

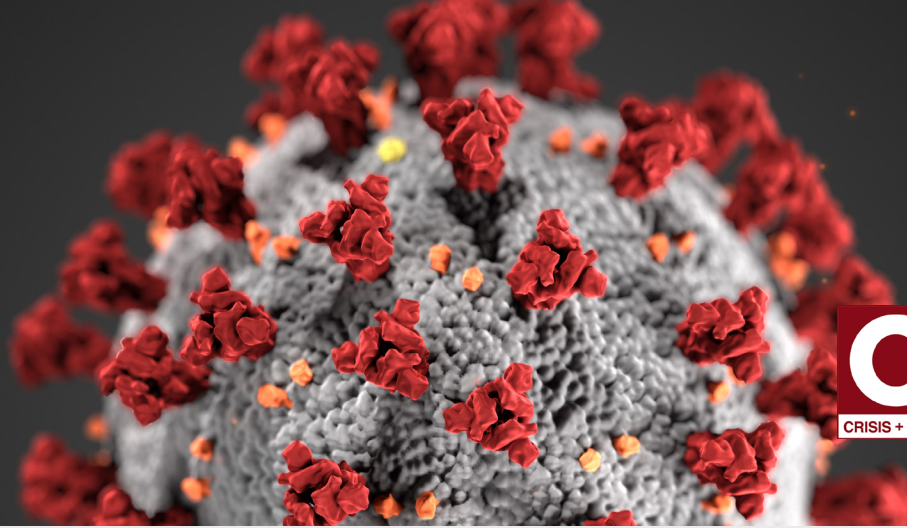
CERC(တစ်ဆဲးကျိုးဆဲးကျာဘၣ်ယးတၢ်ဆါနးဒီးဂ့ၢ်ဂီၢ်အူတၢ်လီၤဘၣ်ယိၣ်) ဖဲတၢ်ဆါဘၣ်ကူဘၣ်ဂၢ်ရၤလီၤသးကတီၢ်

