COVID-19 Pandemic and the Absence of Strategic Communication in the United States

Dr. Manuel Chavez

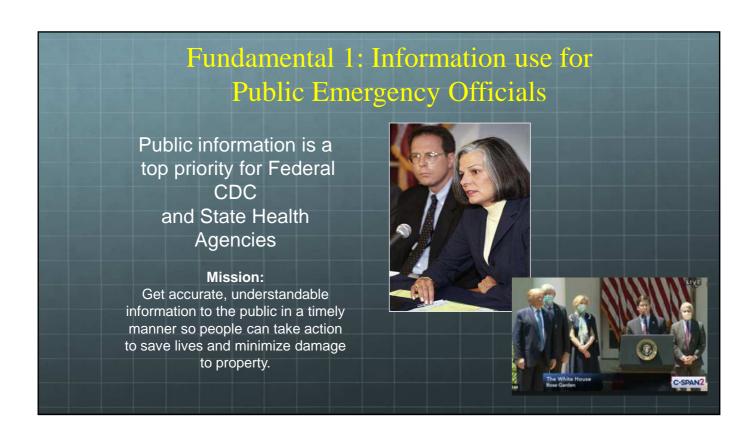
Michigan State University

College of Communication Arts and Sciences

School of Journalism and Information and Media PhD



Communicating a Health Crisis is a real public-social challenge Communication in a highly dynamic environment Scientific standards - vs - politics at play → news media reality Strategic communication by whom Experts and the public have different views Goals from political communication vs health communication vs health communication vs strategic communication Terms are difficult to understand: Immunosenescence, T Cells vs B Cells, Cytokines and Mykotines





Fundamental 3: Health Communication the connection with the news media * What do journalists need to think about/consider/pay attention to when covering health crists? * Science, laboratory surveillance, case definition, medical community containment measures * Prevention * Who is the expert? * CDC, state level public health officials, local health officers and WHO * What should be expected from the government? * Federal, State and local exchange of official public health information to PIOs for dissemination to affected public. Information to vulnerable populations * Protect themselves? * If there is uncertainty about the chemical/biological agent, radiation exposure, or novel emerging disease, don's rush Media plays a vital role in getting the message out rapidly, 90% of the public gets emergency information from TV, radio and online news organizations





