



DEVELOPING COMMUNICATION A PREPAREDNESS STRATEGY

The issue:

A new strain of influenza emerged with pandemic potential

The reality:

The organization was tasked with developing a national preparedness plan. The ingredients for this vaccine had caused concerns in Europe. The general public would need easy to understand information about the vaccine in order to make informed decisions about vaccination. The organization needed a clear communication process to respond quickly in an emergency situation.

The opportunity:

The organization had deep expertise and resources to implement a comprehensive strategy.

The strategy:

Use risk communication principles to provide timely, accurate, actionable and credible vaccine information to mitigate the impact of this flu strain and increase awareness/ understanding of the vaccine.

- **Identify communication triggers**, events that would necessitate a shift or expansion in messaging.
- **Develop risk perception scale**, identifying level of interest/perception by audiences to efficiently and effectively allocate resources in a fast moving environment.
- **Understand audience demographics** to tailor messages appropriately.
- **Identify audience-based channels** to quickly dissemination information.
- **Build out models** to identify key considerations, objectives, and messages for each trigger by segmented audience (based on risk perception scale).
- **Develop a trigger-based template** to identify the activities needed (in the first 24 hours, first week, and beyond)

Pandemic Communications Planning
U.S. Audience Interest & Risk Perception Scale

	Low	Med	High	Urgent
Relevance	<ul style="list-style-type: none"> Not directly related to audience Not personal Not or minimally actionable 	<ul style="list-style-type: none"> Related to audience Actionable (requiring minor changes in behavior) 	<ul style="list-style-type: none"> Personally or professionally relevant Actionable (requiring moderate changes in behavior) 	<ul style="list-style-type: none"> Personally or professionally relevant Actionable (requiring significant and/or immediate changes in behavior)
Media and Public Attention	Little or no mass media coverage	Sporadic or limited mass media coverage	High and consistent mass media coverage	High and consistent mass media coverage with immediate implications for public health/safety
Frequency/ Distribution of Disease	Not proximate - OR - Limited cases, likely travel imported, no H2H transmission or clusters	Proximate (bordering countries or countries with high travel to/from U.S.) - OR - Fatalities/illness scattered randomly, potentially a few small isolated clusters	U.S. fatalities/illness grouped by time and space	U.S. fatalities/illness grouped by time and widespread
Severity	Low severity/low transmissibility	Low severity/high transmissibility	Mod. severity/mod. transmissibility	Very high severity/very high transmissibility
Transmissibility definitions:	Moderate severity/low transmissibility	Mod. severity/mod. transmissibility	High severity/mod. transmissibility	
Lower: defined as low	High severity/low transmissibility	High severity/moderate transmissibility		
Higher: defined as high	Low severity/moderate transmissibility			
Societal Impacts	No societal impacts	No societal impacts	Necessitates changes in daily routine (i.e. household preparedness planning, back up for daycare, etc.)	Impacts U.S. infrastructure/businesses - AND/OR - Lack of trust in responsible institutions - AND/OR - Preparedness plan unable to accommodate needs of general public

The results:

The strategy prepared the organization for a potential pandemic influenza outbreak, allowed key stakeholders and spokespersons to be informed and ready to respond, and created an easily adaptable preparedness plan for future outbreak emergencies.