

Appendix H: Model for Risk and Outbreak Communication Plan

Target Audience	Preparation Phase	Response Phase	Recovery Phase
<i>Government authorities</i>	<ul style="list-style-type: none"> • Prepare briefing on the risk of introduction of CHIKV to the authorities in coordination with the subject matter experts • Train spokespeople on this subject • Develop a plan for risk and crisis communication • Coordinate with the media and other social stakeholders 	<ul style="list-style-type: none"> • Activation of communication plan 	<ul style="list-style-type: none"> • Evaluation and adjustment of communication plan
<i>Public health and emergency response authorities</i>	<ul style="list-style-type: none"> • Establish protocol for use of incident management/ emergency operations approach if not in place • Conduct exercises to allow communication responders to know emergency response structure and their roles 	<ul style="list-style-type: none"> • Establish Joint Information Center within Emergency Operations Center • Establish regular meetings of PIOs and strategic communication staff for all agencies involved and regular meeting schedule with other key elements of operational response 	<ul style="list-style-type: none"> • Conduct “lessons learned” assessment of communications response and use of emergency response structure
<i>Medical personnel</i>	<ul style="list-style-type: none"> • Develop and provide information via websites, booklets, pamphlets, and pocket guides • Participate in conferences addressing risk factors, case definition, diagnostics and risk factors • Develop FAQ addressing differences between CHIKV and dengue • Establish infrastructure for hotline for clinical support 	<ul style="list-style-type: none"> • Implement response plan(s) • Provide updated, easy-to-access information concerning epidemiology of outbreak, risk factors, case definition, diagnostics, etc. • Update information flow as necessary • Activate and staff an information hotline for clinical support 	<ul style="list-style-type: none"> • Continue to provide updates • Continue to support the clinical hotline • Provide information concerning sequelae • Evaluate communication with the clinical community, gather “lessons learned” • Provide final response report

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<i>Hospitals</i>	<ul style="list-style-type: none"> • Develop and provide information for preparedness planning, patient management • Develop a handbook or pocket guide addressing the type of information that should be shared with CHIKV patients, patients' families, and hospital personnel, and hospital associated personnel (emergency medical personnel) 	<ul style="list-style-type: none"> • Implement contingency plans with the hospitals • Gather information from the hospitals to support information and counseling for CHIKV patients, patients' families, and hospital personnel, and associated personnel (emergency medical personnel, Red Cross, paramedics, fire services, public safety, etc.) • Use gathered information to facilitate communications other sectors and the population in general concerning status of the hospital operations and medical care support locations 	<ul style="list-style-type: none"> • Evaluate the communications plan • Gather information for lessons learned • Provide final report to the hospital community
<i>Associations of health professionals and medical sciences</i>	<ul style="list-style-type: none"> • Collaborate with associations to educate members via lectures, newsletters, social networking and websites addressing risk factors, case definition and diagnostics, treatment and sequelae • Provide the associations with FAQ sheets • Work with associations to provide prevention messages to the general population 	<ul style="list-style-type: none"> • Intensify communications with the medical sciences and health professional associations with respect to health care services and look for disease patterns and trends 	<ul style="list-style-type: none"> • Evaluate the timeliness of information provided to the associations as well as the timeliness of transfer of the information to the association membership
<i>Laboratory – government and private labs</i>	<ul style="list-style-type: none"> • Develop and provide information addressing sample management, 	<ul style="list-style-type: none"> • Activate information channels for timely 	<ul style="list-style-type: none"> • Evaluate communications with the

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	tests, procedures, and materials in both electronic and hardcopy formats via video conferences, workshops, etc.	gathering of information to support the decision cycles at the operational level, to include the health care services	laboratory system <ul style="list-style-type: none"> • Continue to gather information from labs • Gather lessons learned
<i>Vector control personnel</i>	<ul style="list-style-type: none"> • Vector control personnel and communicators work together to develop and provide information concerning possible CHIKV vectors and integrated vector management in both electronic and hardcopy formats via video conferences, workshops, etc. for vector control personnel and the general population 	<ul style="list-style-type: none"> • Activate communication plan with health professionals and other actors • Gather information concerning the effectiveness of ongoing integrated vector management activities if appropriate • Provide updated information to the health professionals concerning protection and prevention 	<ul style="list-style-type: none"> • Evaluate communications actions for vector control and gather “lessons learned” • Gather information concerning best practices for vector management
<i>Local and regional health department personnel, epidemiologists</i>	<ul style="list-style-type: none"> • Health department staff, epidemiologists and communicators work together to develop and provide information to be used by public health partners and the media to address the surveillance methods, analysis of data, and development of messages for the general population 	<ul style="list-style-type: none"> • Activate information channels for timely gathering of information to support the decision cycles at the operational level, including health care services 	<ul style="list-style-type: none"> • Evaluate communications with health departments and epidemiologists • Gather “lessons learned”
<i>Blood banks</i>	<ul style="list-style-type: none"> • Provide information to blood bank managers concerning risks associated with CHIKV • Develop and provide information concerning blood product management and risks, as well as 	<ul style="list-style-type: none"> • Establish active communications with the blood banks to address shortages of supplies and donors within restricted areas to inform the general 	<ul style="list-style-type: none"> • Evaluate the effectiveness of recommendations the blood banks provide to the blood donors • Develop a

