Announcements

- **Registration is required:**
  - Register at: https://tiny.army.mil/r/Qdo4/EpiTechFY21
  - Log in with CAC, or follow prompts to Request access/Logon ID
  - Contact your service surveillance hub to receive monthly updates and reminders
- **Attendance:**
  - Please enter your full name/email/location into the DCS chat box to the left, or email your service hub
  - An attendance confirmation will be sent to your email; if you do not receive this message within 3 days, please contact your service hub
- **Reminder:**
  - Mute your phones by pressing the mute button or 0
  - DO NOT press the “hold” button as the rest of the conference will hear the hold music

FY21 Epi-Tech Surveillance Training

Thursday, October 1, 2020 - Thursday, September 30, 2021
DCS, Aberdeen Proving Ground, MD

Provided By
U.S. Army Medical Command

Activity ID	Course Director	CME Planner
2020-0845	John Ambrose	Mimi C. Eng

Accreditation Statement

The U.S. Army Medical Command is accredited by the Accreditation Council for Continuing Medical Education (ACCME) to provide continuing medical education for physicians.

Credit Designation

The U.S. Army Medical Command designates this Live Activity for a maximum of 5 AMA PRA Category 1 Credit(s)TM. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

This is a required handout. It must be disseminated to each learner prior to the start of the activity.

Statement of Need/Gap Analysis

The purpose of this CME activity is to address the identified gap(s):

1. Disease identification - Verification of disease by established case definitions have been utilized by the local health departments, Centers for Disease Control and Prevention, World Health Organization, and the Department of Defense. With the every changing list of reportable medical events and new emerging infections, case definitions change rapidly. Army epidemiologist conduct verification studies that monitor the efficiency of reporting by local public health experts and have concluded that completeness percentages for reportable medical events range as low as 35% for select diseases.

2. Outbreak reporting - Recent evidence have demonstrated that outbreak reporting and communication between public health agencies is poor. In fact, the Army failed to report six outbreaks in the DRSi between June 2016 and September 2016.

3. Surveillance techniques - Surveillance of common communicable diseases continues to be a problem among local MTFs. In fact, cases of campylobacter were not investigated in 2015 for PACOM MTFS, while 2016 cases of salmonella were not investigated. Civilian public health agencies are required to conduct investigations into all reportable medical events. However, DoD facilities often do not take initiative to conduct this investigation.

Learning Objectives

1. Based on case presentation, enhance your ability to improve case finding and surveillance practices within your local MTF.

Target Audience / Scope of Practice

Target Audience: The intended audience for this educational activity includes preventive medicine physicians, community health nurses, public health nurses, and epidemiology technicians.

Scope of Practice: This activity will improve the performance of preventive medicine personnel who conduct surveillance activities in inpatient and outpatient settings.

Disclosure of Faculty/Committee Member Relationships

It is the policy of the U.S. Army Medical Command that all CME planning committee/faculty/authors disclose relationships with commercial entities upon invitation of participation. Disclosure documents are reviewed for potential conflicts of interest and, if identified, they are resolved prior to confirmation of participation.

Faculty Members

Bylsma, Victoria	- No information to disclose.
Gillooly, Paul	- No information to disclose.

Committee Members

Ambrose, John	- No information to disclose.
Bowman, Wendi	- No information to disclose.
Bylsma, Victoria	- No information to disclose.
Constantino, Joycelyn	- No information to disclose.
Diaz, Rolando	- No information to disclose.
Eng, Mimi	- No information to disclose.
Kebisek, Julianna	- No information to disclose.
Riegodedios, Asha	- No information to disclose.

Acknowledgement of Commercial Support

There is no commercial support associated with this educational activity.

Objectives:

1. Define what is risk communication.
2. Describe what are the goals of risk communication.
3. Describe risk communication failures and why they matter.

Risk Communication Program POCs

- APHC Health Risk Communication Program

  Email: usarmy.apg.medcom-phc.list.org-hrm-hrm@mail.mil

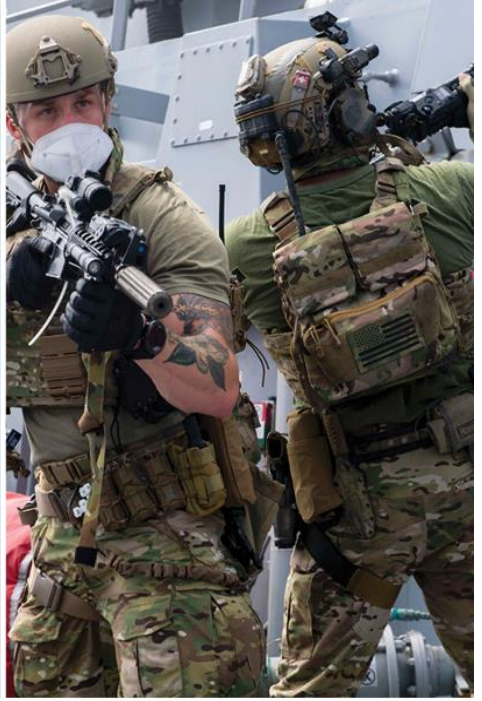
  Telephone: 410-436-3515

- Air Force

  Email: usafsam.phrepiservic@us.af.mil

- Navy

  Email:



DSRi Webinar

Risk Communication

Dr. Paul Gillooly – NMCPHC 23 Feb 2021

“The views expressed in this article are those of the author and do not necessarily reflect the official policy or position of the Department of the Navy, Department of Defense, nor the U.S. Government.”

“I am a employee of the U.S. Government]. This work was prepared as part of my official duties. Title 17, U.S.C., §105 provides that copyright protection under this title is not available for any work of the U.S. Government. Title 17, U.S.C., §101 defines a U.S. Government work as a work prepared by a military Service member or employee of the U.S. Government as part of that person’s official duties.”

Objectives

1. Define what is risk communication.
2. Describe what are the goals of risk communication.
3. Describe risk communication failures and why they matter.

