

5th Annual

2007 Medical Reserve Corps National Leadership and Training Conference



FORGING POWERFUL PARTNERSHIPS



April 17–20, 2007

Providence, Rhode Island



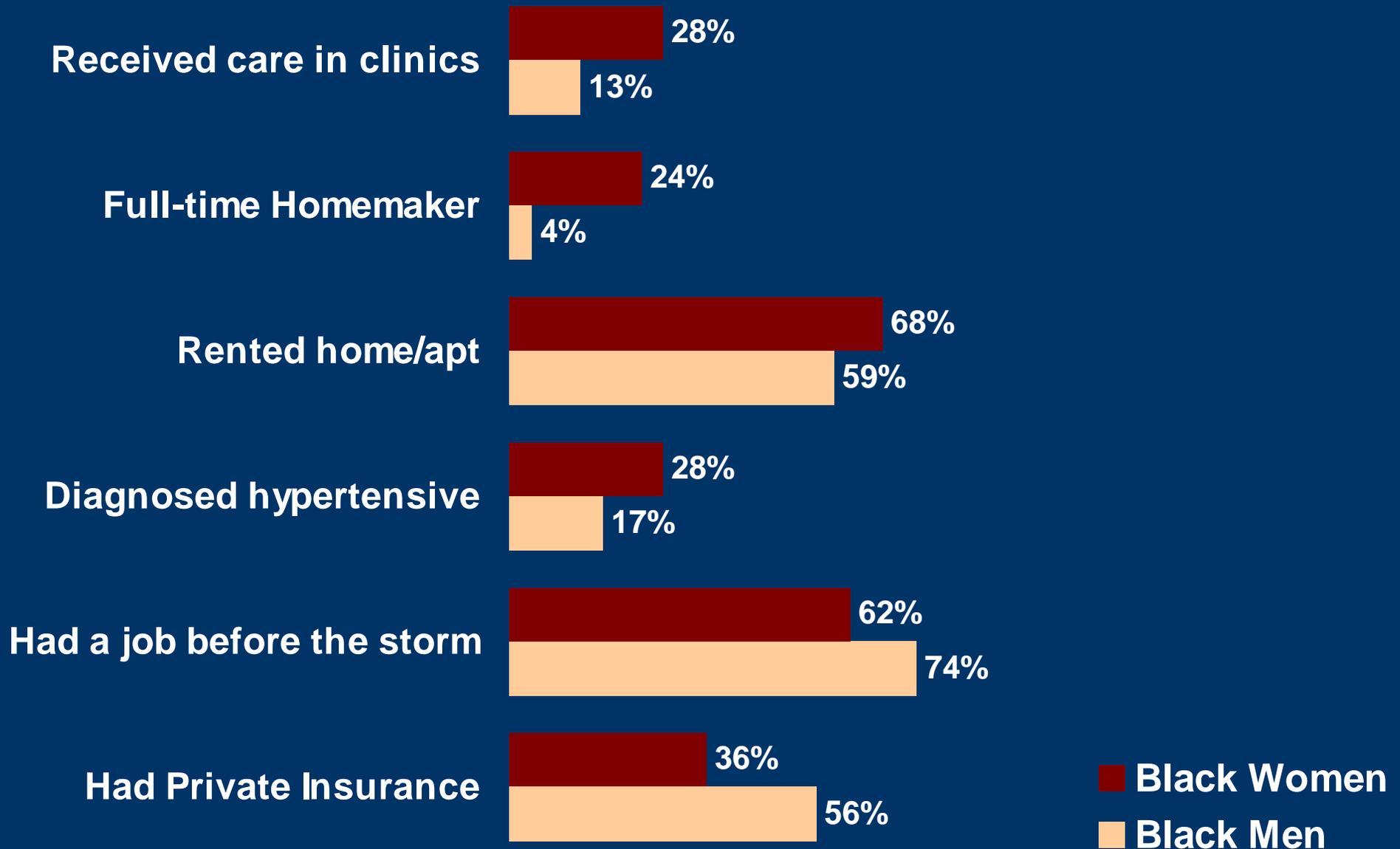
**Communicating to Racially Marginalized
Communities during Crisis:
What first responders need to know**

