

Online Pandemic Influenza Risk Communication Articles by Peter Sandman and Jody Lanard

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INDEXES OF RELEVANT WRITING:

- Index re risk communication about the H1N1 pandemic: <http://www.psandman.com/index-infec.htm#swineflu1>
- Index re risk communication about other pandemics: <http://www.psandman.com/index-infec.htm#birdflu>
- Everything we've written about risk communication regarding infectious diseases: <http://psandman.com/index-infec.htm>
- Index re communication in crisis situations: <http://www.psandman.com/index-CC.htm>
- List of crisis communication handouts: <http://www.psandman.com/handouts/AIHA-DVD.htm>

SPECIFIC RECOMMENDED ARTICLES – H1N1 PANDEMIC

- “Swine Flu Pandemic Communication Update” (updated every few weeks): <http://www.psandman.com/col/swinecomm.htm>
- “Archive of Past Swine Flu Pandemic Communication Updates”: <http://www.psandman.com/col/swine-old.htm>
- “Containment as signal: Swine Flu Risk Miscommunication”: <http://www.psandman.com/col/swineflu2.htm>
- “The Swine Flu Crisis: The Government Is Preparing for the Worst While Hoping for the Best – It Needs to Tell the Public to Do the Same Thing!”: <http://www.psandman.com/col/swineflu1.htm>

SPECIFIC RECOMMENDED ARTICLES – PANDEMIC COMMUNICATION (assumed H5N1)

- “What to Say When a Pandemic Looks Imminent: Messaging for WHO Phases Four and Five”: <http://www.psandman.com/col/panflu4-1.htm> (page 1 of 4)
[Note: This article focuses on how to warn people about the possibility of a severe pandemic.]
- “Superb Flu Pandemic Risk Communication: A Role Model from Australia”: <http://psandman.com/col/abbott.htm>
- “The Flu Pandemic Preparedness Snowball”: <http://www.psandman.com/col/panflu3.htm>

OTHER RECOMMENDED READINGS:

- “Fear of Fear: The Role of Fear in Preparedness, and Why it Terrifies Officials”: <http://www.psandman.com/col/fear.htm>
- “Beyond Panic Prevention: Addressing Emotion in Emergency Communication”: <http://www.psandman.com/articles/beyond.pdf>
- “Risk Communication Recommendations for Infectious Disease Outbreaks”: <http://www.psandman.com/articles/who-srac.htm>
- “WHO Expert Consultation on Outbreak Communications – Singapore’s SARS Outbreak Communications”: <http://www.psandman.com/articles/sarscomm.htm>

SAMPLE SET OF RISK/CRISIS COMMUNICATION SEMINAR SLIDES (with notes)

- Philippines Department of Health, June 16-20, 2008: <http://riskcommunication.typepad.com/JodySlidesOct2008.ppt>