

ATTACHMENT O
COMMUNICATION STRATEGIES

Communication Strategies for Pandemic

Spokesperson: Office of Communications or Designate

Target Audience	Communication Channel	Key Messages
Partner Agencies	<ul style="list-style-type: none"> • HAN • Fax • Direct mail • Email • Direct discussion (meetings) • Conference call • Website (Health Unit) • Direct Health Unit • Telephone line • LMS 	<ul style="list-style-type: none"> • Relevant information on the pandemic response and current status of the pandemic (surveillance information) • Notice of all public communications
Health Care Providers, Physicians and Pharmacists	<ul style="list-style-type: none"> • HAN • Fax • Direct mail • Email • Direct discussions (meetings) • Conference call • Presentations, rounds • Website (Health Unit) • Communiqués • Direct Health Unit • Telephone line • LMS 	<ul style="list-style-type: none"> • Relevant information on the status of the pandemic (surveillance information) • Notice of all public communications • Priorities and rationale • Recommended Control measures • Recommended monitoring of adverse events and mechanisms for reporting
General Public	<ul style="list-style-type: none"> • Media releases, alerts • Press conferences • 1-877-PA-HEALTH extended staff hours • 1-877-PA-HEALTH recorded message • Special hotline • Website (Health Unit, other) • Fax or e-mail to community organizations • Public presentations, community forums 	<ul style="list-style-type: none"> • Relevant information on the status of the pandemic (surveillance information) • Information on protective measures • Announcements regarding public health measures being taken (school closures, travel restrictions, etc.) • Information regarding vaccines and antiviral medication • Schedules and instructions for public clinics • Announcements regarding changes in provision of health care/emergency services. • Information regarding adverse events • Actions to cope with the effects of a pandemic.

EXAMPLE OF A MEDIA RELEASE (1st case)

FOR IMMEDIATE RELEASE

Date

COMMONWEALTH OF PENNSYLVANIA

Department of Health
Commonwealth News Bureau
Room 308, Main Capitol Building
Harrisburg, PA 17120

CONTACT: Name
(###) ###-####

**HEALTH DEPARTMENT CONFIRMS FIRST HUMAN CASE OF
AVIAN INFLUENZA IN PENNSYLVANIA**

Public should seek immediate treatment for flu-like symptoms

HARRISBURG - The first lab-confirmed human case of avian influenza in Pennsylvania was found today in a #-year-old resident of ___ County, according to the state Department of Health. The department is currently investigating to determine the source of transmission and identify any sources of public risk.

Members of the public are advised to contact a physician immediately if experiencing flu-like symptoms, such as: aches, fever, or chills. Individuals should also take the following preventive measures to prevent contracting or transmitting the flu virus:

- Wash hands thoroughly after using the bathroom, before eating, and after coughing, sneezing or blowing your nose.
- Use a tissue to cover your nose and mouth when coughing or sneezing.
- Regularly clean surfaces and objects that are frequently touched or handled.

Avian influenza is a virus that occurs naturally among birds worldwide. It is very contagious among birds and can cause severe illness or death in infected birds. Human infection with avian influenza viruses began in 1997. Symptoms in humans can range from typical flu-like symptoms such as fever, cough, sore throat and muscle aches, to eye infections, pneumonia, severe respiratory diseases and other severe health complications.

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EXAMPLE OF A DISTRICT OFFICE MEDIA RELEASE (1st case)

FOR IMMEDIATE RELEASE

Date

COMMONWEALTH OF PENNSYLVANIA

Department of Health

_____ District Office

Address 1

Address 2

CONTACT: Name
(###) ###-####

**HEALTH DEPARTMENT CONFIRMS FIRST HUMAN CASE OF
AVIAN INFLUENZA IN BERKS COUNTY**

Public should seek immediate treatment for flu-like symptoms

HARRISBURG - The first human case of avian influenza in Berks County was confirmed today in a ##-year-old resident, according to the Pennsylvania Department of Health, which is currently investigating to determine the source of transmission and identify any sources of public risk. This is the # human case of avian flu detected in the Pennsylvania. The first human case was detected on (date) in a resident of _____ County.

The public is advised to contact a physician immediately if experiencing flu-like symptoms such as aches, fever or chills. Individuals should also take the following preventive measures to prevent contracting or transmitting the flu virus:

- Wash hands thoroughly after using the bathroom, before eating, and after coughing, sneezing or blowing your nose.
- Use a tissue to cover your nose and mouth when coughing or sneezing.
- Regularly clean surfaces and objects that are frequently touched or handled.

