

Public Health Ethics, Implementation, Communication

Public Health Observatory NZ Conference 2023



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Outline

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

Communicating Public Health Risk

- 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

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

- **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

- 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

- 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

- 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

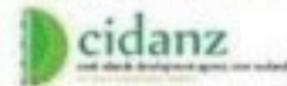
8:30am - 4:30pm

Kare e appointment, 12+ Years

www.facebook.com/kiaokotai



CIRACNZ
COOK ISLANDS
RELIGIOUS ADVISORY COUNCIL NZ





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

Kei te hoki mai. Kei te hoki mai. Kei te hoki mai. Kei te hoki mai.





Lessons

- 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