Risk Communication Program POCs

- APHC Health Risk Communication Program

  Email: usarmy.apg.medcom-phc.list.org-hrm-hrm@mail.mil

  Telephone: 410-436-3515

- Air Force

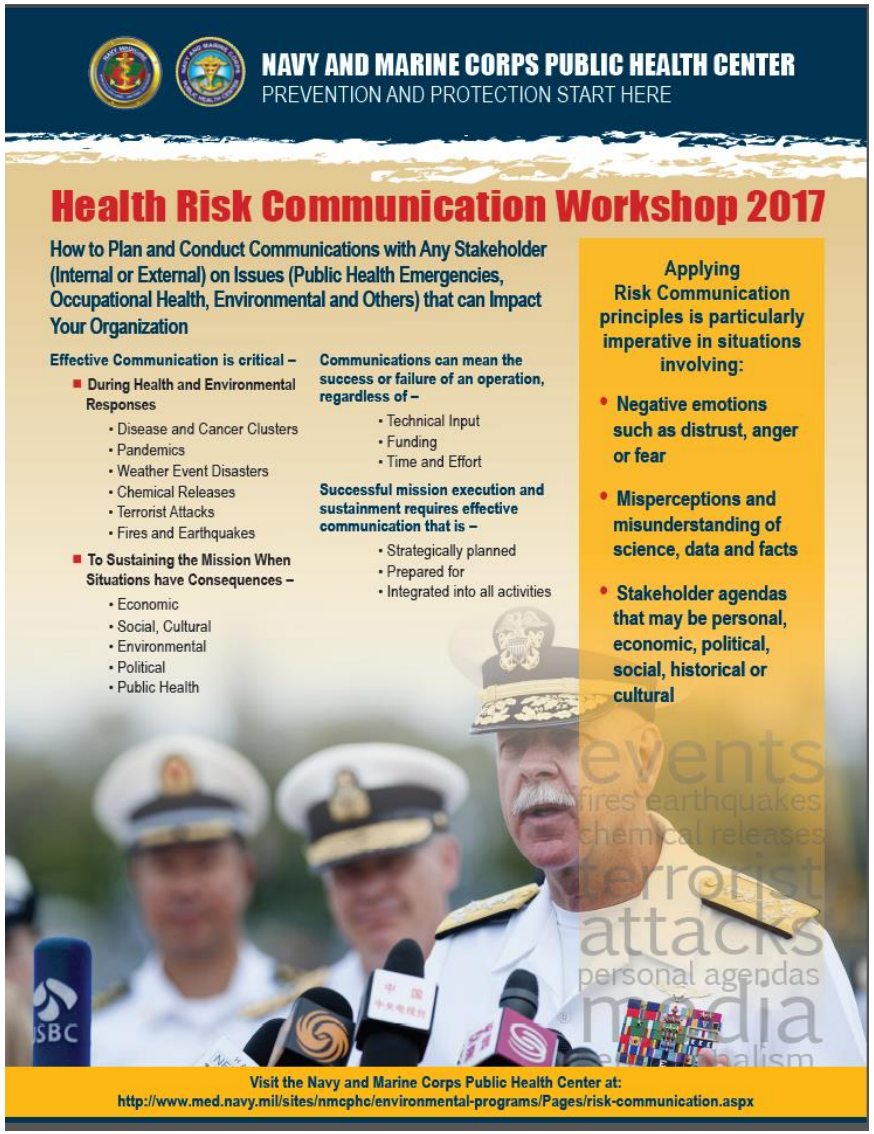
  Email: usafsam.phrepiservic@us.af.mil

- Navy: Dr. Paul Gillooly

  Email: paul.b.Gillooly.civ@mail.mil

  Telephone: 757-953-0064

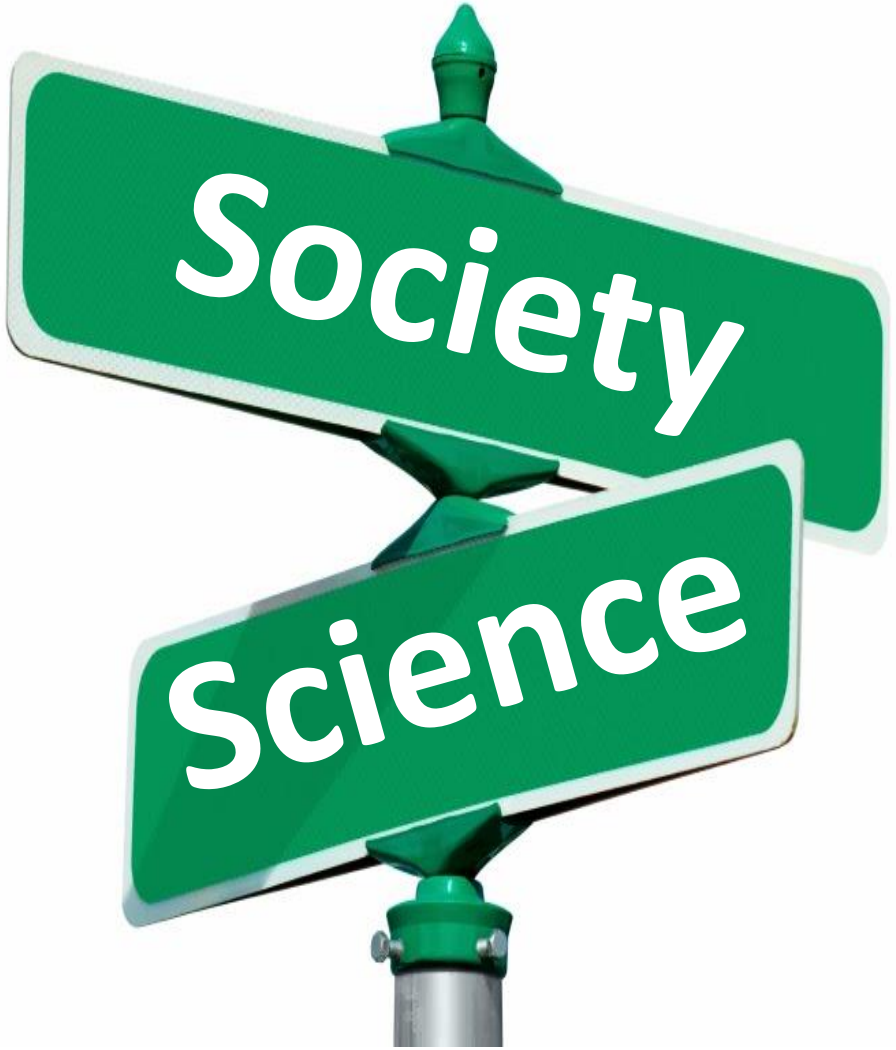
Media's Story
Your Message
The Interview
Preparation for the Interview



- 2 Day Basic
- 1 Day Media (Optional)
- High Level Interactivity – Role Playing

Risk Communication

- Risk is a **science**
- Communication is **social**
- Risk Communication is a **Social Science**



Engaging the Public – A bad idea?

