



Strategic Crisis Communications

Managing Mycotoxin Risk

June 2-3, 2022

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Key Principle

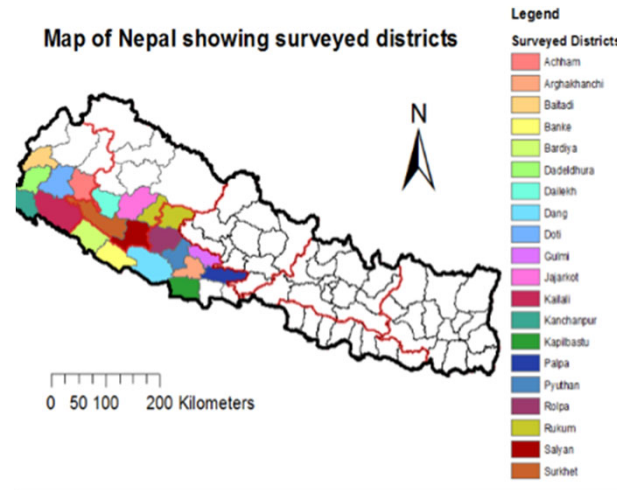
**“It’s not what you say, it’s
what people hear.”**

-- Frank Luntz, American political consultant

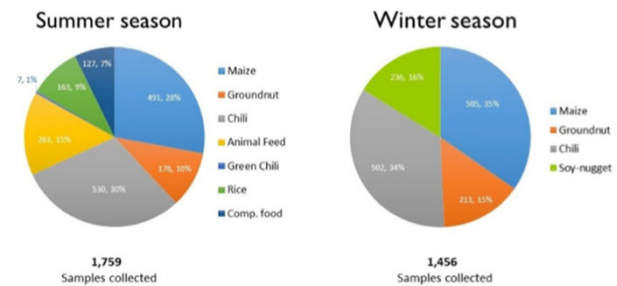
How to respond?



Does the situation call for an urgent response?

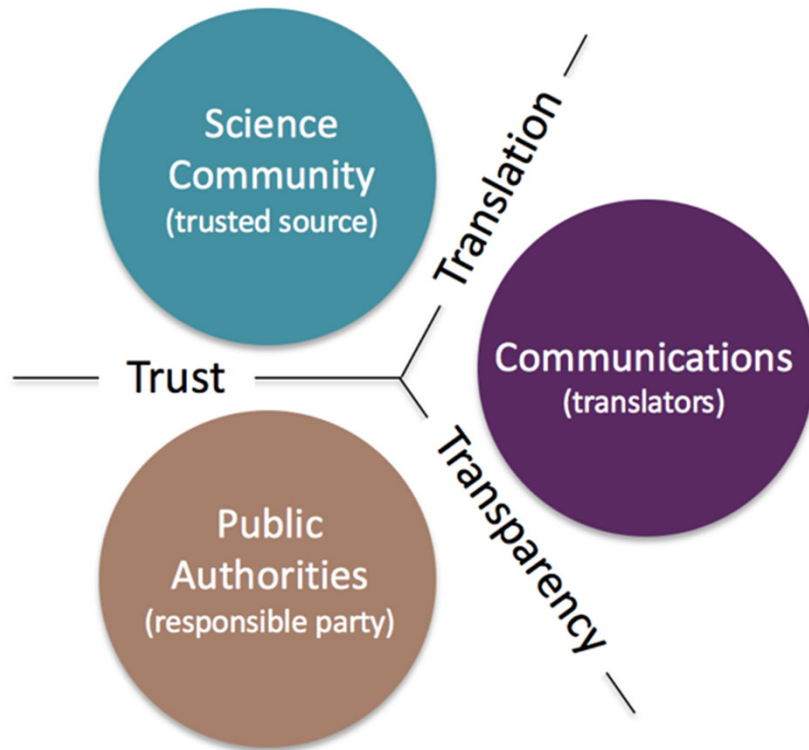


Or do we have time to educate and inform?





