

Risk Communications

The 3 R's of H1N1



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**Director, Communications
Emergency Preparedness & Response**



**Los Angeles County
Office of Education**

Risk Communications - Goals



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- Do No Harm
- Inform & Educate
 - Alert & Alarm
- Guidance on How to Respond to Crisis
- Timely & Relevant
- Build Trust & Confidence
- Fear Management

RISK



Risk Communications Strategies



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- **Provide Specific Information To Reduce Anxiety & Fear**
- **Help Audience Respond Appropriately**
- **Prevent Damaging Responses**

RISK



Getting It **Right**



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3 Rs

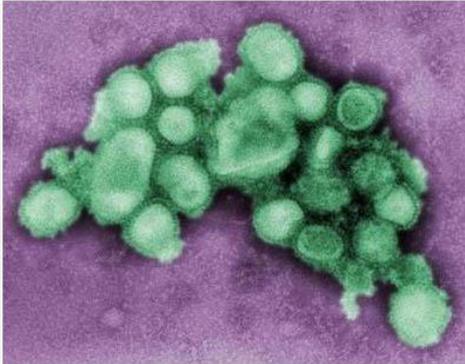
- Right **Information**
- Right **People**
- Right **Time**



Novel H1N1 – Case Study



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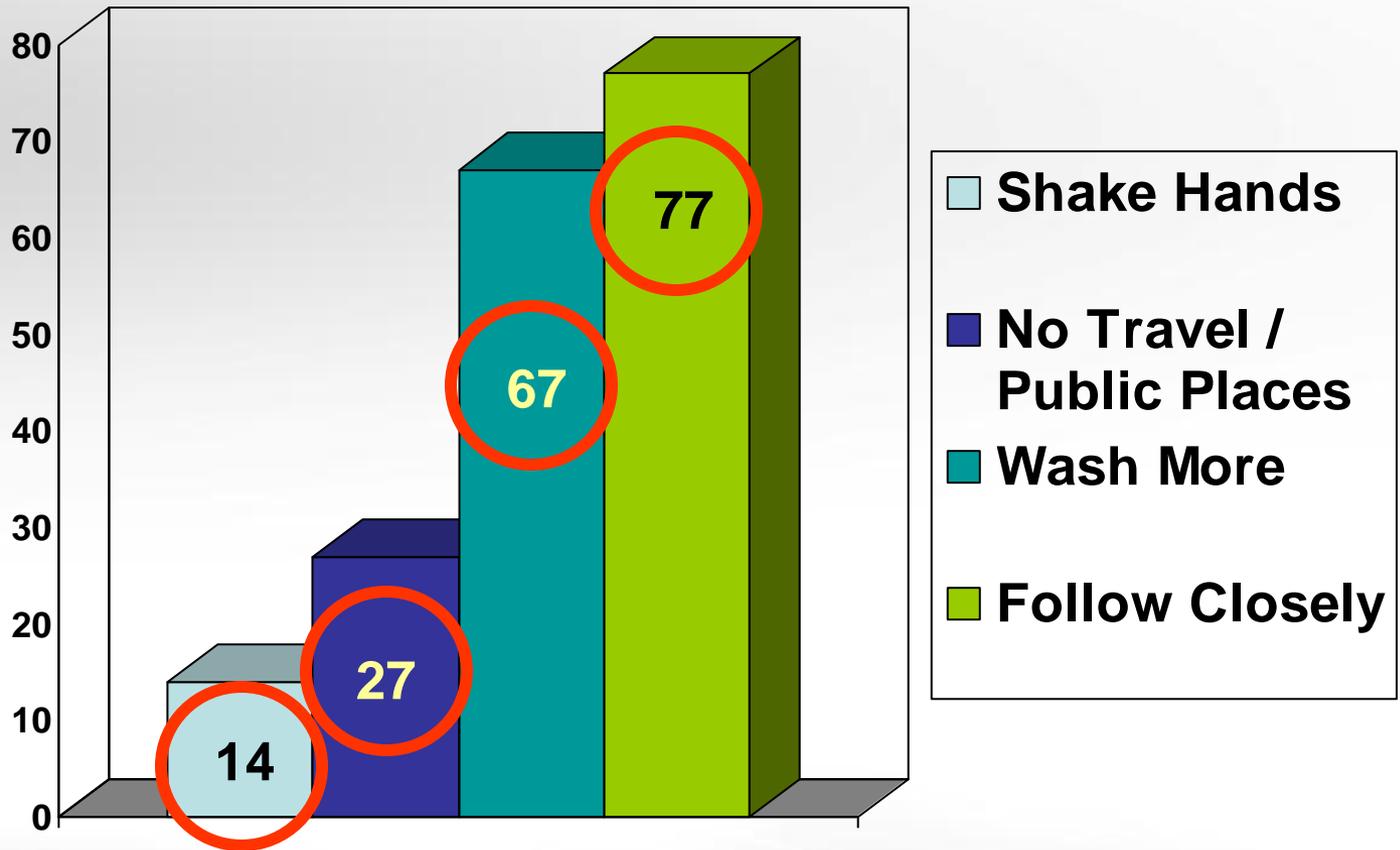
- **World-wide Scale**
- **Many Unknowns**
- **New Courses of Action**
- **High Media Interest**
- **Constant Changes**
- **Working Style: Adaptable**



