

## I. Public Health Communications Overview

Public Health Communications outlines key influenza pandemic risk communications concepts and addresses how the NJ Department of Health and Senior Services will provide and coordinate timely and accurate communications. This section also comprises:

- Risk Communication Plan that describes:
  - a) how to maintain consistent communication with the media and all response partners
  - b) methods of distribution of messages to hard-to-reach populations by local health agencies (Continuing dialogue is occurring for these issues and updates will be added to this plan as they become available.)
- Advance preparation of materials for the general public: public service announcements, talking points, hotline scripts, web content, checklists, fact sheets and frequently asked questions (Continuing dialogue is occurring for these issues and updates will be added to this plan as they become available.)
- Identification of subject matter expert spokespersons (Continuing dialogue is occurring for these issues and updates will be added to this plan as they become available.)
- Protocol for notification of local public health staff and/or hospital public information officers prior to press releases or press conferences
- Slide presentation for community groups (“Influenza: Facing New Global Challenges”) as well as an annual awareness media campaign for the general public, “Flu Ready NJ.”