

# **Assessment and Best Practices:** **Visual Infrastructures of COVID-19 Messaging**

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## The process of decision-making in crisis



DENIAL



DELIBERATE



DECIDE



UNCONSCIOUS  
PERSONALITY

## **Cognitive phenomenas triggered by compression**



CROWD  
PSYCHOLOGY  
+ COLLECTIVE  
BEHAVIOR



TUNNEL  
VISION



TEMPORARY  
COGNITIVE  
PARALYSIS

## Current crisis communication model



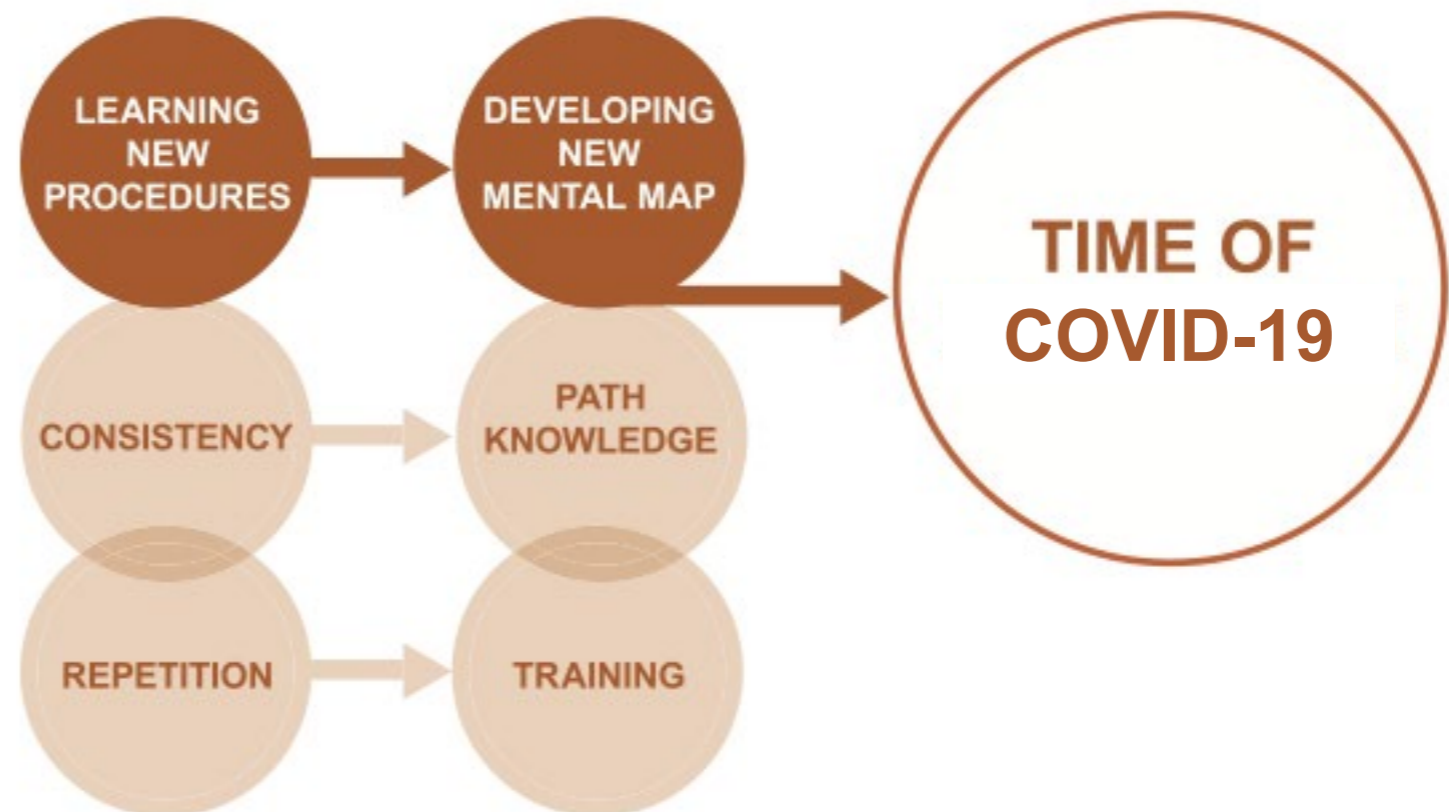
**Few** people with specialized training or previous experience will bring into another experience