- It means having to explain what we do and why…
- It means learning how to listen & collaborate w/people who see the world differently from us
- It means developing a modicum of awareness of how society works
- We run the risk of alienating the public, not because they didn't understand the science, **but because scientists didn't understand people**

What is Risk Communication?

Then…

A science-based approach for communicating effectively in …

- high concern,
- low trust,
- sensitive or
- controversial situations

EPA 70’
Clean Air 70’
OSHA 71’
Clean Water 72’
FEPCA 72’
SDWA 74’
RCRA 76’
Superfund 80’
HAZCOM 83’

* Public Outreach – Stakeholders *

Now

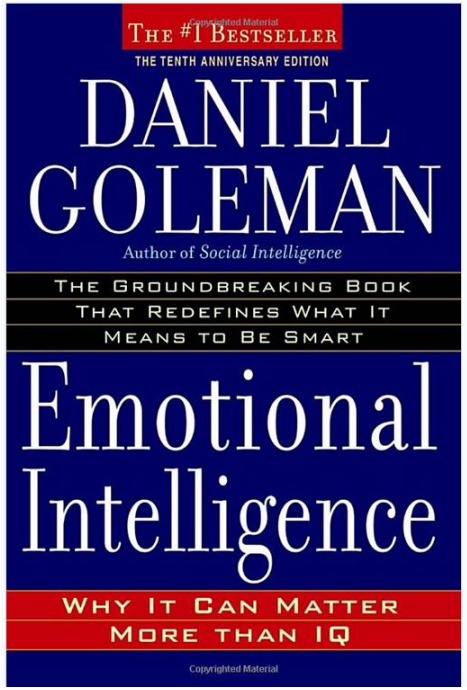
Planning and executing communications with any stakeholder, internal or external, on any public health issue that can impact your mission. This includes crisis and non-crisis situations.

CDC
CENTERS FOR DISEASE CONTROL AND PREVENTION

✓Be First. Be Right. Be Credible

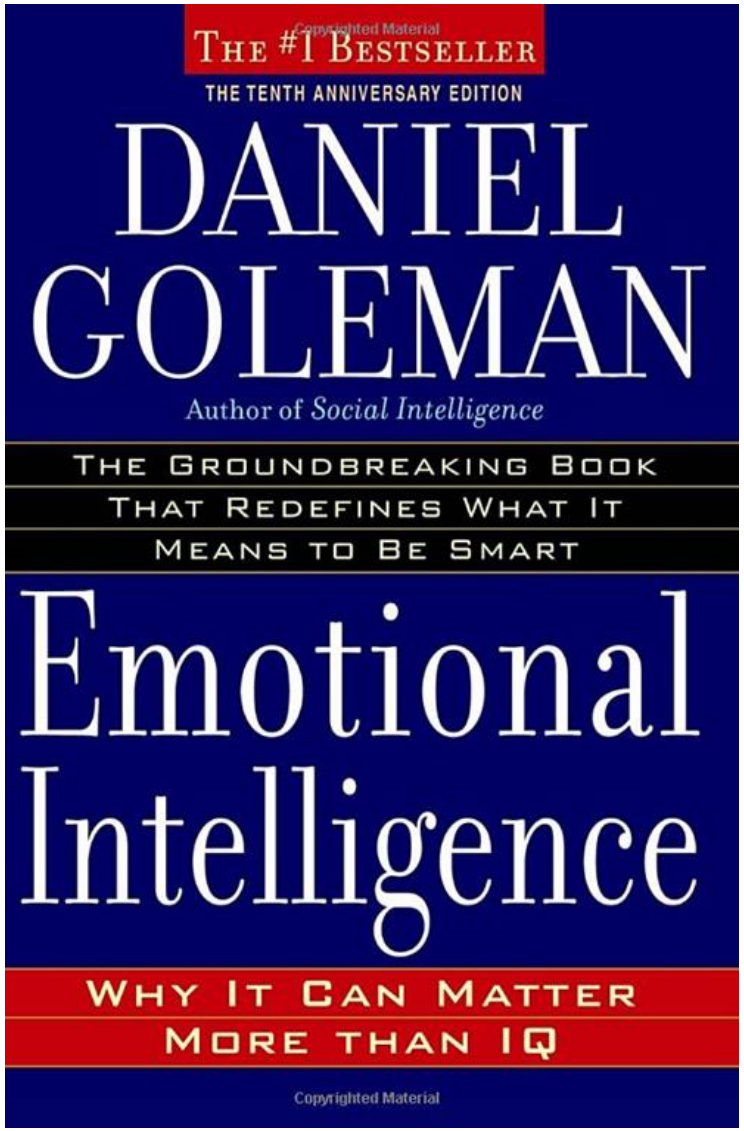
Effective Risk Communication = Goal is to get to the Facts

Empathy + 3 Arenas + 12 Generic Categories



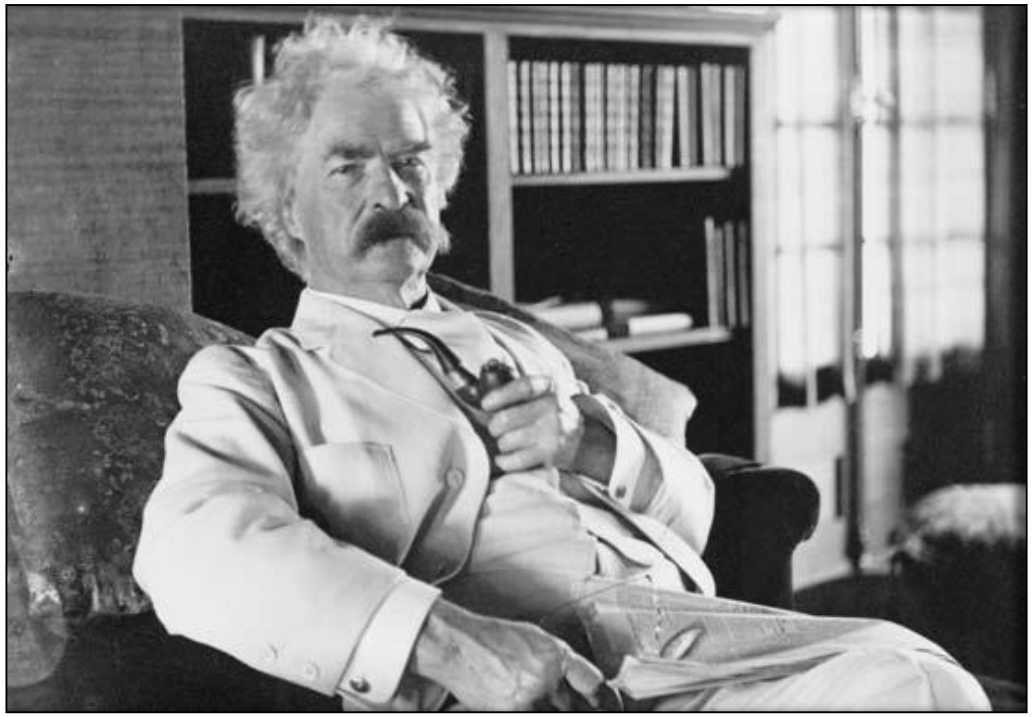
GENERIC CATEGORIES OF QUESTIONS & STATEMENTS
(Developed by Fulton Communications)

