



# Demystify Miscommunication

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# Eyes on the Prize

*the ideal*

## Mission



To provide support and services to the social work regulatory community to advance safe, competent, and ethical practices to strengthen public protection.

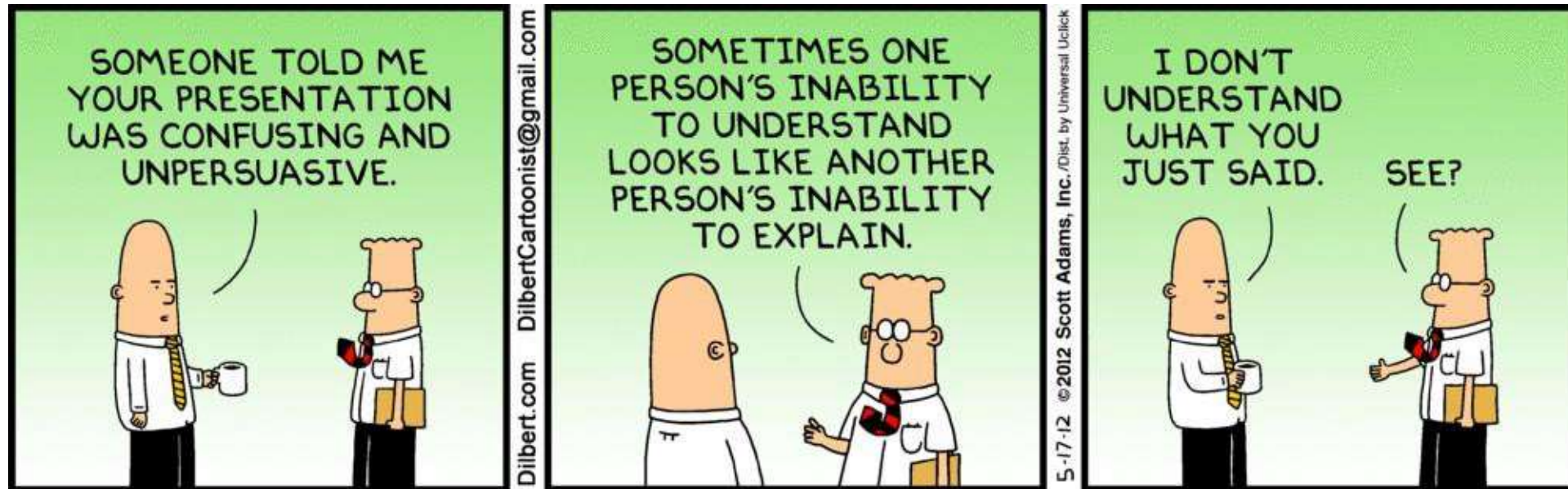
# What's not to like?

## Mission



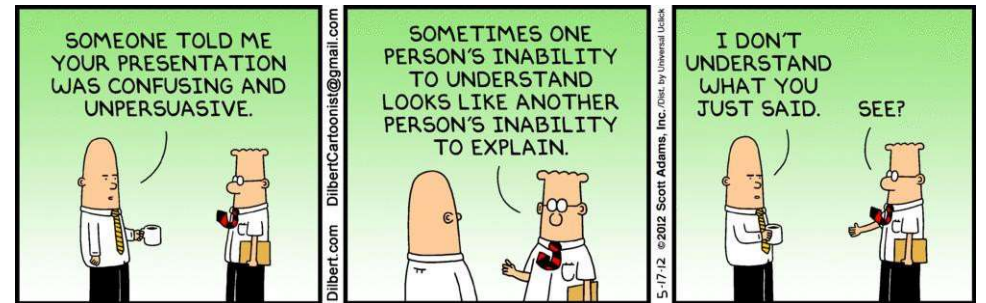
To provide support and services to the social work regulatory community to advance safe, competent, and ethical practices to strengthen public protection.

# The Curse of Knowledge



**The curse of knowledge is a cognitive bias that occurs when an individual, communicating with other individuals, unknowingly assumes that the others have the background to understand.**

Jane Kennedy (1995)



# 1. Make your Mission Known

- **What and why is ASWB?**
- **How do we meet the ideals we espouse as our mission?**
- **Who are our partners, stakeholders, and beneficiaries?**
- **What do we do for them?**
  - **To what extent do their interests align or compete?**
  - **Do they appreciate or resent us? Why might this be?**
- **What helps us most to succeed, a high or low profile?**

# Motive Matters

## Misinformation

false information that is spread, *regardless of whether* there is intent to mislead

## Disinformation

false information which *is intended* to mislead

## 2. Analyze, Empathize, Introspect

- **Who is saying it?**
- **Are they ordinarily cooperative, hostile, or neutral?**
- **Do they know they have it wrong? If not or if so, Why?**
- **Who are they talking to? Why to them?**
- **How damaging is the false messaging?**
- **Do they have a point? Are we sure we are in the right?**



# 3. Recognize and Reconcile

- **Motive will inform the response**
  - Take responsibility for miscommunication based on ignorance
  - Take advantage of “teachable moments”
- **Motive will also inform strategy**
  - Defend vigorously against malicious disinformation (but)
  - Look for face saving opportunities whenever possible
- **Look to natural, likely, allies: *Why should they care?***
  - Politicians
  - Social Work Professionals
  - Educators
  - Constituents, colleagues, customers, media, The Public
- **Engage (established, suspected, potential) adversaries**
  - What’s in it for them
  - Accumulate “yeses”