Avian influenza is a virus that occurs naturally among birds worldwide. It is very contagious among birds and can cause severe illness or death in infected birds. Human infection with avian influenza viruses began in 1997. Symptoms in humans can range from typical flu-like symptoms such as fever, cough, sore throat and muscle aches, to eye infections, pneumonia, severe respiratory diseases and other severe health complications.

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EXAMPLE OF A MEDIA RELEASE (1st death)

FOR IMMEDIATE RELEASE

Date

COMMONWEALTH OF PENNSYLVANIA

Department of Health
Commonwealth News Bureau
Room 308, Main Capitol Building
Harrisburg, PA 17120

CONTACT: Name
(###) ###-####

**HEALTH DEPARTMENT CONFIRMS FIRST HUMAN DEATH
DUE TO AVIAN INFLUENZA IN PENNSYLVANIA**

A total of ### human cases of avian influenza reported in Pennsylvania.

HARRISBURG - The first human death due to avian influenza in Pennsylvania was confirmed today in a #-year-old ___ County resident, according to state Department of Health. The state public health laboratory has confirmed a total of ### human cases of avian influenza in Pennsylvania since (date).

“The Department of Health is monitoring the outbreak of avian flu in Pennsylvania very closely and is working with health care providers across the state to ensure patients receive antiviral medication and supportive therapy,” said state Health Secretary Dr. Calvin B. Johnson. “Our primary goal is to identify human cases of avian flu early so we can contain the outbreak and prevent more Pennsylvanians from being infected with the virus.”

The public is advised to contact a physician immediately if experiencing flu-like symptoms such as aches, fever or chills. Individuals who believe they may be experiencing symptoms are urged not to report to emergency rooms in order to prevent transmission of the virus in the hospital setting. Emergency departments are being advised to divert patients presenting symptoms of avian flu to the patient’s primary care physician or a separate treatment center to receive antiviral medication.

“If you are experiencing flu-like symptoms, it is critical that you contact your primary care physician right away so you can begin taking antiviral medications as soon as possible,” Dr. Johnson said. “However, the best defense against spreading or becoming infected with avian influenza virus is for everyone to take simple preventive measures to improve hygiene and reduce transmission.”

Individuals should take the following preventive measures to prevent contracting or transmitting the avian flu virus.

- Wash hands thoroughly after using the bathroom, before eating, and after coughing, sneezing or blowing your nose.
- Use a tissue to cover your nose and mouth when coughing or sneezing.
- Regularly clean surfaces and objects that are frequently touched or handled.
- Stay home from work or school and avoid all non-essential visits to public places if you are sick.
- Employers and schools should encourage the appropriate use of sick leave for anyone who is ill.

Symptoms in humans can range from typical flu-like symptoms such as fever, cough, sore throat and muscle aches, to eye infections, pneumonia, severe respiratory diseases and other severe health complications.

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EXAMPLE OF A MEDIA RELEASE (Antiviral distribution)

FOR IMMEDIATE RELEASE

Date

COMMONWEALTH OF PENNSYLVANIA

Department of Health
Commonwealth News Bureau
Room 308, Main Capitol Building
Harrisburg, PA 17120

CONTACT: Name
(###) ###-####

**HEALTH DEPARTMENT OPENS ANTIVIRAL DISTRIBUTION
CLINICS STATEWIDE**

Anyone experiencing flu-like symptoms is urged to seek antiviral medication.

HARRISBURG- Public clinics for the distribution of antiviral medications are opening across the state to address the growing number of human cases of avian influenza, according to state Health Secretary Dr. Calvin B. Johnson.

Anyone experiencing flu-like symptoms is encouraged to seek antiviral medication from either their primary care physician or the nearest Department of Health clinic as soon as symptoms appear.

“It is critical that antiviral medication is started within two days of experiencing flu-like symptoms for it to be most effective,” Dr. Johnson said. “The Department of Health’s local distribution clinics will make it faster and easier for individuals to receive the antiviral medication they need.”

A list of all health department antiviral distribution clinics statewide is available on the Department of Health website, www.health.state.pa.us, or by calling 1-877-PA-HEALTH. In order to improve the efficiency of medication distribution at the clinic and reduce wait time, individuals should be prepared to supply the following information:

- Photo ID
- Allergies
- Current medications

- Health conditions
- Height and weight of children if they are receiving the medication

“In addition to seeking antiviral medication for yourself if you are sick, I urge all Pennsylvanians to help any family, friends, neighbors or coworkers who may need assistance getting to a clinic or seeking medical treatment,” said Dr. Johnson. “During this outbreak, we must take a more active role in protecting the health of ourselves, our families and those around us who are more vulnerable.”

