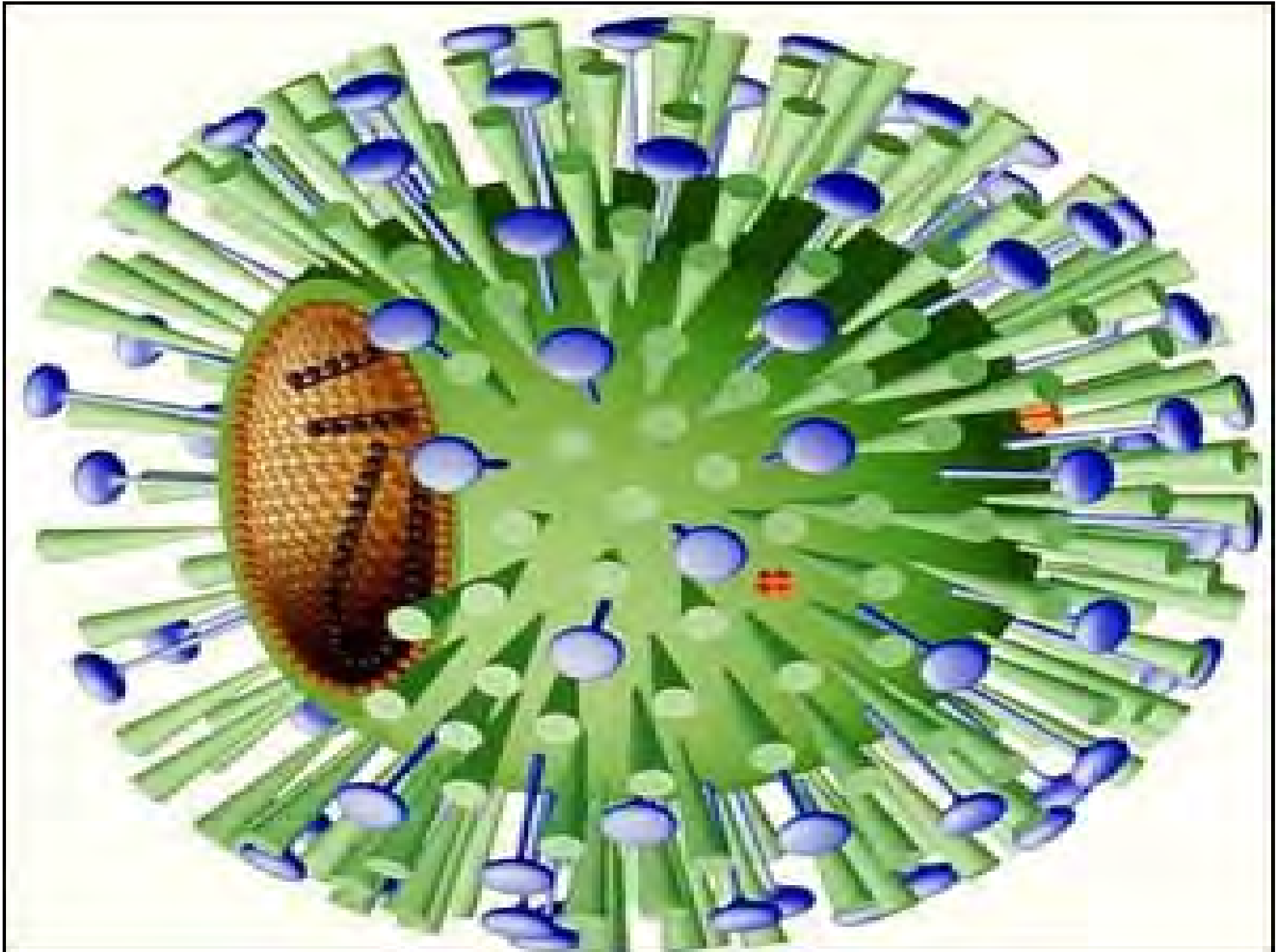


Communications in time of swine flu

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STUART
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COMMUNICATIONS



