

# Public Health Risk Communication (Risk = Hazard + Outrage)

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# NH Department of Health and Human Services

## DHHS Overview\*

Office of the  
Commissioner

- Administrative Business Supports
- Legal & Regulatory
  - Program Planning & Integrity
  - Quality Assurance & Improvement
  - Health Equity
  - Finance

### Population Health

#### Division of Public Health

- Population Health & Community Services
- Infectious Disease Control
- Public Health Protection
- Laboratory Services
- Public Health Statistics and Information
- Public Health Systems, Policy & Performance
- State Epidemiologist

#### Division of Medicaid Services

- Clinical Operations
- Medicaid Policy
- Dental Services
- Health Care Reform
- Managed Care

### Human Services & Behavioral Health

#### Division of Economic & Housing Stability

- Family Assistance
- Employment Supports
- Housing Supports
- Child Support Services
- Child Development & Headstart Collaboration

#### Division of Behavioral Health

- Mental Health
- Drug & Alcohol Services
- Children's Mental Health
- Glenciff Home
- NH Hospital

#### Division of Long Term Supports & Services

- Adult Protection Services
- Elderly & Adult Services
- Developmental Services
- Designated Receiving Facility
- Special Medical Services
- Community Based Military Programs

#### Division of Children, Youth & Families

- Field Services
- Family, Community & Program Support
- Organizational Learning & Quality Improvement
- Sununu Youth Services Center

### Operations

#### Bureau of Information Services

- Data Management
- Data Warehouse
- Information Security
- Medicaid Management Information System
- DHHS Systems Oversight
- Linkage to DoIT

#### Bureau of Human Resource Management

- Organizational Development & Training Services

#### Bureau of Facilities Maintenance & Office Services

- HHS Facilities & State Office
- Safety & Wellness
- Office Services
- Oversight – Institutional Services

#### Communications Bureau

#### Emergency Services Unit

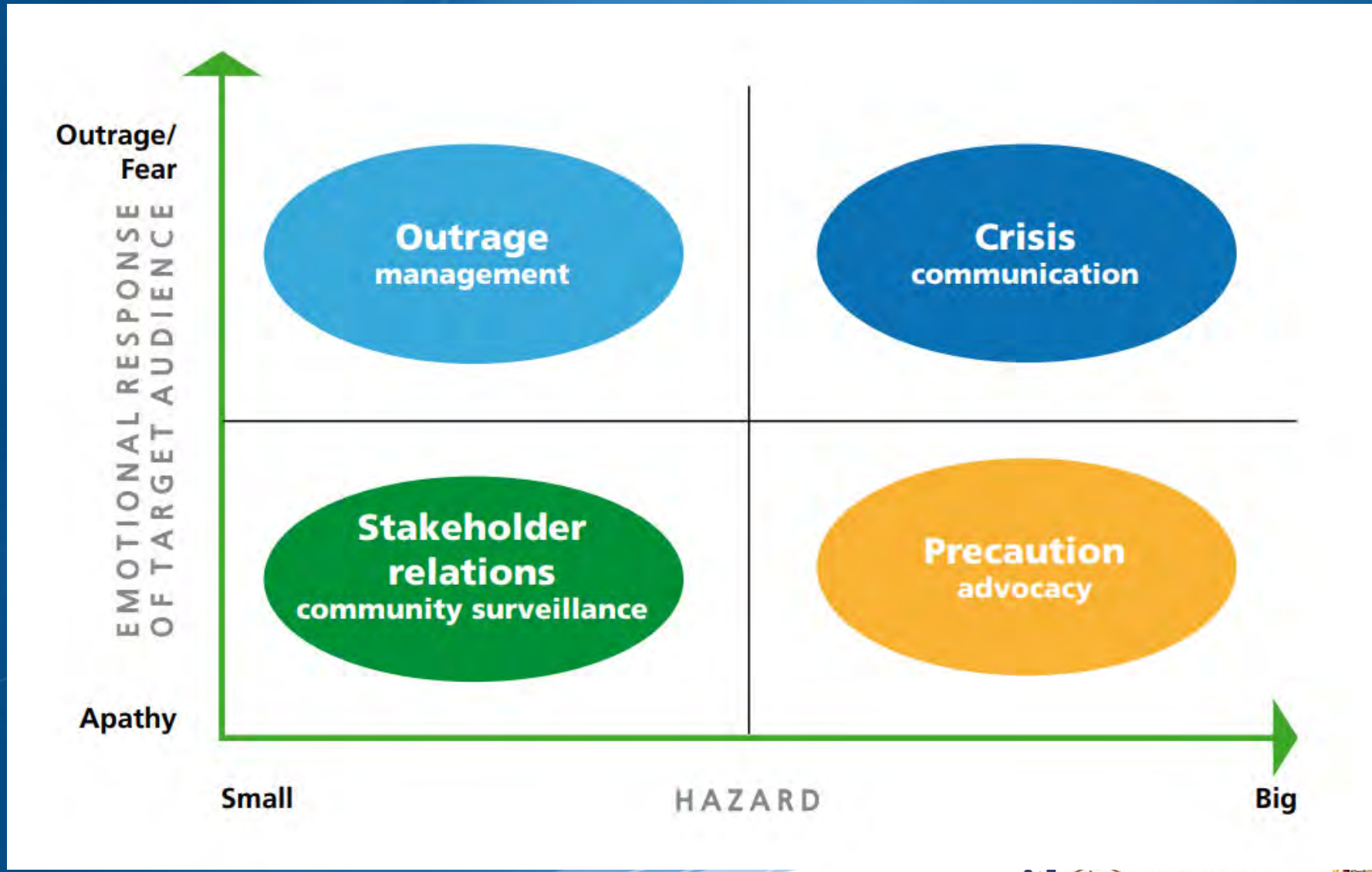
#### Contracts & Procurement

#### Employee Assistance Program

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\* Overview represents DHHS program areas, functions and business entities, not necessarily reporting structures.