- ၁. မ့ၢ်ပုၤအဆိကတၢ်- ရၤလီၤတၢ်ဂ့ၢ်တၢ်ကျိဘၣ်ထွဲတၢ်ဆါဘၣ်ကူဘၣ်ဂၢ်ရၤလီၤအသးအဂ့ၢ်အချူ ကတၢ်တသ့ဖဲအသ့န့ၣ်ကမ့ၢ်တၢ်လၢအပတုၣ်တၢ်ဆါရၤလီၤသး, ဒီသဒးဒီးမၤစ့ၤလီၤတၢ်ဆါဒီးတၢ်သံတၢ်ပုၤသ့န့ၣ်လီၤ. ညီန့ၢ်ပုၤတၢ်နီၣ်ယၢ်တၢ်ဂ့ၢ်လၢအန့ၢ်ဟ့ၣ်ဘၣ်ဖဲအခိၣ်ထံးတဘျီဖဲအကဲထီၣ်သးသတ့ၢ်ကလၢအခါ, လၢတၢ်န့ၣ်အယီၤတၢ်ဂ့ၢ်တၢ်ကျိလၢအဘၣ်သ့ၣ်ဒီးန့ၢ်ဘၣ်ဖဲအဆိကတၢ်ကဘၣ်မ့ၢ်ဖဲဖဲအချီၣ်ချူ မၤစ့ၤအပုၤသ့ပုၤဘၣ်တဖၣ်အဆိန့ၣ်လီၤ.
 - ပမ့ၢ်တသ့ညါတၢ်ဂ့ၢ်တၢ်ကျိလၢတၢ်ဆါရၤလီၤသးအဂ့ၢ်ဒၣ်လၢ မ့တမ့ၢ်တၢ်ဆါမန့ၢ်တခါလဲၣ်အဂ့ၢ်ဒၣ်လၢ, ရၤလီၤတၢ်ဂ့ၢ်နီၣ်နီၣ်လၢအဆိတဖၣ်တက့ၢ်. တၢ်အံၤမၤစ့ၤလၢတၢ်ပဒုၣ်တၢ်ဂ့ၢ်တၢ်ကျိတမ့ၢ်တတီၢ်ဆါညါတဖၣ်အဂီၢ်သ့န့ၣ်လီၤ.
 - ရၤလီၤတၢ်ဂ့ၢ်တၢ်ကျိဘၣ်ထွဲတၢ်ဆါပနီၣ်ဒီးအတၢ်ဆါပနီၣ်တဖၣ်, မတကၤလၢအလီၤဘၣ်ယိၣ်လၢအကဘၣ်ကူဖဲဒၣ်တၢ်ဆါ, တၢ်ကူစါယါဘျီဒီးတၢ်က့ၢ်ထွဲလီၤသးအကျဲတဖၣ်, ဒီးတၢ်ဆါကတီၢ်လၢတၢ်ဘၣ်လၢထံၣ်လီၤကသံၣ်သရၣ်အခါန့ၣ်တက့ၢ်.
- ၂. မ့ၢ်တၢ်အမ့ၢ်အတီ- ရၤလီၤတၢ်ဂ့ၢ်တၢ်ကျိမ့ၢ်မ့ၢ်တီတီလၢအလီၤန့ၣ်တဖၣ်တက့ၢ်. တၢ်ဂ့ၢ်တၢ်ကျိတဖၣ်ကြးပၣ်ယုၣ်ဒီးတၢ်လၢပုၤသ့ညါအီၤလဲၣ်တဖၣ်, တၢ်လၢပုၤတသ့ညါအီၤဒီးဘၣ်တဖၣ်, ဒီးတၢ်ဂ့ၢ်တၢ်ကျိလၢအဘၣ်တၢ်ယုထံၣ်သ့ညါအါထီၣ်လၢအဂ့ၢ်တဖၣ်.
 - ကမ့ၢ်ဆူၣ်ချူ တၢ်ကစီၣ်တဖၣ်ဒီးတၢ်ကူစါယါဘျီအတၢ်န့ၣ်ကျဲကဘၣ်လူၤပိၣ်မၤထွဲလီၤသးတခါစ့ၣ်စ့ၣ်. အဒိ, ကသံၣ်သရၣ်မ့ၢ်တတ့ၢ်လီၤပုၤဆါတကၤန့ၣ် ဒီးကသံၣ်ကသီမ့ၢ်တလၢတပျဲလဲၣ်လၢပုၤဆါနးအဂီၢ်န့ၣ်. ကမ့ၢ်ဆူၣ်ချူ ဖဲကျိတဖၣ်တကြးဟ့ၣ်သဆၣ်ပုၤတကၤန့ၣ်လဲၣ်ထံၣ်ကသံၣ်သရၣ်ဘၣ်န့ၣ်လီၤ.
 - သမံသမိးတၢ်ဂ့ၢ်တၢ်ကျိအမ့ၢ်အတီလၢတၢ်ဂ့ၢ်ဘၣ်ထွဲအပုၤသ့ပုၤဘၣ်ထီတီတက့ၢ်. တၢ်ကစီၣ်ကမ့ၢ်မ့ၢ်အိၣ်ထီၣ်တဘျီန့ၣ်ကဒုးကဲထီၣ်တၢ်အလုၢ်အလၢအဘၣ်ဒီးဘၣ်ထံးတၢ်သ့ ဒီးဒုးဟးဂီၢ်တၢ်န့ၣ်ဘၣ်ထွဲတၢ်ကစီၣ်ခါဆူညါတဖၣ်သ့န့ၣ်လီၤ.
- ၃. မ့ၢ်တၢ်လၢပုၤန့ၣ်အီၤသ့- တၢ်အုၣ်သးလၢအတီအလီၤ, ချူးဆါချူးကတီၢ်, အိၣ်ဒီးတၢ်ဂ့ၢ်ဘၣ်ထွဲတဖၣ်န့ၣ်ဟ့ၣ်သဆၣ်ထီၣ်ကမ့ၢ်လၢကန့ၣ်န့ၣ်တၢ်ဂ့ၢ်တၢ်ကျိဒီးတၢ်န့ၣ်ကျဲတဖၣ်န့ၣ်လီၤ. ယုသ့ညါန့ၢ်ဟံၣ်တၢ်ဂ့ၢ်တၢ်ကျိဖဲန့ၢ်တသ့ညါတၢ်စံးဆါလီၤတၢ်လီၤဆဲးဘၣ်အခါ, မၤသကိးတၢ်ဒီးပုၤသ့ပုၤဘၣ်လၢအကြးအဘၣ်ဒ်သိးကန့ၢ်ဘၣ်တၢ်စံးဆါတက့ၢ်.
 - တဘၣ်အၢၣ်လီၤဆိတၢ်ဂ့ၢ်တၢ်ကျိလၢအတလီၤတၢ်ဒီးတဖၣ် ဒ်အမ့ၢ်တၢ်နီၣ်လီၤကသံၣ်ဆဲးဒီးသဒးတၢ်ဆါ, မ့တမ့ၢ်တၢ်ကူစါယါဘျီအဂီၢ်န့ၣ်ကသံၣ်ဖိအိၣ်လဲၣ်အဂ့ၢ်တဖၣ်.
 - ကသံၣ်သရၣ်တဖၣ်ကြးဟံၣ်ဖျါထီၣ်အသးလၢတၢ်ရၤလီၤတၢ်ကစီၣ်အမ့ၢ်ဒီးမ့ၢ်လၢပုၤကမ့ၢ်အကျိတဖၣ်ဒ်သိးကစံးဆါတၢ်ကူစါယါဘျီအတၢ်သံက့ၢ်တဖၣ်အဂီၢ်.