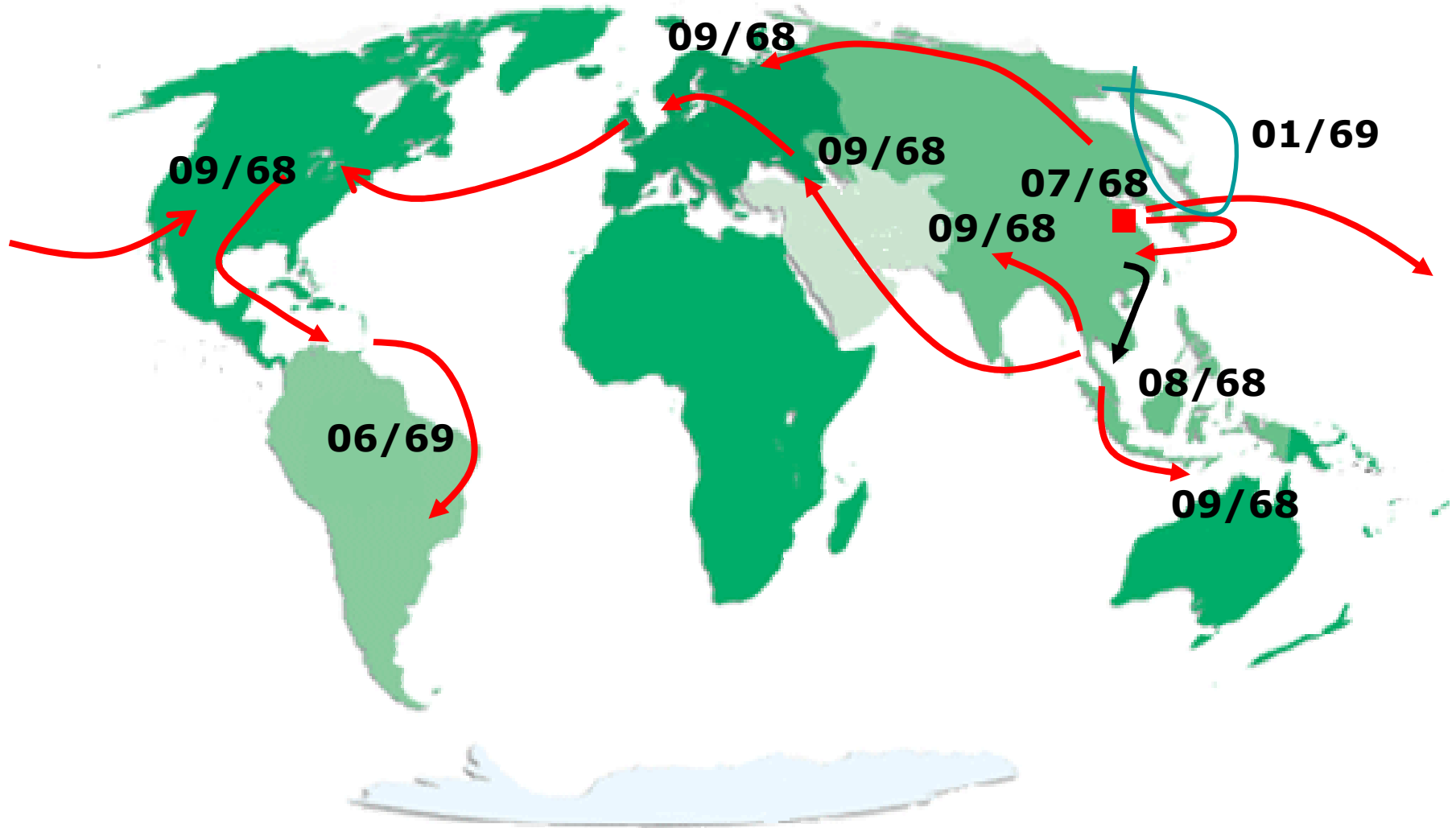


Matthew 25, Verse 13

- “You know not the day nor the hour”



Geographic spread: 1968-69



Reducing the impact through “defence in depth” ...



