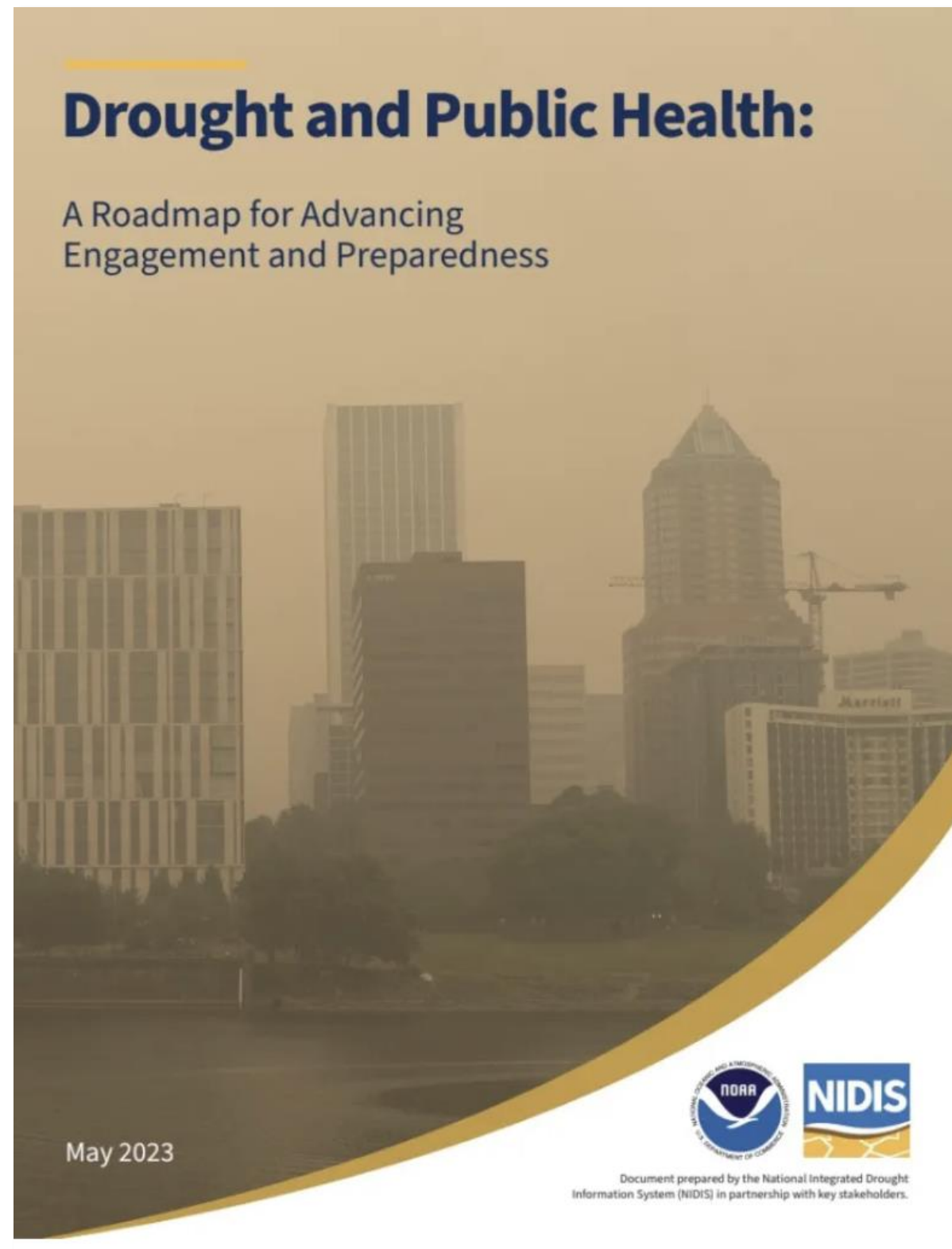




Drought and Health: Communication & Engagement

Summer Woolsey, MPH
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Assessing Needs Across the United States

