COVID-19 Clashes, Communications, & Coronavirus

The Environmental Health Professional and Navigating Novel Challenges
Changing Territory
What do you do?

Where do you go?
Dr. David T. Dyjack

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Dr. Dyjack has worked in the field in support of environmental and occupational health in contentious asbestos and mold remediation projects, mass-illnesses in aquatic facilities, and community outrage arising from fugitive emissions, among many other projects where trust was low and emotions were high.

Dr. David T. Dyjack earned a doctorate in public health from the University of Michigan, an MSPH from the University of Utah, and is a Certified Industrial Hygienist (CIH).
Are environmental health professionals being deployed in activities typically outside their scope of work?
New Territory
New Issues
New Challenges
Complexity
anxiety, uncertainty, fear
Uncertainty
Speaking of risk, what about risk communication?
HOW DO YOU COMMUNICATE?
SELF
Less than 10% of what people think of you, and therefore, what will encourage them to follow your direction, is a function of what comes out of your mouth.
How you dress, modulate your voice, your posture, eye contact, and other factors represent over 90% of how your constituency perceives you.

...but I mostly see you.
Does data still do the driving?
Affect heuristic is a mental shortcut used in automatic decision-making whereby we rely heavily upon our emotional state rather than taking time to consider facts or long-term consequences.
What do you recommend?
Academic Community

Consider developing course content for:

- AFFECT HEURISTIC
- ENVIRONMENTAL HEALTH CONFLICT RESOLUTION
- PERSONAL COMMUNICATION
Practice Community

Whenever possible:

Always:

✔ Study Personal Communication - vs. Risk Communication

✔ Stay in Your Lane

✔ Team Up

✔ Turn On Self-Awareness

✔ Empathize
Prepare Yourself with Self-Awareness

What do I want?
What is appropriate?
What do I convey?

ASK & SHARE
What went well?
What didn't go well?
What did I/we learn?
SEE
HEAR
FEEL
COVID-19
Learn More

- Adapt your approach
- Adapt your message

Influence: The Psychology of Persuasion
Robert B. Cialdini
ISBN: 0205663788

The Political Brain; The Role of Emotion in Deciding the Fate of the Nation
Drew Westen

Thank You for Arguing
Jay Heinrichs
ISBN 978-0385-34775-4

The Practice of Adaptive Leadership; Tools and Tactics for Changing Your Organization and the World
Ronald A. Heifetz, Marty Linsky, Alexander Grashow
ISBN:9781422131022
NEHA is closely monitoring developments of the COVID-19 pandemic and working to provide members and stakeholders with access to critical information and updates.

CERC Infectious Disease Communication PDF
https://nationalehassociation.sharepoint.com/:b:/s/JustinTime/ECwb-O8ajDfH1Cb1Bz2sQBNnaiYKENUadjd41E7F4s6AWa?e=aa66Ae

CERC Psychology of Crisis PDF
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CERC Messaging and Audience PDF
https://nationalehassociation.sharepoint.com/:b:/s/JustinTime/ETaAPgTrGVRhVh5SQZzNiBS51iNRW8CRj6cKwhpJOGqQ7e=MTwRFo

Toastmasters; Dimensions of Body Language

The Decision Lab; Affect Heuristic Explained.
https://thedecisionlab.com/biases/affect-heuristic/