Follow up on Zika Virus Communication: Message Evolution During the Response

Laura Smith
Health Communication Specialist
Content Team Lead, Joint Information Center

Cathy Young
Health Communication Specialist
Deputy Lead, Joint Information Center
CDC’s Zika Key Messages

- Distributed weekly
- Primary source for up-to-date Zika messaging
- Send out weekly via Emergency Partners Newsletter
Current Communication Focus Areas

- Preparing for local transmission in the continental US
- Upcoming Summer Olympics in Rio
- Information on mosquito control
- Zika Topic of the Week
Planning for States

- **Zika Communication Planning Guide for States**
  - Adapted communication strategies for states
  - Key CDC resources
- **CDC Draft Interim Zika Response Plan**
  - Includes communication activities that correspond with vector control activities in the event of a first case of local transmission
- **Upcoming: Zika Community Action Response Toolkit (Z-CART)**
  - Includes strategic communication plan and adaptable products

Preparing for the Summer Olympics

STAY HEALTHY ON THE ROAD TO RIO
PROTECT YOURSELF FROM ZIKA

Be Prepared
- See a doctor 4-6 weeks before travel
- Get recommended vaccines and medicines
- Enroll in the Smart Traveler Enrollment Program (STEP)

Stay Safe
- Monitor warnings and alerts from the US Department of State.
- Don’t drink too much alcohol and don’t use drugs.
- Ride only in marked taxis that have seatbelts.
- Use condoms if you have sex (vaginal, anal, or oral).

Eat & Drink Smart
- Eat food that is cooked and served hot.
- Eat raw fruits and vegetables only if they can be peeled or washed in clean water.
- Don’t drink tap water, drinks with ice, or drinks diluted with tap water.
- Download our “Can I Eat This?” app.

Prevent Bug Bites
- Use insect repellent on exposed skin. It works! Look for the following active ingredients: DEET, picaridin, IR3535, OLE, PMD
- Wear long-sleeved shirts and long pants when possible.
- Use permethrin-treated gear and clothing.
- Stay in air conditioned or screened-in rooms.

Stay Healthy and Help Protect Others After Your Trip
- See a doctor if you get sick and mention your travel.
- Prevent mosquito bites for 3 weeks to avoid spreading Zika.
- Men: Protect your sex partners after travel. Use condoms for at least 8 weeks, or for at least 6 months if you get sick. If your partner is pregnant, use condoms throughout her pregnancy or do not have sex.

For more information visit www.cdc.gov/travel
Mosquito Control Information

- Instruct on safe and effective ways to control mosquito populations
  - Put technical documents into plain language
  - Address any safety concerns, risks, and rumors
  - Partner with the Environmental Protection Agency
Zika Topic of the Week

- Promoting a weekly Zika topic
  - Social media
  - CDC websites
  - Partner newsletters

- Encourage preventive actions in the US and areas with Zika

- Topics include vector control, protecting pregnant women, protecting kids, and travel health
Questions?

For more information please contact Centers for Disease Control and Prevention.

1600 Clifton Road NE, Atlanta, GA 30333
Telephone: 1-800-CDC-INFO (232-4636)/TTY: 1-888-232-6348
Visit: www.cdc.gov | Contact CDC at: 1-800-CDC-INFO or www.cdc.gov/info

The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.