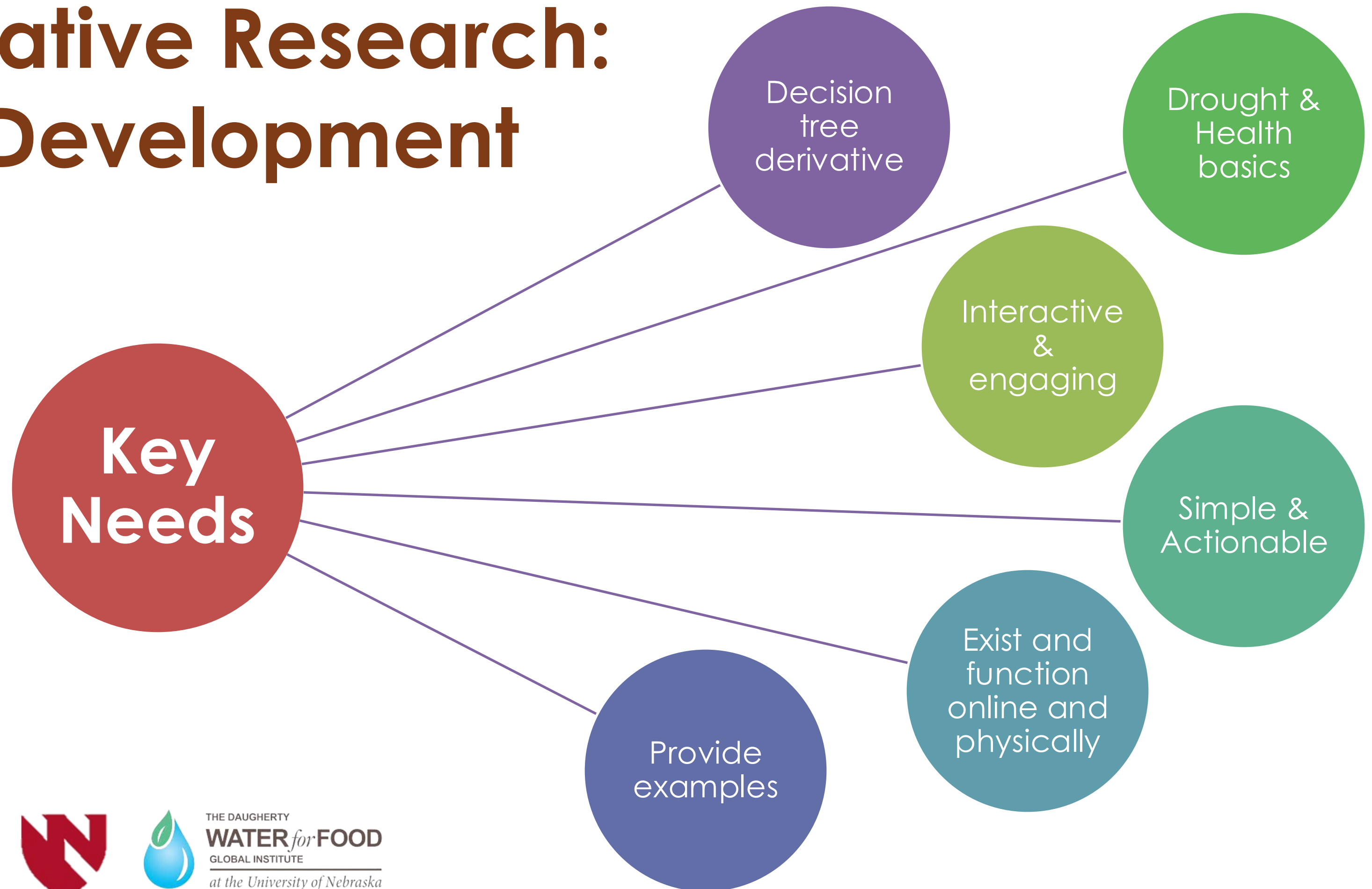


Impact-based communication tools for drought in areas of high concern

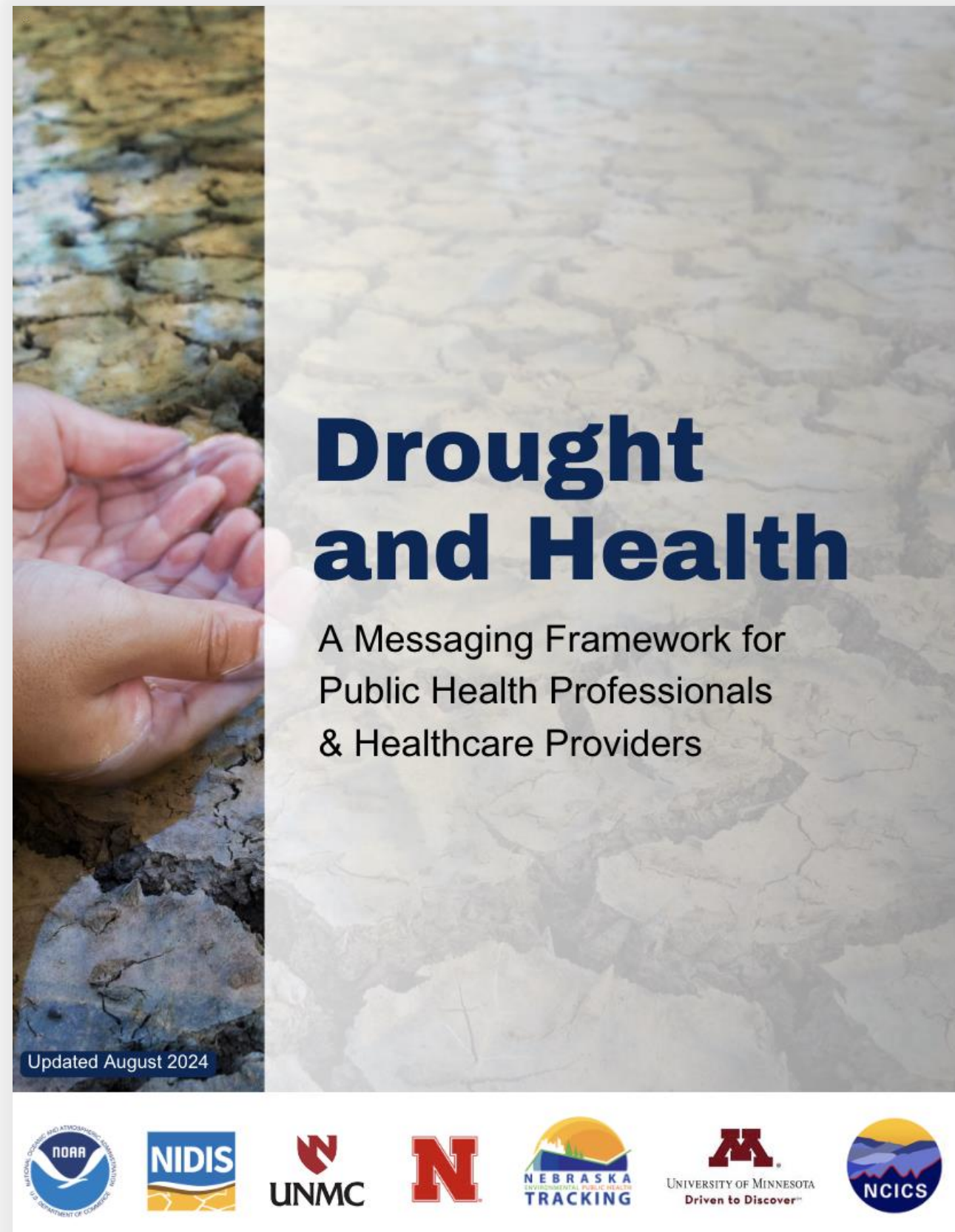
Provide population-specific materials needed to communicate the health risks of drought

Develop drought and health resources and toolkits for state and local health departments⁴