# Risk Communication Strategies

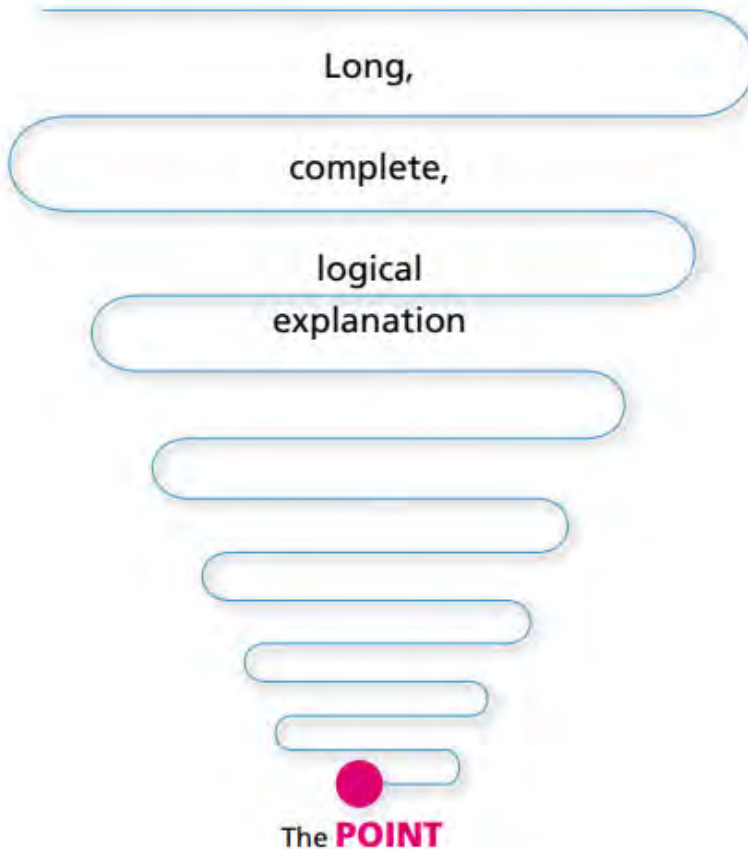


# Communication is a 2-Way Street

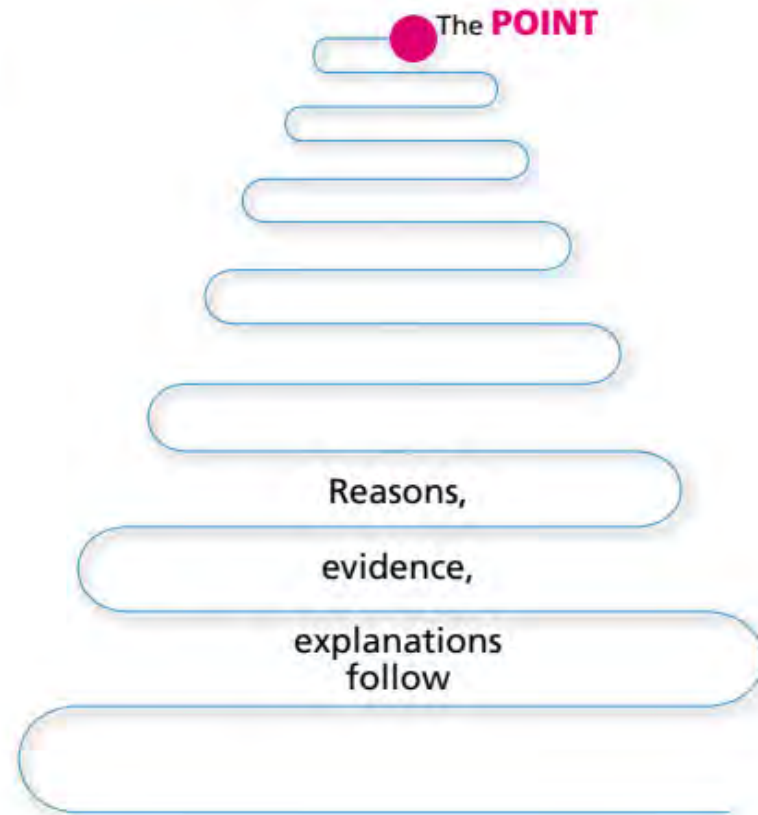
- Messenger
  - Trusted and credible
- Target audience
- Method of communication
  - You need to give people a way to communicate back
- Message
  - SOCO
  - Pivot/Bridge
  - Need to remember to address the emotions, concern, uncertainty, etc.

# Delivery of the Message

## Experts speak like this



## People listen like this



# A Communication Journey by Pandemic Intervals

- Recognition/Early Response
- Initiation
- Acceleration
- Deceleration