

# RC/PIO News & Notes 3-3-2023



FROM Eric Jens, GA DPH Risk Communicator  
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## News and Notes

We have a new Teams channel within Emergency Preparedness for DPH District PIO's. We'll have more details on that, plus a Fentanyl Awareness Summit, a Biodetection workgroup meeting and more to highlight this week.

## PIO-R/C Teams Channel

There is a new Teams channel titled 'PIO and Risk Communicators.' If you are a DPH PIO or risk communicator, you should have access now. We plan to do a walk-thru / training once everyone has a little time to check their access. There's not really anything on the channel now, but there are great possibilities for use going forward. Let me know if you have any input or issues.

## Fentanyl Awareness Summit



About 300 attended the inaugural Carroll County Fentanyl Awareness Summit Thursday. Presenters from local elected officials, law enforcement, first responders, medical professionals, district DPH, and firsthand testimonials painted a graphic picture of how the fentanyl overdose problem has grown exponentially. The average age of a fatal fentanyl overdose in the county last year was 39, with the age range spanning almost 50 years from one end of the spectrum to the other. Other demographic breakdowns indicate this is an issue of great concern for everyone. Collaborative efforts are expected to continue to analyze the causes and potential solutions to reverse this trend.



# FAB Workgroup

The Countering Weapons of Mass Destruction Feasibility Analysis for Biodetection workgroup met Monday. National leaders of the program talked about survey results from last month and lead a discussion about anomaly detection, agent level thresholds and sample testing times and locations. Additional details and topics are expected at the next meeting.

# COVID-19 Misinformation webinar

Tuesday's National Public Health Information Coalition COVID-19 misinformation webinar raised some valuable questions regarding what it takes to convince someone that receiving a vaccination is a good idea. Numerous poll questions looked at where false information was most likely to reside depending on the specific falsehood. It also provided some good reminders on how to distinguish between misinformation, disinformation and malinformation.

**Defining Mis-, Dis-, and Malinformation**  
To effectively respond to misinformation, you have to know what you are looking for.

*What do they all have in common?  
Influence public opinion and challenge information from authoritative sources.*

**MISINFORMATION**  
Unknowingly false or misleading information **shared without the intent to harm**, confuse, or trick an audience

**DISINFORMATION**  
Deliberately false or misleading information **shared with the goal to harm**, confuse, or trick an audience

**MALINFORMATION**  
True information shared out of context to **harm**, confuse, or trick an audience

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Eric Jens, Ashley Clark, Kwanza Boone, Alia Hiller (she/...)

# Next Week Preview

The next DPH Media / Crisis and Emergency Risk Communication training will be Thursday. There are two more trainings in the up-coming budget period and we already have requests from Valdosta and Savannah, so look for more details on those to come out in the months ahead. Other meetings next week involve COVID-19, Mental Health and Opioid Overdose Prevention.

## About “News & Notes”

“News & Notes” is a weekly communication aimed at risk communicators and public information officers within Georgia’s 18 public health districts. The goal of the communication is to increase preparedness through the exchange of information about significant events, training and other planned activities. Some information herein may be considered FYUO or For Your Use Only. Please be judicious when forwarding. For questions, comments or to submit information for inclusion, contact Eric Jens at [Eric.Jens@dph.ga.gov](mailto:Eric.Jens@dph.ga.gov)