Formative Research: Tool Development



The Messaging Framework



3 Key Sections:

1. Drought and health overview
2. Recommended partnerships
3. Messaging Maps based on drought severity



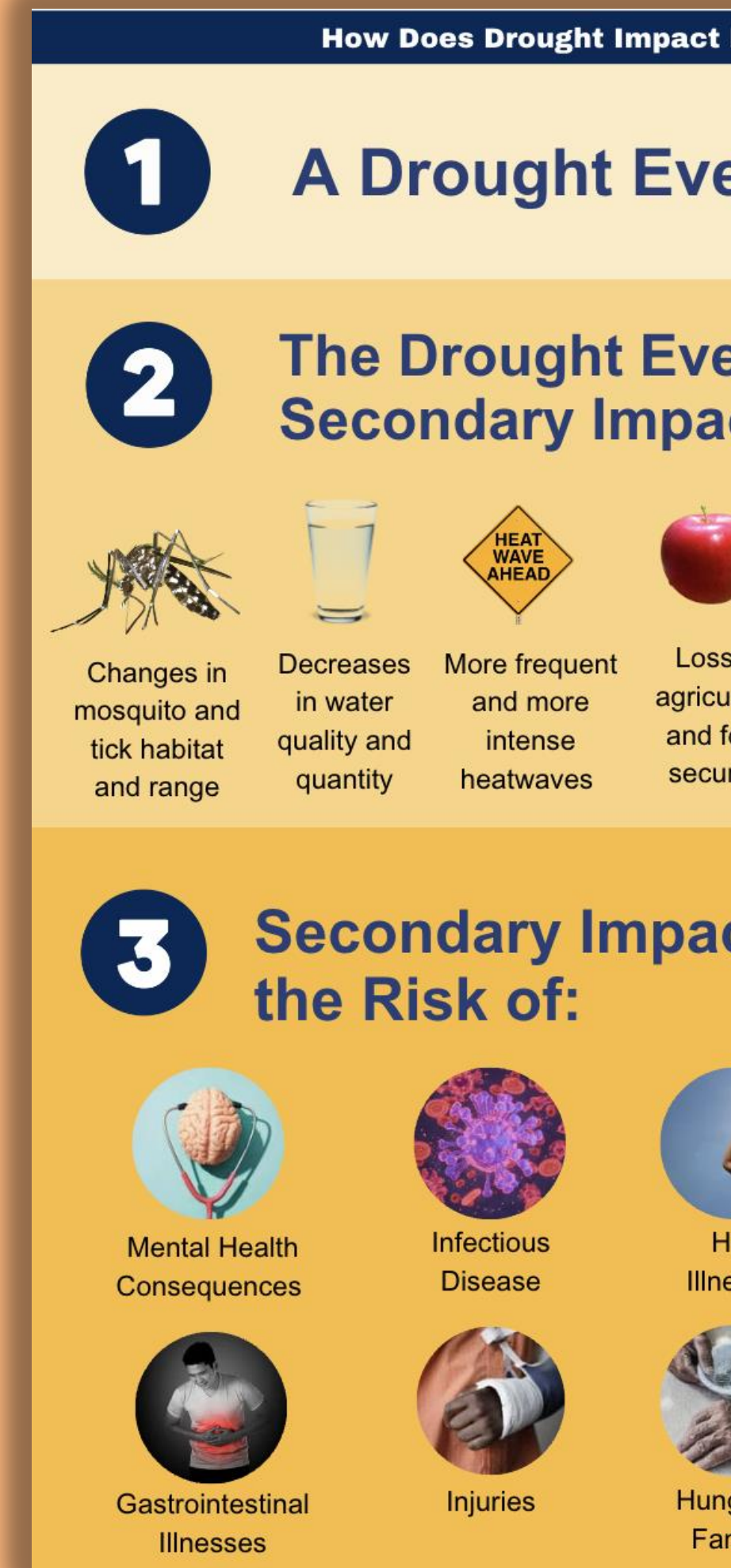
Drought and Health

How is drought monitored?

What are “drought stages” in the context of the United States?

How do I know the severity or “stage” of drought my area is experiencing?

How does drought impact health?



Key Partnerships

Key Partnership Checklist

- | | |
|--|---|
| <input type="checkbox"/> State and local emergency management offices | <input type="checkbox"/> Local food pantries and food procurement services |
| <input type="checkbox"/> Local hospitals, healthcare systems, clinics, and EMS | <input type="checkbox"/> Mental health services in your area |
| <input type="checkbox"/> State Climatologist's Office | <input type="checkbox"/> Law enforcement |
| <input type="checkbox"/> Water quality testing centers in your area | <input type="checkbox"/> Medical Reserve Corps (MRC) |
| <input type="checkbox"/> Local cooling centers for extreme heat relief | <input type="checkbox"/> Public libraries |
| <input type="checkbox"/> Media outlets in your area | <input type="checkbox"/> Faith-Based Organizations including houses of worship and nonprofits |
| <input type="checkbox"/> Fire Service | <input type="checkbox"/> Community-based organizations |

Messaging Maps

- Messaging tailored by drought stage (severity) and audience
- Provide key messages with supporting information
- Gives examples of how to use key messages in communications
- Currently adaptable to any region that falls under the United States drought monitor

Message Map Drought Stages D1-D2 for General

Key Message	Supporting Information
It is important to monitor the stage of drought we are experiencing.	<ul style="list-style-type: none">• Drought conditions can worsen and can negatively affect physical and mental health.• Stay up to date through drought monitoring. Monitor and prepare for conditions worsening.• The negative health impacts can happen suddenly over time.

Message Map 1 Example Communication



"Example County is currently experiencing a drought. If conditions get worse, it could affect your health and property. We will monitor conditions and will make recommendations if conditions become worse."



"It's important that everyone is aware of the drought. Drought can negatively affect your health and property. We will monitor conditions and will make recommendations if conditions become worse."



