

# Health Risk Communication and Wildfire Smoke

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## **What do I already know?**

- ❑ **What leads you, in preparing a communication response, to focus on certain things?**
  - Presence of high-risk groups (asthma, CVD, etc.)
  - Frequency of fire is in the area
  - Logistics—budget, available resources, available channels, shortness of time to formulate response

## **What do people want to know?**

- ❑ What can we expect?**
- ❑ Am I/my family safe?**
- ❑ How can I protect us?**
  
- ❑ Can you fix this?**
- ❑ Who is in charge?**

# What do I need to find out?

## ❑ Engaging with communities at risk from wildfire smoke

- Community Knowledge, Attitudes, & Practices:
  - Recent experience with wildfire
  - Segmenting community by demographics and other factors
- Media habits—how to deliver messages

## Areas for future research—research questions

- ❑ Identifying useful models
- ❑ Accessing existing formative information—using *existing* audience data
- ❑ Predicting regions, audiences, etc. for whom to have audience profiles already “in hand”
- ❑ Rapidly assessing audiences
- ❑ Responding with limited resources and/or time

<http://www.cdc.gov/healthcommunication/risks/index.html>