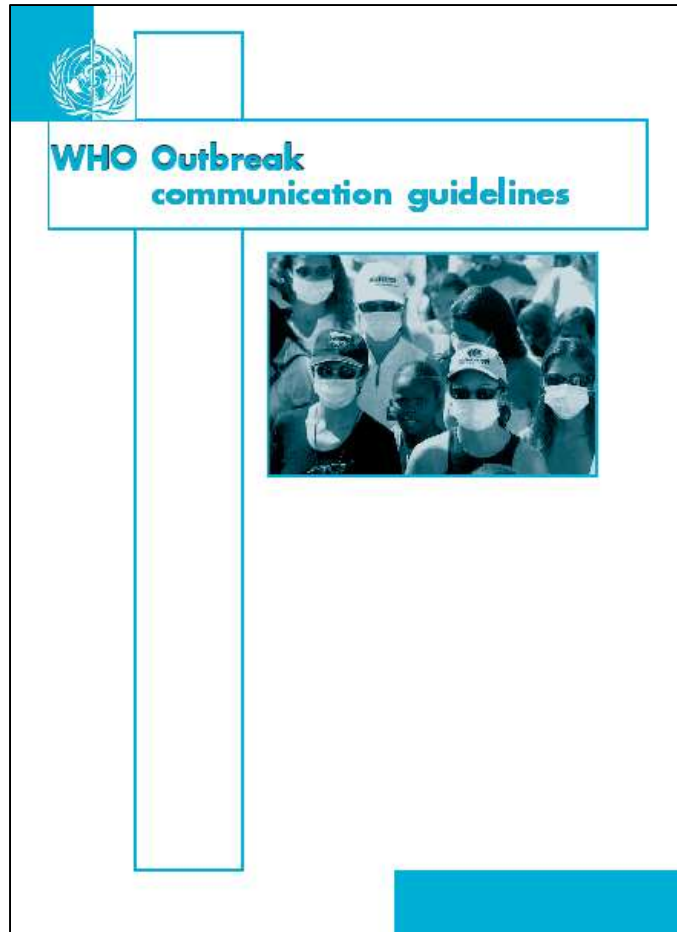
# 4. Act Decisively

- **Articulate your communication goals**
  - What makes this issue worth pursuing?
  - Am I taking this on for the right reasons?
- **Tailor the message**
  - Know and speak to each audience; speak to their values
  - Engage partners and stakeholders for message consistency
- **Be timely**
- **Be transparent**
- **Share dilemmas**
- **Be respectful but not defensive or apologetic\***
  - \*unless you have reason to be

# 5. Manage your Reputation

- **Am I sufficiently known and credible to be believed?**
- **How do my connections, e.g., “part of the system,” affect my reputation?**
  - Cultural, historical, institutional injustices
  - Resentment of authority
- **Pay attention to trends, including ties to current issues**
  - Be known, be relevant
  - Know well, both friend and foe
- **Be sensitive to patterns of miscommunication**
  - What should I be doing to correct misunderstanding or distrust?
  - Seek opportunities to engage frequent or recurring adversaries
- **What can I learn from colleagues and researchers?**

# Outbreak (Risk) Communication Guidelines



1. Trust

2. Announcing early

3. Transparency

4. The public

5. Planning

Trust

Timeliness

Transparency

Two-way communication

Top-down commitment

# Health Communication Principles

- **Build public trust with timely, science-based information.**
- **Coordinate messages and release of information.**
- **Address rumors and stigma promptly. Use objective data.**
- **Ensure that information is technically correct, supports public policies, and is not patronizing.**
- **Community members need to know how to protect themselves and their families during a crisis.**
- **Educate healthcare workers to recognize infection and control disease.**

# Partner Disengagement



“You cannot  
not communicate.”

Thom Berry  
Past President, NPHIC

# Media Engagement



## Toronto media

- encouraged quarantine compliance
- recognized sacrifice
- boosted morale

# Media Engagement

**KATRINA: THE STORM WE'VE ALWAYS FEARED**

**The Times-Picayune**

**'HELP US, PLEASE'**

**AFTER THE DISASTER, CHAOS AND LAWLESSNESS RULE THE STREETS**



**Local leaders call relief efforts too little, too late**

**Blanco demands thousands of troops**

**BP (L&P):** A damaged Superfund site in the Gulf of Mexico, near the coast of Louisiana, is the focus of a new report from the U.S. Environmental Protection Agency. The report says that the site is a major source of pollution and that the government should take action to clean it up.

**BP (L&P):** The state of Louisiana is facing a major crisis as a result of the damage caused by Hurricane Katrina. The state's infrastructure is in a state of collapse and the economy is in a state of freefall. The state's leaders are calling for relief efforts that are too little and too late.

**BP (L&P):** Governor Blanco has demanded that the federal government send thousands of troops to Louisiana to help with the relief efforts. He says that the state is in a state of emergency and that the federal government has a responsibility to help.

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- New Orleans media
- brought voice to desperation
  - cooperation over competition
  - boosted morale



# Media Engagement



**“I love my city.  
I love you.  
All because of  
you,  
Chengdu will be  
better.”**

Encourage civic engagement

Express gratitude

A voice for coping and healing



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## *Thank You*

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