

Identify and Train Spokespeople

Children are among the victims diagnosed with cancer in a town where the residents believe a major corporation is linked to the town's prevalence of cancer there. During a public meeting, a mother, doctor, and scientist (who is leading the investigation into the link between the major corporation and the incidences of cancer in a similar town) were among the community spokespeople prepped to speak to the public about the issue. At one point during the meeting, in front of national media, a nine year-old child with a jar of dirty water asks for assurance that the water she is drinking is safe. Fortunately, a CDC spokesperson present at the meeting was not only knowledgeable about the issue, but also trained to talk about it in an effective and consistent manner, and as a result, responded to this line of questioning extremely well, using confidence, empathy and clear information.