Disseminating the Message:

**CDC’s Perspective**

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JIFSAN Annual Symposium
Greenbelt, Maryland
April 5, 2016
Multiple Audiences

- Consumers
- Reporters
- Retailers and restaurants
- Public health officials
- Food industries
- Healthcare providers
How does CDC communicate about outbreaks?

- **Public**
  - CDC website
  - Social media
  - News media

- **Public Health Partners**
  - Email lists
  - Conference calls

- **Industry Partners**
  - Email lists
  - Conference calls

- **Healthcare**
  - CDC website
  - Health Alert Network
CDC Website

- Main communication tool used to display information about outbreak investigations
  - Current case count, affected states
  - Advice to consumers, retailers
  - Investigation details

- Updated when we have new information to share

- A final outbreak summary is posted to indicate the outbreak is over
Multistate Outbreak of *Salmonella* Virchow Infections Linked to Garden of Life RAW Meal Organic Shake & Meal Products

Posted March 24, 2016 11:45 AM ET

**What's New?**

- Nine more ill people have been reported from eight states. The most recent illness started on March 13, 2016.
- Five states have been added to the list of states with ill people: Alabama, California, Hawaii, Michigan, and West Virginia.
- Consumers should not eat and retailers should not sell the recalled RAW Meal products. These products have a long shelf life and may still be in people’s homes.

**At A Glance**

- Case Count: 27
- States: 20
- Deaths: 0
- Hospitalizations: 5
- Recall: Yes

**Highlights**

- Read the [Recall & Advice to Consumers and Retailers](#)
- CDC, multiple states, and the U.S. Food and Drug Administration (FDA) are investigating a multistate outbreak of *Salmonella* Virchow infections.
Expanded Recall
On February 12, 2016, Garden of Life, LLC expanded its recall of RAW Meal Organic Shake & Meal chocolate, original, vanilla, and vanilla chai products to include additional lots. Visit the FDA website for a complete list of recalled products.

Recall
On January 29, 2016, Garden of Life, LLC voluntarily recalled a limited quantity of its RAW Meal Organic Shake & Meal products available in chocolate, original, vanilla, and vanilla chai because they have the potential to be contaminated with *Salmonella Virchow*. These products were sold in sizes ranging from single serving packets to full size and were available for purchase nationwide in many retail stores and online.

View the Full List of Recalled Products

<table>
<thead>
<tr>
<th>Product Name</th>
<th>Expiration Date</th>
<th>Lot Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>RAW Organic Meal Chocolate 10 CNT Tray</td>
<td>8/1/2017</td>
<td>47200200</td>
</tr>
<tr>
<td>RAW Organic Meal Chocolate Full Size</td>
<td>8/1/2017</td>
<td>47215800</td>
</tr>
</tbody>
</table>
CDC Website

- Web traffic continues to increase every year
  - **2.1 million** page views total in 2015
  - Average of 50,000 page views during an investigation
  - Influenced by media coverage, **brand name** of company involved
  - 4 minutes average time spent on page

<table>
<thead>
<tr>
<th>Date</th>
<th>Listeriosis Linked to Dole Brand Bagged Salads-January2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Jan 22, 2016</td>
<td>186,193 (4.6%)</td>
</tr>
<tr>
<td>2. Jan 23, 2016</td>
<td>171,804 (5.5%)</td>
</tr>
<tr>
<td>3. Jan 24, 2016</td>
<td>105,140 (3.3%)</td>
</tr>
<tr>
<td>4. Jan 25, 2016</td>
<td>103,947 (2.2%)</td>
</tr>
<tr>
<td>5. Jan 26, 2016</td>
<td>48,442 (1.0%)</td>
</tr>
<tr>
<td>6. Jan 27, 2016</td>
<td>23,704 (0.4%)</td>
</tr>
<tr>
<td>7. Jan 28, 2016</td>
<td>24,141 (0.4%)</td>
</tr>
<tr>
<td>8. Jan 29, 2016</td>
<td>23,532 (0.5%)</td>
</tr>
<tr>
<td><strong>OVERALL PAGE VIEWS</strong></td>
<td><strong>686,903 (1.9%)</strong></td>
</tr>
</tbody>
</table>
**CDC Website**

- **Search engine optimization** used to increase visibility
  - Typically first or second search result
  - Keywords

- **CDC website now has responsive design capabilities**
  - More people are using mobile devices to view content
  - Half of visitors to CDC websites are mobile users
Social Media

- CDC Facebook and Twitter followers are represented by the general public, with some public health and media followers.