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	preparation for donor shortages. <ul style="list-style-type: none"> • Develop donor screening guidelines and procedures • Develop fact sheets for donors and prospective donors for distribution in the blood banks 	population as well as the media <ul style="list-style-type: none"> • Coordinate with implementation of donor screening guidelines and procedures in areas impacted by CHIKV emergence 	communications plan to support lifting of restrictions for donations within the previously restricted area
<i>Travelers associations, businesses, and organizations</i>	<ul style="list-style-type: none"> • Outreach to travelers to regions at risk for CHIKV, describing symptoms and prevention of the disease, using official and business websites and factsheets, as well as other means (CCTV, message boards, and public service announcements) 	<ul style="list-style-type: none"> • Request travel and tourism industry operators to intensify the communication activities included in the travelers information plan • Provide updates concerning disease status and preventive and protective actions 	<ul style="list-style-type: none"> • Evaluate the timeliness of response by the travel industry • Gather “lessons learned”
<i>Maritime, land and air transportation industry and authorities (ports)</i>	<ul style="list-style-type: none"> • Develop Travelers Health Alert Notices pre-event for use by port authorities, customs and transportation security agencies • Provide the industry and authorities with information concerning the requirements of the IHR 	<ul style="list-style-type: none"> • Request maritime, land and air industry and port representatives to intensify their communications activities as appropriate for the response • Provide updates concerning disease status and preventive and protective actions 	<ul style="list-style-type: none"> • Evaluate the timeliness of response by the travel industry • Gather lessons learned
<i>Civil Authorities, Government Officials</i>	<ul style="list-style-type: none"> • Engage in advocacy to gain the support needed for effective preparation and response. • Keep open channels with local, regional and national levels of government 	<ul style="list-style-type: none"> • Implement the communications plan with the other government authorities, updating spokespersons information • Include appropriate 	<ul style="list-style-type: none"> • Evaluate the effectiveness of preparation and response communications activities conducted with

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	<ul style="list-style-type: none"> • Designate and train spokespersons providing function-specific information appropriate for the level of responsibility 	<p>representatives in JIC</p>	<p>authorities and officials</p> <ul style="list-style-type: none"> • Gather “lessons learned”
<i>General Population:</i>	<ul style="list-style-type: none"> • Conduct baseline assessment of knowledge, attitudes and behaviors; with particular attention to potentially sensitive issues such as pesticide use • Develop messages addressing identified needs • Use multiple channels to inform the general public of the potential for CHIKV risk and means of prevention and protection • Plan for use of hotlines, and support of local hotlines as appropriate • Develop health education materials such as website pages, posters, pamphlets, handbills, billboards, SMS text messaging and social media, and on-line social networking • Consider the use of interpersonal communication through group meetings, schools and optimal use of traditional/folk media 	<ul style="list-style-type: none"> • Disseminate and/or intensify information within the various communications channels, including mass media, electronic, non-conventional and interpersonal channels, (public and private) • Special campaigns may be carried out via mass media including local newspapers/magazines, radio and TV as well as outdoor publicity such as billboards. • Monitor communication channels. Assess delivery of the messages • Increase efforts to garner support of insecticide and other control measures, as needed. • Develop location-specific messaging and update as appropriate • Open hotlines, and support local hotlines as appropriate. 	<ul style="list-style-type: none"> • Evaluate effectiveness of the communications plan. • Continue to provide updates • Gather “lessons learned” and include in final report
<i>Media</i>	<ul style="list-style-type: none"> • Develop and maintain relationships 	<ul style="list-style-type: none"> • Establish a permanent 	<ul style="list-style-type: none"> • Continue to provide

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	<p>with the media that will support communications activities.</p> <ul style="list-style-type: none"> • Provide training, participating in interviews, and develop Public Service Announcements to advise and prepare media partners for potential CHIKV activity • Prepare spokespersons. Spokespersons must be technically and politically credible and willing to interact with the press on short notice 	<p>channel of information with media for regular communications including briefings and interviews.</p> <ul style="list-style-type: none"> • Disseminate regular reports from JIC concerning the status of outbreak to provide a consistent message • Monitor press reports and coverage. Conduct analysis of reports for appropriateness and relevance and adjust messaging/strategies accordingly 	<p>updates to the media, including appropriate messaging as the risk of transmission is reduced</p> <ul style="list-style-type: none"> • Evaluate implementation of the communications plan to introduce necessary adjustments to the plan • Gather “lessons learned”
<i>Faith-based communities</i>	<ul style="list-style-type: none"> • Develop and provide information for use within religious media networks, during services, and among outreach groups 		
<i>Non-Government Organizations (NGO), humanitarian groups, community-based health organizations, and other civil society organizations</i>	<ul style="list-style-type: none"> • Collaborate with these organizations for outreach to organize, sensitize and educate their communities 	Collaborate with leadership of these organizations to further protection and prevention efforts and vector management	Evaluate involvement of these organizations in the communications plan for preparation and response to CHIKV
<i>Educational system</i>	<ul style="list-style-type: none"> • Collaborate with the education system to develop lessons, teaching materials and content that will raise awareness of CHIKV, as well as sanitation and other preventive measures • Seek to have lessons on CHIKV risks and response in the school 		

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	<p>curriculum to promote and expand awareness, as the students become communications multipliers</p>		
<p><i>Private Sector: Business</i></p>	<ul style="list-style-type: none"> • Collaborate with the private sector in preparing their plans to organize, sensitize and educate their organizations, employees and customers • Seek to involve the private sector in the government efforts for preparation and prevention communications activities 	<ul style="list-style-type: none"> • Collaborate with the private sector to intensify their communications activities and to further the government's communication initiatives addressing protection and prevention efforts and vector management • Provide updates to the private sector concerning the response 	<ul style="list-style-type: none"> • Evaluate involvement of private sector in the communication plan for preparation and response to CHIKV • Gather "lessons learned"