UNDERSTANDING RISK PERCEPTIONS AND RESPONSES OF THE PUBLIC, HEALTHCARE PROFESSIONALS, AND THE MEDIA: THE CASE FOR CLOSTRIDIUM DIFFICILE

Dr Emma Burnett
PhD, MSc, PGCert, BN, SPQ, RGN

Hosted by Dr. Hugo Sax
University Hospital Zurich, Switzerland

“You have your way, I have my way. As for the right way, the correct way, and they only way, it does not exist”

Friedrich Nietzsche

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“I think he’s doing good. He’s what we needed to shake things up in this country”

“He’s supposed to be our leader. He’s like the other 12 year-old in the playground”
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A Webber Training Teleclass

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We don’t understand much about patient and public risk perceptions towards *C. difficile*.

We also don’t understand much about healthcare professional’s risk perceptions towards *C. difficile*.
We do know that the media are important in shaping health-related risk perceptions and responses, but....
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Staff showed ‘no interest’ in controlling C-Diff infection

Victims, villains & heroes

‘FILTH’ AT HOSPITAL

‘Being vulnerable’
‘Attribution of responsibility’
‘Making sense of competence’
‘Evaluations of the communicators’

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It was an unnecessary death. She was fit and healthy, she should have survived.

It was disgusting. That place, you could stir it with a stick. The toilets were like festival toilets.
“It’s always our fault in how it’s spread. Nurses don’t have the same respect anymore. We used to be admired”

‘Attribution of responsibility’
“Nurses aren’t interested. They don’t care”

“They sit there with their big fat salaries but not a clue what’s going on”
"In the old days, things were much stricter. Some things were just not permitted."

"Newspapers - I don’t believe a bloody word. They’re just waiting for you to do something wrong"
‘Making Sense of Competence’

“...It’s so nice, every one of them. Really clean and beautiful. Not like the ordinary wards, where she was allowed to fall and everything.”

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I’ve dealt with C.diff but we didnae hae people coming to help. No infection control. WE took responsibility, WE did things, WE go the policy out... only us.

‘Evaluation of the Communicators’
Newspapers, I don’t believe a bloody word. Why does it have to be out there in common knowledge anyway? [...] they’re just out to get us.

‘Role in health risk reporting’

‘Challenges and constraints’
“*I want a bloke to be reading my newspaper then say to his missus “f**k me Doris, listen to this!”*”

“*We are a conduit for what officials say. We interrogate that and question its veracity*”

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“NHS communication teams are particularly crap. They don’t know journalism and they treat the media like shit”
“Most people do not listen with the intent to understand; they listen with the intent to reply”

Stephen R. Covey (1932-2012)