- ၄. အိၣ်ဒီးတၢ်ဒီးသ့ၣ်ဒီးသး- တၢ်ဆါရၤလီၤအသးန့ၣ်ဒုးအိၣ်ထီၣ်တၢ်ပျံးတၢ်ပုၤဒီးမၤတၢ်တၢ်ဘၣ်ဒၣ်တန့ၢ်ဒီးတန့ၢ်တၢ်အိၣ်မုၤသ့န့ၣ်လီၤ. တၢ်သ့ၣ်ညါန့ၢ်ဟံၣ်စ့ၤ မ့တမ့ၢ် တၢ်ဆါသတ့ၢ်ကလၢတဖၣ်န့ၣ်ဒုးကဲထီၣ်တၢ်သးဒုးဒီးတၢ်သ့ၣ်ကိးသးဂီၢ်အါထီၣ်န့ၣ်လီၤ. ဖဲန့ၣ်ဟ့ၣ်ကျဲဟ့ၣ်ဖးတၢ်ဆါကတီၢ်န့ၣ် နဘၣ်ယုထံၣ်သ့ညါန့ၢ်ဟံၣ်ပုၤအတၢ်တုၢ်ဘၣ်ဒိၣ်ဘၣ်ဒီးတၢ်လၢအဘၣ်က့ၢ်ဆါမဲၣ်တဖၣ်န့ၣ် ကဖျါလၢနပၣ်ကဲအတၢ်ထံၣ်န့ၣ်လီၤ.
 - အဒိ ဖဲtelebriefing(တၢ်ဟ့ၣ်တၢ်ကစီၣ်ဖုၣ်ဖိလၢအယံၤ)ဘၣ်ထွဲ ခိၣ်ရိၣ်ဘါရၤစံး ၂၀၁၉ တၢ်ဆါ အကတီၢ်န့ၣ်စံးဆါဖဲဒၣ်လၢ- “တၢ်အိၣ်လီၤဆိသးန့ၣ်မ့ၢ်တၢ်မၤတၢ်တၢ်တၢ်, မၤတၢ်တၢ်သး, ဒီးဒုးကဲထီၣ်တၢ်ပျံးတၢ်ပုၤန့ၣ်လီၤ. လီၤဆိဒၣ်တၢ်ဖဲတၢ်အိၣ်လီၤဆိလီၤသးအဂ့ၢ်အကျိဘၣ်သကၢ်လီၤသးဒီးတၢ်ဆါအသ့အလီၤဒီးလၢအအိၣ်ဒီးတၢ်ပၣ်ပနီၣ်တၢ်ဂ့ၢ်တၢ်ကျိသ့ၣ်သ့ၣ်န့ၣ်လီၤ.”
- ၅. ဒုးအိၣ်ထီၣ်တၢ်ဟူးတၢ်ဂဲ- ဖဲတၢ်ဆါဘၣ်ဂၢ်တၢ်သ့ရၤလီၤသးကတီၢ်န့ၣ်, ကမ့ၢ်န့ၢ်ဟံၣ်လဲၣ်လၢတၢ်ဟူးတၢ်ဂဲဒီးတၢ်ဒိသဒးတၢ်ဆါမ့ၢ်တၢ်လၢအကါဒိၣ်ကတၢ်တမံၤလၢတၢ်ပတုၣ်တၢ်ဆါရၤလီၤသးအဂီၢ်န့ၣ်လီၤ.
 - ဟ့ၣ်တၢ်ကစီၣ်လၢတၢ်န့ၢ်ဟံၣ်ဘၣ်အီၤညီ, ဖုၣ်, ဒီးတၢ်တၢ်နီၣ်ဘၣ်အီၤညီ အဒိ, “ပိၣ်ယၢ်ကိၣ်ပုၤဖဲကုးအခါ”
 - ဒုးအိၣ်ထီၣ်တၢ်ကစီၣ်အတၢ်ဟူးတၢ်ဂဲအကျဲလၢအလီၤဆိလီၤသးအကလုၢ်ကလုၢ်လၢတၢ်မၤလီၤတၢ်ဒၣ်ပုၤလၢက့ၢ်ဂီၢ်တလၢပုၤ, ပုၤလၢတန့ၢ်ဟံၣ်အဲကလံးကျိၣ်တဖၣ်ကန့ၢ်ဟံၣ်အဂီၢ်န့ၣ်လီၤ.
- ၆. အိၣ်ဒီးတၢ်ဟံၣ်ကဲတၢ်- ဖဲတၢ်ကတီၢ်တၢ်ဒီးပုၤဂံၢ်စါဘါစါအခါန့ၣ်, တၢ်ကတီၢ်လၢအိၣ်ဒီးတၢ်ဟံၣ်ကဲန့ၣ်မ့ၢ်တၢ်လၢအဂ့ၢ်ဒိၣ်လီၤဆိတမံၤန့ၣ်လီၤ. တၢ်ကတီၢ်လၢအိၣ်ဒီးတၢ်ဟံၣ်ကဲန့ၣ်သ့ထီၣ်တၢ်ဖဲသကိးမၤသကိးတၢ်ဒီးတၢ်ရူလီၤသးဘူးဘူးတၢ်တၢ်အိၣ်ဒီးတၢ်န့ၢ်ဟံၣ်လီၤသးန့ၣ်လီၤ. ဒိကန့ၣ်တၢ်ဂ့ၢ်ဒီးတၢ်အစၢတဖၣ်လၢပုၤကမ့ၢ်ဒီးဟီၣ်ကဝိးခိၣ်တဖၣ်ပၣ်ဖျါထီၣ်လၢတၢ်သ့ၣ်ဆူၣ်သးဂဲအပုၤ.
 - ယုထံၣ်သ့ညါန့ၢ်ဟံၣ်ကမ့ၢ်အတၢ်န့ၣ်ဘၣ်ထွဲတၢ်ဆဲးတၢ်လၢ ဒီးတၢ်ဟူးတၢ်ဂဲဘၣ်ထွဲတၢ်ဆါအကလုၢ်ကလုၢ်, ဒီးမၤသကိးတၢ်ဒီးပုၤတတဖၣ်ဒ်သိးကမၤဘၣ်လီၤက့ၢ်တၢ်ဒီးသ့ၣ်ဟံၣ်သးဒီးသုးထီၣ်တၢ်န့ၢ်ဟံၣ်.
 - တဘၣ်မၤကတၢ်က့ၢ်တၢ်ပျံးဒီးတၢ်ဘၣ်ယိၣ်တဖၣ်တဂ့ၢ်. ဟ့ၣ်တၢ်ခွဲးတၢ်ယၢ်လၢပုၤကကတီၢ်ဘၣ်တၢ်ဒီးသံက့ၢ်ဘၣ်အတၢ်သံက့ၢ်တဖၣ်တက့ၢ်.



