

# Public Health Ethics, Implementation, Communication

Public Health Observatory NZ Conference 2023



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# Outline

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- Communicating Public Health Risk
- Pacific Communities Covid-19 response
- What have we learnt from the Covid-19 Pandemic?

# Communicating Public Health Risk

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- Increasing complexity
- Public Interest, everyone is an expert
- Distrust of Government, science and scientists
- Ready access to (mis)information
- Selective, biased media
- Voluntary/involuntary risk

- Risk = hazard + outrage
- Address public outrage, do not debate the risk itself
- Key factors - trust, transparency, early response, listen

# Sandman's Triad

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## **Precaution Advocacy**

High Hazard/Low Outrage

## **Outrage Management**

Low Hazard/High Outrage

## **Crisis Communication**

High Hazard/High Outrage

# **Sandman Paradigms of Risk Communication**

# **EPA 7 Cardinal Rules of Risk Communication**

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- **Rule 1. Accept and involve the public as a legitimate partner.**
- **Rule 2. Listen to the audience.**
- **Rule 3. Be honest, frank, and open.**
- **Rule 4. Coordinate and collaborate with other credible sources.**
- **Rule 5. Meet the needs of the media.**
- **Rule 6. Speak clearly and with compassion.**
- **Rule 7. Plan carefully and evaluate performance.**

# Covid-19 Outbreak in Aotearoa/NZ

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- World class response undermined by failure to act effectively on inequities
- Failure to learn the lessons of history
- Pacific (and Maori) disproportionately affected – old news
- Disproportionate number new cases, hospitalisations, deaths
- Underlying determinants - story of chronic inequities in Aotearoa/NZ
- Prevalence of Co-morbidities
- Access and quality of care

# PACIFIC RESPONSE

Associate Health  
Minister's Pacific  
Expert Group

MPP and MOH  
community  
meetings

MOH Covid-19  
Technical Advisory  
Group

Pacific providers -  
Pasifika Medical  
Association, The  
Fono etc.

Director of Pacific  
Health at MOH

Social media

The Cause  
Collective for  
information  
dissemination

Radio/TV



# Success Factors

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- Pacific leadership, ownership, engagement, participation
- Specific Pacific data on risks (improving)
- Ethnic-specific delivery options
- Slow start, strong 'ending'
- Churches mostly supportive

# Covid-19 Outbreak in Aotearoa/NZ

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- World class response undermined by failure to act effectively on inequities - too reliant on conventional delivery
- Failure to learn the lessons of history
- Pacific (and Maori) disproportionately affected – old news
- Disproportionate number new cases, hospitalisations, deaths
- Underlying determinants - story of inequities
- Prevalence of Co-morbidities
- Access and quality of care





# PATIA'IA KOE PARURU'IA TATOU KO TATOU TEIA



Kuki Vaccine Drive Thru  
Atiu Hall, 7 Atiu Pl, Mangere

23-25 September

8:30am - 4:30pm

Kare e appointment, 12+ Years

[www.facebook.com/kiaokotai](http://www.facebook.com/kiaokotai)



CIRACNZ  
TODDY ISLANDS  
RELIGIOUS ADVISORY COUNCIL NZ





**Kia Orana  
TUROU**  
Welcome to the  
**Cook Islands**  
Vaccination Drive Thru

Ministry of Health, Cook Islands







# Lessons

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- Engage affected communities early
- Empower and resource most affected communities (information and money)
- Trust community leadership and actions
- Involve Pacific providers (health and social services) early, maintain support
- Data challenges
- He waka eke noa!
- Conventional delivery aggravates inequities
- Do not ignore the lessons of history