CAT #	CATEGORY TYPE	EXAMPLES	MAJOR TRAPS	GENERIC NATURE OF RESPONSE
1	Ventilation	• "You killed my friend!" • "I have cancer because of you!" • "You don't care!"	• Responding too early with factual information • Taking their comments personally • Inadequate nonverbal observation skills to detect if they calming down	• First, begin with empathy. • Second, once they are more receptive, based on your nonverbal observation, use open ended questions. • Third, move to facts if they appear to be ready to discuss them.
2	Unclear question or statement	• You can't figure out what their point or question is.	• Assuming you know the question or statement and answering it	• "I want to be sure to answer your question, so can you tell me more about…?"



Risk Communication is… a Social Science

- **Empathy**
- Self-awareness
- Self-discipline



The Quotations Page
www.quotationspage.com

… *People* won't ***care*** how much ***you know***

until ***they know*** how much *you* ***care*** …

Mark Twain

3 Arenas

Agendas

Personal

Economic

Social

Cultural

Historical

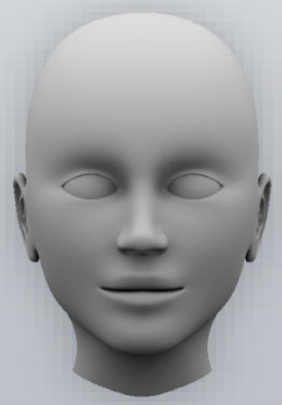
Negative Emotions

Anger

Fear

Frustration

Distrust



Risk Perceptions

Control

Trust

Benefits

- Facts
- Data
- Technical

Risk Perception

*Benefits

Voluntariness of Exposure

Trust

*Familiarity

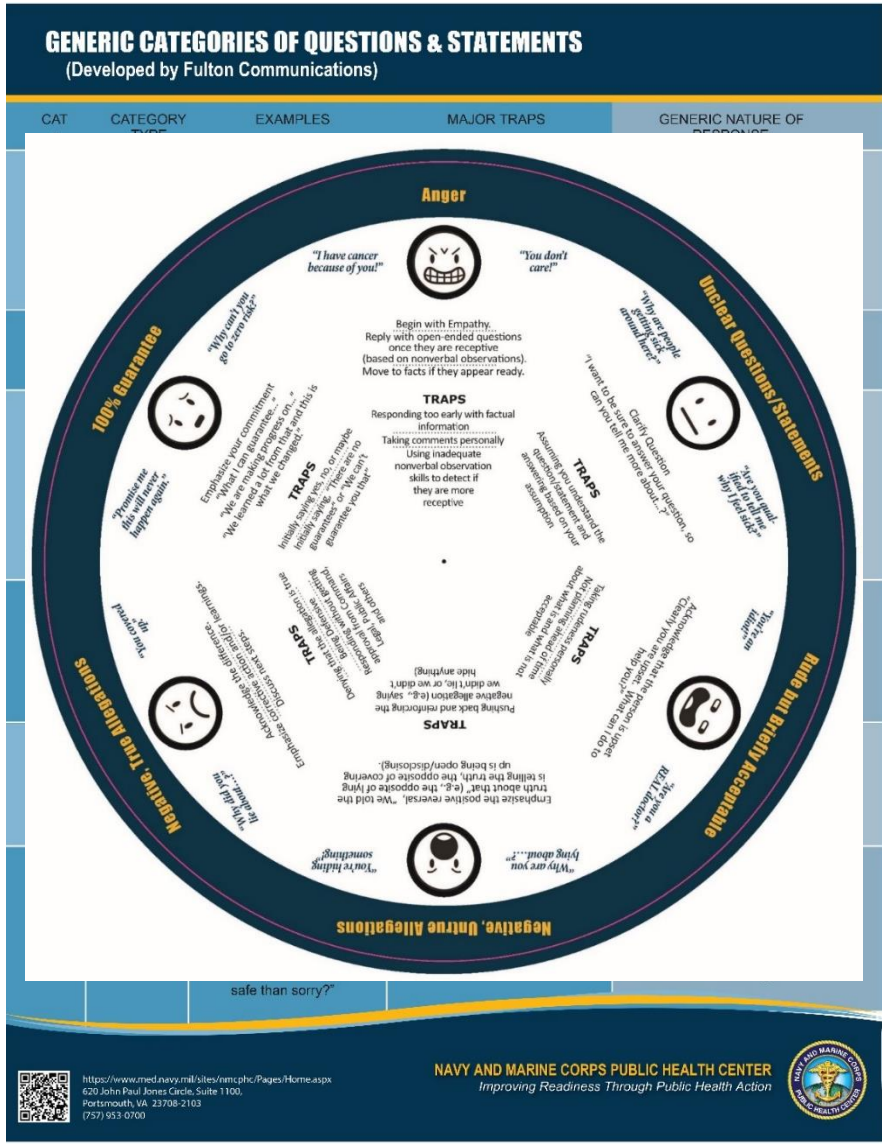
Equity

*Control

Level of Knowledge

Catastrophic Potential

*Threat to Future Generations



Category: Negative Allegation that's not true

Why did you lie? Your're a liar!

Response: Positive Reversal

The opposite of lying is telling the truth, the opposite of covering up is being open and honest.

"Actually, we told the truth about that."

Don't defend what you're not. State what you are.

Barriers to Effective Risk Communication

- Perception (3 Arenas)
- Organizational
- Risk Analysis Process
- Scientific Literacy
- Credibility
- Media/Social Media
- Hollywood
- Culture
- Biology (Age) Barriers

Can you answer these 3 Questions comfortably?

1. What did you know?

2. When did you know it?

3. What did you do about it (and how fast)?

Lawyers and the Media already know the answer before they ask you.