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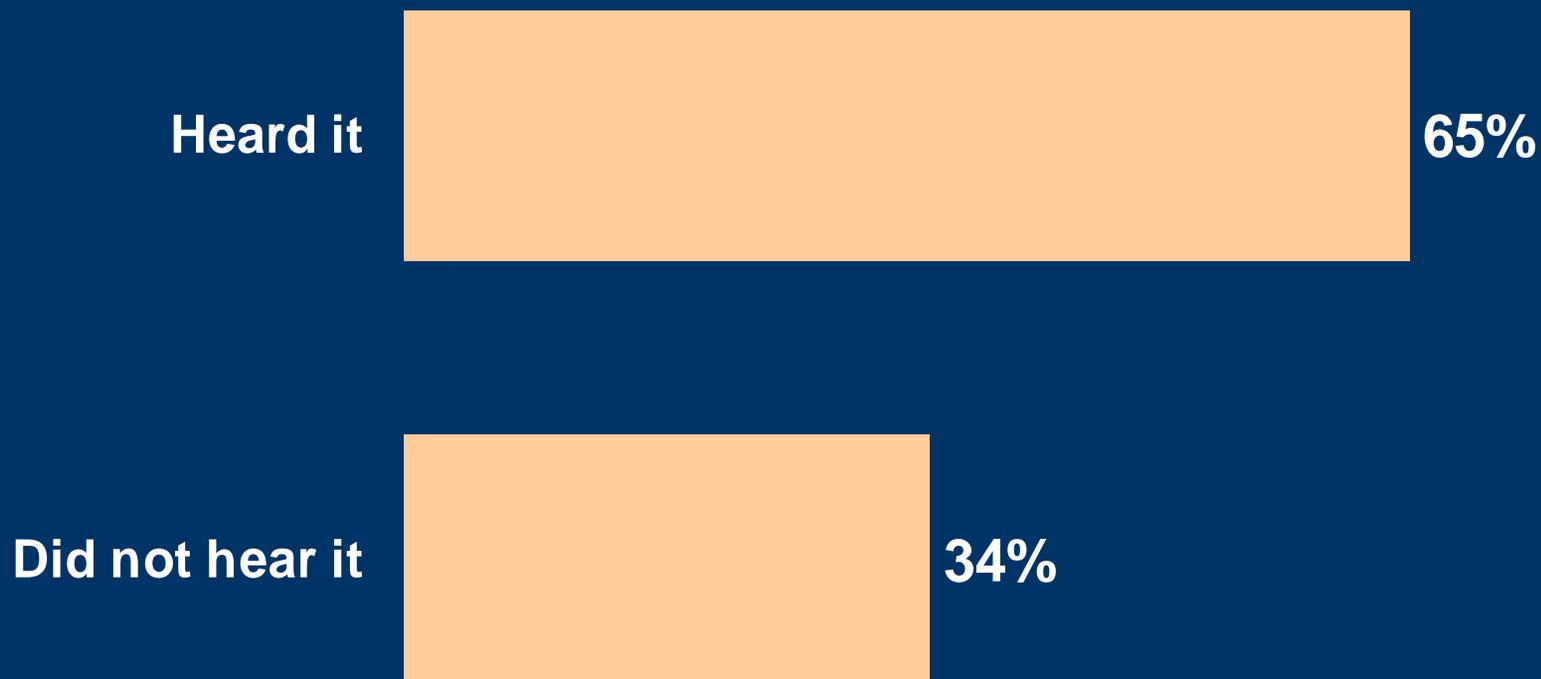
Racial minorities face greater challenges in recovering from disasters due to *social vulnerability* and *lower access to communication channels and information* to mitigate threats

For more research: Bolin and Bolton, 1986; Cooper and Laughy, 1994; Bullard, 1994; Peacock et al., 1997; Kreuter, 2004; Faber and Krieg, 2001; Brulle, 2006; Fothergill et al., 1999; Viswanath, 2006

What Was the Background of Evacuees in the Houston Shelter?