Centers for Disease Control and Prevention
Office of Public Health Preparedness and Response



CERC in an Infectious Disease Outbreak

- 1. Be First:** Quickly sharing information about a disease outbreak can help stop the spread of disease, and prevent and reduce illness and even death. People often remember the first information they hear in an emergency, so the first information they receive should come from health experts.
 - Even if the cause of the outbreak or specific disease is unknown, share facts that are available. This can help you stay ahead of possible rumors.
 - Share information about the signs and symptoms of disease, who is at risk, treatment and care options, and when to seek medical care.
- 2. Be Right:** Accuracy establishes credibility. Information should include what is known, what is not known, and what is being done to fill in the information gaps.
 - Public health messages and medical guidance must complement each other. For example, public health officials should not widely encourage people to go to the doctors if doctors are turning people away and running out of medicine for critically ill people.
 - Always fact check with subject-matter experts. One incorrect message can cause harmful behaviors and may result in people losing trust in future messages.
- 3. Be Credible:** Honesty, timeliness, and scientific evidence encourage the public to trust your information and guidance. Acknowledge when you do not have enough information to answer a question and then work with the appropriate experts to get an answer.
 - Do not make promises about anything that is not yet certain, such as distribution of vaccines or medications without confirmed availability.
 - Clinicians should be present at press or community events to answer medical questions.
- 4. Express Empathy:** Disease outbreaks can cause fear and disrupt daily lives. Lesser-known or emerging diseases cause more uncertainty and anxiety. Acknowledging what people are feeling and their challenges shows that you are considering their perspectives when you give recommendations.
 - For example, during a telebriefing for the coronavirus disease 2019 response: *“Being quarantined can be disruptive, frustrating, and feel scary. Especially when the reason for quarantine is exposure to a new disease for which there may be limited information.”*
- 5. Promote Action:** In an infectious disease outbreak, public understanding of and action on disease prevention is key to stopping the spread.
 - Keep action messages simple, short, and easy to remember, like “cover your cough.”
 - Promote action messages in different ways to make sure they reach those with disabilities, limited English proficiency, and varying access to information.
- 6. Show Respect:** Respectful communication is particularly important when people feel vulnerable. Respectful communication promotes cooperation and rapport. Actively listen to the issues and solutions brought up by local communities and local leadership.
 - Acknowledge different cultural beliefs and practices about diseases, and work with communities to adapt behaviors and promote understanding.
 - Do not dismiss fears or concerns. Give people a chance to talk and ask questions.



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