- Messages are used to drive traffic to the CDC outbreak webpage:
  - Call out specific advice to consumers
  - Provide image of food product

- Social media provides an opportunity to engage with your audience:
  - Facebook: 4.3 average engagement rate
  - Twitter: 2.2 average engagement rate
12 people were hospitalized and one person died due to Listeria linked to packaged salads produced at the Dole processing facility in Springfield, Ohio. Check your fridge for these salads sold under various brand names. http://go.usa.gov/cPX Ae

Nicolette Genzano, Dilek Üc Hilal Türk, Sher Sher Otto and 2,155 others like this.

17,970 shares 684 comments

Ginger Schmalenberg What about Simple Truth Organic Spinach in a plastic container (not bagged) from Kroger that was packaged at the Springfield Dole plant? I threw it out but we have been eating it for months and investigation has been going on since Sept 2015

3 · January 22 at 1:34pm

View 8 more replies

CDC All products with a manufacturing code beginning with “A” are affected by the withdrawal, regardless of best by date. A list of brand names, an example of what the code looks like, and details of how to throw products away safely here: http://go.usa.gov/cPX sj.

CDC @CDCgov

Listeria in packaged salads linked to 1 death & 12 hospitalizations. How to ID the salads: go.usa.gov/cPXAQ.

Follow
News Media

- Due to several high profile outbreaks in recent years, reporters are covering our content more frequently

- News media helps us get our message out to a broader audience
  - Provides an opportunity for us to tell the investigative story
  - Use our data to make graphics for their readers

- Reporters increasingly repeating what’s on the CDC website, even providing a hyperlink in their story
  - Less interview requests overall, especially from local outlets
  - Reporters interested in a bigger story want interviews
Listeria Outbreak Linked to Dole Salads From Ohio Facility

Packaged salads sold in 23 U.S. states and three Canadian provinces are being pulled from shelves

TODAY Health & Wellness

People should throw away any salad that came from the facility, the Centers for Disease Control and Prevention says.

The outbreak was last summer but consumers shouldn't take chances, CDC said.

"On January 21, 2016, Dole reported to CDC that it had stopped all production at the processing facility in Springfield, Ohio and is withdrawing all packaged salads currently on the market that were produced at this facility," CDC said.

The salads were sold under various brand names, including:

- Dole
- Fresh Selections
- Simple Truth
- Marketside
- The Little Salad Bar
- President's Choice.

"These packaged salads can be identified by the letter "A" at the beginning of the manufacturing code found on the package," CDC said.
Communicating with “Hard to Reach” Consumers

- **CDC en Español**
  - **Translating** outbreak messages when epidemiologic data identifies a disproportionate burden on non-English speaking populations

- **Targeting** cultural media outlets
  - Univision

- **Leveraging** bloggers to reach healthy eaters
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Public Health Partners

- Use of email listservs and conference calls to coordinate messaging and message timing

- **Confirmation and agreement** with state partners before CDC posts an outbreak announcement
  - States confirm case counts and patient outcomes

- Dissemination of CDC internal talking points with state Public Information Officers
  - Ensures message consistency, especially with difficult to answer questions
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Industry Partners

- The food industry is a vital partner in disseminating messages to consumers during an outbreak event
  - Can leverage long-standing consumer trust and brand

- Before a CDC outbreak announcement is posted, the implicated firm receives a copy of the content

- Important for the company and public health partners to give a consistent message to consumers and media
  - Gives the consumer confidence in the message
Industry Partners

