

Pandemic Influenza Communications Preparedness

The Client: Public Health Agency of Canada (PHAC)

The Challenge:

Based on its experience of successfully completed several similar projects, Decision Partners was asked to help design and facilitate the development of PHAC's Pandemic Influenza Strategic Risk Communications Plan.

The Solution:

The Plan was designed to support Public Health Agency of Canada communicators in their role of effectively planning for and, if necessary, responding to an influenza pandemic. As part of its efforts to support this initiative, Decision Partners developed an Expert Model of influences on personal and family decision making related to pandemic influenza planning and preparedness, drawing on insight from experts, professionals and individuals on pandemic influenza preparedness at the family level – primarily medical officers of health, public health planning experts, and health risk communications professionals from Health Canada, PHAC, the Provinces and Territories, and support agencies (such as the Red Cross). The Expert Model served as the base from which a comprehensive communications strategy and plan – including message frames for each phase of a pandemic – was developed to ensure a consistent and aligned approach by stakeholders at all levels (federal, provincial/territorial and municipal).

The Result:

This approach and the Expert Model combined are considered a leading best practice and have been shared with the G7 nations and Mexico and incorporated into these countries' influenza planning efforts.