

Connecting Technology and Social Communication

Katherine Waters DVM, MPH, DACVPM
University of Minnesota, Extension
Food Systems

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Agriculture and Human Health Connection
Washington DC, Sept 23, 2010



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“An understanding of the risks and interactions is critical to health professionals working with humans and animals.....”

Sheldon Jones, Farm Foundation



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Risk Analysis

Risk analysis includes three primary components:

1. Risk Assessment :

- Hazards are identified (e.g., potential zoonotic disease introduction)
- Risks are determined (e.g., disease spread, probability, magnitude)

2. Risk Management:

- Options are identified (e.g., prioritization for limited vaccine supply)
- Best option (intervention, recommendation) is chosen and implemented

3. Risk Communication:

- Open exchange of information resulting in better decision making regarding risk and its impact



Risk and Zoonotic Diseases

- Surveillance and detection
- Improved Diagnostic capabilities
- Prevention and Treatment Options

- Without communication?



Poor Communication can lead to:

- Confusion
- Poor decision making
- Economic disruption
- Loss of life



Good Communication can result in:

- Informed decisions
- “Buy in”
- Behavior change
- Lives saved, injury and disability lessened
- Economic stability or more rapid recovery



Communication Technology and Public Health:

- Who needs to know
 - Audience, stakeholders
- Information Exchange
 - Two way street
 - Channels, methods, technologies, vehicles
- Barriers and challenges



Audience Assessment







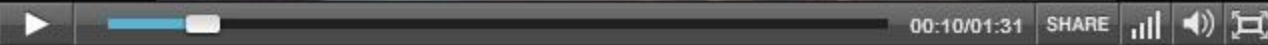
Communication Channels

- Effective risk communication means getting the message to your audience
- How is your audience getting information these days?



The Daily Show with Jon Stewart

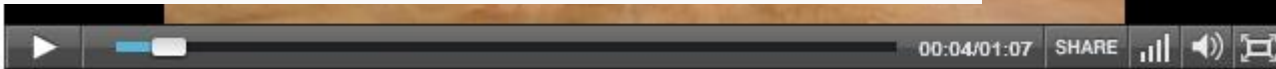
buffer full



Tuesday September 19, 2006

Intro - Tossed Salad

The Food and Drug Administration urges all Americans to get rid of their bagged spinach.



Tuesday August 6, 2002

Recall Alert

ConAgra issues a recall for a few beef products thought to be infected with E. coli.

Monday July 22, 2002

Intro - West Nile

Jon previews Regis Philbin's appearance on the show and gives the audience some first hand tips on how to avoid contracting West Nile.



Years to reach 50 million users:



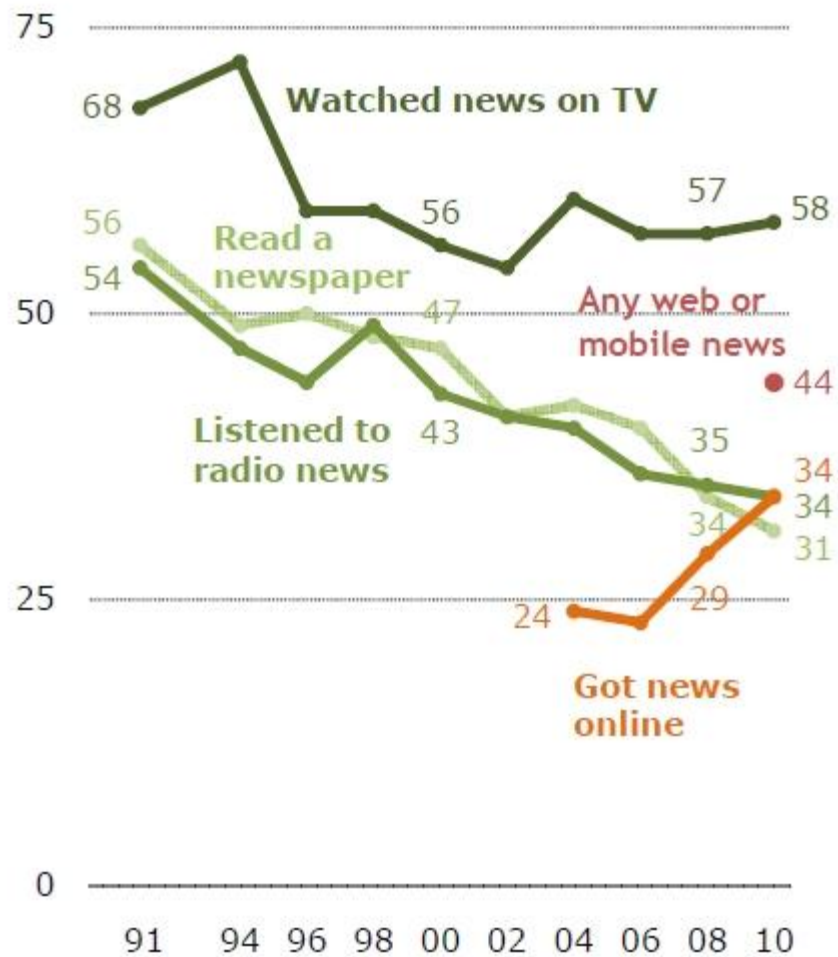
8 Source: Did You Know?

