

# Get Your Community Ready for Pandemic Influenza Using Nonpharmaceutical Interventions

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**Audience:** State and local public health information officers, health communication specialists, health educators, and other public health professionals responsible for planning communication strategies before, during, and after an influenza (flu) pandemic.

**Purpose:** This guide provides information about **nonpharmaceutical interventions** (NPIs) and their use during a flu pandemic. NPIs are actions, apart from getting vaccinated and taking antiviral medications, that people and communities can take to help slow the spread of respiratory illnesses like pandemic flu. The information and recommended actions offered in this planning guide support CDC's updated Community Mitigation Guidelines for pandemic flu. Use this guide to develop or modify an existing emergency communication plan that reflects considerations specific to your community.

## ICON LEGEND



Tips



Readiness Resources



Questions

# Keep the Public Healthy by Planning for Pandemic Influenza

**Influenza**, also known as “the flu,” is a contagious respiratory illness caused by influenza viruses that infect the nose, throat, and lungs (see **flu symptoms and complications**). Flu spreads mostly by droplets containing flu viruses traveling through the air (up to 6 feet) when a sick person coughs or sneezes. Less often, people might get flu by touching surfaces or objects with flu viruses on them and then touching their eyes, nose, or mouth. Flu can spread quickly from sick people to others who are in close contact in community settings, such as childcare facilities, schools, workplaces, and large events.

Vaccination is the first and best way to prevent flu and potentially serious flu-related complications. CDC recommends a yearly flu vaccine for everyone 6 months and older. CDC also recommends that people practice *everyday preventive actions* (or personal NPIs) at all times to protect themselves and their loved ones from flu and other respiratory infections (see Page 5).

Millions of people in the United States get sick with the flu each year, and hundreds of thousands of people are hospitalized. These numbers may significantly increase during a flu pandemic. Flu pandemics are much less common but can occur at any time. Just as you prepare for seasonal flu, you should prepare for pandemic flu.

## **Pandemic flu is not seasonal flu.**

A **flu pandemic** can occur when a novel flu virus becomes capable of efficient and sustained human-to-human transmission and then spreads globally. Influenza viruses with pandemic potential include nonhuman viruses (i.e., they are new to humans, though they circulate in animals in parts of the world) so people have little to no immunity against them. Human infections with these viruses have rarely occurred, but if one of these viruses changed in such a way that it could infect humans easily and spread easily from person to person, a flu pandemic could result. A pandemic could overwhelm normal operations in our most vital community organizations, such as hospitals, schools, public transportation, workplaces, and community-based human services organizations. Read more about the important **differences between seasonal flu and pandemic flu**.

## **Updated community mitigation guidelines can help you plan for pandemic flu.**

In April 2017, the Centers for Disease Control and Prevention (CDC) released its **Community Mitigation Guidelines to Prevent Pandemic Influenza—United States, 2017**. The updated guidelines can assist state, tribal, local, and territorial public health officials with pre-pandemic flu planning. CDC also developed audience-specific pandemic flu NPI planning guides for **individuals and households, educational settings, workplace settings, community- and faith-based organizations serving vulnerable populations, and planners of large events**.

During a flu pandemic, CDC will work closely with state, tribal, local, and territorial public health officials to protect the public’s health. CDC will advise public health officials on the use of NPIs and other pandemic countermeasures (such as vaccines and antivirals) to help slow the spread of disease.

As a public health communicator, you play a key role in flu readiness. Communication is integral to helping communities prevent the spread of pandemic flu. State and local public health departments should have an emergency operations or contingency plan in place that includes provisions for pandemic flu. Ensure that your emergency communication plan includes strategies for promoting the use of NPIs and other flu-prevention measures before and during a flu pandemic. Visit **CDC’s Emergency Preparedness and Response** page for more information about emergency planning and communication.