Paterno knew

The revered coach and top Penn State officials covered up allegations of sex abuse to protect the school, an investigation concludes.

GENE J. PUSKAR | THE ASSOCIATED PRESS

A Penn State student reacts while watching a news conference from former FBI Director Louis Freeh.

By Amy Shipley | *The Washington Post*

Four of Penn State University's most powerful leaders, including head football coach Joe Paterno and President Graham Spanier, covered up allegations of sexual abuse by an assistant coach because they were concerned about negative publicity, a team of investigators concluded in a report released Thursday after an eight-month inquiry.

Confronted with reports that Jerry Sandusky lured boys to the State College campus, where he sexually abused them, Penn

See PENN STATE, PAGE 8

In Sports Read more about how the report is being received.

It's rarely the event itself rather the cover-up that destroys the person and/or organization

Military – Avoid Acronyms

news in depth
context
Monday News | 09.20.10 | THE VIRGINIAN-PILOT | PAGE 11
MILITARY ACRONYMS
THE SHORT AND LONG OF IT
Sure, the Navy has its DicNavAb – Dictionary of Navy Abbreviations – but here's where you'll find your VaPiConPMilAcroGlos, or The Virginian-Pilot Context Page Military Acronym Glossary, for those dizzying strings of capital letters.
ACC Air Combat Command
AIRLANT Naval Air Force Atlantic
CHINFO Chief of Information
CINCLANT Commander in Chief Atlantic
CINCLANTFLT Commander in Chief Atlantic Fleet
CNRMA Commander, Navy Region Mid-Atlantic
COMFIRSTNCD Commander, First Naval Construction Division
COMNAVSAFCEN Naval Safety Center
COMSECONDFLT Second Fleet Command
COMOPTEVOR Commander Operational Test and Evaluation Force
CYBERFOR Navy Cyber Forces
ESG 2 Expeditionary Strike Group 2
FISCN Fleet and Industrial Supply Center Norfolk
FMFLant Fleet Marine Force Atlantic
JFCOM Joint Forces Command
JFSC Joint Forces Staff College
MARFORCOM Marine Corps Forces Command
MSFSC Military Sealift Fleet Support Command
NAVELEX Naval Electronics Systems In Portsmouth
NAVFAC LANT Naval Facilities Engineering Command, Atlantic
NAVFAC MIDLANT Naval Facilities Engineering Command, Mid-Atlantic
NETWARCOM Naval Network Warfare Command
NEXCOM Navy Exchange Command
NMCP Navy Medical Center Portsmouth
NNSY Norfolk Naval Shipyard
NPASE Navy Public Affairs Support Element
OPNAV Office of the Chief of Naval Operations
SACLANT Supreme Allied Commander Atlantic
SEAL TEAMS Sea, Air and Land teams – the Navy's elite commando teams
SUBLANT Submarine Force Atlantic
SURFLANT Surface Force Atlantic
SUBRON Submarine Squadron
TRADOC Training and Doctrine Command (Army)
USFF Fleet Forces Command

Storytelling: Hard-Wired in Humans

- Began tens of thousands of years ago
- Still addicted to story
- Instinctive compulsion to witness, comprehend, explain, identify with and recoil from everything in terms of story
- A beginning, a middle and an end

BLUF = *"Bottom Line Up Front"*

- Commonly used term in U.S. Military writing.
- Can also be used in conversations and interviews.
- Routinely seen in executive summaries in reports, subject lines in e-mails
- BLUF model used to keep conversation or answers to questions concise and focused on the immediate topic, in order to help a person talk less.
- Ensure the purpose of plans are kept in mind, decision-maker support is more readably attainable, and measurement of impact may more easily and accurately be assessed.
- In **technical writing**, BLUF is considered an essential skill.
- ***The crowd doesn't care about the windup; the crowd wants to see the pitch.***

“The plural of anecdote is not data.”

Risk = Probability x Magnitude

Risk = Hazard + Outrage

Risk = OMG x WTF

- Let's just educate them, convince them they are wrong…
- Different risk concept or paradigm
- Can't talk science until validate their concerns
- Risk is inherently subjective
- The public has a broad conception of risk, qualitative and complex, that incorporates considerations such as uncertainty, dread, catastrophic potential, controllability, equity, risk to future generations, and so forth into the risk equation.

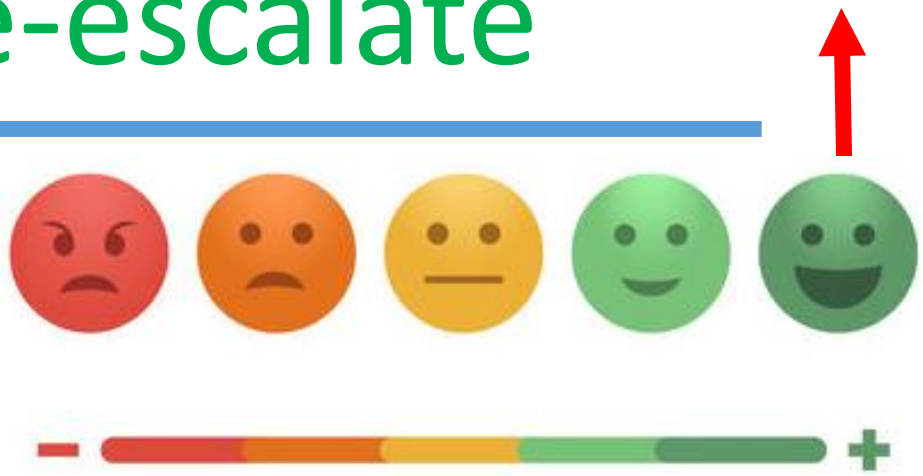
"Risk professionals see 'risk' as 'probability x magnitude', whereas for most people risk means 'outrage'."

What's Your Mission?

- **Make sure your actions/words match your intent!**

Escalate

De-escalate



Fundamental Challenge

"There is virtually no correlation between the ranking of hazards by experts and the ranking of those same hazards by the public"

Facts Vs Emotions

- "Facts are stubborn things," President John Adams once said. "And whatever may be our wishes, our inclinations, or the dictates of our passions, they cannot alter the state of facts and evidence."

- True, facts are stubborn things, but…people are more stubborn.

- In a battle between logic and emotion, emotion will win over facts most of the time.

- Researchers have estimated that **80% of decision-making is emotional**, and only 20% rational. According to Kevin Roberts, CEO of advertising giant Saatchi and Saatchi, "Reason leads to conclusions. Emotion leads to action."

