The War on COVID: Pandemic Communications in a Government Setting

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TIMELINE

- Jan 20, 2020- First U.S. case
- Jan 29, 2020 COVID Task Force established
- Jan 20, 2020 –DOD issues first Force Health Protection Guidance
- Feb 28, 2020 DOD COVID Task Force Established
- Apr 30, 2020 CDC Advises To Wear Face Coverings
- Dec 09, 2020 DOD announces DOD COVID-19 vaccine distribution plan and population schema
- Dec 14, 2020 First vaccines begin in U.S.
- April 19, 2021- All DOD eligible and authorized adults can make a COVID-19 vaccination appointment with their local military treatment facility.



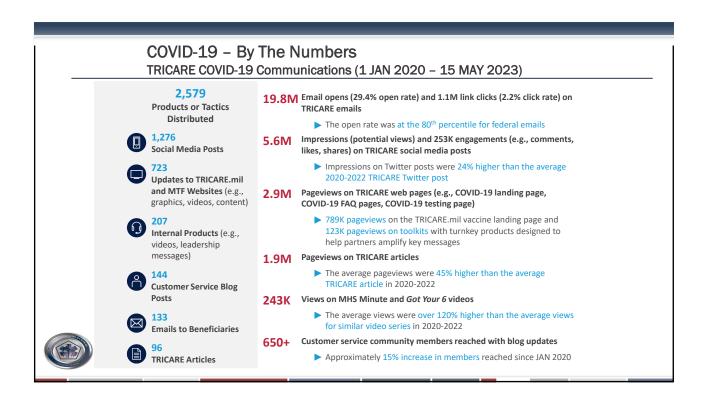
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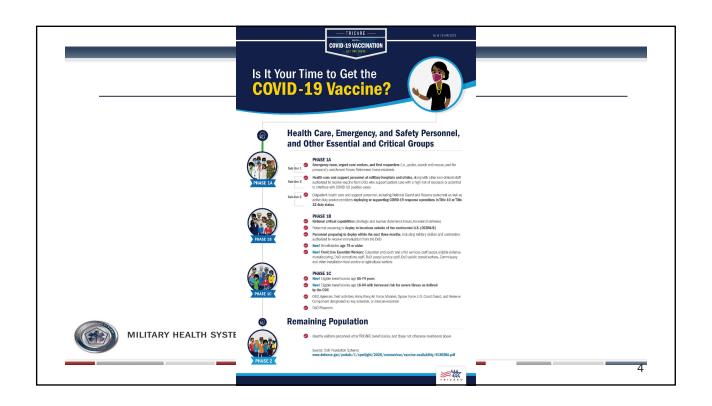
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The example above represents the early stages of

communication about COVID-19 from the MHS. This product focuses on signs and symptoms of the virus.

COVID-19





Combatting Vaccine Hesitancy

- Working through Dis/misinformation at all levels
- Continuous Messaging Repetition of value proposition
- Grassroots trusted community members must be the conduct of the information
- Vaccine availability/standardization
- Convenience



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5

Lessons Learned: 6 Ps for Pandemic Communications in Government Setting

- Plan
- Practice
- Promulgate
- Products
- Pace



I Pray

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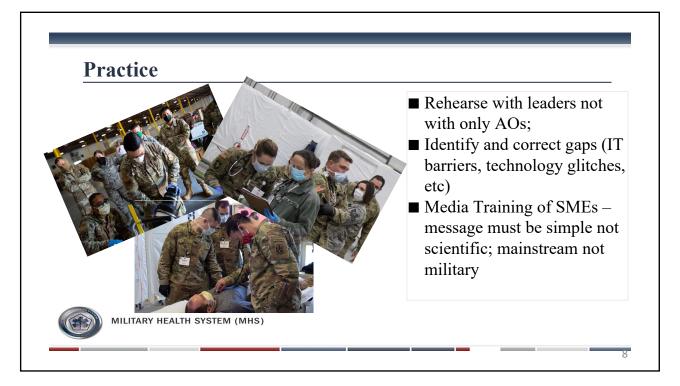
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Plan





- Do you have one?
- Who has read it?
- Who developed it?
- What is your role in it?
- Who is impacted by it?
- Have additional touch point leads been identified?
- What is your organization's role and responsibility? (beyond the 4 C's of Crisis Communication)
- Have you seriously thought about worse case?



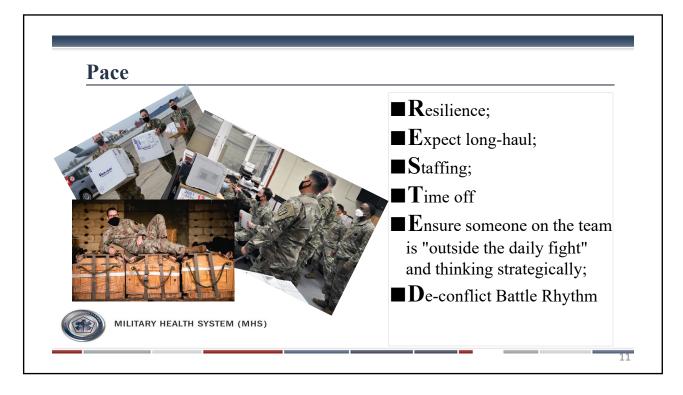
Promulgate

- Information must get down to lowest levels;
- Multiple meetings and agendas must be coordinated and shared (if not a single attendee);
- Synchronization and clarification of confusing and conflicting messages;
- Deal with
 mis/disinformation
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Pray

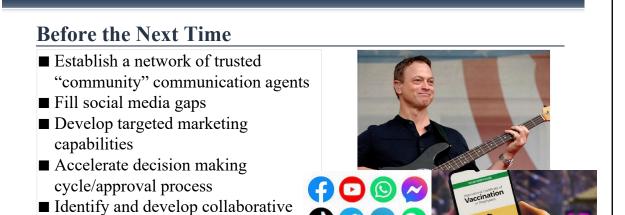
- Never hurts;
- Expect internal losses and the need to address;
- Capture lessons learned and conduct "hot washes" after significant events/response to help for the "next time";
- Communications can't fix operational, administrative or technical issues





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12



intragovernmental and international communication tools