H1N1 Impact / Harvard Survey



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Right Information: Crisis



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- What Is Happening?
- How Does It Affect Me?
- What Is Being Done?
- Who Is To Blame?



Right Information: Messaging



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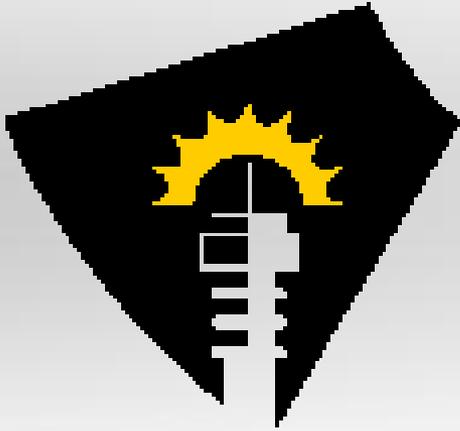
- **Say: What Know & Don't Know**
- **Don't Say: Don't Worry/Don't Panic**
- **Foreshadow – What Might Happen**
- **Be Honest**
- **Jargon Free**
 - **Less Comprehension During Crisis/Stress**



Media Relations



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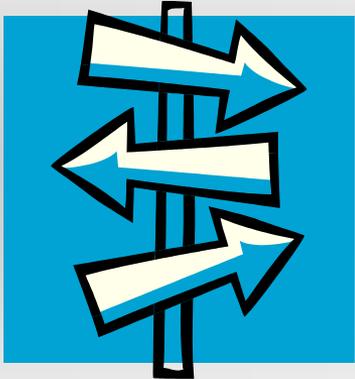
- **Designate Trained Spokesperson**
 - Not Always Person w/Title
- **Stay on Message**
- **Provide Context**
- **24/7 Deadlines – Online Media**



Right Information



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- **Quality of Information**
 - Credible Sources
- **CDC / WHO / US ED / DHS / HHS**
- **Can Result in Overload & Conflicts**
- **Local Health Agency**
 - Relationship Dependent
- **Anticipate Increased Demand**



Right People



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- **Parents / Students**
- **Staff: Teachers / Aides / Administrators / Support Staff**
- **Community**
- **Media**
- **Consistent Base Message**
 - **Modify for Audience (If Needed)**



H1N1: Parents w/Children



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- **48% Will Get Sick in 2 Years**
- **50%**
- **Schools Provided NO Information On Reducing Spread**



Right Time



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- **Fast AND Accurate**
- **H1N1 Rapid Changes In:**
 - Numbers / Locations
 - Diagnosis & Confirmation
 - Treatment Methods
 - School Closures
- **News Media Driving Need**
- **Use Most Efficient Strategies**



Coverage – Sources Cited



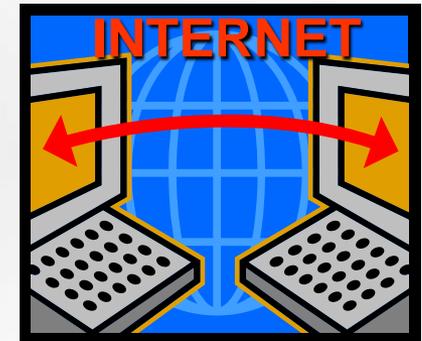
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32%



21%



17%



16%



9%

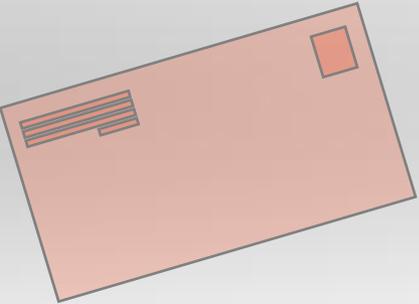


Strategies – Parents & Students



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- **Letters – Multi-lingual**
- **Phone Messaging Systems**
 - Parents / Staff
- **E-mail / Web Resources**
- **Hot Lines**
- **Parent Meetings**
- **Media Briefings**



Collaborations / Messaging



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**Webcast: Education
Homeland Security
Health Human
Services / Surgeon
General**



District & School Staff



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- **Authority: Superintendent**
- **Credible Materials**
 - Accessible
- **Visible Actions**
- **In Person – Nurse**
 - Principals Meetings
- **Central Reporting Point**
- **Consistent Communications**



