

Dissemination: The Who, Why, and What of Your Narrative



Tung Nguyen, MD
CADC
10/13/21

POLITICS 7 HOURS AGO

A Harvard Study Is Going Viral Among Anti-Vaxxers. The Author Says They Are All Wrong.

Nature Public Health Emergency Collection

Public Health Emergency COVID-19 Initiative

[Eur J Epidemiol.](#) 2021 Sep 30 : 1–4.
doi: [10.1007/s10654-021-00808-7](https://doi.org/10.1007/s10654-021-00808-7) [Epub ahead of print]

PMCID: [PMC8481107](#)
PMID: [34591202](#)

Increases in COVID-19 are unrelated to levels of vaccination across 68 countries and 2947 counties in the United States



**Community-Based Participatory Research
Increases Cervical Cancer Screening
among Vietnamese-Americans**

Dissemination Questions

- Who is the audience?
- What are the core messages you want them to get?
- How do you get those messages across so they respond positively? Avoid negative interpretation?

Who is the audience?

- People (community)
- Peers
- Press
- Policy makers
- ??



Investigators Report Lack of Minority Subjects in Trials

Audience Considerations

- What does this audience want?
- What does this audience want from you?
- What are their competing interests?
- What relationship do you want to build with this audience?

What are the core messages?

YOU ARE THE MESSAGE!

- What about your story that makes this work compelling?
- State the problem and why people should care
- One or two main findings of your work
- One or two broad implications of your work (what you are advocating for)

How do you get those messages across?

Think of a pleasant summer when you
were very young...

- Shorts
- Fun
- Action
- Repetitive

No-Nos

- Jargon
- Acronyms or abbreviations
- Too many numbers
- Words with pejorative association:
detect, experiment, contaminate,
control, target



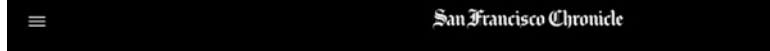
So...

- Not “F/U SOB”
- But “follow up shortness of breath”



EXECUTIVE SUMMARY

The City and County of San Francisco had 1,754 cases of COVID-19 and 31 deaths as of May 5, 2020. Asian Americans accounted for 13.7% of cases but 52% of the deaths. Among those infected, 6.7% have died, the highest proportion of all racial/ethnic groups. Understanding reasons for these disparities is critical for risk stratification of patients and protecting communities particularly vulnerable to COVID-19.



HEALTH

Why has coronavirus taken such a toll on SF's Asian American community? Experts perplexed over high death rate

Joaquin Palomino | May 20, 2020 | Updated: May 21, 2020 9:17 a.m.

CORONAVIRUS

Asian American COVID-19 death rate in San Francisco concerning, researchers say

Researchers said that the city's overall recorded number of deaths wasn't enough to draw conclusions but that they're concerned and seeking more data.

May 20, 2020, 3:34 PM PDT



Asian Americans' Covid mortality rate in California unduly high

By: [Sunita Sohrabi](#) - @InqireDetest Ethnic Media Services / 09:07 AM May 18, 2020

Dr. Tung Nguyen, UCSF, authored a research brief by the Asian American Research Center for Health detailing the disproportionate high mortality rate for Asian Americans from Covid-19 in California. [EWS](#)

LATEST

- Two dead in shooting at Tennessee post office
- Daily aspirin may harm more than help seniors: US medical panel
- Habagat induced by Maring brings rain in Luzon, Western Visayas
- Jury selected for trial of ex-Giliani associate Parnas
- Rebuffing Texas governor, American Airlines, Southwest stand by vaccine mandate

HEALTH AFFAIRS BLOG

RELATED TOPICS:
 COVID-19 | HEALTH DISPARITIES | RACISM | CODE OF FEDERAL REGULATIONS | POPULATION HEALTH

Asian Americans Facing High COVID-19 Case Fatality

Brandon W. Yan, Fiona Ng, Janet Chu, Janice Tsoh, Tung Nguyen

JULY 13, 2020 10.1377/hblog20200708.894552

DEADLY DISCRIMINATION

Asian Americans in San Francisco are dying at alarming rates from COVID-19: Racism is to blame

COVID-19 is killing Asian Americans in the Bay Area. In this six-part series, USA TODAY investigates how systemic racism is driving high death rates.

Marco della Cava, USA TODAY

Published 6:03 PM PDT Oct. 18, 2020 | Updated 6:12 PM PDT Oct. 21, 2020

VIETFACT
CHECK

The
Interpreter



17:49 / 20:01

Misinformation: Last Week Tonight with John Oliver (HBO)

2,691,628 views • Oct 10, 2021

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Q&A