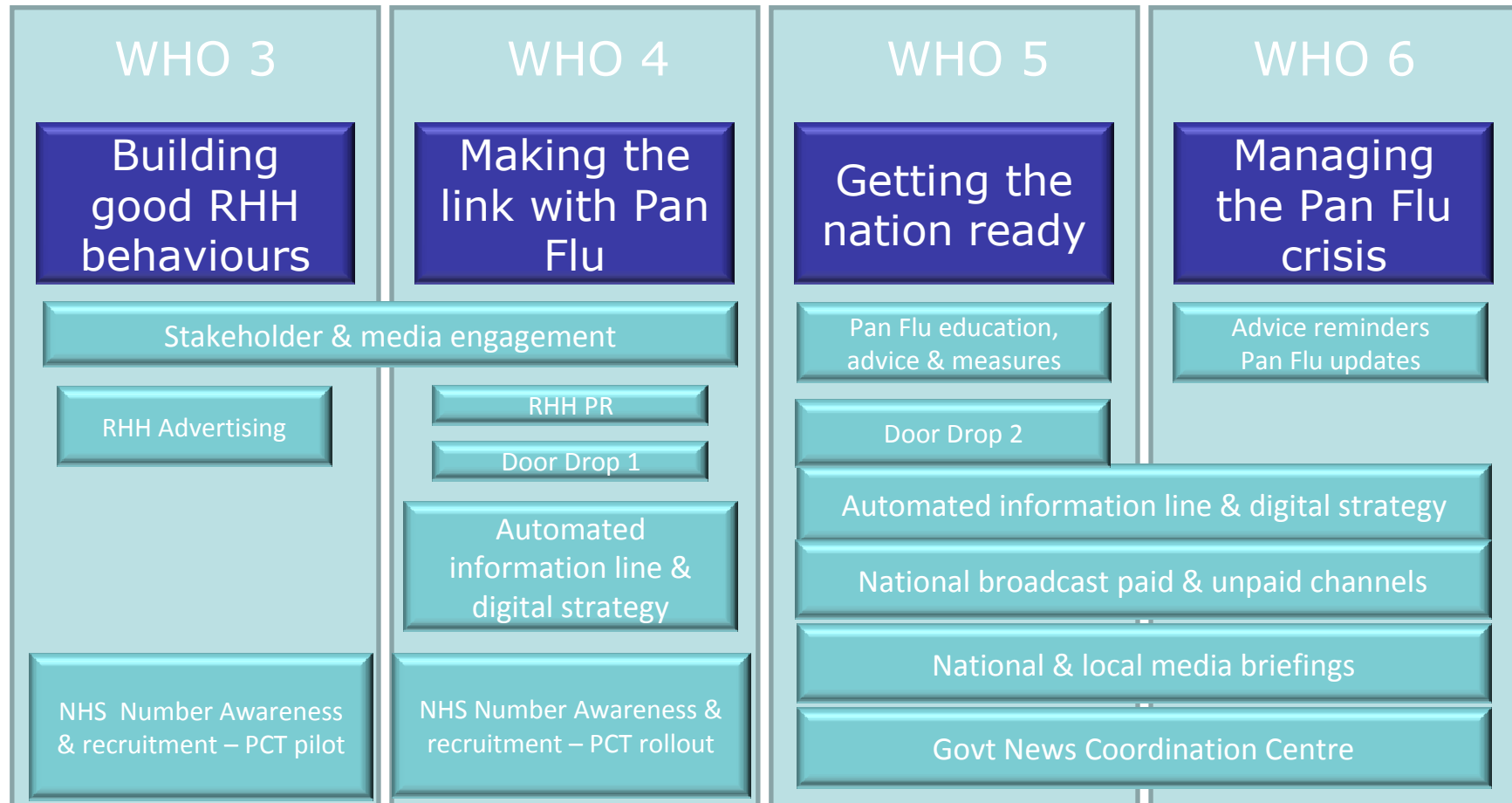
Reducing spread: hygiene. stay at home, school closures

Reducing infection: vaccines

Reducing illness / complications: antiviral drugs; healthcare

Reducing death: antibiotics; healthcare

Communications Strategy by WHO phase



Why communicate?

- WHO view:
- “Communication expertise has become ***as essential*** to outbreak control as epidemiological training or laboratory response”
- “Risk communication should be incorporated into preparedness planning for major events and in ***all aspects*** of an outbreak response.”

WHAT YOU NEED TO KNOW ABOUT PANDEMIC FLU

1) What is pandemic flu and how is it different from seasonal flu?

Pandemic flu is a completely new strain of flu, which is much more serious than ordinary flu and anyone can catch it.

2) What is the current state of pandemic flu in the UK?

The virus is not yet in the UK or Europe, but it may soon start spreading rapidly across the world.

3) How is pandemic flu caught and spread?

The pandemic flu virus is spread through coughs and sneezes and by close contact. Anyone is able to catch it and people are most infectious soon after they develop the symptoms. Because nobody will have immunity, pandemic flu might spread very quickly making a large number of people ill, some of whom may die.

4) What are the signs and symptoms of pandemic flu?

The most significant symptoms are the sudden onset of fever and/or cough/shortness of breath. Other symptoms can include a headache, sore throat, tiredness, aching muscles, chills, sneezing, a runny nose or a loss of appetite.

5) How to prepare for pandemic flu:

If pandemic flu does reach the UK, there are a number of things you will need. Firstly, you will need your NHS or CHI number to get access to treatment advice via the National Pandemic Flu Line Service and phone line. Secondly, if you become ill with pandemic flu, you should stay at home so you will need a Flu Friend to pick up medication and other essentials for you. Flu Friends can be family members, friends or neighbours – start identifying your Flu Friends now.

6) What you can do to protect yourself:

Cover your mouth with a tissue when you cough or sneeze, bin the tissues and wash your hands as soon as possible.

There's a simple way to remember this. CATCH IT, BIN IT, KILL IT.

7) What measures have the UK governments put in place to protect the public?

