

COMMUNICATING DURING A CRISIS: A CASE STUDY EVALUATING RESEARCH-BASED OUTREACH DURING THE COVID-19 PANDEMIC

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Materials used or viewed

Graphics - 73.4% (n = 94)

Live webinar - 58.6% (n = 75)

Info guides - 39.1% (n = 50)

Recorded webinar - 32.8% (n = 42)

Info video - 31.1% (n = 40)

Materials indicated as very helpful

Graphics - 35.9% (n = 46)

Live webinar - 31.3% (n = 40)

Recorded webinar - 18% (n = 23)

Info guides - 17.2% (n = 22)

Info video - 17.2% (n = 22)

Recommendations

It is recommended that science and Extension communicators develop premade materials that can be used in future health or risk crises, particularly those that are seen as most useful. Communicators should continue to understand their audience so they can provide the most appropriate and useful resources when times of crisis occur.

