



Cancer Cluster Investigations: Local Perspectives

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Respond

- Express compassion and empathy
- Gather information about the caller
- Take notes about the situation
- Be helpful, inform the caller about the resources at the state level
- Avoid agreeing a problem exists prior to an investigation
- Consider an incident management team



Report

- County Management or Board
- Central Cancer Registry (CCR) or Occupational and Environmental Epidemiology Branch (OEEDB)
- Identify one point of contact in the department for communication with the citizen(s)/community, and one for communication with CCR/OEEDB



Communicate

- Notify public information resource, coordinate with county management
- Ensure coordination between local and state public information professionals
- Establish communication plan; consider forming incident management team
- Communicate frequently
- Coordinate with state partners before communicating with citizen(s)/community



Follow Up

- Maintain open lines of communication
- Listen for citizen/community concerns
- Continue to communicate and share information with partner agencies
- Continue to express appreciation for their efforts
- Ask for citizen/community help



Conclusion

- Clear, consistent, unequivocal, respectful, empathetic communication
- Let the experts be the experts
- Stay on the same page, don't veer off script
- Support and encourage each other



Discussion