**Most** people have not been in an emergency situation and will be confronted by a disorienting environment, vulnerable to cognitive triggers, and having to collect and learn new information at the time of impact

## Effective crisis communication model

**Deliver** information that is delivered repetitively and consistency.

**Brand** the message and get it in their hands BEFORE an emergency happens.





## Macro vs. Micro campaigning



### conceptual terms

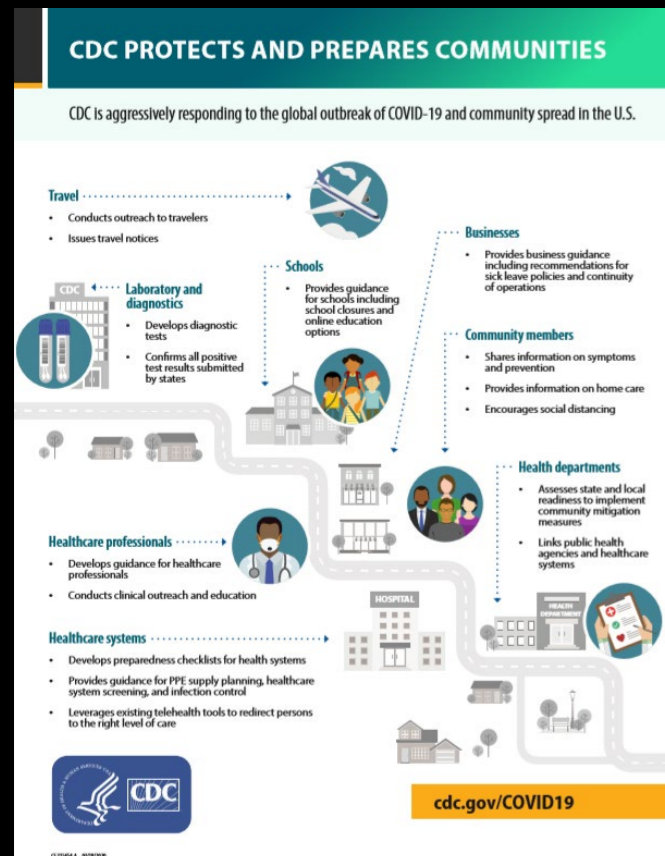
- social distancing
- use of metaphors
- safer-at-home
- lockdown
- shelter-in-place



### risks

- distribution
- specificity
- misinformation/  
misunderstandings

# CDC is aggressively responding to the global outbreak of COVID-19 and community spread in the U.S.



## Travel

- Conducts outreach to travelers
- Issues travel notices



## Businesses

- Provides business guidance including recommendations for sick leave policies and continuity of operations

## Schools

- Provides guidance for schools including school closures and online education options



## Community members

- Shares information on symptoms and prevention
- Provides information on home care
- Encourages social distancing

## Laboratory and diagnostics

- Develops diagnostic tests
- Confirms all positive test results submitted by states



## Healthcare professionals

- Develops guidance for healthcare professionals
- Conducts clinical outreach and education



## Healthcare systems

- Develops preparedness checklists for health systems
- Provides guidance for PPE supply planning, healthcare system screening, and infection control
- Leverages existing telehealth tools to redirect persons to the right level of care