Developing Messages



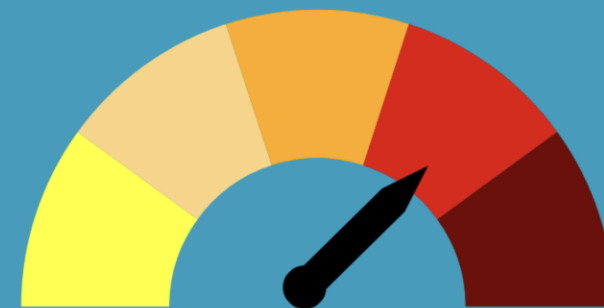
"Drought can create situations that cause stress, especially with individuals whose work is outdoors or dependent on normal rain cycles. I know others have said they may feel overwhelmed, alone, or even suicidal when they've experienced drought. With everything that has been going on, are you having any of those same thoughts?"

Example County Smoke Alert



- Stay indoors as much as possible with windows closed
- Limit outdoor exercise/activities
- If you must stay outdoors for a prolonged period of time, using a N95 mask is recommended

Example County Drought Conditions

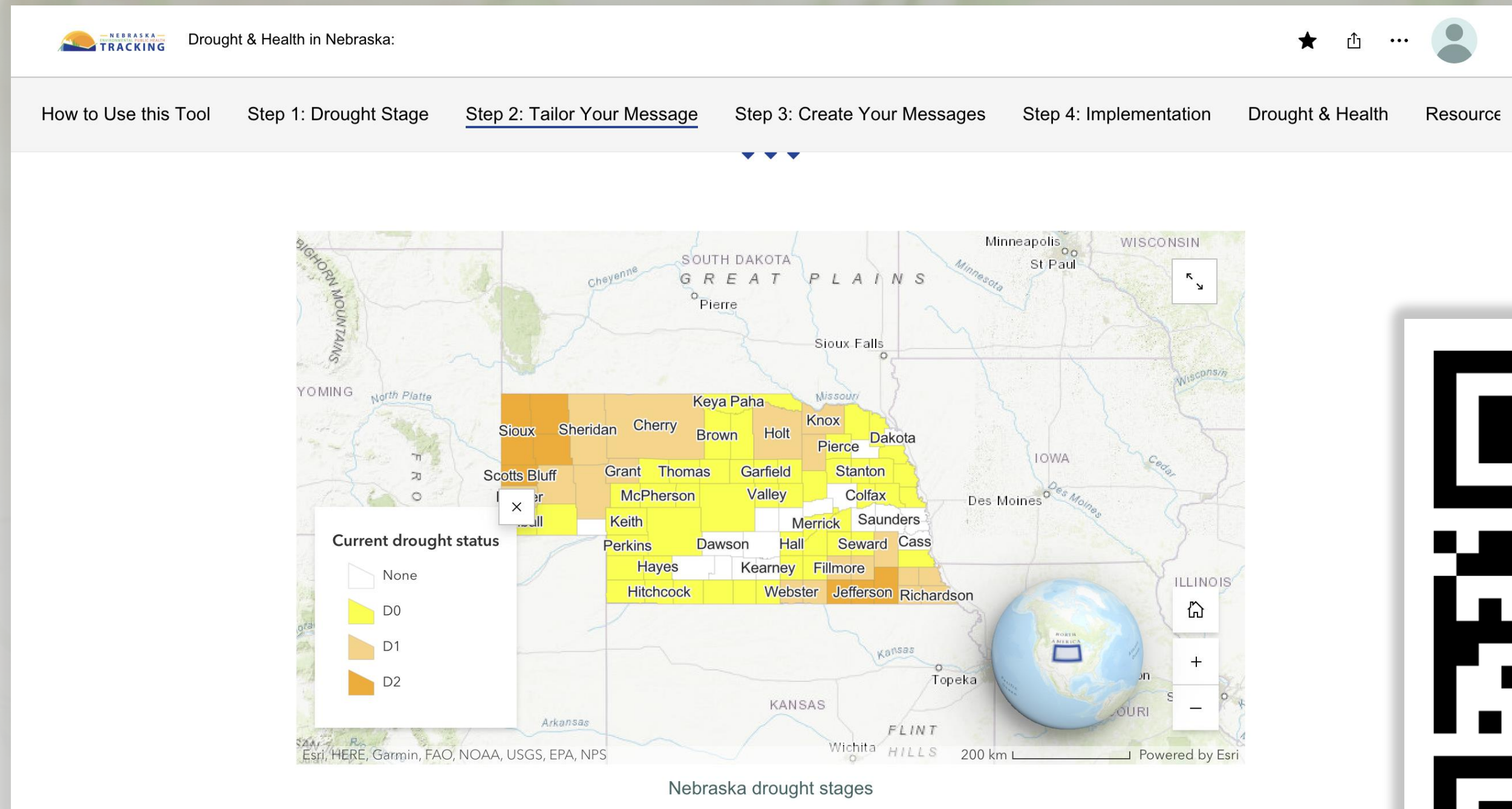


Extreme Conditions: Take Precautions



"Thank you to all residents who have been conserving water during the current drought. As a reminder, continue to use water for proper hygiene purposes, including regularly washing hands for at least 20 seconds with soap and water as well as washing of food and kitchenware as normal. This will help prevent the spread of illness."