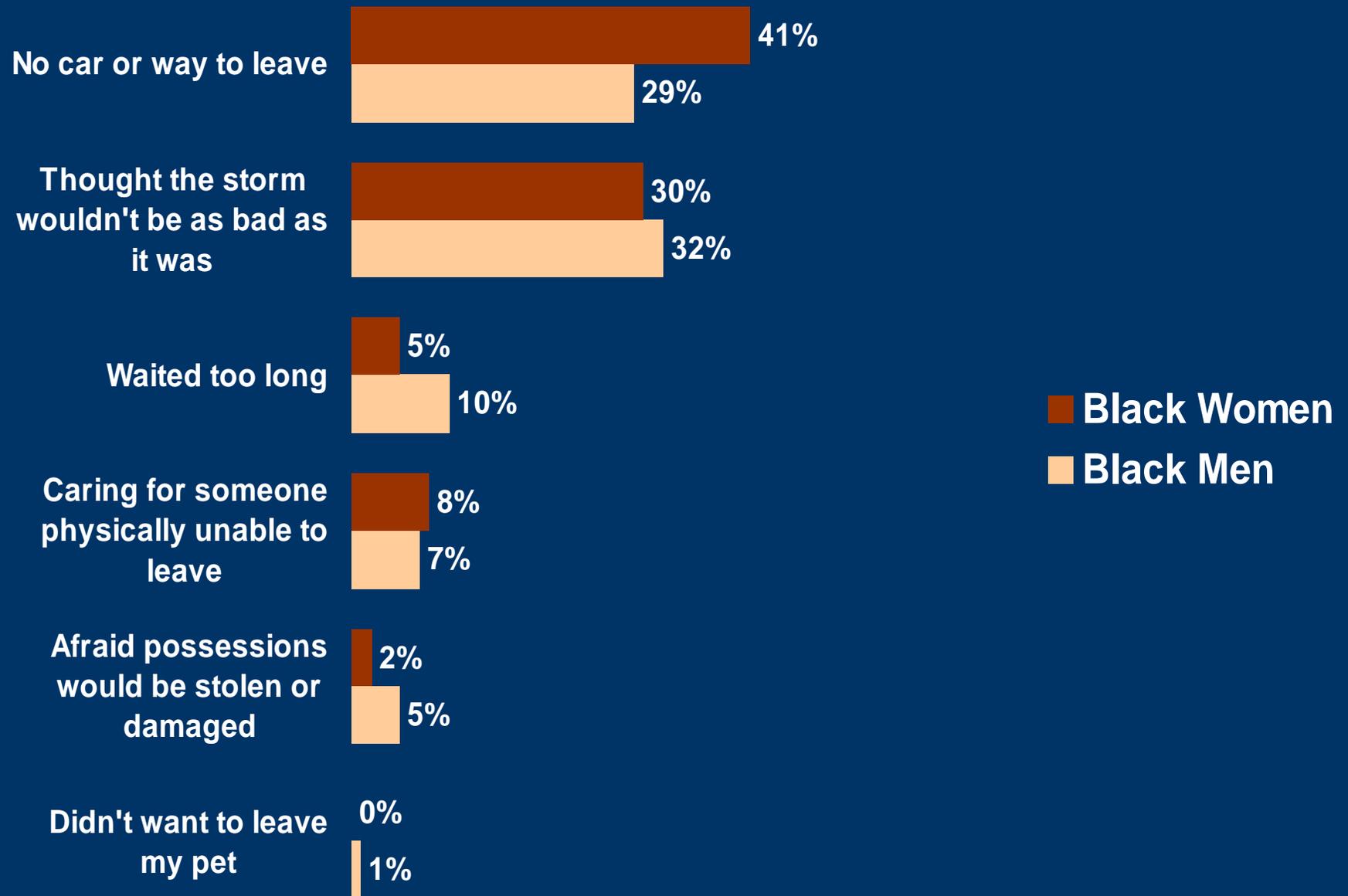


Did Those Who Remained in New Orleans Hear Government Evacuation Orders?



Messages that seek to change behaviors
or increase compliance with official
recommendations cannot be effective
without adequate resources

Most Important Reason Evacuees Stayed?

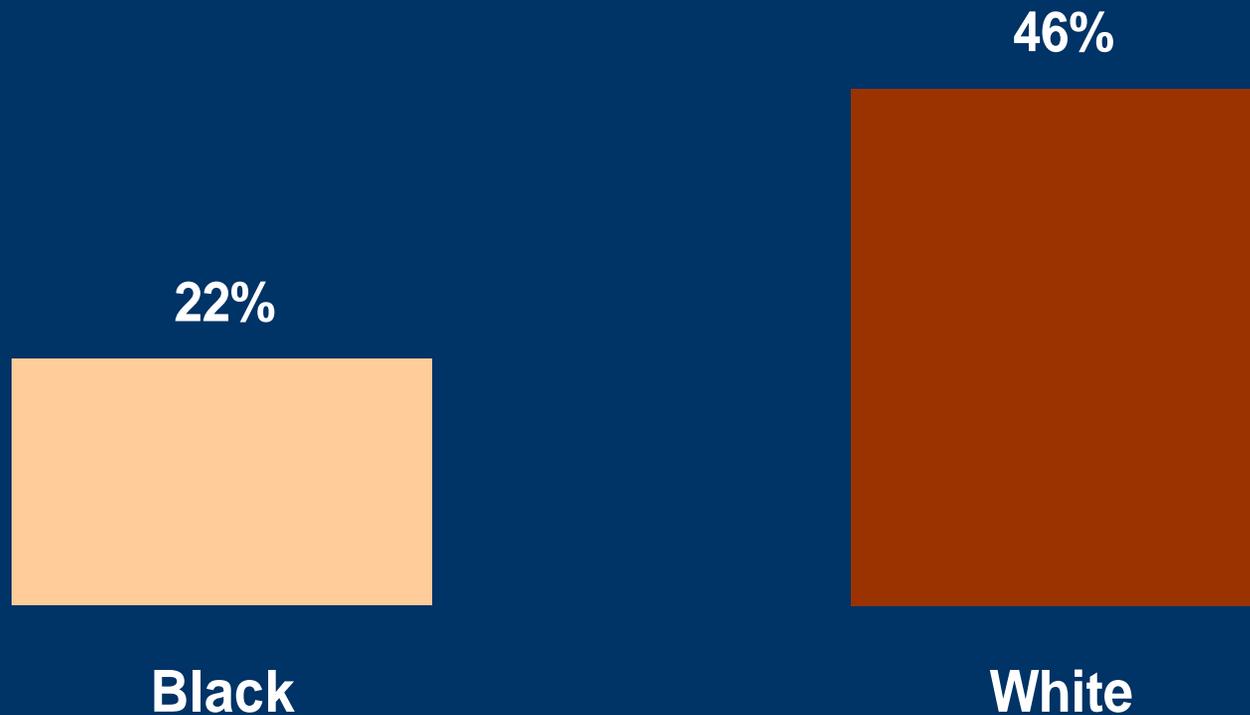


Racial minorities may have lower awareness of various public health threats...

Yet, those who are aware may have higher risk perceptions about the threats

How familiar are you with the term 'pandemic flu'?

(% saying 'know what the term means')



"How concerned are you about the spread of bird flu in the United States?"