## NPIs can help slow the spread of flu.

When a new flu virus emerges, a well-matched **pandemic flu vaccine** will be the most effective countermeasure to prevent widespread transmission. However, a pandemic flu vaccine may not be readily available during the initial 4-6 months of a pandemic, given current vaccine production technology. Preventing the spread of a pandemic flu virus will be a public health priority. When a vaccine is not available, NPIs are the best way to help slow the spread of flu. They include personal, community, and environmental actions that are more efficient when used together.



**Personal NPIs** are everyday preventive actions that can help keep people from getting and/or spreading flu. These actions include staying home when you are sick, covering your coughs and sneezes with a tissue, and washing your hands often with soap and water.



**Community NPIs** are strategies that organizations and community leaders can use to help limit face-to-face contact. These strategies may include making sick-leave policies more flexible, promoting telework, avoiding close contact with others, and scheduling remote meetings.



**Environmental NPIs** are surface cleaning measures that remove germs from frequently touched surfaces and objects.



**Information provided to the public must be correct, brief, and simply written for diverse audiences.**

Clear communication helps audiences understand, remember, and use information the first time they read it.



**Risk Communication During an Influenza Pandemic**

<http://emergency.cdc.gov/cerc/resources/index.asp>

# Encourage Your Community to Take Action to Help Slow the Spread of Influenza and Other Respiratory Illnesses

## Did you know that an estimated 61 million people in the United States were sick during the 2009 H1N1 flu pandemic?

Responding to an influenza pandemic will require an integrated approach that includes both the development of a pandemic flu vaccine and the use of NPIs. Pre-pandemic planning is critical for developing a comprehensive communication plan that clearly explains the importance of both flu vaccination and NPIs in slowing the spread of flu in communities. Your communication plan should provide partners, stakeholders, and the public with information about seasonal and pandemic flu before each flu season and before a flu pandemic.

CDC has developed recommendations for preventing the spread of flu in communities. It is important that communities actively adopt and practice good personal health habits before a flu pandemic occurs. Educate key partners and stakeholders and the public about additional community NPI actions that may be recommended by public health officials, if a flu pandemic occurs. These actions can help keep people healthy.

### EVERYDAY PREVENTIVE ACTIONS

***Everyone should always practice good personal health habits to help prevent flu.***



**Stay home when you are sick.** Stay home for at least 24 hours after you no longer have a fever or signs of a fever without the use of fever-reducing medicines.



**Cover your coughs and sneezes with a tissue.**



**Wash your hands often with soap and water for at least 20 seconds.** Use at least a 60% alcohol-based hand sanitizer if soap and water are not available.



**Clean frequently touched surfaces and objects.**

### NPIs RESERVED FOR A FLU PANDEMIC

***Communities should be prepared to take these additional actions if recommended by public health officials.\****



**Stay home if someone in your house is sick.**



**Increase the space to at least 3 feet between people, and limit face-to-face contact in schools, workplaces, and at large events, as much as possible.**



**Temporarily dismiss students attending childcare facilities, K-12 schools, and institutions of higher education.**



**Modify, postpone, or cancel large events.**

\*These additional actions may be recommended for severe, very severe, or extreme flu pandemics.

Anyone can get sick from flu, but some people may be at greater risk than others for serious complications from flu. In your emergency communication plan, identify and connect with organizations that serve vulnerable and high-risk populations. Work with them to plan effective and creative ways to disseminate health messages and materials before and during a flu pandemic

### SEASONAL FLU HIGH-RISK POPULATIONS

- Adults 65 years and older
- Pregnant women and women less than 2 weeks postpartum
- Children younger than 5, especially those younger than 2 years old
- Residents of nursing homes and long-term care facilities
- People with chronic medical conditions, such as asthma, heart disease, and blood disorders
- See all **medical conditions**

### VULNERABLE POPULATIONS

- People who are culturally, geographically, or socially isolated:
  - People with limited English language skills
  - Migrant workers, immigrants, and refugees
  - People who are experiencing homelessness
- People with physical disabilities, limitations, or impairments
- People with mental illness
- People who are in prison, jail, corrections, and immigrant or juvenile detention centers
- Low-income people, single-parent families, and residents of public housing



### Building community trust is important.

Building trust should start before a flu pandemic occurs. It requires understanding the community's needs and concerns about pandemic flu and NPIs. Building awareness and engaging community leaders, organizations, and the public in pandemic flu education and training can help increase their confidence during emergencies. See principles for community engagement.



