Language. Plain language is a technique for communicating clearly. It is one tool for improving health literacy.
What is Plain Language?

• Presenting information in a way that’s:
  – Understandable the first time it’s read or heard
  – Geared toward a specific audience
  – Organized logically
  – Visually appealing
Why Plain Language?

- Most U.S. adults read at or below the 7th grade level
Plain Language Benefits

Readers
- Understand the message
- Continue reading
- Retain the message

Organization
- Staff productivity increases
- Costs are reduced
- Customer satisfaction increases
- Liability is reduced
How Does Plain Language Relate to Public Health?

• Email and memos
• Health education materials
• Web design
• Grant writing
• Annual and quarterly reports
• Journal articles and conference presentations
• Press releases and media interviews
• Social marketing campaigns
• Communications during emergency response
Audience

- Who are they?
- What motivates them?
- What offends them?
- Why should they care?
- Where and how do they get their information?
Audience

• Limit the messages you present to your audience
  – Your audience can’t retain too much information, especially during emergency situations
**Stakeholder:** Media/General Public  
**Question or Concern:** What does the public most need to know about bed bugs?

<table>
<thead>
<tr>
<th>Key Message 1:</th>
<th>Key Message 2:</th>
<th>Key Message 3:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bed bugs are tiny insects that cause itchy bites, but <strong>don’t</strong> spread disease.</td>
<td><strong>Anyone</strong> can be affected by bed bugs.</td>
<td>You <strong>can</strong> prevent bed bugs.</td>
</tr>
</tbody>
</table>

**Supporting Fact 1-1:**  
Bed bugs feed on the blood of any warm blooded animal.

**Supporting Fact 2-1:**  
Bed bugs live in places that are clean or dirty.  
Keep your home clean and free from clutter.

**Supporting Fact 1-2:**  
Their bites are itchy and look like mosquito bites.

**Supporting Fact 2-2:**  
Bed bugs move easily from place to place through small openings, clothing, luggage, or furniture.  
Look for black spots or rust colored stains on linens, mattresses and near where you sleep.

**Supporting Fact 1-3:**  
Bed bugs don’t spread disease like mosquitoes or fleas.

**Supporting Fact 2-3:**  
Bed bugs thrive near places where humans and pets sleep.  
Check furniture and clothing collars, pockets, and cuffs before bringing them home.
Readability

• **Readability**: the ease at which a document can be read

• Microsoft Word Readability Statistics looks at:
  – Passive sentences
  – Reading ease
  – Grade level
## Readability

- **Aim for:**
  - Passive sentences score below 15%
  - Flesch Reading Ease score above 60
  - Flesch-Kincaid Grade Level between 6.0 and 7.0

Microsoft Word readability statistics
Readability Pitfalls

What *can’t* readability tests measure?
Readability Pitfalls

Readability tests can’t measure:
• Interest/enjoyment
• Comprehensibility
• Type styles
• Layout
• Design
• Graphics
• Cultural appropriateness
Formatting Materials

• Maintain white space
• Use informative headings
• Use bold and italicized font for emphasis
• Include vertical lists
• Use left justified columns only
Responding to an Emergency: Simulated Earthquake Response Activity
Activity Instructions

• Your assignment is to develop educational materials to address a hypothetical public health crisis
  – Earthquake in LA County
Activity Categories

1. General FAQ
2. Schools
3. First Responders
4. Faith Based Organizations
5. Food & Water
Activity Materials

- Detailed earthquake scenario
- Message map
- Laptops/Internet
- Approved templates
- Credible resources
- Images (Clipart)
Wellness Activity

Erika Siever

Health Education Administration
Responding to an Emergency: Simulated Earthquake Response Activity
Activity Tips

Macro tips:
• Limit your key messages
• Make messages actionable
• Use plain language
• Check for readability
• Use positive language
  – Tell people what to do

Micro tips:
• Omit unnecessary words
• Use pronouns
• Use contractions
• Use active voice
• Use parallel structure
• Define acronyms
• Avoid noun strings
• Avoid jargon
Wrap-Up & Evaluations

Sylvia Estafan

Health Education Administration
Thank You!
Lunch
Wellness Activity

Erika Siever

Health Education Administration
PMC Committee Meeting

Susan Srabian
Health Education Administration

Jessica Marshall
CHS SPA 8