

EAGLETON SCIENCE AND POLITICS WORKSHOP

Thwarting Polarization While Communicating the Science of Zika and Zika Prevention

March 3, 2017

Eagleton Institute of Politics

Rutgers, The State University of New Jersey

AGENDA

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| 8:30am | Coffee and Check-in | |
| 9:00am | Welcome | Ruth B. Mandel, Ph.D.
Director, Eagleton Institute of Politics
Board of Governors Professor of Politics, Rutgers University |
| 9:10am | Keynote | Kathleen Hall Jamieson
Professor of Communication and Director
Annenberg Public Policy Center, University of Pennsylvania |
| 10:00am | Q&A | |
| 10:30am | Break | |
| 10:40am | Message Development Exercise | |
| 11:30am | Closing Comments | |
| 11:45am | Networking Lunch | |

Save the date! Our next Eagleton Science and Politics Workshop will take place on Friday, April 14th.

Speakers include:

- Andrew Black, Chief of Staff and Director, Executive Office, American Association for the Advancement of Science
- Julie Groeninger, Associate Director of Government Affairs, Princeton University
- Francine Newsome Pfeiffer, Vice President for Federal Relations, Rutgers University

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SPEAKER BIO

Kathleen Hall Jamieson is the Elizabeth Ware Packard Professor of Communication at the University of Pennsylvania's Annenberg School for Communication, the Walter and Leonore Director of the university's Annenberg Public Policy Center, and program director of the Annenberg Retreat at Sunnylands.

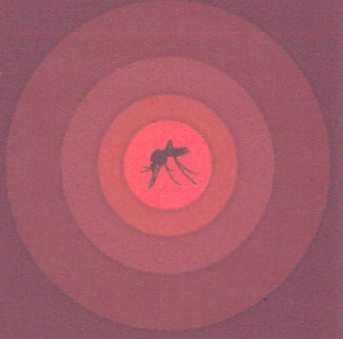
Five of the 15 books that Jamieson has authored or co-authored have received a total of eight political science or communication book awards (*Packaging the Presidency*, *Eloquence in an Electronic Age*, *Spiral of Cynicism*, *Presidents Creating the Presidency*, and *The Obama Victory*.) She recently co-edited *The Oxford Handbook on Political Communication* (2016) and *The Oxford Handbook on the Science of Science Communication* (2017 forthcoming).

Jamieson has won university-wide teaching awards at each of the three universities at which she has taught and has delivered the American Political Science Association's Ithiel de Sola Poole Lecture, the National Communication Association's Arnold Lecture, and the NASEM Division of Behavioral and Social Sciences and Education Henry and Bryna David Lecture. Her paper "Implications of the Demise of 'Fact' in Political Discourse" received the American Philosophical Society's 2016 Henry Allen Moe Prize.

Jamieson's work has been funded by the FDA and the MacArthur, Ford, Carnegie, Pew, Robert Wood Johnson, Packard, and Annenberg Foundations. She is the co-founder of FactCheck.org and its subsidiary site, SciCheck, and director of The Sunnylands Constitution Project, which has produced more than 30 award-winning films on the Constitution for high school students.

Jamieson is a fellow of the American Academy of Arts and Sciences, the American Philosophical Society, the American Academy of Political and Social Science, and the International Communication Association, and a past president of the American Academy of Political and Social Science.

TOP 5 THINGS EVERYONE NEEDS TO KNOW ABOUT ZIKA



1



Zika primarily spreads through infected mosquitoes. You can also get Zika through sex.

Many areas in the United States have the type of mosquitoes that can spread Zika virus. These mosquitoes are aggressive daytime biters and can also bite at night. Also, Zika can be passed through sex from a person who has Zika to his or her sex partners.

2

The best way to prevent Zika is to prevent mosquito bites.

- Use insect repellent. It works!
- Wear long-sleeved shirts and long pants.
- Stay in places with air conditioning or window and door screens.
- Remove standing water around your home.



3



Zika is linked to birth defects.

Zika infection during pregnancy can cause a serious birth defect called microcephaly that is a sign of incomplete brain development. If you have a partner who lives in or has traveled to an area with Zika, do not have sex, or use condoms every time you have sex during your pregnancy.

4

Pregnant women should not travel to areas with Zika.

If you must travel to one of these areas, talk to your healthcare provider first and strictly follow steps to prevent mosquito bites during your trip.



5



Returning travelers infected with Zika can spread the virus through mosquito bites.

If you get infected with Zika and a mosquito bites you, you can pass the virus to the mosquito. The infected mosquito bites other people, who get infected. Returning travelers should also use condoms or not have sex if they are concerned about passing it to their partners through sex.

COMMUNICATING ZIKA EXERCISE

Scenario: The FDA has just approved a vaccine for the Zika virus and Congress is debating whether to appropriate funds for Zika prevention in an upcoming budget bill.

Group Assignments:

1. As a public information officer at the Centers for Disease Control and Prevention, you have been asked to draft a 30-60 second public service announcement encouraging women of child bearing age to get the Zika vaccine. Craft a message for a radio announcement and select someone to present it to the full workshop group.
2. As a public information officer at the Centers for Disease Control and Prevention, you have been asked to draft a 30-60 second public service announcement encouraging men to get the Zika vaccine. Craft a message for a radio announcement and select someone to present it to the full workshop group.
3. As a prominent physician, you want to inform your Democratic congressperson regarding what he/she needs to know about the Zika vaccine and what advice he/she can give constituents. Craft a 30-60 second message and select someone to present it to the full workshop group.
4. As a prominent physician, you want to inform your Republican congressperson regarding what he/she needs to know about the Zika vaccine and what advice he/she can give constituents. Craft a 30-60 second message and select someone to present it to the full workshop group.
5. As a prominent scientist, you have been contacted by your Republican congressperson and asked for advice regarding a pending bill that would appropriate funding for Zika prevention, including use of the new Zika vaccine. Craft a 30-60 second response to his/her voice message and select someone to present it to the full workshop group.
6. As a prominent scientist, you have been contacted by your Democratic congressperson and asked for advice regarding a pending bill that would appropriate funding for Zika prevention, including use of the new Zika vaccine. Craft a 30-60 second response to his/her voice message and select someone to present it to the full workshop group.
7. As a prominent scientist, you have been contacted by the *Wall Street Journal* and asked for a comment about pending federal legislation that would appropriate funding for Zika prevention, including use of the new Zika vaccine. Craft a brief comment in response to this voice message and select someone to present it to the full workshop group.
8. You are a PhD student in neuroscience. Over dinner, a high school friend mentions that she must travel to a Zika-affected area for work. She is concerned about contracting Zika and is aware of the new vaccine but is not sure if vaccines are safe. Craft a 30-60 second response to her comments and select someone to present it to the full workshop group.