### The CDC Community Health Improvement (CHI) Navigator

<http://www.cdc.gov/chinav/tools/communicate.html>

*Note: The following sections include recommended actions to help state and local public health officials plan for and effectively communicate NPIs to the public before, during, and after a flu pandemic.*

# Before an Influenza Pandemic Occurs: Plan

**Did you know preparedness should focus on strengthening the systems and structures that support effective and well-coordinated communication, and not solely on the development of communication messages?**

A good emergency communication plan encourages community leaders and stakeholders to plan now for pandemic influenza and other types of emergencies. Before a flu pandemic occurs, focus on raising awareness and educating audiences about NPIs and other public health flu-prevention strategies. Identify key community relationships, and leverage them to help educate and prepare audiences. It takes time to build relationships. Engage internal and external partners and stakeholders early in your planning process. **Coordinating your planning efforts with them can help establish strong lines of communication and ensure that information is consistent before and during a pandemic.**

## Become familiar with key flu prevention messages and NPI recommendations

- ✓ **Read and understand “Everyday Preventive Actions”** (Page 5). This list features good personal health habits that protect against flu and other illnesses. Emphasize these habits in your communications every flu season, and especially during a flu pandemic.
- ✓ **Read and understand “NPIs Reserved for a Flu Pandemic”** (Page 5). Some protective strategies will only be recommended if the severity of a pandemic is much greater than that for seasonal flu. You should be prepared to communicate this information during a flu pandemic—this is very important.
- ✓ **Read and understand CDC’s audience-specific pandemic flu NPI planning guides and communication materials.** Tailored guides and resources addressing pandemic flu planning are available for **individuals and households, educational settings, workplace settings, community- and faith-based organizations serving vulnerable populations, and planners of large events.**
- ✓ **Take CDC’s NPI 101 Web-based training.** State, tribal, local, and territorial public health officials can complete a 90-minute training to increase their understanding of NPIs and how to implement them during a flu pandemic. Access the **NPI 101 Training**.



## Sample planning messages to engage stakeholders:

- ❑ Flu is unpredictable. Pandemic flu may not happen this year, but ongoing planning is needed.
- ❑ Planning and practicing pandemic flu NPI actions will help individuals and communities respond more effectively when an emergency occurs.
- ❑ Communicating about NPIs is an important part of a communication plan and strategy.

## Update your existing emergency communication plan

- ✓ **Meet with your existing emergency planning and operations team to update the emergency communication plan for your state or community.** Review all aspects of your plan, such as personnel, communication strategies, trainings, tools, policies, equipment, systems and procedures for clearing and approving information, and other resources. Develop or update your plan based on various scenarios your state or community may face during a flu pandemic.
- ✓ **Establish systems for sharing information with key partners and stakeholders.** Identify everyone in your chain of communication (e.g., new and existing partners and stakeholders, others in your own agency, and other health departments), and create or update a comprehensive contact list. Maintain up-to-date primary and secondary contact information for everyone in the chain. Determine when and what type of information to share with those in your communication chain. Identify platforms, such as a hotline, automated text messaging, email, social media, and a website, to help disseminate information to internal and external partners and audiences.