Pizza Ranch Statement

March 16, 2016 - Statement by Ryan Achterhoff, Chief Administrative Office, Pizza Ranch

Since late January, we have been assisting public health officials who are investigating 13 cases of illness attributed to a specific strain of E. Coli O157 bacteria. Nine of the affected individuals reported having eaten at nine different Pizza Ranches in seven states. There are also individuals multiple states away from the nearest Pizza Ranch that reported not eating at Pizza Ranch that have the same strain of E. Coli O157, though health investigators have not been able to pinpoint how they contracted the strain. The last reported illness related to this outbreak reported eating at one of our locations on January 30, 2016. The Centers for Disease Control and Prevention has told us that it believes the outbreak is concluded.

An investigation into a multistate E. coli outbreak has been linked to food served at several Pizza Ranch restaurants, health officials concluded.

The Centers for Disease Control and Prevention (CDC) confirmed that nine of the 13 cases of the illness affected people who reported eating at a Pizza Ranch restaurant prior to becoming ill.

Health investigators have so far been unable to determine how the strain was contracted, a CDC spokeswoman told CNBC.

Health officials on Wednesday declared the outbreak to be over.

Pizza Ranch said it has been working with investigators.
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Healthcare

- In certain outbreaks, healthcare professionals need targeted messaging:
  - Outbreaks involving *Listeria*
  - Products sent to institutional settings
  - High-risk group involved
  - Assistance with case identification

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**Notice to U.S. Hospitals and Long-Term Care Facilities: Patients at Risk of Listeriosis from Certain Blue Bell Brand Ice Cream Products**

Blue Bell Creameries has recalled certain ice cream products listed on CDC’s [Advice to Consumers, Institutions, and Retailers](https://www.cdc.gov/listeria/recalls/bluebell.html) website. CDC recommends that hospitals and long-term care facilities not serve or sell these recalled Blue Bell brand products nor any product made at the company’s Oklahoma production facility. Please check your freezer for these products. Visit CDC’s [Advice to Consumers, Institutions, and Retailers](https://www.cdc.gov/listeria/recalls/bluebell.html) to learn how to identify the products made at the Oklahoma facility.
Be Adaptable and Flexible

- In the current communications landscape, consumers of information are faced with sifting through multiple channels.

- As one of the channels available to the consumer, CDC is tasked with monitoring the conversation around issues it's involved in, for example:
  - Hashtags
  - Media headlines and stories
  - Questions from the public (CDC-INFO)

- Be adaptable and flexible; it's ok to alter your message once it's out if it helps improve accuracy and dissemination.
Be Adaptable and Flexible

- Foster Farms chicken, January 2014
  
  The number of reported infections from the outbreak strains of *Salmonella* Heidelberg has returned to baseline levels indicating that this particular outbreak appears to be over. However, activities related to this investigation are ongoing.

- Foster Farms chicken, March 2014
  
  This outbreak investigation continues. Previously, the outbreak appeared to be over, but recent findings indicate otherwise. The number of reported infections from all seven outbreak strains of *Salmonella* Heidelberg returned to baseline levels in January and the outbreak appeared to be over, as noted in the previous update on January 16, 2014. However, the investigation continued and ongoing surveillance in February identified that infections from two of the previously rare outbreak strains have again exceeded the number of infections expected to be reported to PulseNet during this time of year.
Summary

- A combination of communication strategies is needed to reach multiple audiences
  - Web
  - Social media
  - News media

- Currently analyzing metrics to determine what influences page viewership and identify best practices or trends
  - Time of day, day of week
  - Competing headlines
  - Social media

- Be flexible and adapt messaging as needed
For more information please contact Centers for Disease Control and Prevention

1600 Clifton Road NE, Atlanta, GA 30333
Telephone: 1-800-CDC-INFO (232-4636)/TTY: 1-888-232-6348
Visit: www.cdc.gov | Contact CDC at: 1-800-CDC-INFO or www.cdc.gov/info

The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.