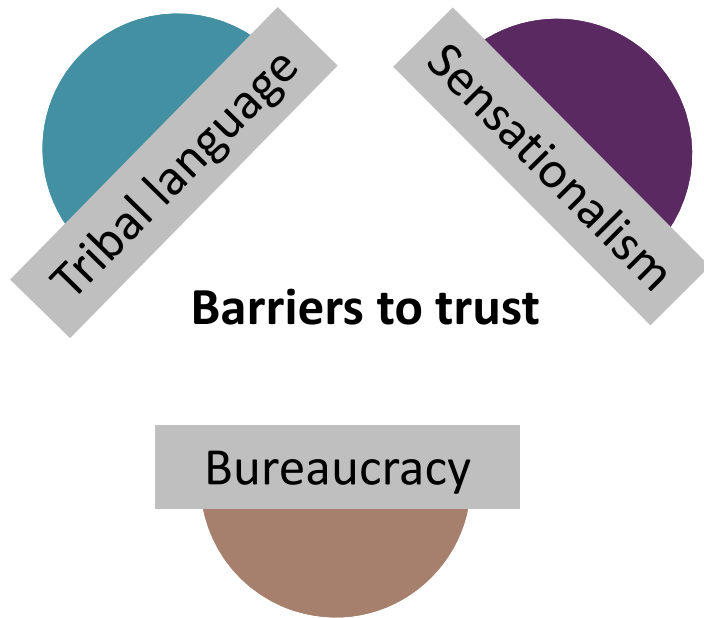
Key Players



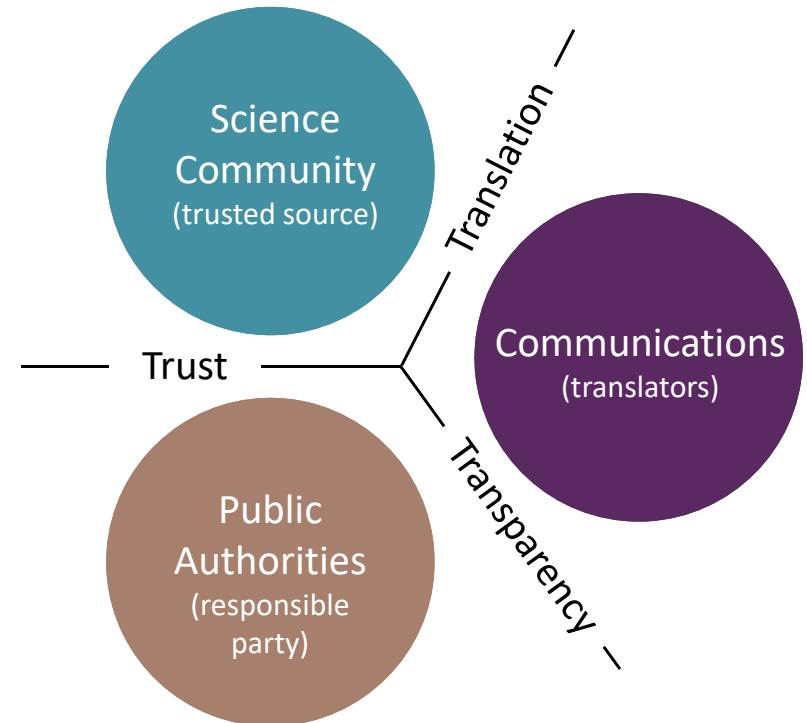
Communicating about the mycotoxin threat to Nepal's food supply, requires the science community, public authorities and professional communicators.