Communications Plans



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- **Lead Contact**
- **Resources & Capacity**
- **Establish Protocols / Processes**
- **Set Information Systems**
- **Multi-lingual Capability**
- **Continuity of Operations**





Support School Districts



- **Office of Education Communications**
- **Daily e-mails**
- **Forwarded Health Information**
 - Keyed to News
- **Briefings & News Conferences**
- **Conference Opportunities**
 - State Superintendent
 - Public Health Officials
- **Served As Central Contact Point**

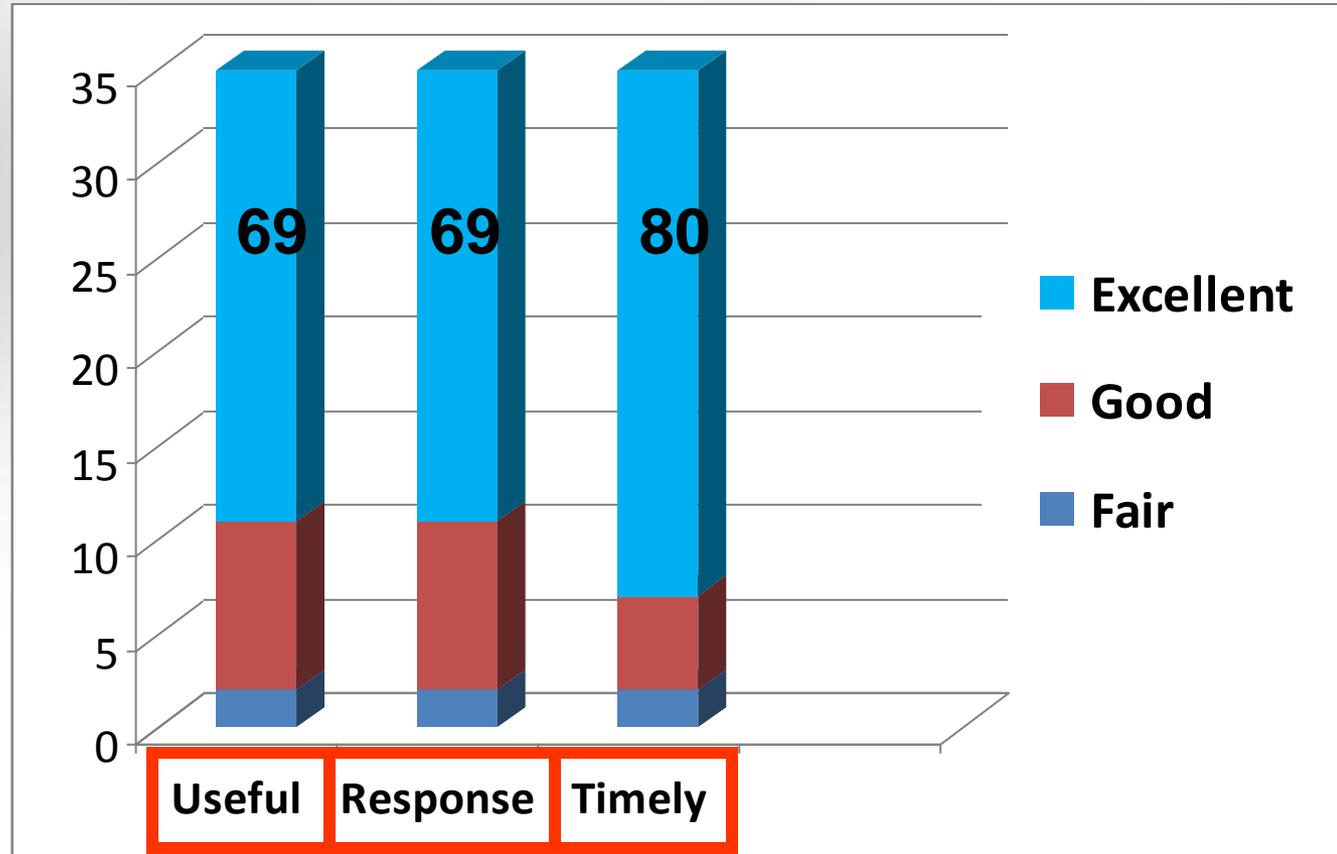


Superintendents: Effective?



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Rating H1N1
Efforts by
Los Angeles
County Office of
Education



Next?



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History Lessons



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As swine flu wanes, U.S. preparing for second wave



- **1918 Pandemic**
 - 2nd Wave
- **1976 Swine Flu - Warning**
 - New Vaccine Fast Tracked
 - 450 Cases of Paralysis – Related?
- **H1N1 Vaccine**
 - Field Testing Now
 - Available Mid-October?
 - School Begins - Earlier!