Adapting the Framework

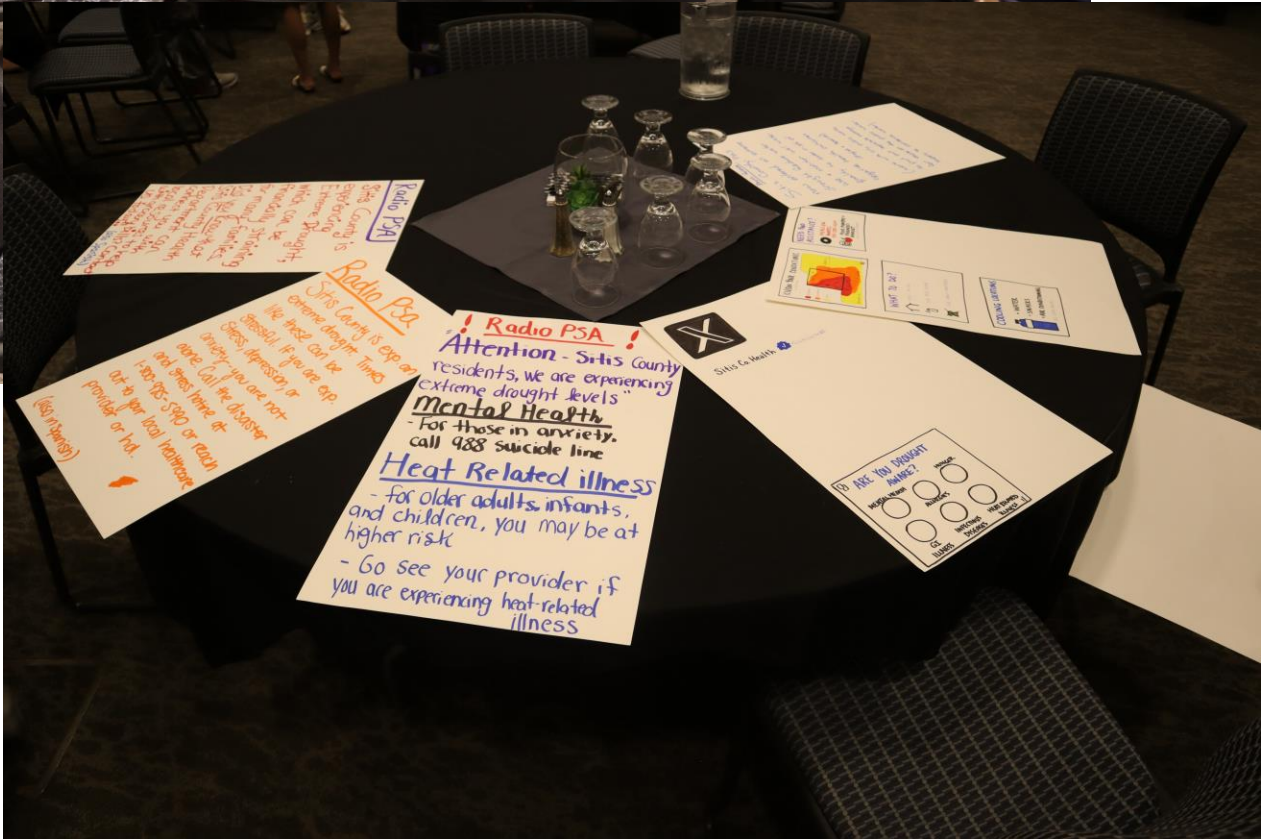