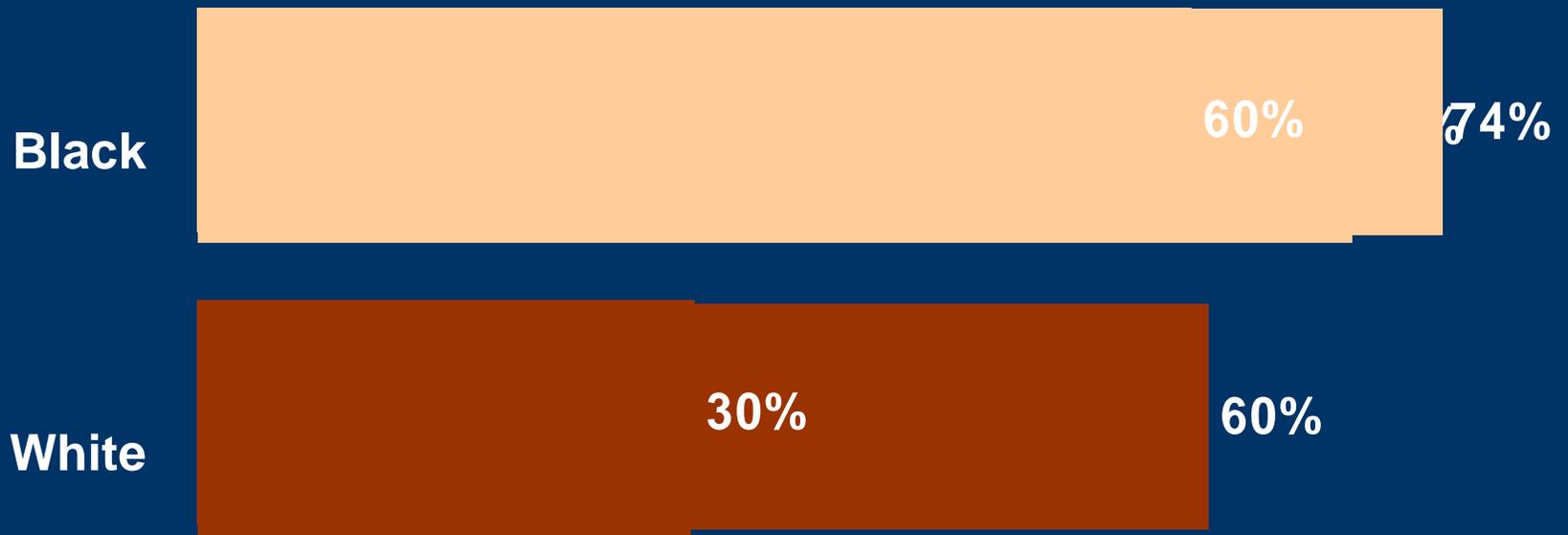
(% saying very/somewhat concerned)



"How concerned are you about getting...SARS?"

(% saying very/somewhat concerned)

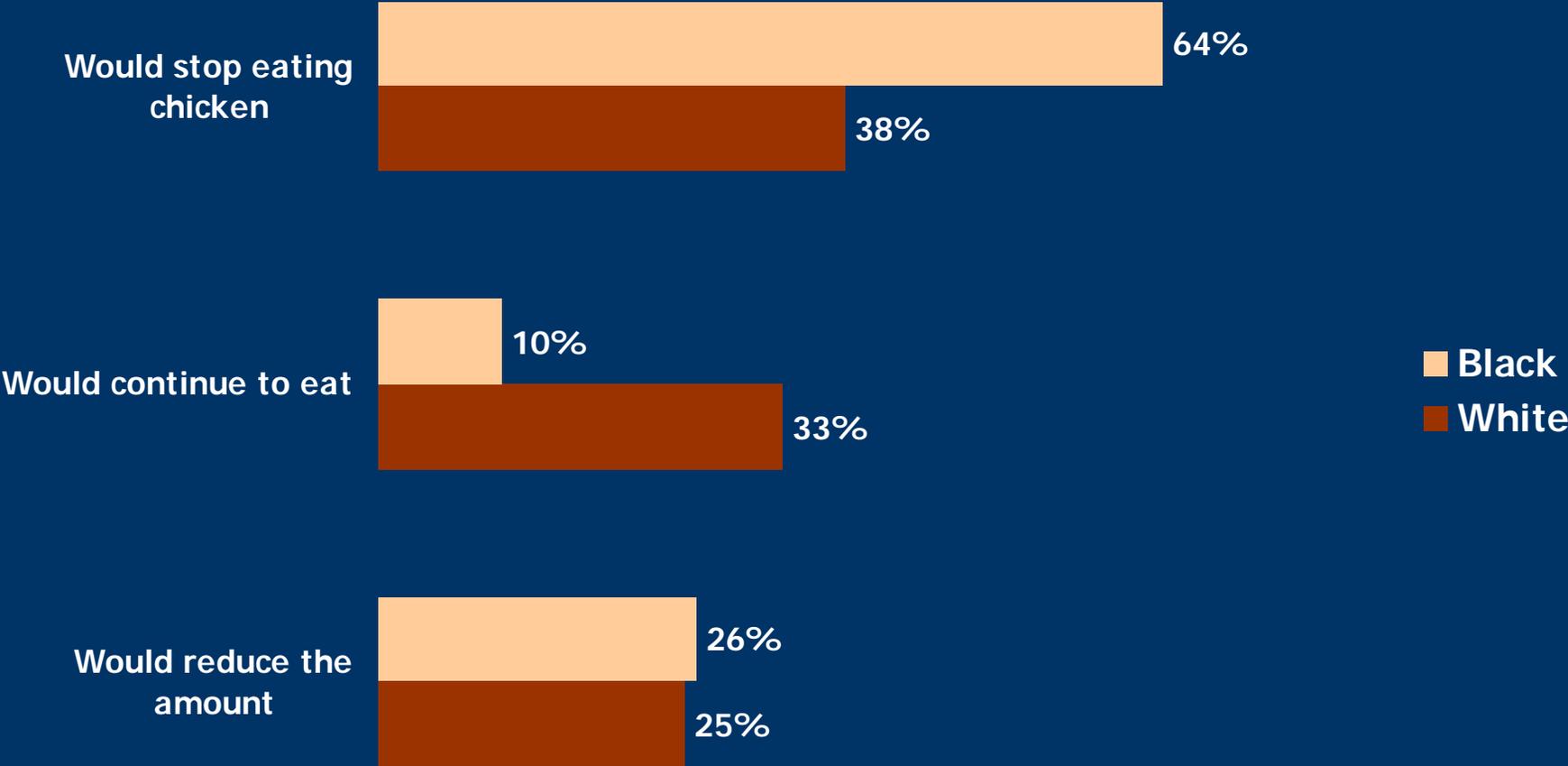
(% saying very/somewhat concerned)