Use Open Ended Questions – 5 Ws

Take a cue from Journalists - Start your question with ….

Who **was involved?**
What **happened?**
When **did it take place?**
Where **did it happen?**
Why **did that happen?**
How **did it happen?**

Trap: Don't take it personally

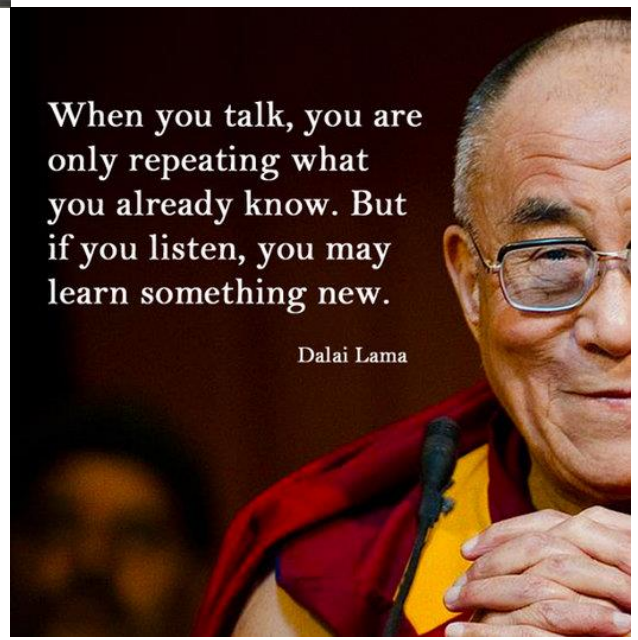
- The comment isn't *about* me. It was directed *to* me but it was not *about* me.

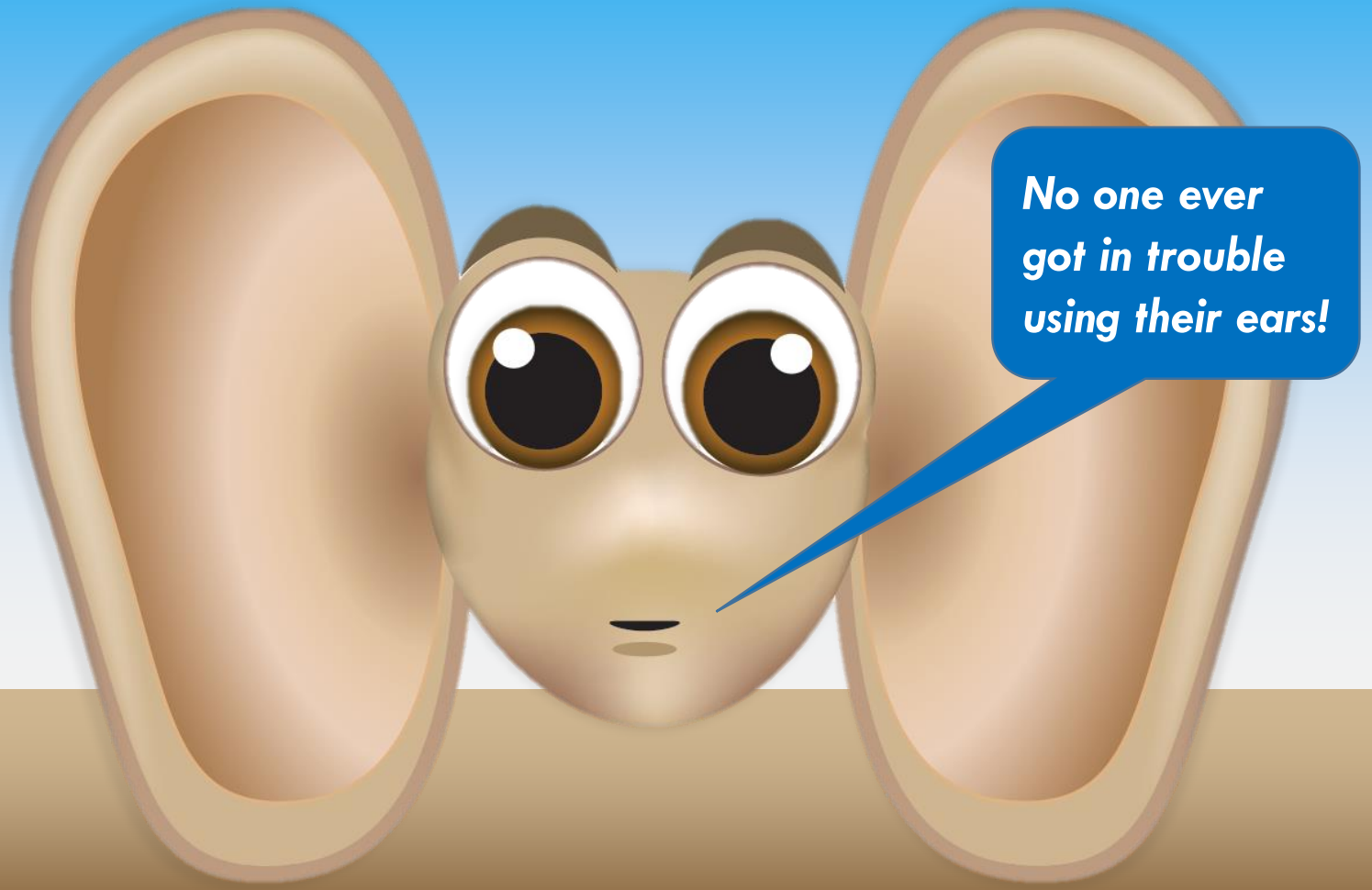
- Take your "*personal*" self out of the room, and bring back in only your "*organizational*" self. Now, are you ready to plan & execute the mission with any stakeholder?

If your mouth is open you are not learning.
- *Buddha*

- Listen

The average person *talks* **225** words per minute, but can *listen* to **500** words per minute



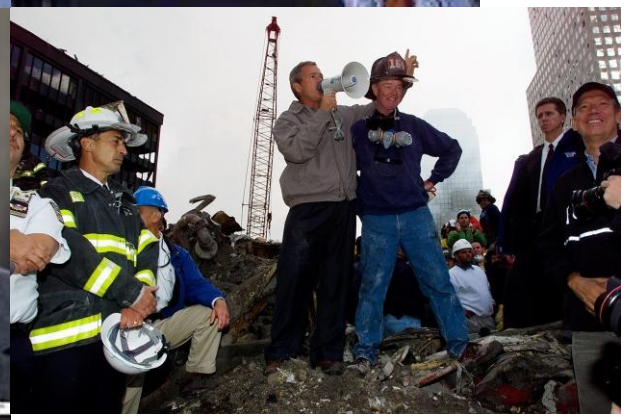


BIG EYES, and EARS and a small mouth

We don’t see things as they are … we see things as we are

“It ain't what you don't know that gets you into trouble.
It's what you know for sure that just ain't so.”