## Help community members prepare for pandemic flu

- ✓ **Create a pandemic flu communication workgroup with representatives from key partners and stakeholders.** Include communication, marketing, and public relations professionals who work in various community settings, such as childcare programs, healthcare facilities, pharmacies, schools, workplaces, community- and faith-based organizations, and public and private organizations. Discuss with the workgroup the emergency communication plan for your state or community. Determine how to coordinate pandemic flu communication between workgroup members. Encourage their participation in other community-wide flu-readiness activities.  
*Note: Inform workgroup members about workshops, programs, and other activities they can implement within their organizations to inspire the public to consistently practice good personal health habits and prepare for emergencies.*
- ✓ **Engage communities in a dialogue about pandemic flu readiness.** Conduct needs assessments or focus groups with community members to gather information about their knowledge, attitudes, beliefs, and challenges related to NPIs and pandemic flu. Use their feedback to improve your communication strategies, messages, and materials.  
*Note: Work closely with workgroup members and key partners and stakeholders to address flu-readiness challenges and barriers identified by audiences in your community. Identifying solutions to help audiences move past barriers may help people change habits and better adapt to changing circumstances during a pandemic.*
- ✓ **Encourage community members to plan for flu.** Promote the practice of everyday preventive actions before a pandemic occurs. Identify up-to-date resources and tools to **help community members plan and prepare for pandemic flu.**

## Identify information needs and community resources

- ✓ **Identify target audiences and communication channels.** Work with workgroup members and key partners and stakeholders to define audiences and develop strategies to reach every member of the community. Additional strategies may be needed to reach high-risk and vulnerable populations. Address any gaps in communication resources, materials, or processes.

*Note: Some NPI actions may draw public attention and can have negative psychosocial and economic consequences on groups and individuals to which they are applied during a pandemic, especially to high-risk and vulnerable populations. Include in your communication plan strategies and messages that address fear, stigmatization, and discrimination.*

- ✓ **Identify the training needs of workgroup members and key partners and stakeholders.** Identify existing trainings or develop new **trainings about NPIs**, decision-making, and risk communication. Ensure communicators across sectors have the necessary skills and understanding to develop emergency communication plans and promote flu readiness within their organizations.

- ✓ **Become a resource for pandemic flu information.** Each flu pandemic is different. Ready-to-use messages and materials, such as fact sheets, checklists, and frequently asked questions, will need to be tailored to the pandemic and to each audience. Prepare resources that educate people about flu terminology (like “flu severity”) and the importance of adopting NPI measures (like staying home when sick). Use plain language, and include examples and pictures in your materials to improve understanding. Visit **CDC’s NPI website** for messages and materials about preventing pandemic flu. Visit **CDC’s Health Literacy** page for more information about plain language.

## Assess procedures and technology resources needed for timely communication during a pandemic

- ✓ **Review, exercise, and update communication policies, procedures, and systems for updating, clearing, approving, and disseminating information (both internally and externally).** Make sure information is accurate and consistent during an emergency and flows promptly and frequently to the correct audiences. Review your system for tracking and responding to inquiries received from the public, partners, and stakeholders.

*Note: Communication after-action reports and improvement plans (AARs/IPs) from recent public health emergency responses can offer practical and helpful insights. Visit **CDC’s Pandemic Flu** page for pandemic flu resources.*

- ✓ **Identify existing and needed technology resources.** Assess and update the availability of technology and equipment, such as mobile phones, computers, Internet access, and wireless devices, so they are ready for immediate use. If needed resources do not exist inside your organization, create a plan for acquiring them or identify sources from which you can access technology during a flu pandemic.



## Plan for the dissemination of flu information

### ✓ **Create a plan for interacting with news media.**

The media can serve as a vital link in providing up-to-date information and helping to deliver key messages to the public. Develop a strategy for communicating directly with the public, working with the media, and responding to inquiries.

### ✓ **Identify multiple spokespersons or subject matter experts.** Experts who will serve as spokespersons should be experienced in public health emergencies and pandemic flu. Include representatives from limited English-speaking communities. Provide training, as needed, so they are comfortable speaking to news media and able to answer challenging questions using plain language (clear communication). See **Crisis and Emergency Risk Communication: By Leaders for Leaders** to learn more about the role of a spokesperson.