Trusted Communications Model

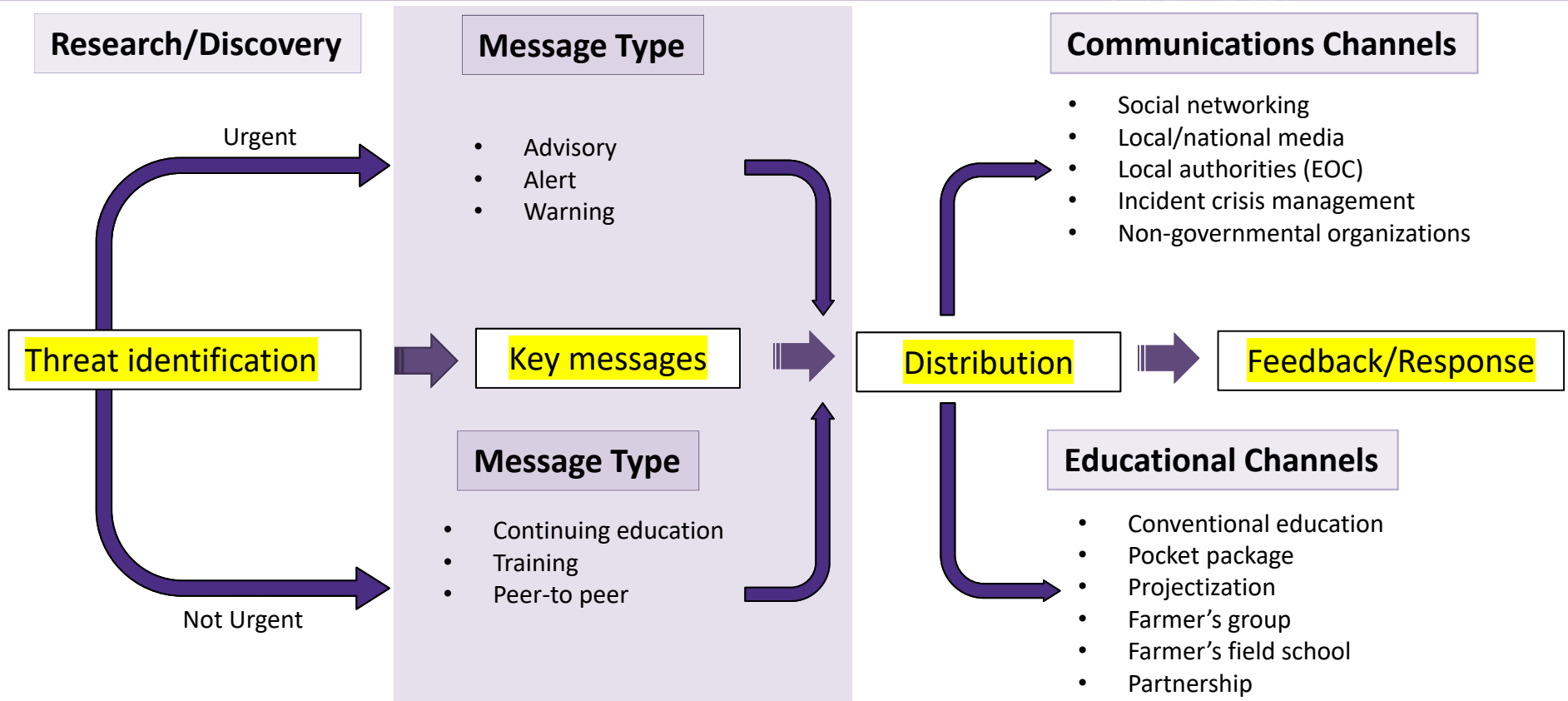
Typical State



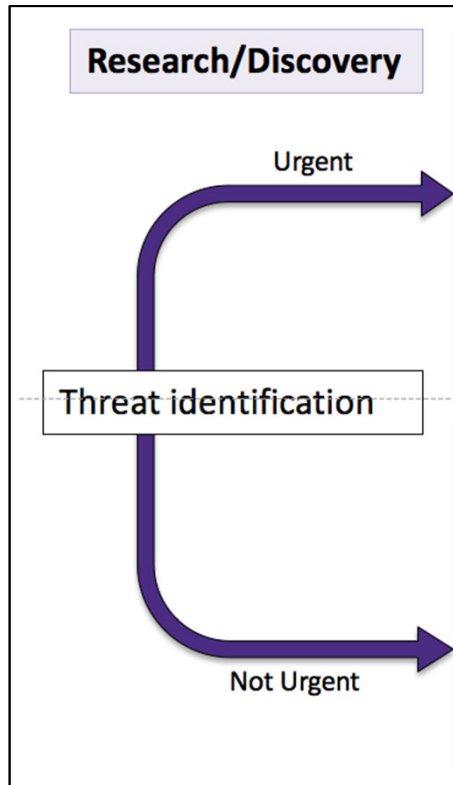
Desired Model



Trusted Communications Process

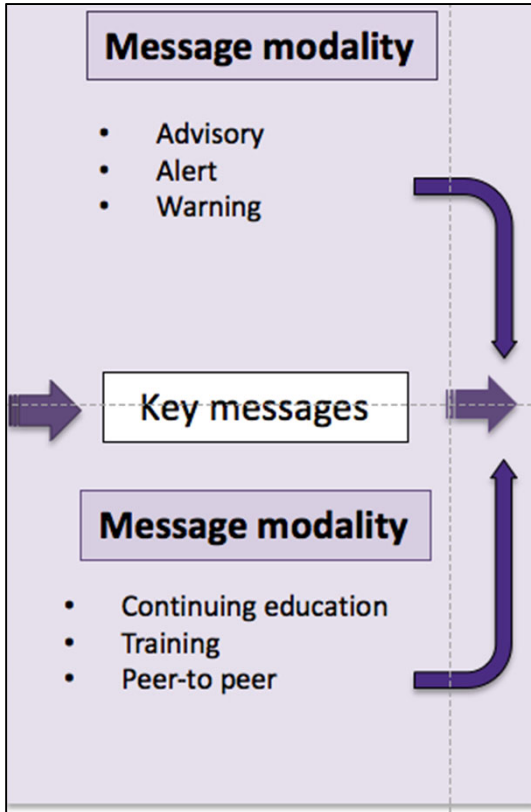


Key Task #1



Establish trusted source(s)
and determine who should
deliver messages

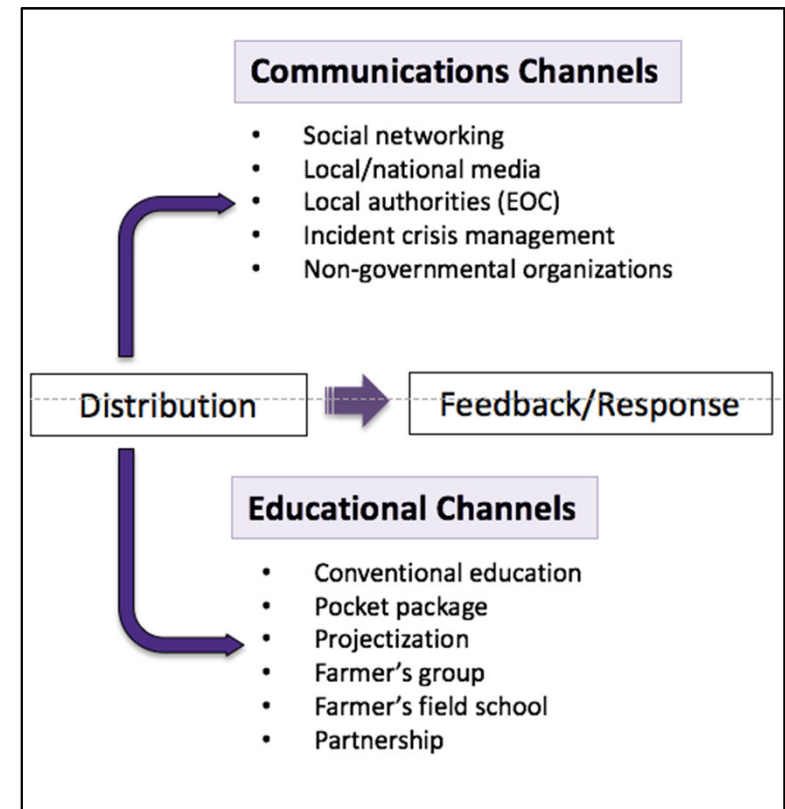
Key Task #2



Define target audiences
and craft key messages

Key Task #3

Determine best channels to deliver message



Key Stakeholders identified at Dhulikhel

	Communicators	Subject Matter Experts	Government Officials	Civil Society
Tier 1 Weighting	Media Staff	Researchers/research institutions	Agriculture and Health ministries	
Tier 2 Weighting	Extension workers	Extension workers	Local politicians	Farmer's Federation
		Mycotoxin experts	Extension workers	NGO's/UN agencies
Tier 3 Weighting	Social media experts	Dieticians	Related government departments	Consumers/activists/groups
	Single spokesperson	Ag & Vet Centers	Security/local authorities	Civil society network
	Science communicators			Teachers Associations
No Weighting		Medical officers/academics	DFTQC officials	Farmers and traders

Nepal Media Channel Assessment (2019)

	How easily and quickly can channel be accessed and used?	Will channel adequately reach target audience?	Is technology widely available to access channel?	How trusted is the channel by the audience?	Effectiveness of communications
Traditional Media					