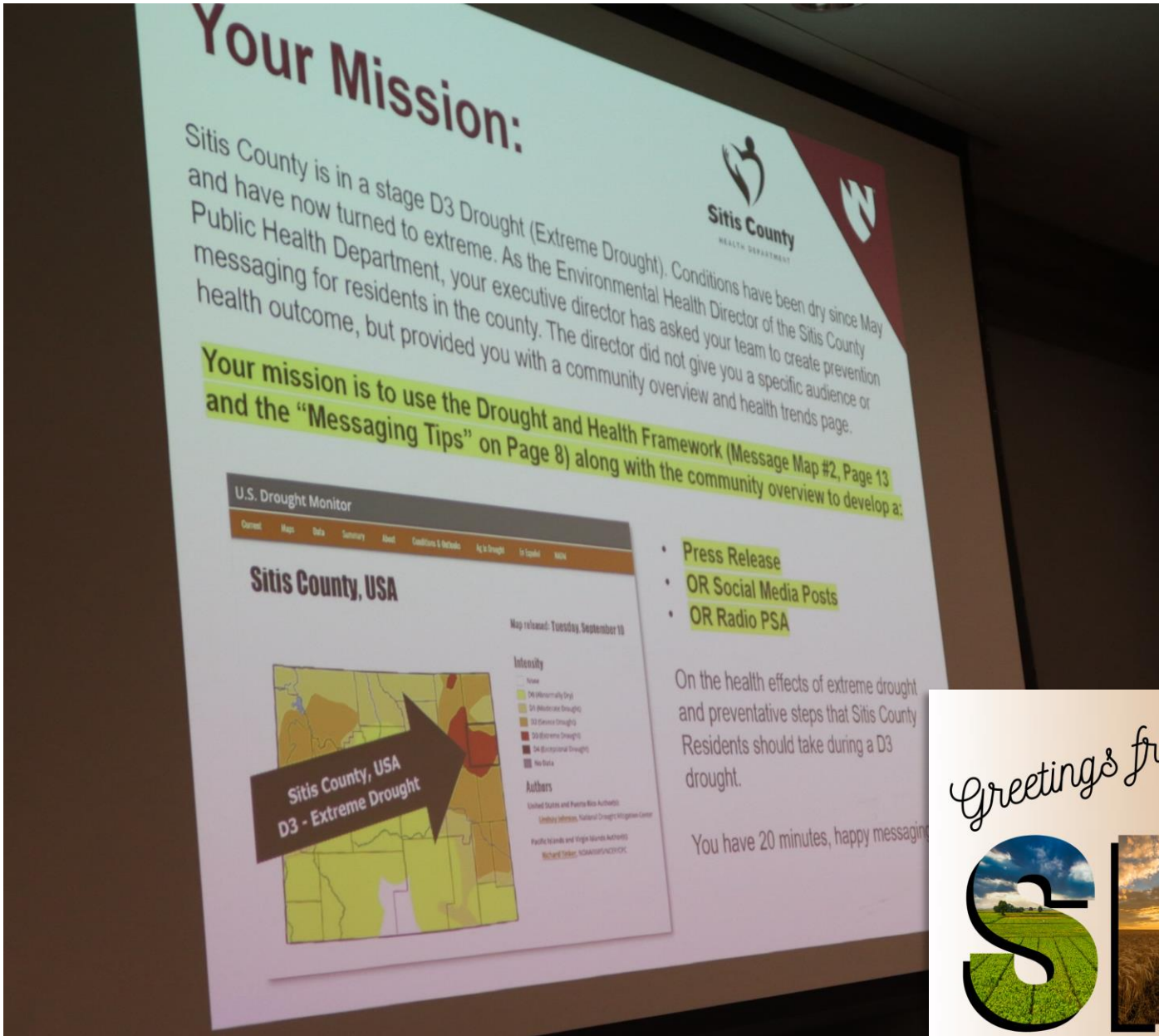


