

# Group Discussion: Pandemic Influenza Preparedness Strengths and Weaknesses

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**World Health  
Organization**

## **Context:**

- Risk perception of an influenza pandemic was decreasing
- H5N1 had not mutated into a pandemic strain
- Media interest low
- Preparedness funding was increasingly difficult to find

# Pandemic Influenza Preparedness and Response: Revised Guidance

## **Key principles:**

- Integration into national emergency frameworks to encourage sustainable preparedness
- Harmonize with IHR

## **Assumptions:**

- Will not be uniform
- Range of Basic Reproduction Rates
- Specific risk to vulnerable populations
- Surveillance would have to shift from #s

# Pandemic Influenza Preparedness and Response: Revised Guidance

**Business continuity**

**Home care of  
suspected cases**

**Personal protection**

**Voluntary quarantine**

**Every Public Health Intervention Relied on  
Effective Communication**

**Mass gatherings**

**Antiviral access and use**

**Food handling**

**Vaccine production,  
distribution**

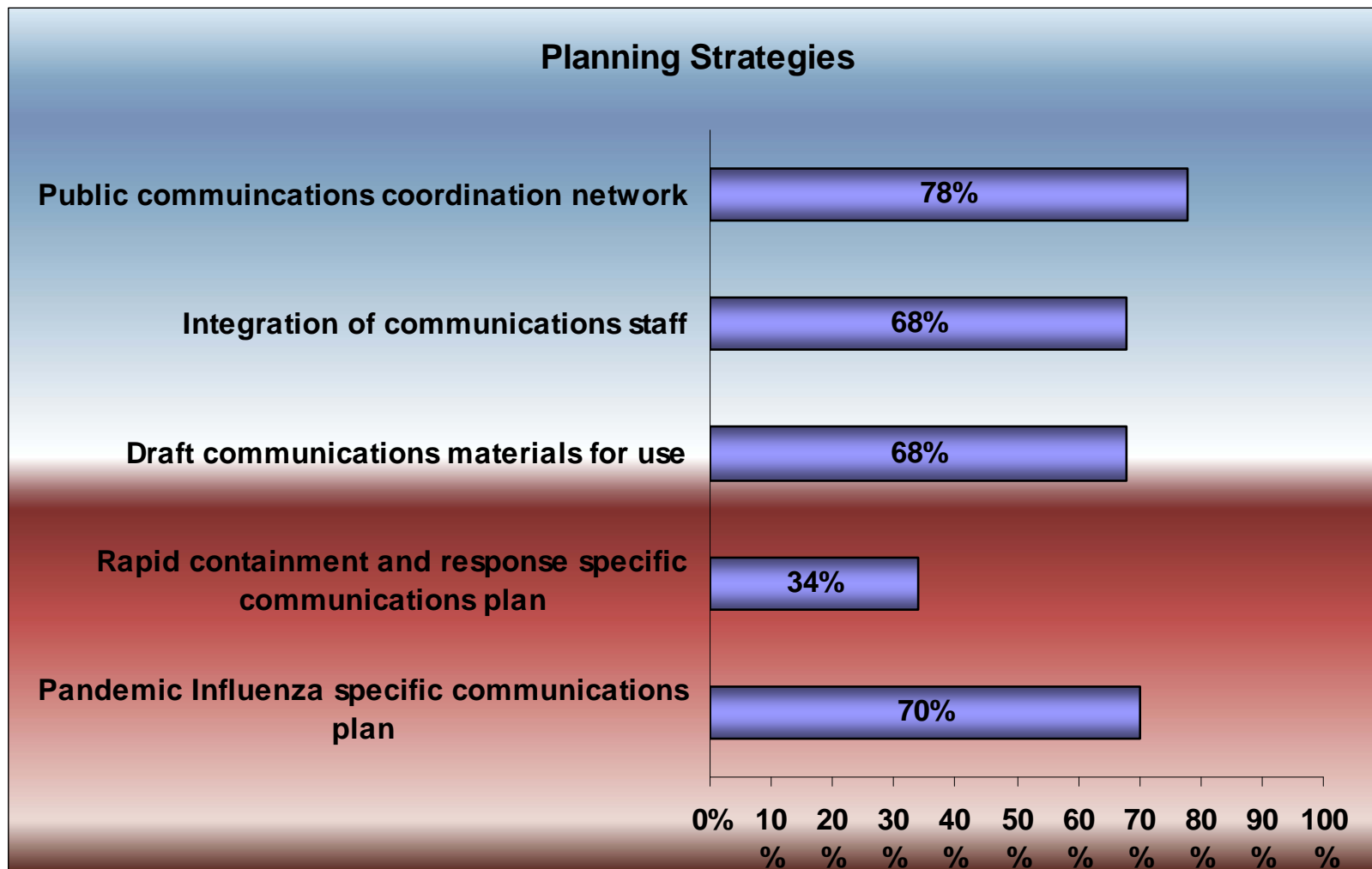
**Modification of  
religious rituals**

**School closure**

## Key changes in communication:

- Integrate risk communication as a crucial enabling tool of each PHI
- Encourage core communication capacity as required by the IHR
- Emphasize information exchange with the public and partners

# IHR Risk Communication Workshop Program Participants



# Group Discussion

**To consider planning and preparedness:  
gaps, strengths and weaknesses**

1. Preparing ourselves – public health organizations
2. Preparing partners – including media partners
3. Preparing citizens – the most important challenge