Effective Crisis Communication is the Key in Fighting Coronavirus

by

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• Hand washing
• Face Touching
• Self isolation
• Crisis Communication
Hand Washing

• Educational interventions, reminders and better facilities can improve hand washing
Alcohol Based Hand Sanitizers (AHS)

• Visible locations
• Attention (flashlight)
• Middle of lobby instead of side of lobby
Main Points

• Education and information are important but not sufficient
• Physical and social environment needs to grab attention
• AHS in front of doors, lobbies, elevators, corridors, cafeterias
Face Touching

• EAST Policy
• Easy, Attractive, Social, Timely
• Education, Info. Not enough
• Place tissue at prominent places
Self Isolation

• Negative Psychological Effects
• Loneliness causes mental health problems
• Cacioppo et al. Psychological Bulletin 140(6), 1464 (2014)
• Support lines, advice
Crisis Communication

- Cooperation is improved by effective communication (Zelmer, Expt. Economics, 299-310, 2003)
- Strong messages from leaders (e.g. Xenophobia)
Communication

• Clear statements of desired collective behavior
• “We” and “Us” approach instead of “I” and “You” approach
• Should not incite unnecessary fear (Jin. Et al. Public Relation Review, 45(1), 167-177, 2019)
• Sensitive to demographics (Kalichman & Coley, Health Psychology, 14(3), 247-254, 1995)
• Risk reporting (communicate numerical ranges)
• Social media (promote altruistic behavior)
Communication

- Punishment
- Reward
- Appreciation
Center of Disease Control Guidelines

- Be first
- Be right
- Be credible
- Express empathy
- Promote action
- Show respect
Thank you

Have a wonderful conference.