The UK governments have prepared detailed plans and procedures and are working closely with hospitals, GPs and the World Health Organisation to ensure that the whole of the UK is prepared for this new virus. If pandemic flu reaches the UK, the

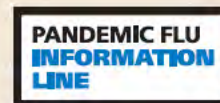
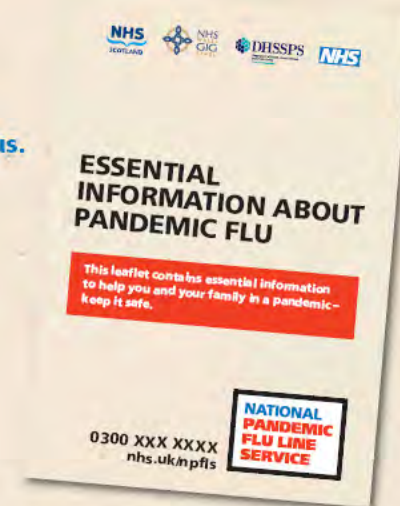
National Pandemic Flu Line Service will be launched, which will enable people to access treatment advice in their own homes via a dedicated web and telephone service. The UK also has stocks of antiviral medicine, enough to treat everyone who becomes ill.

8) Antivirals – what are they and how do they work?

Antivirals won't stop people from catching the virus and they won't cure them, but they can reduce the length of time people are ill by around a day. They can also help to relieve some of the symptoms, making them less infectious. Antivirals may be given to people with pandemic flu who have shown the symptoms for less than 48 hours, as they are less effective after this time.

9) Look out for this leaflet which will be posted through your door in the next two weeks or please call the Pandemic Flu Information Line on 0300 123 5555 or visit www.nhs.uk/pandemicflu

Let's face it together,
not spread it between us.



0300 123 5555
nhs.uk/pandemicflu



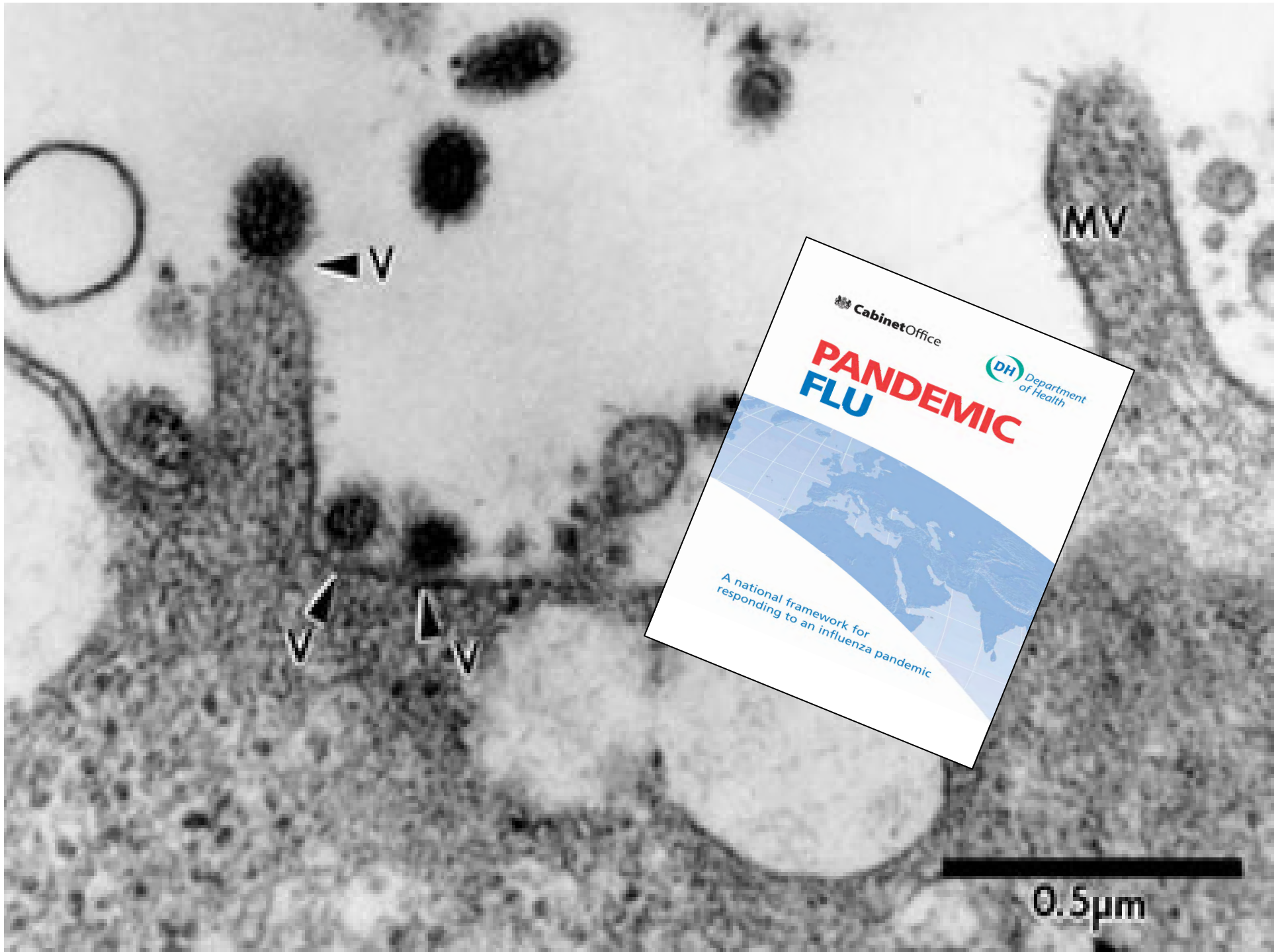
Calls to 03 numbers should cost no more than 01 or 02 UK wide calls and may be included within inclusive call minutes subject to provider and call package.



