

OREGON DEPARTMENT OF HUMAN SERVICES: PUBLIC HEALTH DIVISION
EMERGENCY PREPAREDNESS PROGRAM



H1N1 Communications

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 **DHS** | Independent. Healthy. Safe.

Provide clear and accurate information to as many people as possible in an uncertain and changing situation

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Outline

- State role
- Local role
- Lessons learned in the spring
- Challenges



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Overview of state's role

- Overall public messaging
- Statewide media advisories, briefings and response
- Statewide pandemic influenza prevention campaign with a focus on vaccination
- Statewide toll-free hotline
- www.flu.oregon.gov



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Overview of state's role, con't

- Targeted outreach for populations with special information needs
- K-12 pandemic influenza preparedness and prevention curricula



Fiona Flu Fighter

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Overview of local role

- Local messaging
- Local media advisories, briefings and response
- Targeted community outreach to at-risk populations
- Respond to questions from local community



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Critical information

- What are the risks?
- How can people protect themselves and their families
- What are we doing to prevent the spread of illness?



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Key messages

- Prepare yourself, your family, your business
- Get vaccinated when shot is available
- Do everything you can to help slow spread



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Key messages

- Wash your hands
- Cover your cough
- Stay home if you are sick



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Lessons learned from spring outbreak

- Public information requires involvement with state and local agencies and private-sector partners
- Messages must be consistent and coordinated
- Translation of messages and outreach to diverse media
- Hold regular media briefings – same place, same time
- Information is going to change – be flexible

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Communication challenges for fall

- Lack of public concern for H1N1 flu
- Getting the message to diverse populations
- Need for three flu shots
- Where and when to get vaccination and treatment
- Vaccine benefits-risks
- Different risk groups from seasonal influenza - reaching young adults is a challenge



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Online pandemic influenza risk

communication training:

www.flu.oregon.gov

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