New Jersey’s Zika Response

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RISK COMMUNICATIONS
Communication Plan

- Goal: All communities that could be impacted understand risks associated with Zika and steps they can take to protect themselves.
  - Based on CDC guidelines
  - Developed through phases
  - Incorporated risk communications strategies
  - Integrated social media and traditional methods
Risk Communication Strategies

- Understand risk perceptions and outrage
  - Exotic versus familiar
  - Unfairly distributed versus fairly distributed
- Consistent messaging
- Information sharing with state and local partners
PUBLIC & PROFESSIONAL EDUCATION
Professional Education

- Information sharing calls for key stakeholders
  - Community outreach agencies
  - General clinician calls
  - Federally Qualified Health Centers
  - Elected officials
  - Public health officials

- Speaking engagements
  - Conferences, grand rounds, professional meetings, etc.
Community Education and Outreach

- Community Education Toolkit - PowerPoint slides, talking points, evaluation, program report form
  - Trained health educators
  - Available in Spanish, Portuguese and Creole

- Migrant Farm Worker Outreach
  - Prevention materials provided to FQHCs
NJDOH Zika Website

- General Information (Public)
  - Education materials - infographics, FAQs, key messages, narrated slide show, videos
  - Translations - Spanish, Creole, Portuguese

- Technical Information (Clinical Guidance)
  - NJLINCS messages (lab specimens, testing criteria, prevention)
  - US Zika pregnancy registry and communication toolkit
  - Zika testing training videos

- Links to CDC materials
MEDIA OUTREACH
#ZapZika Awareness Campaign

- Public events, media interviews
- Conference calls
- Radio and bus advertisements
- Video and infographic creation
- Social media
- Call line 1-800-962-1253
Social Media

#ZapZika

Autumn Angelus @AutumnAngelus  May 31
@NiceDay for some #mosquitocontrol #ZapZika #AspiratorJewelry

NJDOH @njdepublichealth
Spreading the word on Zika. Monmouth County’s health team held an info session on #zika. @MonmouthGovNJ #ZapZika

HRHC Hudson Bay Health @HudsonBayHealth
Our #Zika tour continues! Today we are at Harrison High School & again @7pm to present “Zika Basics” Come join us!

CDC @CDCgov  Mar 20
#ZapZika now: Find out how Zika spreads & what you can do to stop it. cdc.gov/ZipaQ8

NJ Health
New Jersey Department of Health
More Resources

- nj.gov/health/cd/zika
- cdc.gov/zika
- twitter.com/NJDeptoHealth
- facebook.com/NJDeptoHealth