### ✓ **Develop a plan for using current social media.** Plan ways to incorporate popular or topical social media platforms that can help you promote key messages and quickly update people with new information. Social media platforms also provide direct access to your target audiences, giving you opportunities to engage in real-time discussions for information gathering and evaluation purposes.

### ✓ **Develop a communication evaluation plan.**

Use these questions to help you measure the effectiveness of your emergency communication plan:

- Can your audiences find, understand, and use your information?
- Are your key messages culturally appropriate and in plain language?
- Are you successfully increasing awareness by disseminating resources and materials?
- Are communication activities being successfully coordinated with internal and external partners and stakeholders?
- Can you confirm that timely information is being provided throughout the duration of the pandemic?
- Is misinformation being spread on social media, or elsewhere? If so, how are you counteracting it?

### ✓ **Test and update your emergency communication plan every 12–18 months.** Practice the actions outlined in your plan. Ensure systems and procedures support communication activities needed during a flu pandemic. Refine messages, materials, and tools. Encourage workgroup members to test the emergency communication plans for their organizations.



### **Create short, concise, focused messages with action steps.**

Consider creating pandemic flu message maps with internal and external partners that can be quickly used or adapted when needed. Communication should be audience-specific, culturally appropriate, clear, concise, and in plain language. Working with partners to develop messages can create a more efficient flow of communication when a pandemic occurs.



### **CDC Message Mapping Guide and Training**

<http://www.orau.gov/cdcynergy/messagemappingguide>

# During an Influenza Pandemic: Take Action

## Did you know that most people are not familiar with the terms NPI and pandemic flu?

Maintain ongoing communication with your workgroup members, partners, and stakeholders once an influenza pandemic is declared. Coordinate pandemic flu communication activities with news media and other channels to ensure consistent messaging. If you must use technical terminology and concepts, be sure to define them and include examples to help improve understanding. For example, create messages that clearly explain pandemic influenza and NPIs. CDC also will regularly send out “key message” documents that provide current and accurate information about the pandemic.

Your communication should be early, empathetic, accurate, and effective. **Early** communication of flu information helps limit misinformation and rumors that could contribute to confusion and fear. **Empathetic** communication conveys concern and reassurance, empowers people, and reduces emotional turmoil. **Accurate** communication provides the facts about a situation and what is being done to resolve it. **Effective** communication helps build understanding and guide the public, media, healthcare providers, and other groups in responding to pandemic flu and complying with public health recommendations.

### Put your emergency communication plan into action

- ✓ **Stay informed about the pandemic.** Work closely with CDC to get up-to-date information about flu activity across the United States and how it may affect your state or local community.
- ✓ **Provide instructions for NPI implementation.** Explain why NPIs are necessary and effective when implemented early and practiced throughout the pandemic. Give details about what, how, when, and where NPIs will be implemented in the community. Access CDC’s updated Community Mitigation Guidelines by visiting <http://dx.doi.org/10.15585/mmwr.rr6601a1>. See **Crisis and Emergency Risk Communication** for more information about communicating during an emergency.
- ✓ **Continue to promote the daily practice of everyday preventive actions** (Page 5). Provide frequent updates to the public to ensure they understand their risk for getting and spreading flu and how to reduce their risk. Encourage people to stay home and away from others when they are sick and to practice good health habits.



