

Public Communication in the Case of an Impending Impact

Lessons from the COVID-19 Pandemic

Carrie Nugent¹ and Linda Billings²

¹Olin College of Engineering

²Consultant to NASA's Planetary Defense Coordination Office

Be Apolitical.



Dr. Anthony Fauci has worked for Republican and Democrat administrations.

Photos: White House

**Present a single,
simple
message.**



#KeepHandsClean
by scrubbing your hands
for 20 seconds with soap and water.



www.cdc.gov/handwashing

CS320093-E

Show, don't tell.



Microsoft

Photo: WikiMedia user Coolcaesär

Show, don't tell.

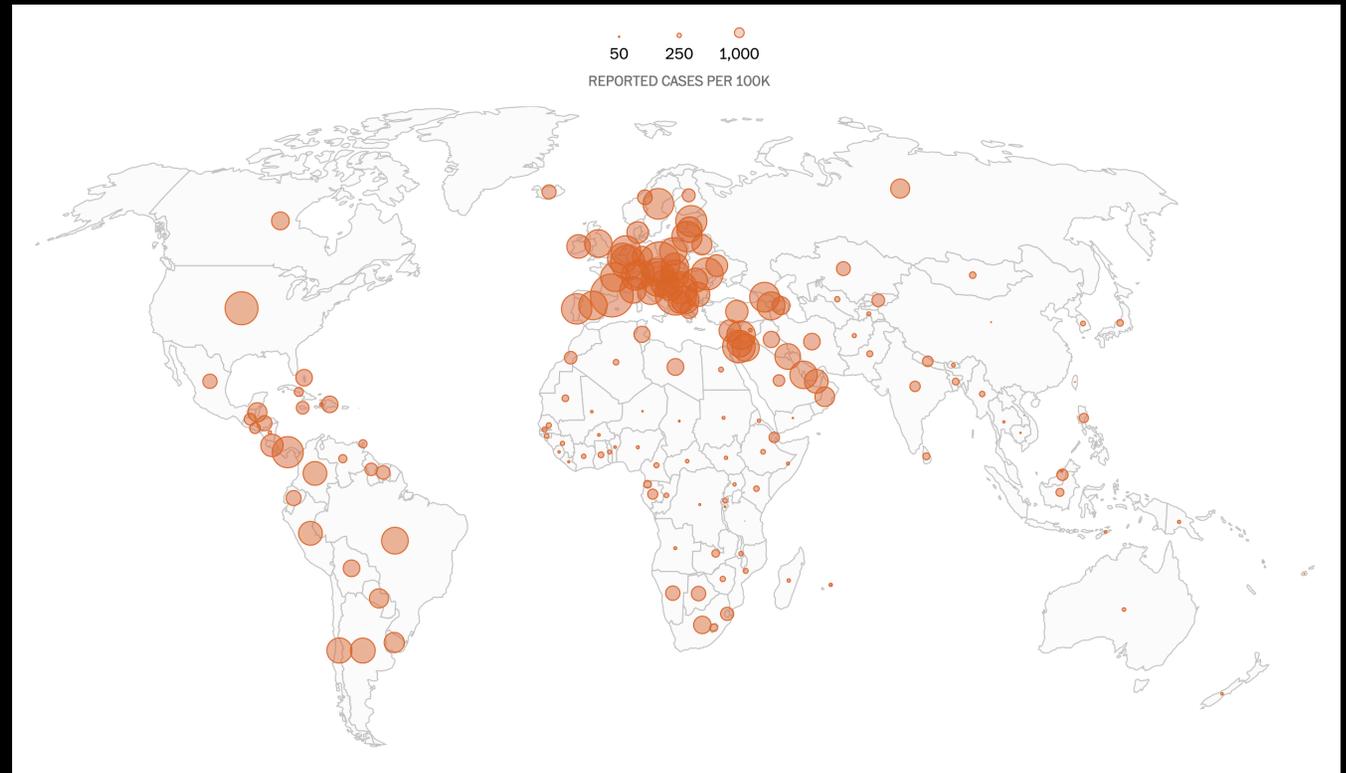
Myrick and Willoughby, 2020



Image: Tom Hanks' twitter account

When communicating numerical information:

- Use frequencies, not percentages (Peters, 2017)
- Use graphics



Effective visualization of COVID-19 infection rates by the Washington Post

Be prepared to fight misinformation

- Monitor social media to combat misinformation
- Establish relationships with social media companies in advance

Claim: Masks can cause carbon dioxide poisoning

Verdict: No evidence to support this claim

A post being widely shared on Facebook has lifted a medical diagram from Wikipedia showing the "symptoms of carbon dioxide toxicity".

The page, which has been shared many thousands of times, has then been re-edited to suggest a link to mask-wearing.

DANGER OF FACEMASK

Mask is supposed to be used for limited time, if you wear it for a long time :

1. Oxygen in the blood reduces.
2. Oxygen to the brain reduces.
3. You start feeling weak.
4. May lead to death.

• NO EVIDENCE

with AC on still wearing face Mask. Ignorance or illiteracy?

B. Do not use it at home.

C. Only use in crowded place and when in close contact with one or more persons.

D. Reduce the use of it while isolating yourself most of the times.

STAY SAFE

Shortness of breath

Muscular - Tremor

Visual - Dimmed sight

Auditory - Reduced hearing

Central - Drowsiness
- Mild narcosis
- Dizziness
- Confusion
- Headache
- Unconsciousness

Skin - Sweating

Heart - Increased heart rate and blood pressure

capnia. It can be caused by your own exhaled CO2 by wearing continually.

Main symptoms of carbon dioxide toxicity

BBC News debunks mask misinformation

Prevent fatigue

- Be cautious when asking public to make long-term sacrifices



Ivan Radic, Flickr

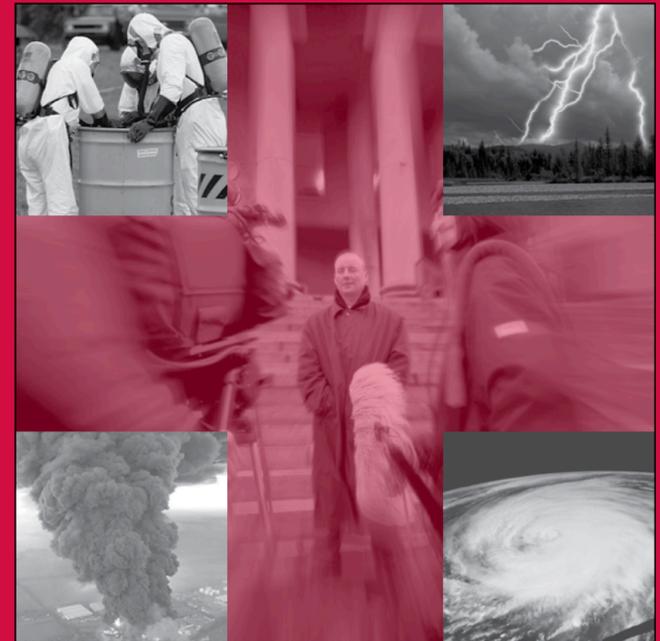
Thank you!

- For more information,
 - Download the CDC handbook (link via the QR code below)
 - *The Oxford Handbook of the Science of Science Communication* (Jamieson, Kahan, Scheufele, 2017)
- To contact us: cnugent@olin.edu,
billingslinda1@gmail.com



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BE FIRST. BE RIGHT. BE CREDIBLE.



U.S. Department of Health and Human Services
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