

# Agenda

## 5<sup>th</sup> Interagency Task Force Meeting on Strategic Communication for Pandemic Influenza in the Americas

21 July 2009

Pan American Health Organization  
525 Twenty-Third Street, NW  
Washington, DC

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### OBJECTIVES:

1. Share communication experiences and best practices surrounding pandemic (H1N1) 2009.
  2. Exchange information on communication strategies and activities in the region.
  3. Evaluate and develop new ways of working collaboratively over the next year.
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<b>8:45 – 9:00</b>	<b>Registration</b>	
<b>9:00 – 9:15</b>	<b>Welcome and Overview of the Day</b>	<i>Bryna Brennan, PAHO</i>
<b>9:15 – 9:30</b>	<b>Technical Update</b> <ul style="list-style-type: none"><li>• <i>Emergence of H1N1, existence of H5N1</i></li></ul>	<i>Ximena Aguilera, PAHO/CD</i> Senior Advisor
<b>09:30 – 10:45</b>	<b>Influenza A/H1N1 Communication Issues</b> <ul style="list-style-type: none"><li>• <i>A new virus emerges in North America</i></li><li>• <i>The Global Response</i></li><li>• <i>Challenges</i></li></ul>	<i>JM Diez, UNIC</i> <i>Gregory Hartl, WHO</i> <i>Annete Hearnrsr, PIC-OCHA</i>
<b>10:45 – 11:00</b>	<b>Coffee break</b>	
<b>11:00 – 12:30</b>	<b>Pandemic Influenza</b> <ul style="list-style-type: none"><li>• <i>Social Mobilization</i></li><li>• <i>Swine Flu</i></li></ul>	<i>Gaurav Garg, UNICEF</i> <i>Monica Montero, IICA</i>
<b>12:30 – 13:30</b>	<b>Lunch</b>	
<b>13:30 – 15:30</b>	<b>Communication &amp; Interagency Collaboration</b> <ul style="list-style-type: none"><li>• <i>Framework Review and discussion</i></li></ul>	<i>Robert Cohen</i>
<b>15h30 – 15h45</b>	<b>Coffee break</b>	
<b>15h45 – 17h00</b>	<b>Next steps</b>	<i>Bryna Brennan</i>

Moderated by Robert Cohen, *Rain Barrel Communications*