Newspapers	Content centralized by major players	Sharecast: 40% HH reach, questionable circulation numbers	Digital version use not widespread	189 dailies published	Moderately effective
Radio	Dominant stations create most content and distribute	More than 50% daily listenership nationally	59% HH with radio sets, 98% HH with phones	Good rural coverage, widespread phone use	Highly effective
Television	Two dominant stations	Nearly 60% watch daily	Sharecast: 72% HH with TV	Good rural coverage	Effective
Social Networks					
Facebook	Centralized content	10 million users	9.3 million via mobile devices	Instant, audience skews male	Dominant social media platform
YouTube	Partnership programs in place	Low market penetration	Phone dependent	Asynchronous	Some use of platform by media outlets
Twitter	BBC number one feed	2 million users	Widespread phone avail	Instant push ability	Highly used for news
Hamropatro App		Widespread use	Used by more than half of news outlets	Instant push ability	Highly used for news and calendaring
Search	Poor, low referrals	Low use rates	Adequate	Instant	Uncontrolled results

Most Trusted Sources identified at Dhulikhel

	Mass Media	Government	Experts in field	Education	Social media/personal
Tier 1 Weighting	Newspapers		Research centers/universities		
Tier 2 Weighting	Radio	Publications/releases	Local politicians	Farmer's Federation	
		Reference labs	Extension workers	NGO's/UN agencies	
		Expert opinions/talks			
Tier 3 Weighting	Billboards	Dieticians	Related government departments	Civil society network	
		Ag & Vet Centers	Security/local authorities	Teachers Associations	