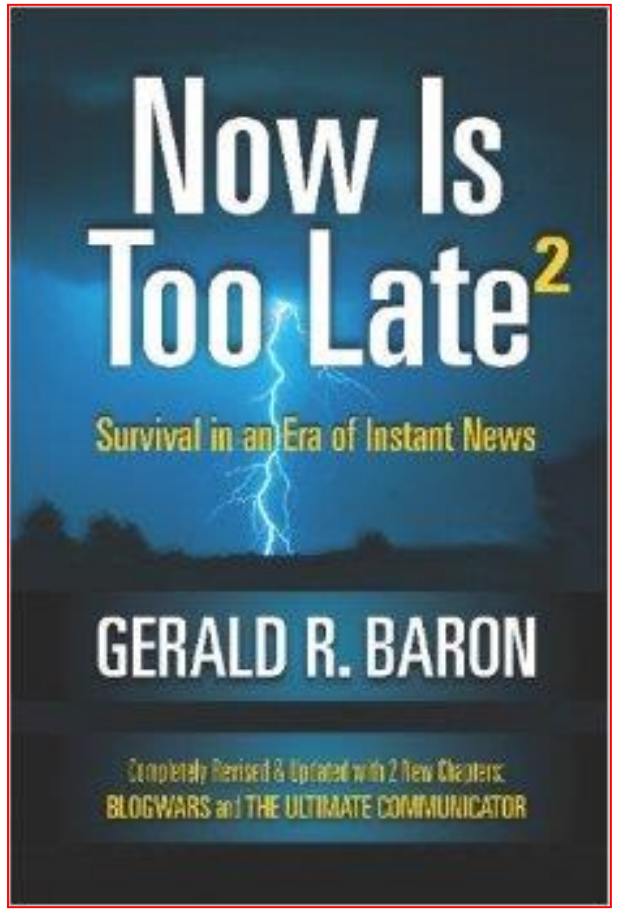
What People Remember



30% - **HOW** it is said

10% - **WHAT** it is said

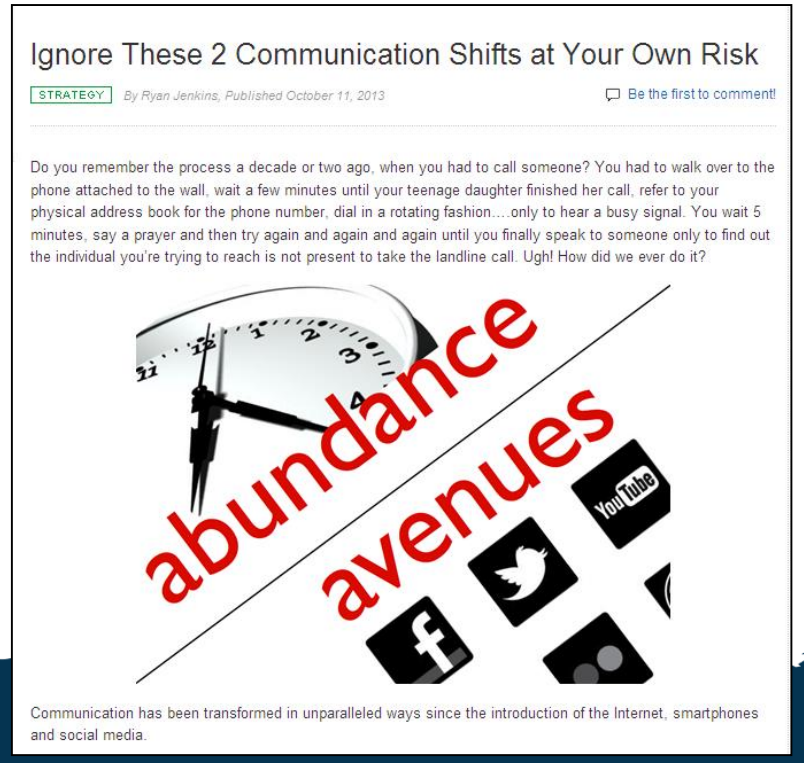
60% - **APPEARANCE**



Fundamental Communication Shifts:

1) **Abundance** – Twitter, Facebook, Snapchat, Instagram, "Fake News"

2) **Avenues** - email, Facebook, Internet, Tumblr



Ignore These 2 Communication Shifts at Your Own Risk

STRATEGY By Ryan Jenkins, Published October 11, 2013 Be the first to comment!

Do you remember the process a decade or two ago, when you had to call someone? You had to walk over to the phone attached to the wall, wait a few minutes until your teenage daughter finished her call, refer to your physical address book for the phone number, dial in a rotating fashion….only to hear a busy signal. You wait 5 minutes, say a prayer and then try again and again and again until you finally speak to someone only to find out the individual you're trying to reach is not present to take the landline call. Ugh! How did we ever do it?