Bear says: "If I roar in the forest, the entire forest is shivering with fear."

Lion says: "If I roar in the jungle, the entire jungle is afraid of me."

Says the chicken: "Big deal, I only have to cough and the entire planet sh*ts itself."

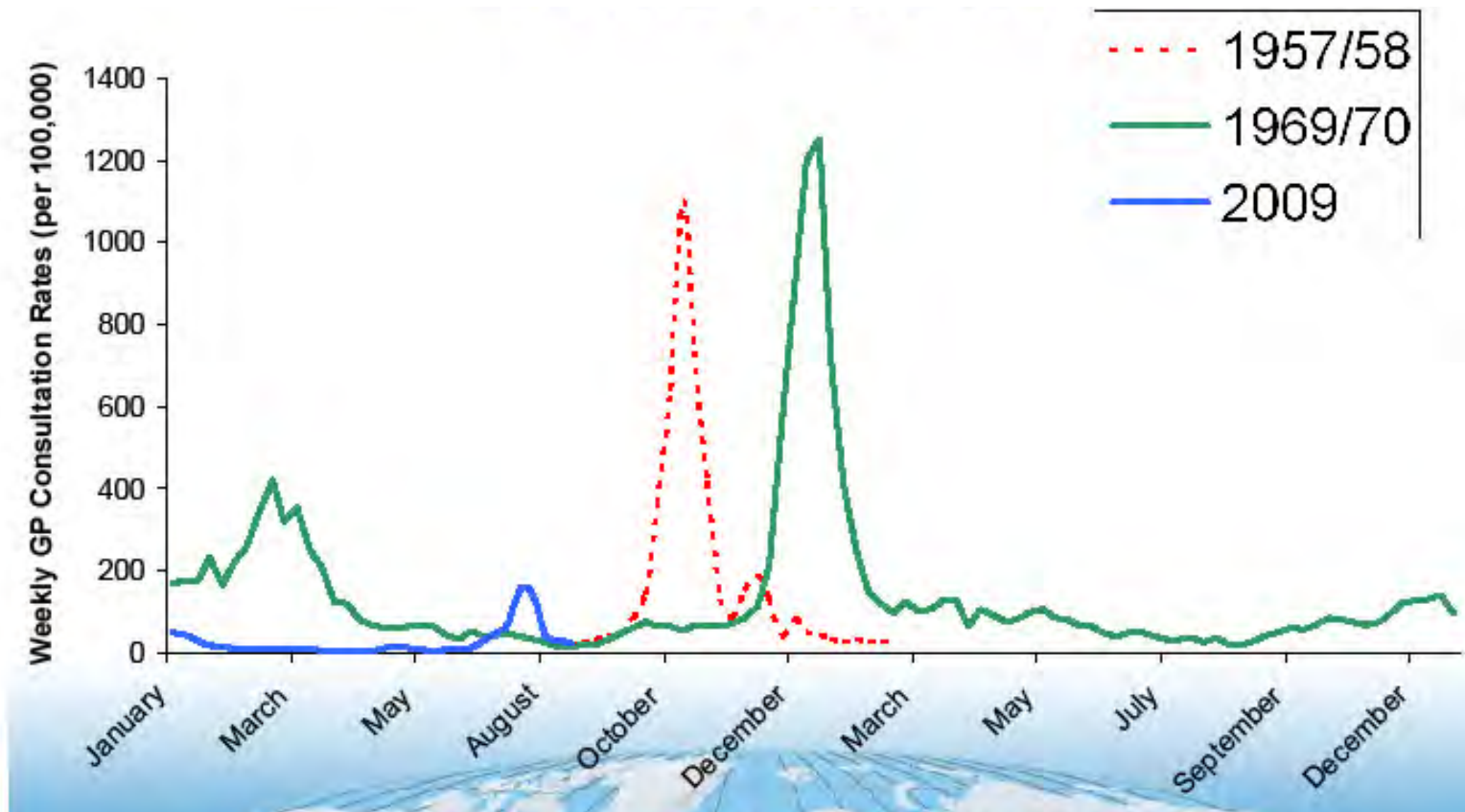


As the two friends wandered through the snow on their way home, Piglet grinned to himself, thinking how lucky he was to have a best friend like Pooh.