Without effective information, increased risk perceptions may lead to inappropriate behavioral changes

If there were a case of avian flu among chicken or other poultry in the U.S., which of the following would you do?

(% saying)

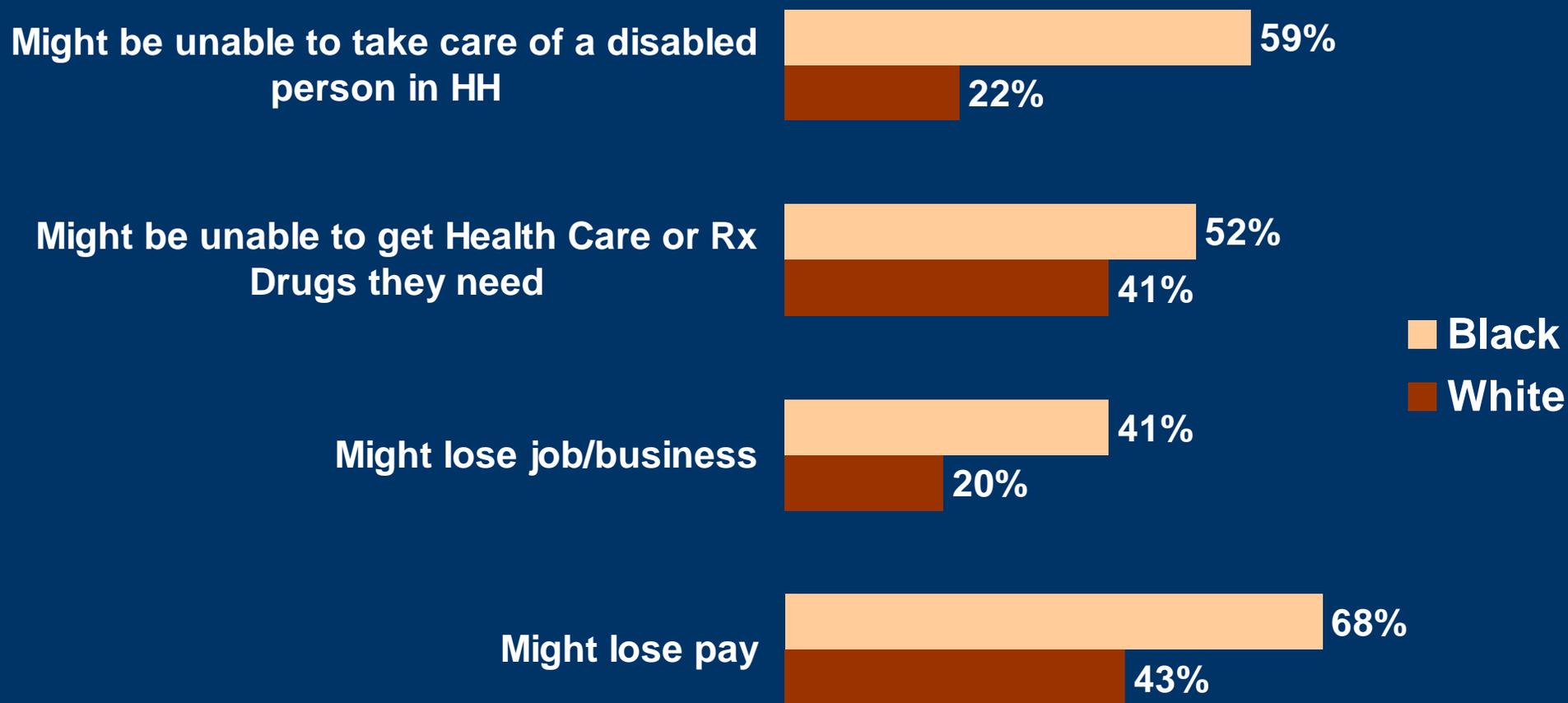


Harvard School of Public Health, Avian Flu Survey, January 17-25, 2006.