Unweighted			DFTQC Officials	Farmers and Traders	

Least Trusted Sources identified at Dhulikhel

	Mass Media	Government	Experts in field	Education	Social media/personal
Tier 1 Weighting	Newspapers				Social Media (You Tube and other apps)
Tier 2 Weighting				NGOs and their reports	Farmers
Tier 3 Weighting	Radio	Leaders' speeches	Scientific journals	Workshops and seminars	Friends
	Billboards	Education training courses	Expert opinions and talks	Education/training courses	Consumers
	Street actors	Government publications and press releases	Peer-reviewed articles	Flyers and leaflets	Anecdotal quotes
		Expert opinions/talks	Professional bodies/groups		Social mobilizers
		Health reports	Health reports		Local community gathering (e.g., tea shop)

Trusted Sources Summary from Dhulikhel

Most trusted sources

- Mass media
 - Newspapers
 - Radio
- Government
 - Publications and news releases
 - Accredited reference labs
 - Expert opinion
 - Health reports
- Experts in field
 - Research centers and universities
 - Scientific journals/Health reports
- Education
 - NGOs and reports
 - Workshops/seminars

Least trusted sources

- Mass media
 - Newspapers
- Social media and personal contacts
 - Social media
 - Farmers
- Education
 - NGO's and their reports

Message Creation Matrix



Target Audience	Trusted Sources	Information Channels	Methods/Tactics
Consumers			
Educators & Trainers			
Policy Makers and Regulators			
Health Professionals			
Producers, Traders & Distributors			



Questions/Thoughts?