

**PRE-EVENT MESSAGE MAP: PAN**

**ISSUE: PANDEMIC FLU**

**STAKEHOLDER:**

General Public

**QUESTION OR CONCERN:**

What is pandemic flu?

<b>Key Message 1</b>	<b>Key Message 2</b>	<b>Key Message 3</b>
<b>A pandemic flu is a worldwide flu outbreak</b>	<b>If the current Asian bird flu spreads to humans, no one will be protected</b>	<b>We are prepared to respond with a flu pandemic plan in place</b>
<b>Supporting Fact 1-1</b>	<b>Supporting Fact 2-1</b>	<b>Supporting Fact 3-1</b>
Pandemic flu occurred 3 times in the last century. Most scientist believe it's only a matter of time until there's another pandemic	The US is working with the World Health Organization & others to take necessary steps to meet the threat of a flu pandemic	We have stepped up surveillance (disease tracking capabilities) through our Health Alert Network
<b>Supporting Fact 1-2</b>	<b>Supporting Fact 2-2</b>	<b>Supporting Fact 3-2</b>
The flu spreads from person to person and is highly contagious	Vaccine will not be available initially	We have trained staff & partners to respond through local mass dispensing drills based on county plans
<b>Supporting Fact 1-3</b>	<b>Supporting Fact 2-3</b>	<b>Supporting Fact 3-3</b>
Pandemic flu is expected to have a high death rate	New vaccine production can take as long as 3-6 months	We are coordinating with federal agencies & Arkansas partners to receive & distribute vaccine once it is made available

- Reviewed by leadership 12/15
- Ann/Bob/Sandy

## **TREATMENT MESSAGE MAP: PAN**

**ISSUE: PANDEMIC FLU**

**STAKEHOLDER:**

General Public

**QUESTION OR CONCERN:**

What is treatment of pandemic flu?

<b>Key Message 1</b>	<b>Key Message 2</b>	<b>Key Message 3</b>
Since this is a new strain of flu, no vaccine is available	Antivirals may be available	Those who are ill should remain at home
<b>Supporting Fact 1-1</b>	<b>Supporting Fact 2-1</b>	<b>Supporting Fact 3-1</b>
A vaccine is being developed	They may be in limited supply	Drink plenty of fluids
<b>Supporting Fact 1-2</b>	<b>Supporting Fact 2-2</b>	<b>Supporting Fact 3-2</b>
It will be distributed when made available	They may or may not be effective	Get plenty of rest
<b>Supporting Fact 1-3</b>	<b>Supporting Fact 2-3</b>	<b>Supporting Fact 3-3</b>
Watch the media for updates	They can lessen symptoms if taken within 24 hours of onset of symptoms	Limit exposure to family members and friends

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**SYMPTOM MESSAGE MAP: PAN**

**ISSUE: PANDEMIC FLU**

**STAKEHOLDER:**

General Public

**QUESTION OR CONCERN:**

What are symptoms of pandemic flu?

<b>Key Message 1</b>	<b>Key Message 2</b>	<b>Key Message 3</b>
Typical signs & symptoms of flu are well known	Signs & symptoms of pandemic flu may differ	If you believe you have the flu, contact a physician or call the ADH flu hotline
<b>Supporting Fact 1-1</b>	<b>Supporting Fact 2-1</b>	<b>Supporting Fact 3-1</b>
Symptoms include fever, headache, aches & cough	Event specific	The number is _____ & the hours are ____
<b>Supporting Fact 1-2</b>	<b>Supporting Fact 2-2</b>	<b>Supporting Fact 3-2</b>
Signs & symptoms appear approximately 2-5 days after exposure	Event specific	Additional information is available on ADH website. <a href="http://www.HealthyArkansas.com">www.HealthyArkansas.com</a>
<b>Supporting Fact 1-3</b>	<b>Supporting Fact 2-3</b>	<b>Supporting Fact 3-3</b>
Illness may last 1-2 weeks	Event specific	

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**EVENT MESSAGE MAP: PAN**

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General Public

**QUESTION OR CONCERN:**

What should the public know about an outbreak of pandemic flu?

<b>Key Message 1</b>	<b>Key Message 2</b>	<b>Key Message 3</b>
<b>A worldwide outbreak of influenza virus has now reached Arkansas</b>	<b>Vaccine supply is limited, and additional vaccine may not be available for 3-6 months</b>	<b>We want to reduce contact &amp; slow the spread of disease</b>
<b>Supporting Fact 1-1</b>	<b>Supporting Fact 2-1</b>	<b>Supporting Fact 3-1</b>
This flu is highly contagious & is spread by coughing & sneezing	Since vaccine supply is limited, only those taking care of the ill will receive the flu shot	We might close schools & public gatherings for protection
<b>Supporting Fact 1-2</b>	<b>Supporting Fact 2-2</b>	<b>Supporting Fact 3-2</b>
Other states are reporting high mortality rates. Past influenza pandemics have led to high levels of illness, death, social disruption and economic loss	Those not getting the vaccine early can do the following to reduce risk: avoid close contact with the sick, wash hands (use soap), quit smoking	ADH might be forced to quarantine those who have been exposed for as long as the incubation period of the disease
<b>Supporting Fact 1-3</b>	<b>Supporting Fact 2-3</b>	<b>Supporting Fact 3-3</b>
Cases have been reported in ____ counties	If you're sick, stay away from others, cover your mouth when sneezing or coughing, throw away used tissue, & sanitize household objects	Quarantine the sick until ____ after the end of fever

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**MISC. MESSAGE MAP: AVIAN**

**ISSUE: PANDEMIC FLU**

**STAKEHOLDER:**

General Public

**QUESTION OR CONCERN:**

What is Avian Flu?