### SAMPLE PANDEMIC FLU MESSAGES FOR THE PUBLIC:

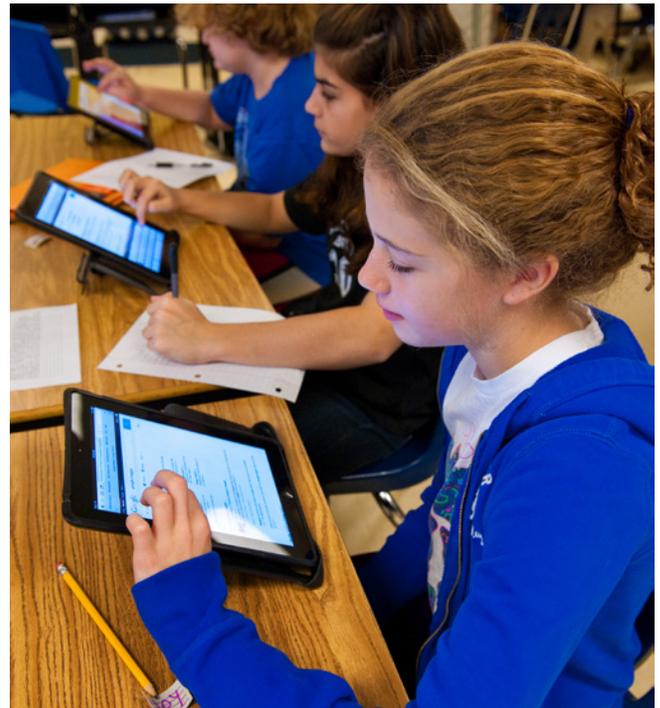
- ❑ A flu pandemic occurs when a new flu virus, different from seasonal flu viruses, appears and spreads quickly between people worldwide.
- ❑ Most people are not immune to the pandemic flu virus.
- ❑ There are actions that people and communities can take, apart from getting vaccinated and taking medicines, to help slow the spread of flu viruses.
- ❑ Practice *everyday preventive actions* to help protect yourself and others from getting sick—stay home when you are sick, cover your coughs and sneezes with a tissue, wash your hands often, and clean frequently touched surfaces and objects.
- ❑ Get a pandemic flu vaccination as soon as it is available in your community.

## Communicate frequently with those in your communication chain

- ✓ **Always give simple, credible, accurate, consistent, and timely information.** Be transparent and share what is known and unknown about the flu situation in your state or community. Use a variety of communication channels to distribute audience-specific health messages and materials. Provide additional resources and Web links where the public can find reliable NPI and pandemic flu information. See **Crisis and Emergency Risk Communication: By Leaders for Leaders** to learn more about the role of a spokesperson.
- ✓ **Update everyone in your communication chain regularly.** Share updated information with your workgroup members, partners, and stakeholders to help them make decisions.
- ✓ **Communicate flu prevention information to those who are vulnerable and at high risk for flu complications.** Work with partners to implement communication strategies for reaching high-risk and vulnerable populations in your community (for example, people who are homeless or have limited English-language skills). See **People at High Risk of Developing Flu-Related Complications** for a list of who may be at high risk for flu complications. To learn how community- and faith-based organizations can help vulnerable populations during a pandemic, visit <https://www.cdc.gov/nonpharmaceutical-interventions/pdf/gr-pan-flu-com-faith-org-serv-vul-pop.pdf>.

## Monitor and evaluate your efforts, and change communications as needed

- ✓ **Monitor all media sources.** Use a variety of media channels to address misinformation and gather feedback about the response.
- ✓ **Implement actions outlined in your evaluation plan.** Document communication activities that have and have not happened. Include details about why the activities did not occur or about changes made to the emergency communication plan during the pandemic.



### Develop strong communication strategies and campaigns.

Communication should be transparent, accurate, and engaging. Plan ways to include audiences in the development of messages and materials before a pandemic occurs.



### Case Studies from the 2009 H1N1 Flu Pandemic

During the 2009 H1N1 flu pandemic, the National Association of County and City Health Officials (NACCHO) collected “Stories from the Field” to assist local health departments (LHDs) in their pandemic H1N1 response by sharing reports of useful practices and other lessons learned from peers. Visit the site to see how other jurisdictions handled communication during the 2009 H1N1 response.