African Americans may also perceive
higher risks associated with official
response measures

“If you’re asked to stay at home for 7-10 days and avoid contact with anyone outside your household, how likely do you think this would happen to someone in your household?”

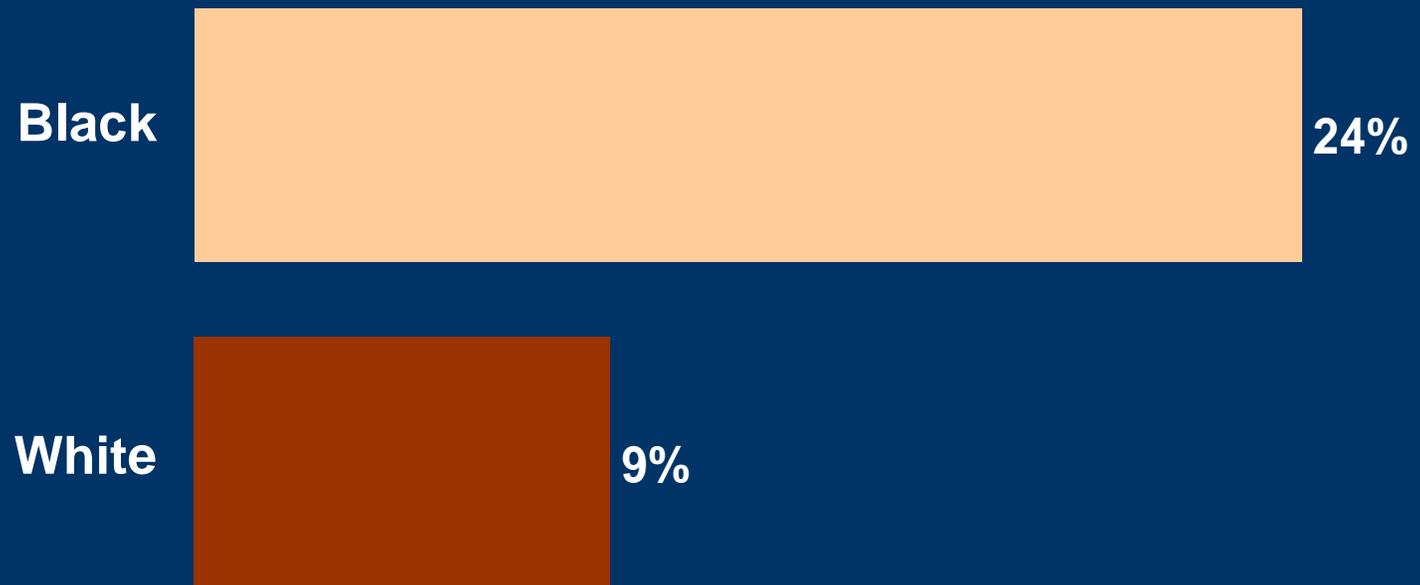
(% saying ‘Very/Somewhat likely)



Despite heightened risk perceptions,
African Americans are more skeptical of
news media in providing all information
about threats

“Do you think the news media are exaggerating the danger of the avian flu, not taking the dangers seriously enough, or are the reports about right?”

(% saying 'not taking the dangers seriously enough')