<b>Key Message 1</b>	<b>Key Message 2</b>	<b>Key Message 3</b>
<b>Avian flu is normally found in birds</b>	<b>It's possible for avian flu to spread to humans</b>	<b>An outbreak is possible</b>
<b>Supporting Fact 1-1</b>	<b>Supporting Fact 2-1</b>	<b>Supporting Fact 3-1</b>
A form of avian flu is widespread in Asia	Avian flu rarely affects humans	Disease can be spread from country to country
<b>Supporting Fact 1-2</b>	<b>Supporting Fact 2-2</b>	<b>Supporting Fact 3-2</b>
Avian flu outbreaks in the US have been successfully contained	The bird virus could combine with human virus to spread more easily	Plans are being developed to produce vaccine quickly
<b>Supporting Fact 1-3</b>	<b>Supporting Fact 2-3</b>	<b>Supporting Fact 3-3</b>
US is strengthening surveillance to identify disease	Avian flu can cause serious disease & death	Anti-viral drugs will be stockpiled

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**PREPAREDNESS MESSAGE MAP: PAN**

**ISSUE: PANDEMIC FLU**

**STAKEHOLDER:**

General Public

**QUESTION OR CONCERN:**

What can the public or a business do to prepare for pandemic flu?

<b>Key Message 1</b>	<b>Key Message 2</b>	<b>Key Message 3</b>
<b>Determine the impact a pandemic would have on your business</b>	<b>Develop an emergency plan to operate during a pandemic</b>	<b>Network with external partners to ensure continued services</b>
<b>Supporting Fact 1-1</b>	<b>Supporting Fact 2-1</b>	<b>Supporting Fact 3-1</b>
Determine the impact for a large number of employees getting sick	Train personnel, identify critical positions & test plan	Set up brainstorm sessions to meet & begin discussion
<b>Supporting Fact 1-2</b>	<b>Supporting Fact 2-2</b>	<b>Supporting Fact 3-2</b>
Determine the impact from a customer perspective	Cross-train for critical positions	Develop strategies
<b>Supporting Fact 1-3</b>	<b>Supporting Fact 2-3</b>	<b>Supporting Fact 3-3</b>
Determine the impact on your inventory of products or services	Prioritize personnel for possible vaccination (if available)	Practice these strategies

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**MISC. MESSAGE MAP: PAN**

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**STAKEHOLDER:**

General Public

**QUESTION OR CONCERN:**

Why have you lifted the quarantine during the pandemic?

<b>Key Message 1</b>	<b>Key Message 2</b>	<b>Key Message 3</b>
<b>Flu is so contagious, it cannot be stopped</b>	<b>Initially, quarantine may possibly slow down spread of flu</b>	<b>Flu has now become so widespread that quarantine is no longer effective</b>
<b>Supporting Fact 1-1</b>	<b>Supporting Fact 2-1</b>	<b>Supporting Fact 3-1</b>
Flu can be spread by air (coughing or sneezing) or direct contact	Quarantine limits personal contact	There are too many people with flu infection to effectively quarantine
<b>Supporting Fact 1-2</b>	<b>Supporting Fact 2-2</b>	<b>Supporting Fact 3-2</b>
An infected person can spread flu before developing symptoms	Slowing the spread of flu may allow time to develop & dispense a vaccine	Flu is so widespread that people will be exposed to flu despite quarantine efforts
<b>Supporting Fact 1-3</b>	<b>Supporting Fact 2-3</b>	<b>Supporting Fact 3-3</b>
A pandemic is a worldwide outbreak	Slowing the spread of flu may allow additional time to prepare for the outbreak	Efforts now need to be directed toward caring for the sick

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**PROTECTIVE MESSAGE MAP: PAN**

**ISSUE: PANDEMIC FLU**

**STAKEHOLDER:**

General Public

**QUESTION OR CONCERN:**

Now that there's an outbreak, what can people do to protect themselves?

<b>Key Message 1</b>	<b>Key Message 2</b>	<b>Key Message 3</b>
<b>Avoid close contact with people who are sick</b>	<b>Whenever possible, stay home from work, school or errands when you are sick</b>	<b>Wash your hands with soap often &amp; use a hand sanitizer if soap &amp; water aren't available</b>
<b>Supporting Fact 1-1</b>	<b>Supporting Fact 2-1</b>	<b>Supporting Fact 3-1</b>
Limit attendance at public events	You can spread flu to co-workers, resulting in severe staff shortages	Flu can be spread by direct contact
<b>Supporting Fact 1-2</b>	<b>Supporting Fact 2-2</b>	<b>Supporting Fact 3-2</b>
Cover mouth & nose with your hand, sleeve or tissue every time you sneeze or cough	If you need food or medicines, ask others who are healthy to bring them to you rather than going to the store yourself	Soap or hand sanitizer can kill the flu virus
<b>Supporting Fact 1-3</b>	<b>Supporting Fact 2-3</b>	<b>Supporting Fact 3-3</b>
Put used tissue in the trash	Friends or helpers can leave supplies outside your door so that you do not expose them to the flu	Hand washing is a very effective way to reduce the spread of flu

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