<http://www.youtube.com/watch?v=sIFYPQjYhv8>



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Where People Got News Yesterday



PEW RESEARCH CENTER June 8-28, 2010.

“New” Media

How effective and accessible are new types of communication channels in public health communication



facebook

began in 2004

now has 500 million users





“Facebook, Twitter and YouTube are the 21st century’s water cooler.”

Jerold Mande,
USDA Deputy Undersecretary for Food
Safety

New Media

- Venue for **communication**
 - 24/7
 - Rapid
 - updates
 - Gets information to those who need to know
 - Unique audiences
- Venue for **miscommunication**
- Means of **monitoring**
 - What's being *said*
 - What's being *asked*



facebook

Remember Me

[Forgot your password?](#)

Email

Password

Facebook helps you connect and share with the people in your life.



Sign Up

It's free and anyone can join

First Name:

Last Name:

Your Email:

New Password:

I am: Select Sex:

Birthday: Month: Day: Year:

Why do I need to provide this?

[Create a Page for a celebrity, band or business.](#)



<http://fleep.wordpress.com/2007/09/22/facebook-as-public-health-resource/>

Video Spawns Largest Beef Recall in U.S.

Visit aptop25.com

37,537 videos

Subscribe



0:07 / 0:56

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AssociatedPress | February 18, 2008

The U.S. Department of Agriculture has ordered the recall of 143 million poun...



341,539

views



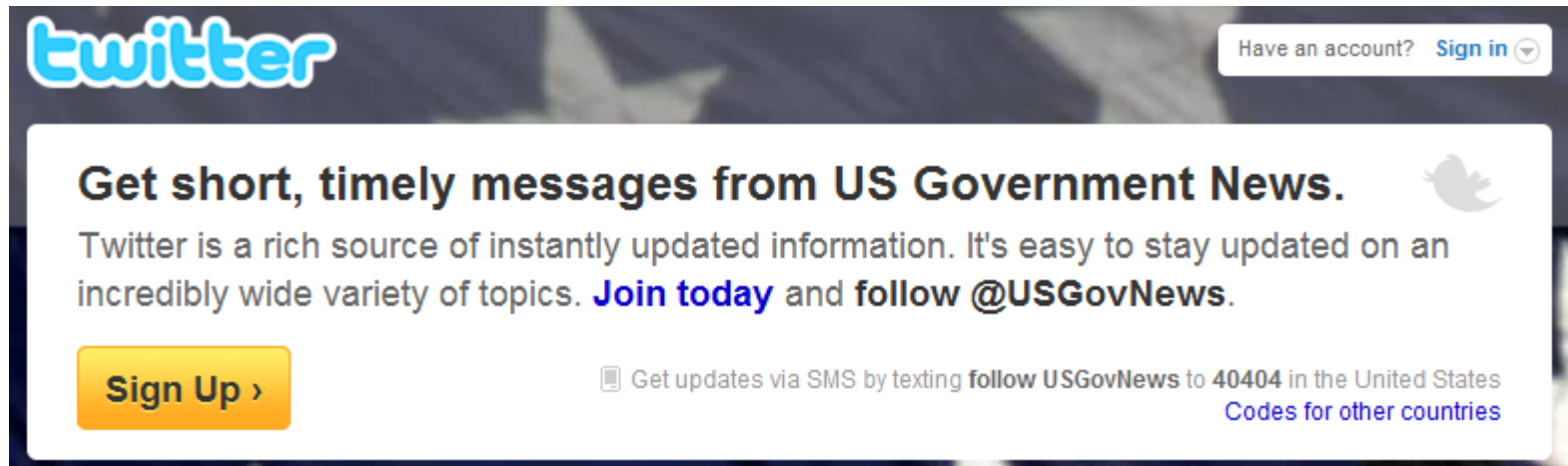
re





(n.) Short for **Web log**, a blog is a Web page that serves as a publicly accessible personal journal for an individual. Typically updated daily, blogs often reflect the personality of the author.

