

S1 Monica Torres Story Collinder.mp4

Speaker1: My first day on the job, I saw the difference. I thought This is going to be very short and I'm only going to be in this new job for eight months. But anyway, I arrived fresh and with a lot of enthusiasm. In November 20 21, a year and a half after the start of the pandemic. To work with the Risk Communication Plan for Covid-19 in the agency that I told Public Health in Puerto Rico. I had already seen what they had been doing and knew I could contribute and help reinforce some of the messages. My goal was to use what I know to connect with people, as it has always done, developing very specific and personalized messages to connect with the target audience and urging them to take action. How hard can that be? I have been working in the communications field for more than 20 years for different health agencies, but the first time working for a government agency. my focus is primarily on mitigation measures to avoid Covid-19 infection. By now he has done a lot. People already know what they have to do. During the first month in my new job. The positivity rate was really low, but the perfect storm quickly formed. An opening to multitudinous events. A new variant, Omicron, has arrived. And he started Christmas at the end of December. In less than a month, positivity increased significantly. So before Julia conceptualized and developed several campaigns to reinforce the message of wearing masks, encouraging physical distancing and emphasizing hand washing key messages to accompany other campaigns such as the vaccination campaign and the COVID-19 treatment campaign.

Speaker1: But not everything went as I expected. Exhaustion, tiredness, audience fatigue got in my way. Every time I developed content for social networks there were various comments like father! Until 2050 are we seriously going to continue with the antics? Don't they get tired of telling lies? They get tired of the same jingle. It was part of the comments I saw on social networks and I have to admit that these negative comments discouraged me. They even hit me like a bucket of cold water and made me doubt my creative and persuasive ability to get people to take action. After much thought, I decided to try again and create a campaign, promoting the use of face masks in everyday activities. The objective was for people to see themselves reflected in the communication piece and to say This is me. let me to Panama carino. The events brought people together in different scenarios, in concert, at work, in supermarkets, at the post office, and on plane rides to the movies, activities that we Puerto Ricans are well accustomed to doing and love to do on a regular basis. The campaign photos were

free. Women, children, adults, seniors, men, members of the LGBT community, talk shows, blogs and youth. In short, everything for everyone. The campaign was to be published little by little. It was a series of nine, so he published for nine days. With the first publication I experienced everything. Tension, expectation and anxiety. Whether it will have been well received or identified with or really liked, I was a little [wording unclear]. With the first publication that was against the Mask in the Chinchorrero, I proceed to open the messages that come out before the masks worked, that people are still catching kind of ridiculous [unclear]. The mask is a joke and should be removed. The mask is for the sheep who can't think for themselves. And he is so particular that he said that no one can stop him. Salvation was, is and will be individual. However, at some point we will all face the world. This is totally against public health. It is health at the population level. Again and again these negative comments appeared, reflecting people's weariness, not only with this campaign, but with mobile messages in general. Every time I read a derogatory comment I became smaller. Again and again I thought I was hitting the wall. I thought my God, swallow me up! It was all that kept going on in my mind over and over again. The harder I tried to deliver a message that connected with people, the more disbelief took hold of the audience. So what else could I do? For every content generated to promote preventive measures, vaccination or covid treatments, there are many, many comments with misinformation, malicious and unreliable sources. People appear to chorus and validate incorrect information without offering any data or scientific evidence to support their argument. And I wonder what we know [wording unclear].

Speaker1: Maybe I'm not as good at what I do as I thought I was. except as one of my division mates and I share my frustration. And she tells me not to get frustrated. The message always arrives and shows me reach data, comment interactions, number of shares of other publications that work in the past. And I feel that I am not alone in feeling this way. That all people like me who are truly in the world of communications . We have felt at some point the same way. And sometimes things don't turn out the way we expect them to. So after learning about the impact of the publications that have been made in the past, I have to admit that I was a little encouraged. I say to myself well, I'm not so bad and I go back to read the messages in the publication. Suddenly I read one that says "I am wearing the mask". One person, among all that sea of messages, One person who says "I'm still wearing the mask" . And I think in a joking tone, like the memes. I know you are there and I will find you person who needs to read my

messages. So I reflect. I say well, I have hope. I am part of the solution, not part of the problem. I think that what I do somehow has value. There will always be people who support and need the message, so I decide to put my heart into it and continue with humility. I take the positive feedback, I learn from the negative feedback, I continue to do what I am passionate about, doing my bit with risk communication to improve public health in my lifetime.