## Health departments

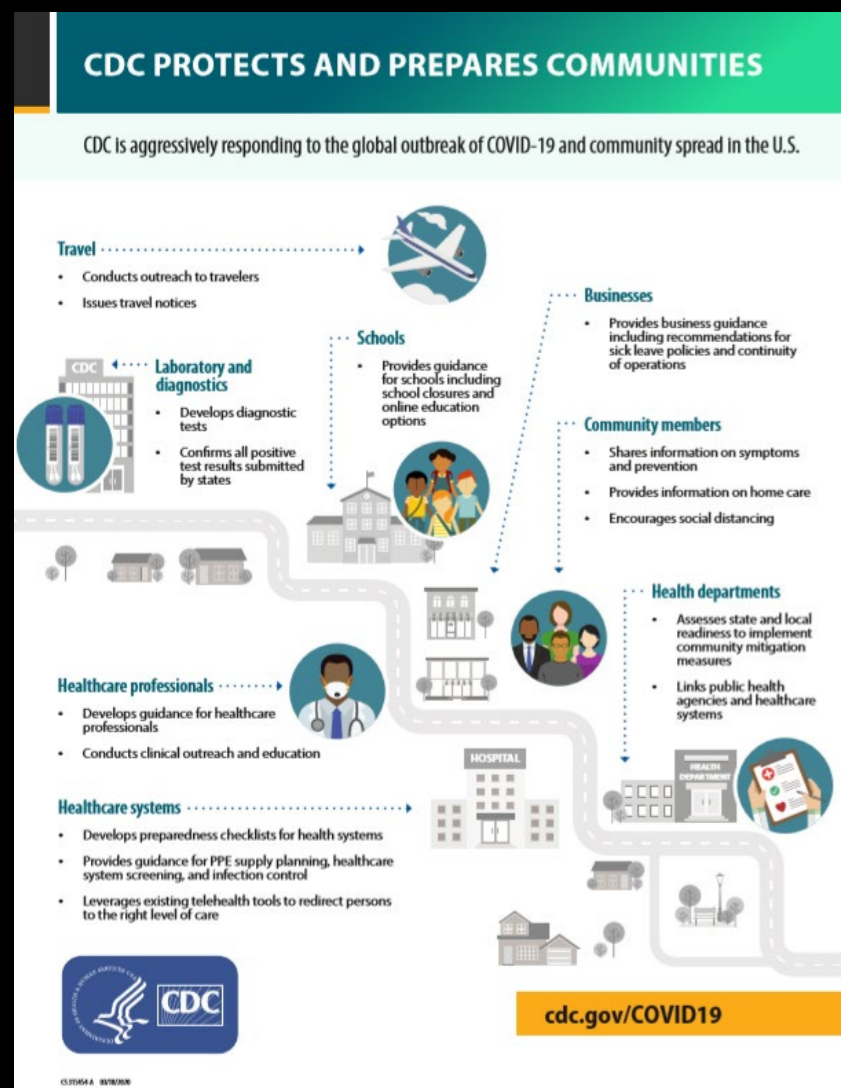
- Assesses state and local readiness to implement community mitigation measures
- Links public health agencies and healthcare systems



**Length of components** —the amount visual variables (type size, font, color, lines, etc.) used in each layer of information