[http://archived.naccho.org/topics/H1N1/stories\\_search.cfm?theme=Communications%2520%252D%2520General%2520H1N1&issue=&state](http://archived.naccho.org/topics/H1N1/stories_search.cfm?theme=Communications%2520%252D%2520General%2520H1N1&issue=&state)

# After an Influenza Pandemic Has Ended: Follow Up

## Did you know health communicators can disseminate well-designed information that achieves behavior change?

As influenza activity during a pandemic declines, work with your workgroup members to identify criteria for phasing out and ending flu-prevention communication activities. Implement your evaluation plan to determine the effectiveness of communication activities during the pandemic. Maintain an attitude of preparedness by continuing to collaborate with workgroup members, partners, and stakeholders to enhance their communication skills on flu readiness and other health issues. Use data from the response to identify new communication strategies and campaigns to facilitate long-term behavior change.

### Evaluate the effectiveness of your emergency communication plan

- ✓ **Discuss and note lessons learned.** Gather feedback from the public, workgroup members, partners, and stakeholders to improve your plan. Discuss which communication channels, materials, tools, and messages were successful, which were unsuccessful, and which were missing from your plan. Determine whether target audiences were reached. Identify any needs you may have for additional resources.
- ✓ **Maintain and expand your pandemic flu communication workgroup.** Look for ways to expand community partnerships. Identify trusted representatives from the community and federal, state, or local agencies or organizations needed to help you prepare for pandemic flu, and make an effort to include them in your communication planning activities if they were not previously included.

- ✓ **Update and practice your emergency communication plan every 12–18 months, or as aspects of your agency change.** Modify your plan and policies based on lessons learned and on NPI strategies and messaging implemented during the pandemic. Replace necessary communication supplies and equipment.

### Congratulations on planning for a flu pandemic

A flu pandemic can occur at any time, and you can make a big difference by having your emergency communication plan ready. Your plan will help protect the health and safety of your community. Communication is an essential part of any successful public health response. Coordinate your planning activities with internal and external partners and stakeholders to help prepare your community for pandemic flu and achieve your emergency communication goals and objectives.



### Meet with your communication workgroup within 30 days after a flu pandemic ends.

Debrief with workgroup members, partners, and stakeholders while they still remember events.



### CDC Community Mitigation Guidelines to Prevent Pandemic Influenza—United States, 2017

<http://dx.doi.org/10.15585/mmwr.rr6601a1>



### Questions?

Help and planning resources are just a click away. Visit [www.cdc.gov/npi](http://www.cdc.gov/npi) and [www.cdc.gov/flu/pandemic](http://www.cdc.gov/flu/pandemic)

# Readiness Resources

## Pandemic Flu Planning Resources

### CDC Pandemic Flu Planning Tools and Resources

- Visit [www.cdc.gov/npi](http://www.cdc.gov/npi) for the latest information and resources about nonpharmaceutical interventions (NPIs)
- Learn who may be at high risk for flu complications [http://www.cdc.gov/flu/about/disease/high\\_risk.htm](http://www.cdc.gov/flu/about/disease/high_risk.htm)
- Community Mitigation Guidelines to Prevent Pandemic Influenza - United States, 2017 <http://dx.doi.org/10.15585/mmwr.rr6601a1>
- Visit <http://www.cdc.gov/flu/pandemic-resources/index.htm> for the latest information and resources about pandemic flu
- Reaching People of Diverse Languages and Cultures with Flu Communications <http://www.cdc.gov/healthcommunication/Audience/index.html>
- Creating Easy-to-Understand Materials [http://www.cdc.gov/healthliteracy/pdf/Simply\\_Put.pdf](http://www.cdc.gov/healthliteracy/pdf/Simply_Put.pdf)
- Crisis and Emergency Risk Communication (CERC) <http://emergency.cdc.gov/cerc/index.asp>
- The Health Communicator's Social Media Toolkit [http://www.cdc.gov/healthcommunication/ToolsTemplates/SocialMediaToolkit\\_BM.pdf](http://www.cdc.gov/healthcommunication/ToolsTemplates/SocialMediaToolkit_BM.pdf)
- CDC Message Mapping Guide and Training <http://www.orau.gov/cdcenergy/messagemappingguide>
- Read about the important differences between seasonal flu and pandemic flu <https://www.cdc.gov/flu/pandemic-resources/basics/about.html>
- Principles of Community Engagement Report [http://www.atsdr.cdc.gov/communityengagement/pdf/PCE\\_Report\\_508\\_FINAL.pdf](http://www.atsdr.cdc.gov/communityengagement/pdf/PCE_Report_508_FINAL.pdf)