Two Vaccination Campaigns



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- **Seasonal Influenza**
- **H1N1**
 - 2 Courses
 - Key Populations
- **Ages 6 Mos – 24 Yrs**
 - Schools
- **Pneumovax?**
- **Complex Messaging**



H1N1 Lessons



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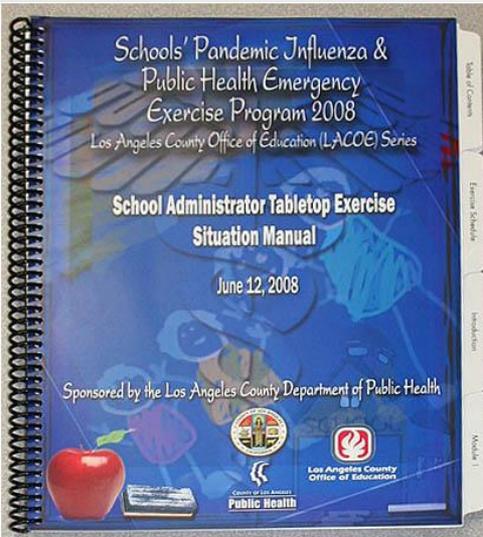
- **Learn from April Outbreak**
- **Review Relationships**
- **Risk Communications In Place**
- **Prevention**
- **Proactive Vaccination Planning**
- **Extended Closures**
 - **Business & Instructional Continuity**



Pandemic Flu Toolkit / Exercise



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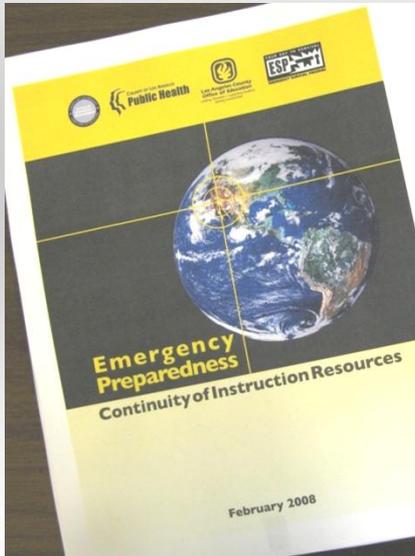
- **Background on Multiple Diseases**
- **Sample Letters**
- **Customizable**
- **Health Professionals**



Continuity of Instruction



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- **Keep Students Engaged**
- **Build Instructional Packets**
- **Web-based Instruction**
- **Public Radio**
- **Involve Teachers in Planning**

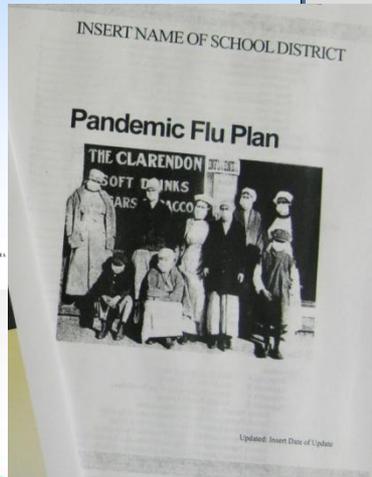


Sample School Flu Plans



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Pandemic Influenza
School Planning Toolkit



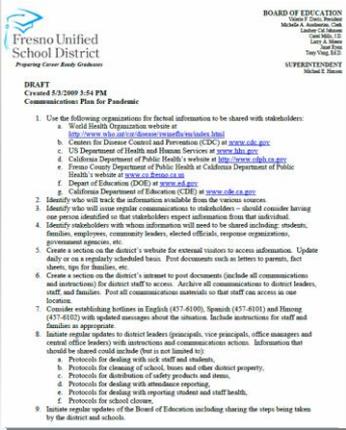
- **Planning Steps**
- **Severity Levels**
- **Incident Command System**
- **Resources**
- **Sample Letters**
- **Customizable / Word document**



Sample Communications Plan



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- Planning Guidelines
- Specific Steps
- Protocols



Resources



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- flu.gov
- lacoed.edu/sirs (Los Angeles County Office of Education)
- nspra.org (National School Public Relations Association)
- <http://emergency.cdc.gov/cerc/>
- readycaschools.org



Contributors



Los Angeles County
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- **US Department of Education**
- **Contra Costa County Office of Education**
- **Fresno Unified School District**
- **Kern County Office of Education**
- **Los Angeles Unified School District**
- **Palm Springs Unified School district**
- **Pleasanton Unified School District**
- **Santa Barbara School Districts Solano County Office of Education**
- **Stanislaus County Office of Education**
- **William S. Hart Union High School District**



Thank You...

Frank Kwan
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Emergency Preparedness & Response



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