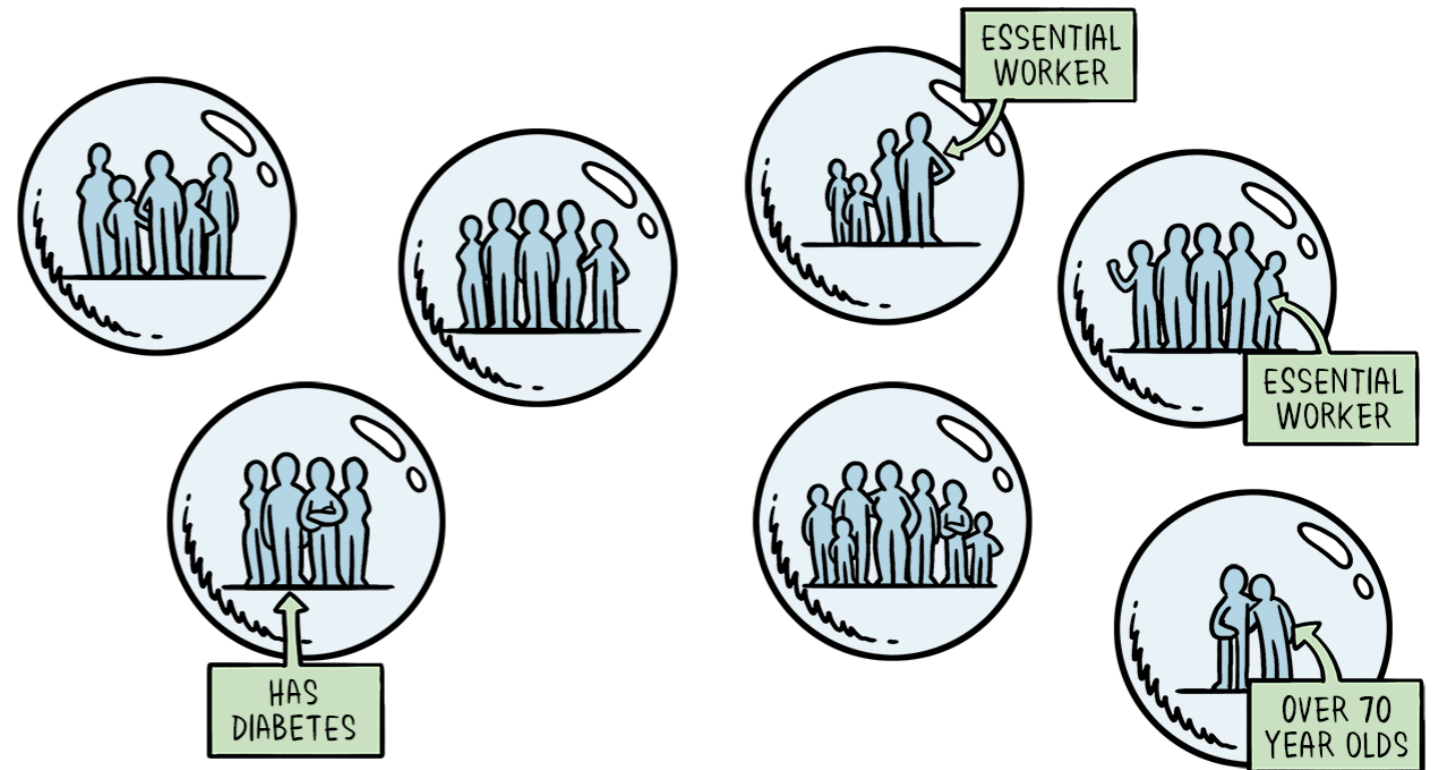
GRAPHIC DENSITY + ANGULAR LEGIBILITY

**Levels of components** is the amount of visual information that needs to be processed



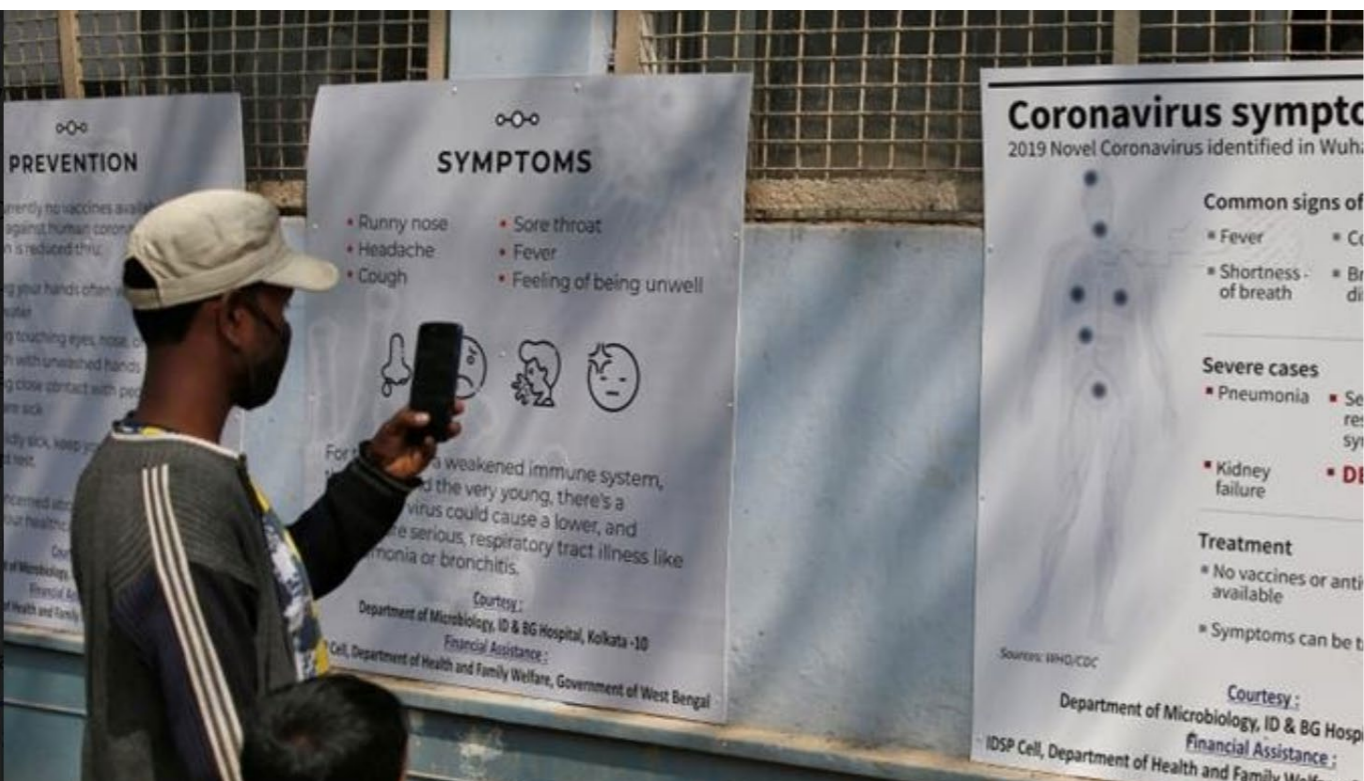
# Visual infrastructure is the presentation strategy