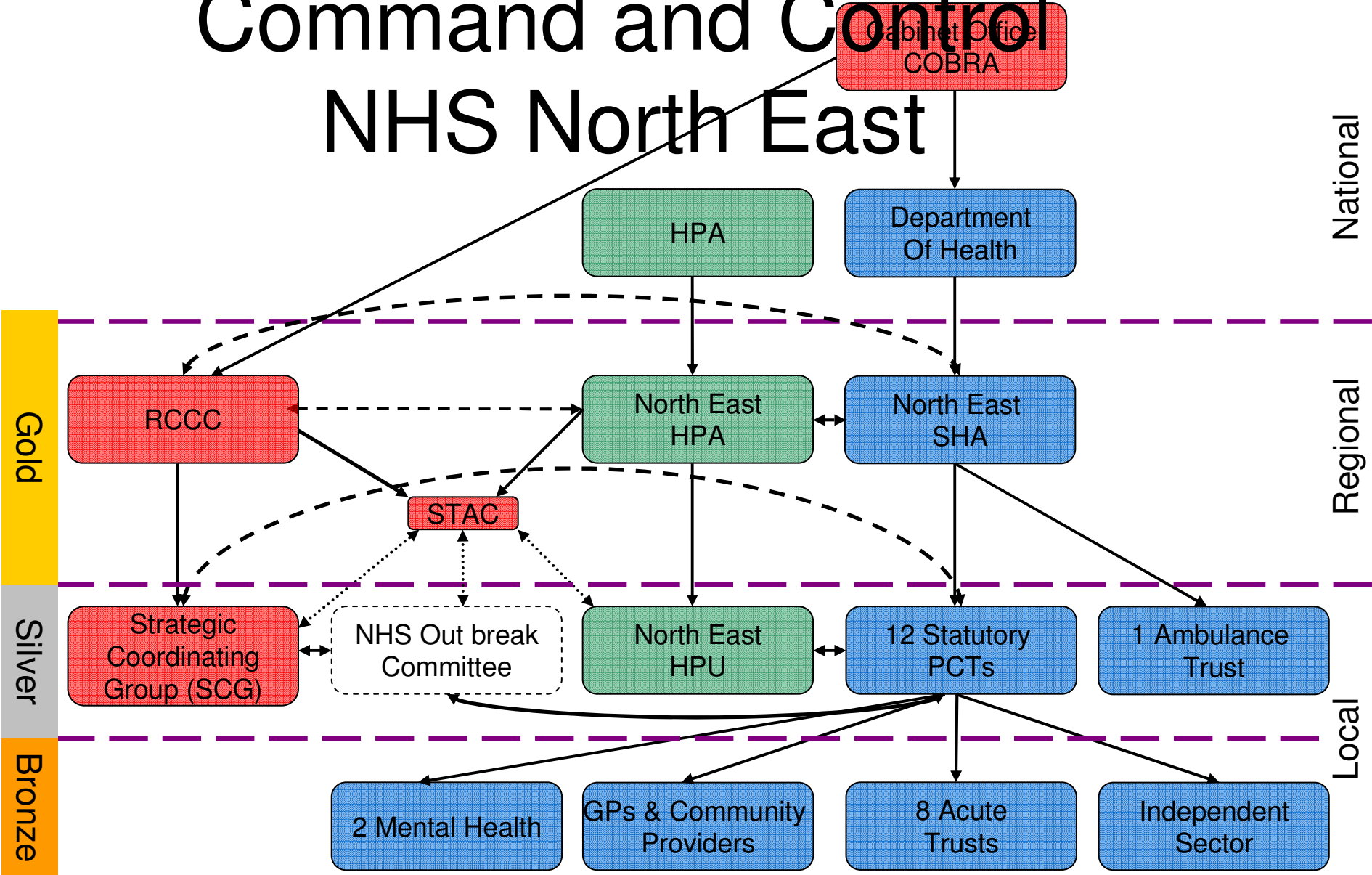


Pooh thought to himself:
"If the pig sneezes,
he's ~~racket~~ dead."

