Connecting Technology and Social Communication

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Farm Foundation Symposium: Understanding the Animal Agriculture and Human Health Connection
Washington DC, Sept 23, 2010
“An understanding of the risks and interactions is critical to health professionals working with humans and animals…..”

Sheldon Jones, Farm Foundation
Risk analysis includes three primary components:

1. **Risk Assessment**:
   - *Hazards are identified* (e.g., potential zoonotic disease introduction)
   - Risks are determined (e.g., disease spread, probability, magnitude)

2. **Risk Management**:
   - *Options are identified* (e.g., prioritization for limited vaccine supply)
   - Best option (intervention, recommendation) is chosen and implemented

3. **Risk Communication**:
   - Open *exchange of information* resulting in better decision making regarding risk and its impact
Risk and Zoonotic Diseases

- Surveillance and detection
- Improved Diagnostic capabilities
- Prevention and Treatment Options
- Without communication?
Poor Communication can lead to:

- Confusion
- Poor decision making
- Economic disruption
- Loss of life
Good Communication can result in:

- Informed decisions
- “Buy in”
- Behavior change
- Lives saved, injury and disability lessened
- Economic stability or more rapid recovery
Communication Technology and Public Health:

• Who needs to know
  – Audience, stakeholders

• Information Exchange
  – Two way street
  – Channels, methods, technologies, vehicles

• Barriers and challenges
Communication Channels

• Effective risk communication means getting the message to your audience
• How is your audience getting information these days?
Tuesday September 19, 2006
Intro - Tossed Salad
The Food and Drug Administration urges all Americans to get rid of their bagged spinach.

Tuesday August 6, 2002
Recall Alert
ConAgra issues a recall for a few beef products thought to be infected with E. coli.

Monday July 22, 2002
Intro - West Nile
Jon previews Regis Philbin's appearance on the show and gives the audience some first hand tips on how to avoid contracting West Nile.
Years to reach 50 million users:

38

13

3

Source: Did You Know?
http://www.youtube.com/watch?v=slFYPQjYhv8
“New” Media

How effective and accessible are new types of communication channels in public health communication

Facebook began in 2004
now has 500 million users
“Facebook, Twitter and YouTube are the 21st century’s water cooler.”

Jerold Mande, USDA Deputy Undersecretary for Food Safety
New Media

• Venue for communication
  – 24/7
  – Rapid
    • updates
  – Gets information to those who need to know
    • Unique audiences

• Venue for miscommunication

• Means of monitoring
  – What’s being said
  – What’s being asked
Video Spawns Largest Beef Recall in U.S.

Visit aport25.com

37,537 videos

Subscribe

AssociatedPress | February 18, 2008
The U.S. Department of Agriculture has ordered the recall of 143 million poun...
(n.) Short for **Web log**, a blog is a Web page that serves as a publicly accessible personal journal for an individual. Typically updated daily, blogs often reflect the personality of the author.

www.webopedia.com/TERM/B/blog.html
24/7 Communication in 140 Characters or Less

Get short, timely messages from US Government News.
Twitter is a rich source of instantly updated information. It's easy to stay updated on an incredibly wide variety of topics. Join today and follow @USGovNews.

Sign Up ›

Get updates via SMS by texting follow USGovNews to 40404 in the United States
Codes for other countries
Monitoring

Results for "salmonella eggs"

pdjmoo: ALL OUR EGGS IN ONE BASKET - King Rooster Jack DeCoster rules the U.S. egg roost & Iowa chicken-feed #salmonella http://ht.ly/2H5n0
39 minutes ago via HootSuite · Reply · View Tweet

RickSheridan: @freckleface2 Salmonella eggs are preferred. Wash your hands when finished!
about 1 hour ago via web · Reply · View Tweet · Show Conversation

NutritionVista: #Food #poisoning- beyond #eggs and #salmonella http://tinyurl.com/36re3jm (expand) #health #wellness #nutrition #food-borne illness
about 2 hours ago via web · Reply · View Tweet
New & Social Media

Pro

• Rapid
• 24/7
• New audiences
• Reconnaissance technology
  – assist in creating right messages
  – assess what people need to know

Con

• Vulnerable
• Fallibility
  – Twitter down 1/20/10
• Credibility
• What can you convey in 140 characters
• Limited reach of demographic
• Whatever happened to MySpace?
Barriers and Challenges

- **Confirmatory bias** or Epistemic Closure is a tendency for people to favor information that confirms their preconceptions.
Barriers and Challenges

• Optimistic bias – “it won’t happen to me”
Barriers and Challenges

• Paradox of Choice: when is access to more information counterproductive?
Barriers and Challenges
Information access divide

1. Economic
2. Geographic
   a. Rural/urban
   b. Developed vs undeveloped countries
3. Age
Global Health Institute
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Kampala, Uganda
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Questions?

DILBERT SCOTT ADAMS

TOPPER
MY FIRST BABY
WEIGHED 12 POUNDS.
I GAVE BIRTH IN
THE CAB OF
THAT’S
A STOLEN
BACKHOE.

I ONCE PASSED A
GALLSTONE SO BIG
THAT IT BECAME
SECRETARY OF LABOR
IN THE CLINTON
ADMINISTRATION.

I FIND THAT
HARD TO
BELIEVE.

GIVE ME TEN
MINUTES
AND THEN
CHECK
WIKIPEDIA.