Infographics  
diagrams/charts  
visual metaphors  
documents  
data visualizations  
animations  
forms



@SIOUXSIEW @XTOTL thespinoff.co.nz

Poster on the outside of a hospital in India



New Zealand COVID-19 Alert Levels			Unite against COVID-19
<ul style="list-style-type: none"><li>These alert levels specify the public health and social measures to be taken.</li><li>The measures may be updated on the basis of (i) new scientific knowledge about COVID-19 and (ii) information about the effectiveness of intervention measures in New Zealand and elsewhere.</li><li>The alert levels may be applied at a town, city, territorial local authority, regional or national level.</li><li>Different parts of the country may be at different alert levels. We can move up and down alert levels.</li><li>In general, the alert levels are cumulative, e.g. Level 1 is a base-level response. Always prepare for the next level.</li><li>At all levels, health services, emergency services, utilities and goods transport, and other essential services, operations and staff, are expected to remain up and running. Employers in those sectors must continue to meet their health and safety obligations.</li></ul>			
LEVEL	RISK ASSESSMENT	RANGE OF MEASURES (can be applied locally or nationally)	
<b>Level 4 - Eliminate</b> Likely that disease is not contained	<ul style="list-style-type: none"><li>Sustained and intensive transmission</li><li>Widespread outbreaks</li></ul>	<ul style="list-style-type: none"><li>People instructed to stay at home</li><li>Educational facilities closed</li><li>Businesses closed except for essential services (e.g. supermarkets, pharmacies, clinics) and lifeline utilities</li><li>Rationing of supplies and requisitioning of facilities</li><li>Travel severely limited</li><li>Major reprioritisation of healthcare services</li></ul>	
<b>Level 3 - Restrict</b> Heightened risk that disease is not contained	<ul style="list-style-type: none"><li>Community transmission occurring OR</li><li>Multiple clusters break out</li></ul>	<ul style="list-style-type: none"><li>Travel in areas with clusters or community transmission limited</li><li>Affected educational facilities closed</li><li>Mass gatherings cancelled</li><li>Public venues closed (e.g. libraries, museums, cinemas, food courts, gyms, pools, amusement parks)</li><li>Alternative ways of working required and some non-essential businesses should close</li><li>Non face-to-face primary care consultations</li><li>Non acute (elective) services and procedures in hospitals deferred and healthcare staff reprioritised</li></ul>	
<b>Level 2 - Reduce</b> Disease is contained, but risks of community transmission growing	<ul style="list-style-type: none"><li>High risk of importing COVID-19 OR</li><li>Uptick in imported cases OR</li><li>Uptick in household transmission OR</li><li>Single or isolated cluster outbreak</li></ul>	<ul style="list-style-type: none"><li>Entry border measures maximised</li><li>Further restrictions on mass gatherings</li><li>Physical distancing on public transport (e.g. leave the seat next to you empty if you can)</li><li>Limit non-essential travel around New Zealand</li><li>Employers start alternative ways of working if possible (e.g. remote working, shift-based working, physical distancing within the workplace, staggering meal breaks, flexible leave arrangements)</li><li>Business continuity plans activated</li><li>High-risk people advised to remain at home (e.g. those over 70 or those with other existing medical conditions)</li></ul>	
<b>Level 1 - Prepare</b> Disease is contained	<ul style="list-style-type: none"><li>Heightened risk of importing COVID-19 OR</li><li>Sporadic imported cases OR</li><li>Isolated household transmission associated with imported cases</li></ul>	<ul style="list-style-type: none"><li>Border entry measures to minimise risk of importing COVID-19 cases applied</li><li>Contact tracing</li><li>Stringent self-isolation and quarantine</li><li>Intensive testing for COVID-19</li><li>Physical distancing encouraged</li><li>Mass gatherings over 500 cancelled</li></ul>	