24/7 Communication in 140 Characters or Less



The image is a screenshot of a Twitter sign-up banner. In the top left corner, the Twitter logo is displayed in its characteristic blue, rounded font. In the top right corner, there is a white button with the text "Have an account? Sign in" and a small downward-pointing arrow. The main body of the banner is white and contains the following text: "Get short, timely messages from US Government News." followed by a small grey Twitter bird icon. Below this, it says "Twitter is a rich source of instantly updated information. It's easy to stay updated on an incredibly wide variety of topics. Join today and follow @USGovNews." At the bottom left of the banner is a yellow button with the text "Sign Up >". At the bottom right, there is a small mobile phone icon followed by the text "Get updates via SMS by texting follow USGovNews to 40404 in the United States" and a link "Codes for other countries" in blue.

twitter

Have an account? [Sign in](#)

Get short, timely messages from US Government News.

Twitter is a rich source of instantly updated information. It's easy to stay updated on an incredibly wide variety of topics. [Join today](#) and follow [@USGovNews](#).

[Sign Up >](#)

Get updates via SMS by texting follow USGovNews to 40404 in the United States
[Codes for other countries](#)



Monitoring



The screenshot shows the Twitter search interface. At the top left is the Twitter logo. A search bar contains the text "salmonella eggs". To the right of the search bar is a "Search" button and a link to "Advanced Search". Below the search bar, the results are displayed for "salmonella eggs" in 0.09 seconds. The results list three tweets:

- pdjmoo:** ALL OUR **EGGS** IN ONE BASKET - King Rooster Jack DeCoster rules the U.S. egg roost & Iowa chicken-feed [#salmonella](#) <http://ht.ly/2H5nO>
39 minutes ago via *HootSuite* · [Reply](#) · [View Tweet](#)
- RickSheridan:** [@freckleface2](#) **Salmonella eggs** are preferred. Wash your hands when finished!
about 1 hour ago via *web* · [Reply](#) · [View Tweet](#) · [Show Conversation](#)
- NV NutritionVista:** [#Food](#) [#poisoning](#)- beyond [#eggs](#) and [#salmonella](#) <http://tinyurl.com/36re3jm> (expand) [#health](#) [#wellness](#) [#nutrition](#) [#food-borne illness](#)
about 2 hours ago via *web* · [Reply](#) · [View Tweet](#)

On the right side of the results, there are three utility sections:

- Feed for this query:** Includes an RSS icon and a link to "Feed for this query", and a Twitter icon and a link to "Tweet these results".
- Show tweets written in:** A dropdown menu currently set to "English".
- Trending topics:** A list of trending topics including [Revolução Farroupilha](#), [#ireallythink](#), [#becauseimagangsta](#), [#treyshoutmeout](#), [Spooks](#), and [VLC](#).





BE HEALTHY. BE SAFE. BE READY.



click here for
English

Lus Hmoob
(Hmong)

ខ្មែរ
(Khmer)

Español
(Spanish)

Soomaali
(Somali)

Tiếng Việt
(Vietnamese)

ພາສາ ລາວ
(Lao)

ECHO

Emergency & Community Health Outreach

New & Social Media

Pro

- Rapid
- 24/7
- New audiences
- Reconnaissance technology
 - assist in creating right messages
 - assess what people need to know

Con

- Vulnerable
- Fallibility
 - Twitter down 1/20/10
- Credibility
- What can you convey in 140 characters
- Limited reach of demographic
- Whatever happened to MySpace?



Barriers and Challenges

- **Confirmatory bias** or Epistemic Closure is a tendency for people to favor information that confirms their preconceptions



Barriers and Challenges

- **Optimistic bias** – “it won’t happen to me”



Barriers and Challenges

- **Paradox of Choice:** when is access to more information counterproductive?



Barriers and Challenges

Information access divide

1. Economic
2. Geographic
 - a. Rural/urban
 - b. Developed vs undeveloped countries
3. Age





Global Health Institute
August 2010
Kampala, Uganda

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FAZD CENTER

National Center for Foreign Animal
and Zoonotic Disease Defense

Katherine Waters

water144@umn.edu

www.extension.umn.edu



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Questions?