Individuals who believe they may be experiencing symptoms of avian flu are urged not to report to emergency rooms in order to prevent transmission of the virus in the hospital setting. Emergency departments are being advised to divert patients presenting symptoms of avian flu to the patient’s primary care physician or the nearest health department clinic.

Individuals should take the following preventive measures to prevent contracting or transmitting the avian flu virus:

- Wash hands thoroughly after using the bathroom, before eating, and after coughing, sneezing or blowing your nose.
- Use a tissue to cover your nose and mouth when coughing or sneezing.
- Regularly clean surfaces and objects that are frequently touched or handled.
- Stay home from work or school and avoid all non-essential visits to public places if you are sick.
- Employers and schools should encourage the appropriate use of sick leave for anyone who is ill.

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EXAMPLE OF A DISTRICT OFFICE MEDIA RELEASE (Antiviral distribution)

FOR IMMEDIATE RELEASE

Date

COMMONWEALTH OF PENNSYLVANIA

Department of Health
_____ District Office
Address 1
Address 2

CONTACT: Name
(###) ###-####

HEALTH DEPARTMENT OPENS ANTIVIRAL DISTRIBUTION CLINICS IN SOUTHEAST PENNSYLVANIA

Anyone experiencing flu-like symptoms is urged to seek antiviral medication.

HARRISBURG: The Department of Health is opening public clinics for the distribution of antiviral medication to address the growing number of human cases of avian influenza in Pennsylvania.

Anyone experiencing flu-like symptoms is encouraged to seek antiviral medication from either their primary care physician or the nearest Department of Health clinic as soon as symptoms appear.

A complete list of health department distribution clinics in southeast Pennsylvania by county is included below. Individuals are encouraged to report to the nearest clinic to receive medication and to help family, friends, neighbors and others who may need assistance.

ANTIVIRAL MEDICATION DISTRIBUTION SITES:

_____ **COUNTY**

- Site name
- Address1
- Address2
- Date and time

_____ **COUNTY**

- Site name
- Address1

Address2
Date and time

In order to improve the efficiency of antiviral distribution at the clinic and reduce wait time, individuals should be prepared to supply the following information:

- Photo ID
- Allergies
- Current medications
- Health conditions
- Height and weight of children if they are receiving the medication

A complete list of Department of Health antiviral distribution clinics statewide is available at www.health.state.pa.us.

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EXAMPLE OF A MEDIA RELEASE (Limited vaccine distribution)

FOR IMMEDIATE RELEASE

Date

COMMONWEALTH OF PENNSYLVANIA

Department of Health
Commonwealth News Bureau
Room 308, Main Capitol Building
Harrisburg, PA 17120

CONTACT: Name
(###) ###-####

**HEALTH DEPARTMENT WILL OFFER AVIAN INFLUENZA
VACCINE TO HIGH-RISK GROUPS**

Anyone experiencing flu-like symptoms is urged to seek antiviral medication.

HARRISBURG: The Department of Health will begin offering avian influenza vaccine to individuals considered to be at high risk for serious complications from avian flu. Only individuals that meet the criteria for one of the following high-risk groups will be eligible to receive the vaccine:

- Medical workers and public health workers involved in direct patient care
- Persons 65 years and older with one or more influenza high-risk conditions
- Persons 6 months to 64 years with two or more influenza high-risk conditions
- Persons 6 months or older with a history of hospitalization for pneumonia, influenza or other influenza high-risk condition in the past year
- Pregnant women
- Household contacts of severely immunocompromised persons who cannot be vaccinated
- Household contacts of children less than 6 months old
- Public health emergency response workers
- Key government leaders

The high-risk groups are based on criteria recommended by the U.S. Department of Health and Human Services to reduce severe health complications among those individuals at the highest risk for hospitalization and death and individuals essential to maintaining health care and other essential public services.

Individuals that are not part of the high-risk priority groups are urged to seek antiviral medication at the first sign of flu-like symptoms. A list of all health department antiviral distribution clinics statewide is available on the Department of Health website at www.health.state.pa.us or by calling 1-877-PA-HEALTH.

All individuals should take the following measures to prevent contracting or transmitting the avian flu virus.