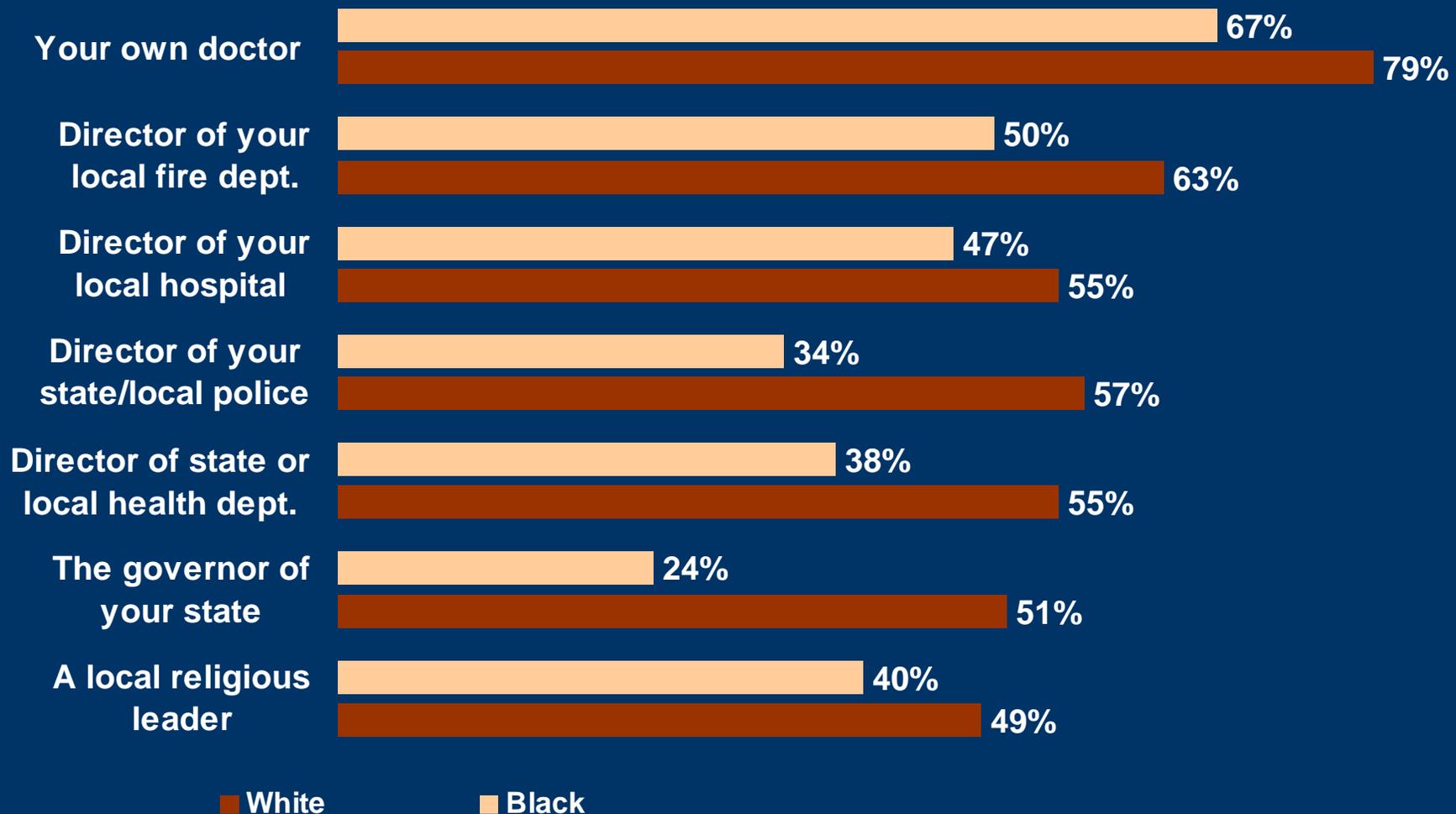


Community and social networks are
trusted sources and channels of
information

Whom Do Americans Trust as a Source of Reliable Information

during a local outbreak of disease caused by bioterrorism

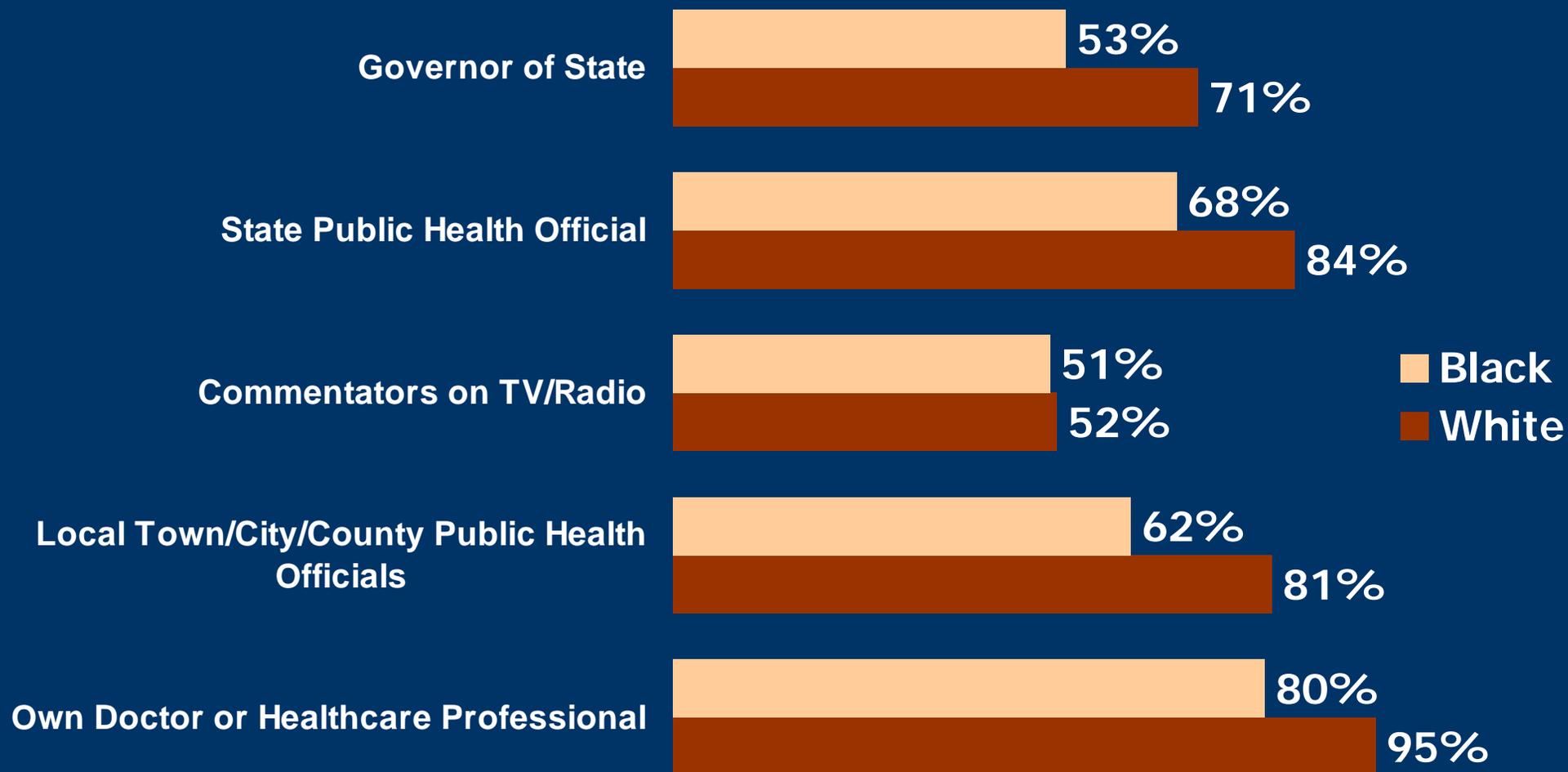
(% saying would trust a great deal or quite a lot)



