

# RC/PIO News & Notes 8-16-2024

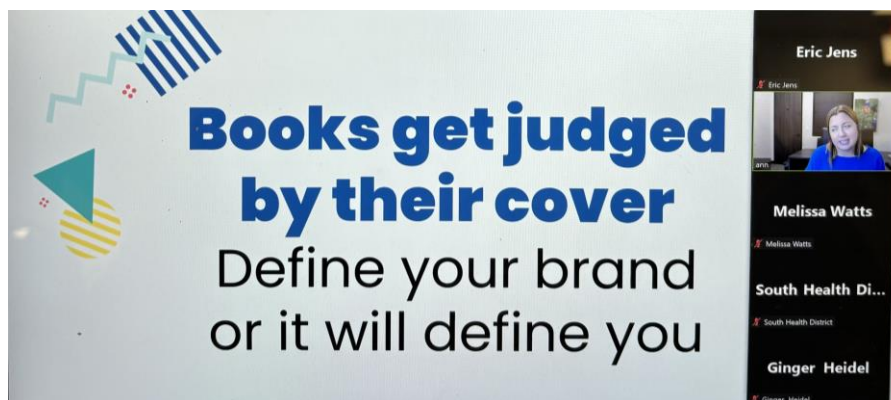


FROM Eric Jens, GA DPH Risk Communicator  
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## News and Notes

We'll have some highlights from recent meetings and the latest update on next month's Media and Crisis and Emergency Risk Communication training to spotlight this week. Later today will be the state DPH hotwash related to last week's Tropical Storm Debby response.

## GPHA Comms Section



The Georgia Public Health Association Communications Section met Tuesday and heard from Ann Beck, Mansfield, Texas Parks and Rec Marketing and Communications Director. She talked about how to create engaging social media content and gave some great examples of posts that worked well, and some that did not work so well. Beck says to always remember who you are talking to and to make the content about them. She also said to equally balance three main approaches: 1. Educate and Inform, 2. Entertain and Engage, and 3. Promote and Sell. If you focus too much on just one of these three you will limit your engagement potential.

## Media/CERC Training

Registration is open for the DPH Media / Crisis and Emergency Risk Communication training to be held at **Georgia Highlands College in Rome, Thursday, September 19**. There are currently 33 registered to attend.

<https://ga.readyop.com/fs/5avp/f83d01eb>



# PHA meeting

On the monthly Public Health Analysts meeting one week ago today, Andy Gist talked about the power of word choice when it comes to preventing stigma. She said many who could be getting help are not because of fear regarding how they will be treated. Her message to everyone is to consider the words that are in your plans and everyday vernacular, and then consider what potential impact they may have on someone seeking help. She had some great examples of how these considerations can have a powerful impact:

<b>Language First</b> When language changes, perspective follows	
<b>Former Stigmatizing Language</b>	<b>Current Neutral Language</b>
Drug abuser, addict, abuser, drug user*	Person with Substance Use Disorder
"Alcoholic" replaced by patient-first language. Many patients in 12-step programs still identify as this. You can use the clinical term while they use their self-identified term.	Person with Alcohol Use Disorder
IV drug addict, addict, drug abuser, drug user*	Person with Opioid Use Disorder
Relapse, lapse or slip which can have more negative connotations	Return to Use
Detox* (not noted as a stigmatizing word by the Addictionary)	Medically Supervised Withdrawal
Drug Abuse	Substance Use (not abuse)
Clean and Sober. Sober is less neutral, may not be inclusive of people on MOUD.	In Recovery
Replaces <u>failed</u> or <u>dirty</u> drug test which both have negative connotations. Can also be use for other testing "positive blood test"	Positive drug test/ Positive breathalyzer

## Next Week Preview

Among the highlights for next week is the small group tour of the GBI Crime Morgue. Our tour starts at 8:45 Wednesday morning.

### 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)