# Maximum Visibility

## Visual grammar and “rules of legibility” on 5 continents



स्वास्थ्य एवं परिवार कल्याण मंत्रालय  
भारत सरकार





## नोवल कोरोनावायरस (COVID-19)

— खुद रहें सुरक्षित, दूसरों को रखें सुरक्षित —

### क्या करें ✓



बार-बार हाथ धोएं। जब आपके हाथ स्पष्ट रूप से गंदे न हों, तब भी अपने हाथों को अल्कोहल - आधारित हैंड वॉश या साबुन और पानी से साफ करें



छींकते और खांसते समय, अपना मुंह व नाक टिशू/रूमाल से ढकें



प्रयोग के तुरंत बाद टिशू को किसी बंद डिब्बे में फेंक दें



अगर आपको बुखार, खांसी और सांस लेने में कठिनाई है तो डॉक्टर से संपर्क करें। डॉक्टर से मिलने के दौरान अपने मुंह और नाक को ढकने के लिए मास्क/कपड़े का प्रयोग करें



अगर आप में कोरोना वायरस के लक्षण हैं, तो कृपया राज्य हेल्पलाइन नंबर या स्वास्थ्य मंत्रालय की 24X7 हेल्पलाइन नंबर 011-23978046 पर कॉल करें



भीड़-भाड़ वाली जगहों पर जाने से बचें

### क्या न करें ✗



यदि आपको खांसी और बुखार का अनुभव हो रहा हो, तो किसी के साथ संपर्क में ना आएं



अपनी आंख, नाक या मुंह को ना छूयें



सार्वजनिक स्थानों पर ना धूकें

हम सब साथ मिलकर कोरोनावायरस से लड़ सकते हैं

अधिक जानकारी के लिए  
स्वास्थ्य एवं परिवार कल्याण मंत्रालय भारत सरकार के 24X7 हेल्पलाइन नं.  
**+91-11-2397 8046** पर कॉल करें या ई-मेल करें **ncov2019@gmail.com**

## Self-quarantine tips if you're sick with COVID-19

### DO



Stay home, avoid public areas and mass transit.



Isolate yourself from others in your home.




Use a separate bathroom, if possible.




Call ahead before visiting the doctor.



Wash your hands often.




Wear a face mask around other people and pets.



Cover coughs and sneezes.


### DON'T



Go outside for any reason.



Let in any non-essential visitors.




Have contact with pets and other animals, if possible.



Share space with housemates, if possible.



Share dishes, utensils, cups, towels or bedding.



Go to the doctor without calling ahead.



Discontinue home isolation until instructed.

Source: CDC

**Thank You.**

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**FEMA**



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for Emergency  
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