



SAMPLE MESSAGE PLANNING

Audience	Key Message	Supporting Facts	Communication Channel
General Public	A pandemic flu is a worldwide flu outbreak.	<ul style="list-style-type: none"> <li>▪ Pandemic flu occurred 3 times in the last century.</li> <li>▪ Most scientists believe it's only a matter of time until there's another pandemic.</li> <li>▪ The flu spreads from person to person and is highly contagious.</li> <li>▪ Pandemic flu is expected to have a high death rate.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Department website</li> <li>▪ Fact sheet</li> <li>▪ Press release to newspaper, local TV</li> </ul>
General Public	If the current Asian bird flu spreads to humans, no one will be protected.	<ul style="list-style-type: none"> <li>▪ The U.S. is working with the World Health Organization to take necessary steps to meet the threat of a flu pandemic.</li> <li>▪ Vaccine will not be available initially.</li> <li>▪ New vaccine production can take as long as 3-6 months.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Department website</li> <li>▪ Fact sheet</li> <li>▪ Press release to newspaper, local TV</li> </ul>
General Public	We are prepared to respond with a flu pandemic plan in place.	<ul style="list-style-type: none"> <li>▪ We have stepped up disease tracking capabilities.</li> <li>▪ We have trained staff &amp; partners to respond through mass dispensing drills based on county plans.</li> <li>▪ We are coordinating with federal agencies to receive and distribute vaccine once it is made available.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Department website</li> <li>▪ Fact sheet</li> <li>▪ Press release to newspaper, local TV</li> </ul>

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