Influenza-like illness Historical comparison



Command and Control NHS North East

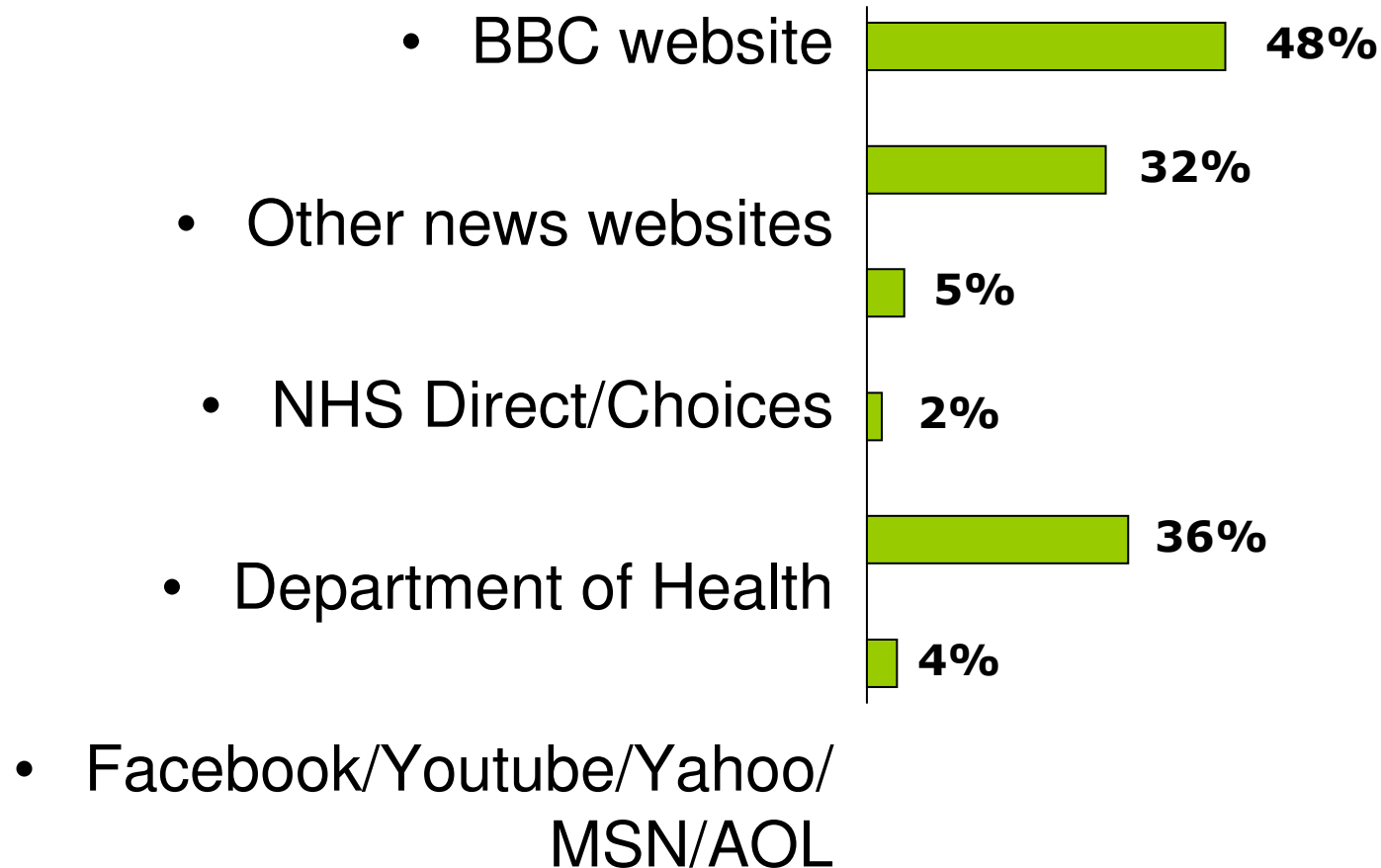


Information requirements remain broadly organized into three strands

- Facts
 - What is pandemic flu?
 - How dangerous is it?
 - What is the swine flu vaccination?
- Explanation/justification
 - Why the Flu Line?
 - Why the prioritization of vaccination?
- Behavioural change/compliance
 - RHH
 - What to do if you get flu