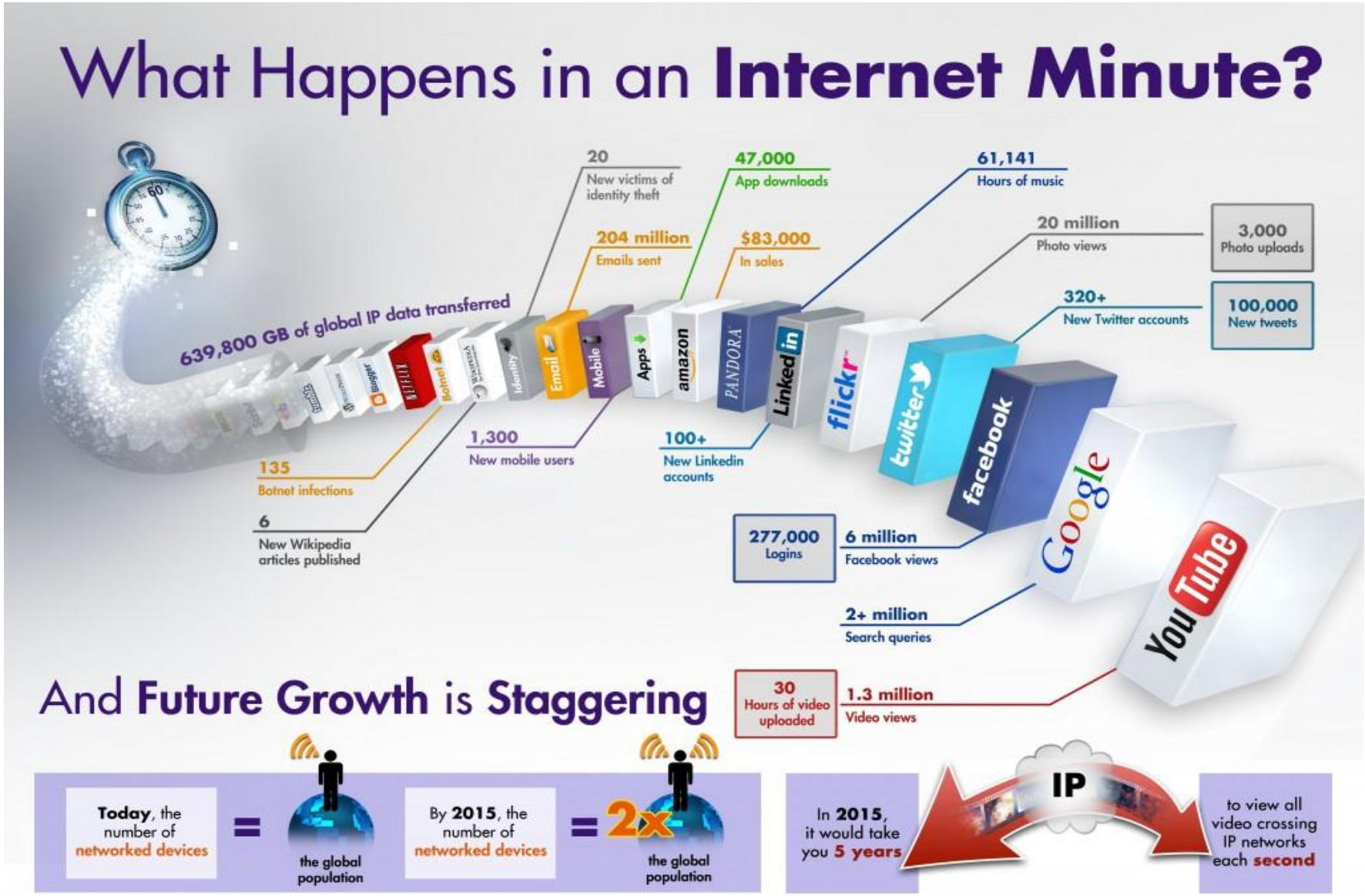
Communication has been transformed in unparalleled ways since the introduction of the Internet, smartphones and social media.

MIT Study: Lies travel faster on Twitter than the truth

- 126,000 stories tweeted millions of times between 2006 - 2017
- Lies (*fake news*) travels significantly farther, faster (6x), deeper, and more broadly (35%) than the truth in all categories of information
- False stories takes 10 hours to reach 1,500 Twitter users, versus about 60 hours for the truth.
- True stories almost never got retweeted to 1,000 people, but the top 1 percent of the false ones got to as many as 100,000 people.
- Potential to influence political, economic, and social well-being

Science
AAAS

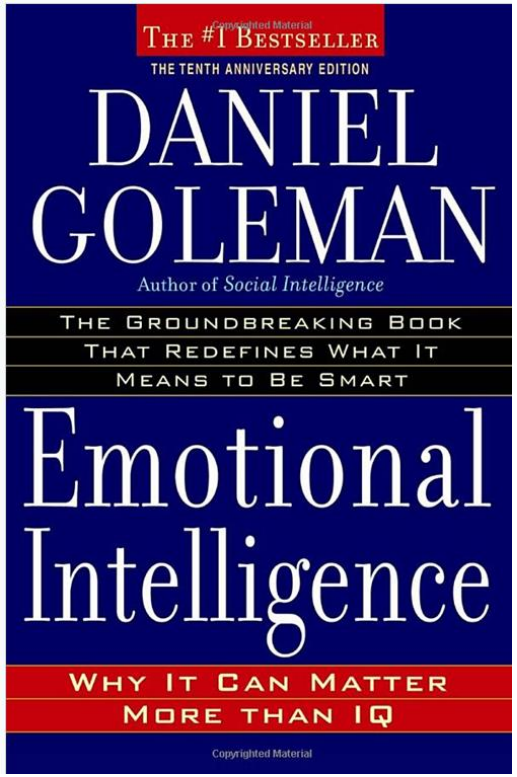
Science 9 Mar 18; Vol 259, Issue 6380, pp. 1146-1151


What Happens in an Internet Minute?
639,800 GB of global IP data transferred
20
New victims of identity theft
204 million
Emails sent
47,000
App downloads
$83,000
In sales
61,141
Hours of music
20 million
Photo views
3,000
Photo uploads
320+
New Twitter accounts
100,000
New tweets
135
Botnet infections
1,300
New mobile users
100+
New Linkedin accounts
6
New Wikipedia articles published
277,000
Logins
6 million
Facebook views
2+ million
Search queries
30
Hours of video uploaded
1.3 million
Video views
Identity
Email
Mobile
Apps
amazon
PANDORA
LinkedIn
flickr
twitter
facebook
Google
YouTube
And Future Growth is Staggering
Today, the number of networked devices
=
the global population
By 2015, the number of networked devices
= 2x
the global population
In 2015, it would take you 5 years
IP
to view all video crossing IP networks each second

Effective Risk Communication =

Goal is to get to the Facts

Empathy



+

3 Arenas

+

12 Generic Categories

GENERIC CATEGORIES OF QUESTIONS & STATEMENTS
(Developed by Fulton Communications)

CAT #	CATEGORY TYPE	EXAMPLES	MAJOR TRAPS	GENERIC NATURE OF RESPONSE
1	Ventilation	• "You killed my friend!" • "I have cancer because of you!" • "You don't care!"	• Responding too early with factual information • Taking their comments personally • Inadequate nonverbal observation skills to detect if they calming down	• First, begin with empathy. • Second, once they are more receptive, based on your nonverbal observation, use open ended questions. • Third, move to facts if they appear to be ready to discuss them.
2	Unclear question or statement	• You can't figure out what their point or question is.	• Assuming you know the question or statement and answering it	• "I want to be sure to answer your question, so can you tell me more about…?"