Who is a Trusted Source of Information?

"If there were an outbreak of Pandemic flu in your community, how much would you trust this source to give you useful and correct information about the outbreak?"

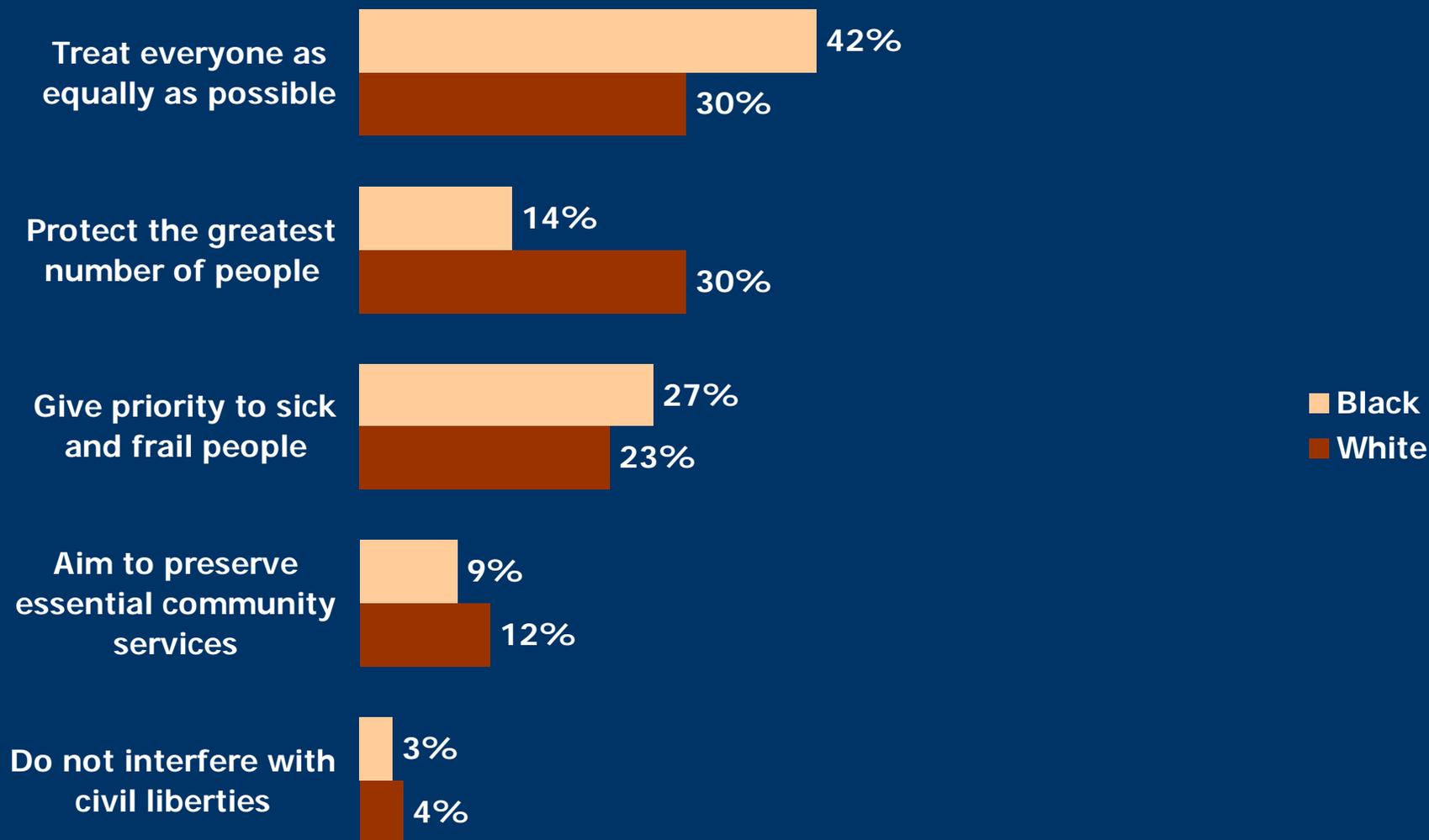
(% saying a lot/some)



First Responders will be a key resource for maintaining a balance between *protecting the greatest number of people* and being *equitable in their treatment* of potential victims

Which should be the MOST important priority for public health officials?

(Respondents may choose one only)



Thank you.

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