Community & User Testing

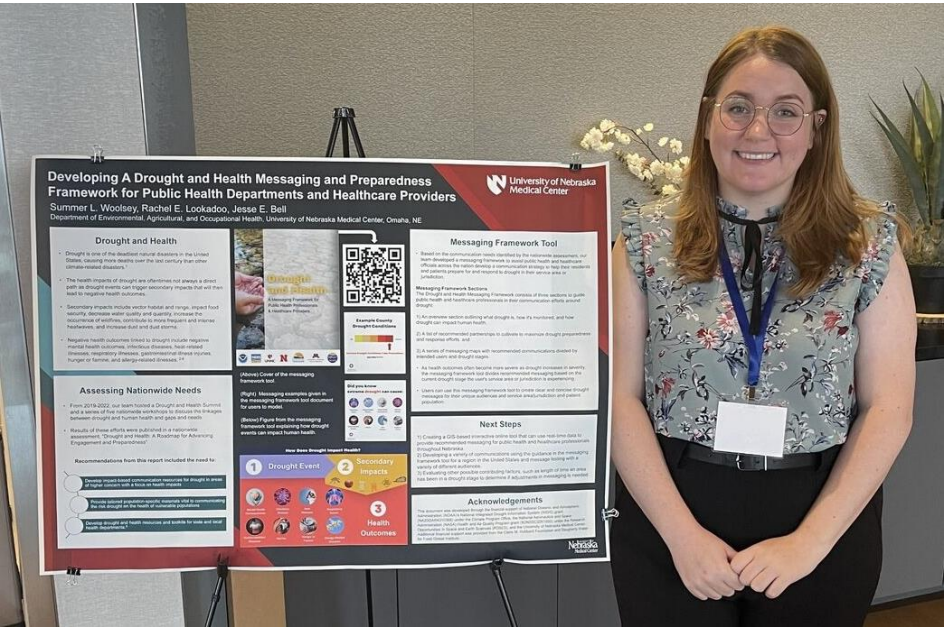
- Testing scenarios
- Calls for feedback from groups across the nation
- Iterative improvements as feedback is received



Testing Scenarios with Public Health Experts



Drought and Health Engagement Events

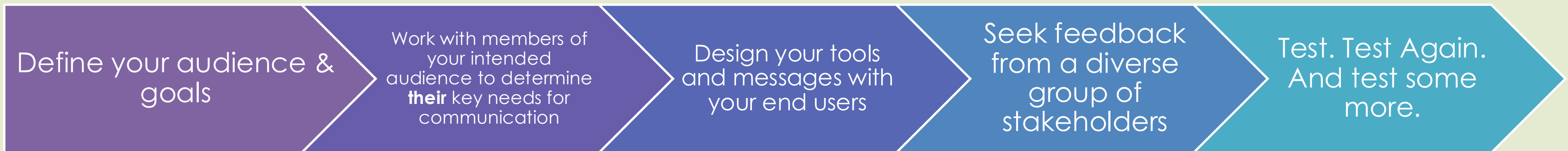


Looking Forward

- Using the messaging tool to develop tailored communication campaigns within the United States
- Creating additional tools identified by community members and stakeholders, such as incorporating satellite data for better drought communication

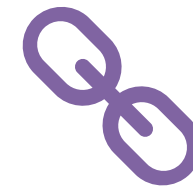
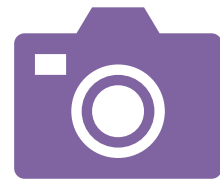


Summary



Iterative Improvements

Access the Framework



<https://tinyurl.com/34d8fbnt>



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Citations

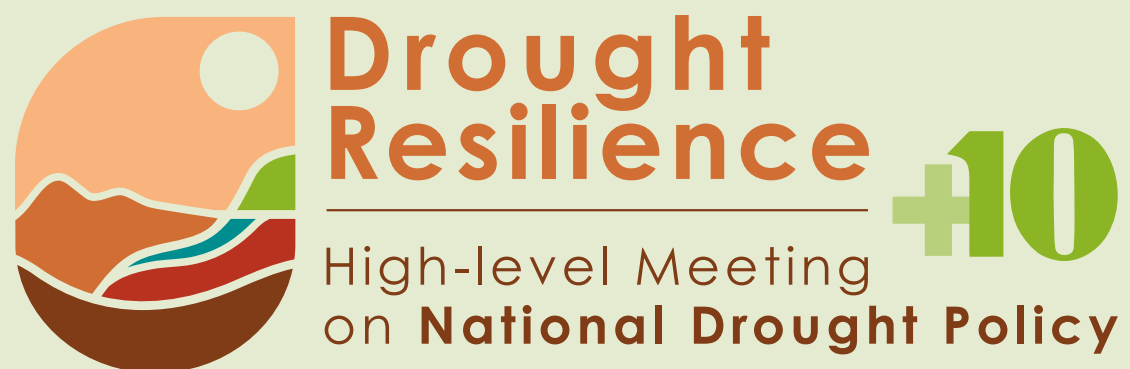
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3. Droughts and climate change | U.S. geological survey. (n.d.-b). <https://www.usgs.gov/science/science-explorer/climate/droughts-and-climate-change>
4. Bell, J.E., R.E. Lookadoo, K. Hansen, A. Sheffield, M. Woloszyn, S. Reeves & B. Parker. Drought and Public Health: A Roadmap for Advancing Engagement and Preparedness.

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Thank you!