- Wash hands thoroughly after using the bathroom, before eating, and after coughing, sneezing or blowing your nose.
- Use a tissue to cover your nose and mouth when coughing or sneezing.
- Regularly clean surfaces and objects that are frequently touched or handled.
- Stay home from work or school and avoid all non-essential visits to public places if you are sick.
- Employers and schools should encourage the appropriate use of sick leave for anyone who is ill.

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FOR IMMEDIATE RELEASE

Date

COMMONWEALTH OF PENNSYLVANIA

Departments of Health and Public Welfare

Commonwealth News Bureau

Room 308, Main Capitol Building

Harrisburg, PA 17120

CONTACT: Name

(###) ###-####

***** MEDIA ADVISORY *****

For Planning Purposes Only

**HEALTH DEPARTMENT TO PROVIDE BRIEFING ON
AVIAN INFLUENZA OUTBREAK IN PENNSYLVANIA**

HARRISBURG: On (date) at (time), state Health Secretary Dr. Calvin B. Johnson will hold a press briefing in the Capitol Media Center in Harrisburg on the avian influenza outbreak in Pennsylvania.

Secretary Johnson will provide current Pennsylvania avian influenza case information, discuss Department of Health actions and provide instructions for the public to help prevent infection and transmission.

EVENT: Secretary of Health Dr. Calvin B. Johnson
Press Briefing on Avian Influenza Outbreak

DATE: TBD

TIME: TBD

LOCATION: Capitol Media Center
Harrisburg

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Commonwealth Emergency News and Information Center Planning Manual

I. Purpose

This document is meant to be a supplement to Annex D of the State Emergency Operations Plan. It describes the purpose, function and operation of the Commonwealth Emergency News and Information Center. (CENIC)

II. CENIC Purpose

- A. CENIC serves as the Commonwealth's communications office during an emergency. It is activated at the discretion of the PEMA Press Secretary, in consultation with the PEMA Director.
- B. Just as each emergency requires a unique response, communications is unique to the situation. CENIC is not required to be activated when there is a full activation of the State Emergency Operations Center. Conversely, a full activation of the operations center is not required to activate CENIC.

III. CENIC Function

The PEMA Press Secretary, in consultation with the Governor's Office Representative, manages CENIC. The PEMA Press Secretary provides direction as to information that should be released to the public during an emergency. The PEMA Press Secretary also designates personnel from other state agencies that will come to the State Emergency Operations Center to staff CENIC.

IV. CENIC Operation

A. Location

CENIC is located in the vicinity of State Emergency Operations Center. It is part of the operation during the state's response to an emergency.

B. Staffing

1. Primary agencies that will be called upon to staff CENIC include:

Governor's Press Office
Lt. Governor's Press Office
Department of Environmental
Protection
Department of Health

Department of Transportation
State Police
Department of Military and
Veterans Affairs

2. Secondary agencies that will be called upon to staff CENIC include:
 - a. Office of Administration
 - b. Department of Aging
 - c. Department of Agriculture
 - d. Department of Banking
 - e. Department of Community and Economic Development
 - f. Department of Conservation and Natural Resources
 - g. Department of Corrections
 - h. Department of Education
 - i. Department of General Services
 - l. Department of Labor and Industry
 - m. Department of Revenue
 - n. Department of Welfare
3. Depending on the nature of the emergency, the PEMA Press Secretary has the discretion to activate the necessary state agency press staff. In addition, Commonwealth Media Services will be put on standby to provide video and production support at the discretion of the PEMA Press Secretary.

V. Media Releases

- A. The PEMA Press Secretary and PEMA Director will approve media releases distributed by CENIC. In the case that there is a Governor's Office representative in the State Emergency Operations Center, this representative also will sign off on any media releases.
- B. Once approved, releases will be sent to the Editor of the Commonwealth News Bureau or designee for distribution via PR Newswire. The Governor's Director of Communications must approve any change to this process.

VI. Media Inquires

The PEMA Press Secretary will be the primary spokesperson for CENIC. It will be the PEMA Press Secretary's discretion to assign media inquires to other agencies as necessary. In a SIGNIFICANT event, it is obvious that the Governor's Office Representative would perform this public function.

VII. Staffing Assessment

The PEMA Press Secretary, in consultation with the PEMA Director and the Governor's Office Representative, will assess CENIC Activation on a 24-hour basis.

IX. CENIC Equipment

Computers and printers
Incoming/Outgoing fax machine
Cable television access
Outside phone lines
News conference room located inside PEMA headquarters
Satellite uplink trucks
Bulletin board/white board
Office supplies

DRAFT