



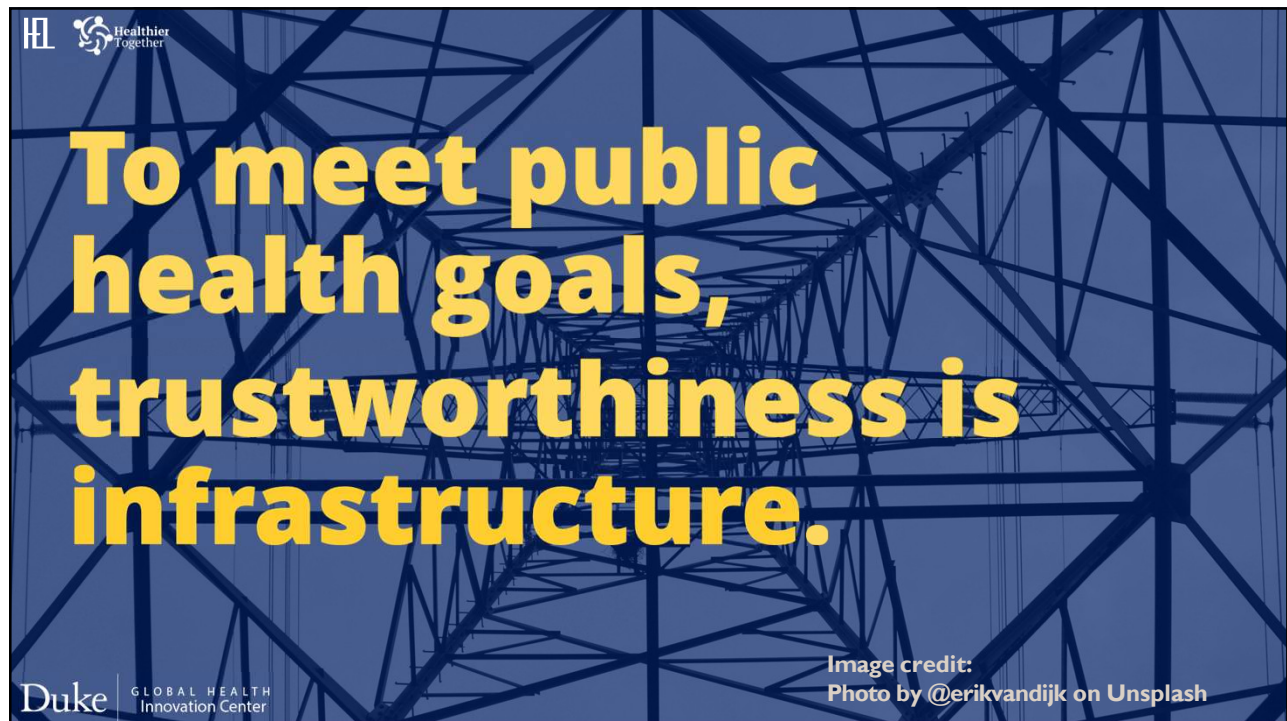
HL Healthier Together

Prepare now, prepare publicly

*Trustworthiness through
transparent preparation*

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This slide features a dark blue background with a white geometric pattern of intersecting lines on the right side. The text is primarily white, with the subtitle in a yellow-green italicized font.



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To meet public health goals, trustworthiness is infrastructure.

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Trust is fragile—and out
of our control.

We cannot demand trust
in the moment.

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Trustworthiness reflects values
and practices,
such that people believe a
relationship is **reliable, truthful,**
and **benevolent** *in situations
that involve risk.*

Anderson & Griffith, *Measuring the trustworthiness of health care organizations and systems*

Ho, *Why trust matters*

O'Neill, *A question of trust*


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To be trustworthy, we must:

- 1 Communicate early**
- 2 Communicate consistently**
- 3 Communicate smartly**

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Trustworthiness is durable.
Are we (showing we are) worthy
of public & policy-maker trust—
by showing clearly, early, often,
& strategically that we have the
public's best interest at heart?

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Gorman, *Anatomy of deception*



Not just confidence in vaccines.



Confidence in **you**.


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1 Communicate early

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Set expectations before they are tested:


- **Say what you know**
(and timestamp it)
- **Say what you don't know**
(and what you're doing about it)
- **Say what could change**
(and the people and processes involved)

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Lanthorn & Gorman, Are we prepared to talk about bird flu
Thorp, Convergence and consensus





Set the narrative; prebunk:

- **Anticipate false and misleading info & narratives based on experience**
- **Frame your own positive narrative, signal what people may hear, explain why it is wrong, then repeat your narrative.**

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van der Linden, Foolproof



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2 Communicate consistently

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Build a rhythm people can count on:

- **Report, don't just alert**
(like a weather report)
- **Share, even when there's no news**
(a non-update update)
- **Dance, like no one is watching**

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Rivers, *Want people to embrace public health?*



Build a rhythm people can count on:

- **Report, don't just alert**
(like a weather report)
- **Share, even when there's no news**
(a non-update update)
- ~~**Dance, like no one is watching**~~
(just kidding)

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Rivers, *Want people to embrace public health?*





Build a rhythm people can count on:

- **Report, don't just alert**
(like a weather report)
- **Share, even when there's no news**
(a non-update update)
- **Signal, what you are watching**
(and why)

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Rivers, *Want people to embrace public health?*



Make preparedness visible:

- **Where supplies are staged & headed**
- **Updates on readiness activities**
- **Snapshots from tabletop drills and coordination exercises**

Covid Collaborative, *The Covid wars*
CDC, *Crisis and Emergency Risk Communication (CERC) Manual*
NASEM, *Understanding and Addressing Misinformation About Science.*
WHO, *Risk Communication and Community Engagement (RCCE) Guidance*

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3 Communicate smartly

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Highlight ownership and agency, close the loop.

- **Emphasize agency and have the ‘right’ messengers make the case that preparedness asks are ‘worth it’**
- **Listen, use good feedback practice**

Fischhoff, *Evaluating science communication*
Fund for Shared Insight, *Listen for Good Initiative*
Milkman et al., *A megastudy of text-based nudges encouraging patients to get vaccinated.*
Lerner et al. *Emotion and Decision-Making.*

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Use tools to communicate faster, clearer, better:

- **Check text against plain language guidance**
- **Review tone**
- **Translate across formats**

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Gorman & Lanthorn, *Forthcoming*



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To try next week

- **Review your last 5 public messages against key ideas from this talk**
- **Pick 1 trustworthiness signal to make more visible**
- **Pick 1 way to share your readiness before it's tested to set, guide, & manage expectations**

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