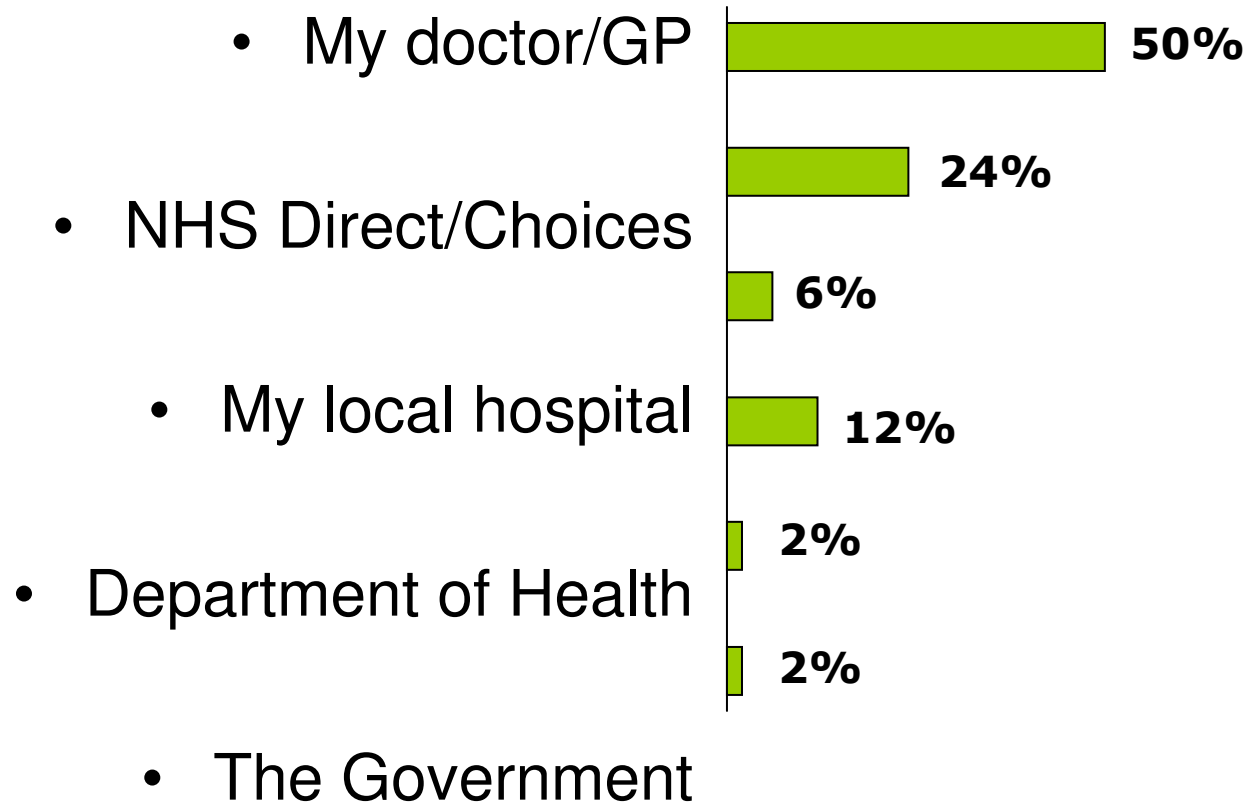
On which websites have you seen advertising or media coverage on swine flu?



Source: MORI poll for Department of Health, May 2009

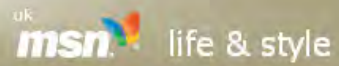
- Other health websites

Which of these would you trust most to advise you during a swine flu pandemic?



Source: MORI poll for Department of Health, May 2009

• The BBC



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 - Wellbeing**
 - Discuss
 - Editor's Blog
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- Healthy Eating
 - Mind, Body & Soul
 - Sport & Exercise
 - Treatment Room
 - New Year: New You
 - Oral Health
 - Insurance Policies



CATCH IT. BIN IT. KILL IT.



Help prevent the spread of colds & flu

Learn how good respiratory and hand hygiene can help prevent the spread of cold and flu bugs and help to keep you and your family healthy. Catch it, bin it and kill it!



Bug hot spots

Cold and flu bugs can survive on some surfaces for hours. View some high-risk surfaces and how to help prevent germs from spreading.

View the gallery now



Perfect daily routine

As a parent, there's lots you can do to educate your family about good respiratory and hand hygiene. This gallery will show you how.

View the gallery now

Protect Your Kids From Cold And Flu

msn video

click to play

1-2 of 2 | share playlist

- Protect Your Kids From Cold And Flu
- Catch it. Bin it. Kill it. from the NHS

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MORE FROM WELLBEING

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Billie Piper and her beach baby



KILLER FLU HITS BRITAIN

Australian virus is set to wreak havoc

BRITAIN'S flu crisis is expected to get even worse within weeks as a deadly Australian strain of the virus spreads across the country. Health officials warned yesterday. The strain first caused a severe epidemic in Australia, killing six children, but arrived here as the UK struggles with its worst flu outbreak for years.

Provisional figures showing infections have spread across the island demonstrate its rapid spread in the past few weeks as thousands of UK patients have been treated from the Christmas holiday period. The UK already has a flu crisis which has led to the suspension of major sporting events. The flu virus of the 2002-2003 season is now all but extinct, replaced by the deadly Australian flu virus which has already been reported in the States.



England's Gerrard held after bar brawl

Lessons

- The importance of planning and preparation
- Communications need to start early
- Consistency of messaging is essential
- Need for clear command and control
- Pre-existing relationships make a real difference
- Using trusted information routes is essential

Lessons

- No plan survives contact with the enemy
- Strategy is a system of expedients
- You can only go with the data available
- Accuracy is not always the same thing as force
- One anecdote doesn't make a crisis
- Credulity vs Cynicism
- Panic vs Apathy
- Keep calm and carry on