### CDC Pandemic Flu NPI Planning Guides

- Get Ready for Pandemic Flu: Educational Settings <https://www.cdc.gov/nonpharmaceutical-interventions/pdf/gr-pan-flu-ed-set.pdf>
- Get Ready for Pandemic Flu: Workplace Settings <https://www.cdc.gov/nonpharmaceutical-interventions/pdf/gr-pan-flu-work-set.pdf>
- Get Ready for Pandemic Flu: Individuals and Households <https://www.cdc.gov/nonpharmaceutical-interventions/pdf/gr-pan-flu-ind-house.pdf>
- Get Ready for Pandemic Flu: Event Planners <https://www.cdc.gov/nonpharmaceutical-interventions/pdf/gr-pan-flu-event-plan.pdf>
- Get Ready for Pandemic Flu: Community and Faith-Based Organizations Serving Vulnerable Populations <https://www.cdc.gov/nonpharmaceutical-interventions/pdf/gr-pan-flu-com-faith-org-serv-vul-pop.pdf>

### CDC Checklists

- Pandemic Flu Checklist for Childcare Program Administrators <http://www.cdc.gov/nonpharmaceutical-interventions/pdf/pan-flu-checklist-childcare-program-administrators-item3.pdf>
- Pandemic Flu Checklist for K-12 School Administrators <http://www.cdc.gov/nonpharmaceutical-interventions/pdf/pan-flu-checklist-k-12-school-administrators-item2.pdf>
- Pandemic Flu Checklist for Workplace Administrators <http://www.cdc.gov/nonpharmaceutical-interventions/communication/pdf/pandemic-flu-checklist-workplace-administrators.pdf>
- Pandemic Flu Checklist for Event Planners <http://www.cdc.gov/nonpharmaceutical-interventions/pdf/pan-flu-checklist-event-planners-item4.pdf>

### CDC Trainings

- NPI 101–Introduction to Nonpharmaceutical Interventions for Pandemic Influenza <http://cdc.train.org/DesktopModules/eLearning/CourseDetails/CourseDetailsForm.aspx?courseId=1051645>

- Crisis and Emergency Risk Communication (CERC) Pandemic Influenza Training  
<http://emergency.cdc.gov/cerc/cerconline/pandemic/index.html>

### Additional Planning Information

- Culture, Language, and Health Literacy <http://www.hrsa.gov/culturalcompetence/index.html>  
See “Essential Health Literacy Tools”
- Developing Materials for Clear Communication <http://www.nih.gov/clearcommunication/>
- Extension Disaster Education Network <http://eden.lsu.edu/Pages/default.aspx>
- Association of State and Territorial Health Officials: Addressing Communication Challenges During an Infectious Disease Emergency Response: State Experiences from the H1N1 Pandemic  
<http://www.astho.org/Programs/Infectious-Disease/Addressing-Communication-Challenges-During-an-Infectious-Disease-Emergency-Response/>
- National Public Health Information Coalition: Pandemic Flu Communications Resource Library  
<https://www.nphic.org/pandemicflusearch>
- National Public Health Information Coalition: Emergency Preparedness Call Link  
<https://www.nphic.org/members-area/cdc-nphic-call-documents/ec-calls>
- National Association of County and City Health Officials: Communications Toolkits  
<http://toolbox.naccho.org/pages/index.html>

### Connecting with Public Health Agencies

- Connect to city and county public health officials for local information <http://www.naccho.org/about/LHD/index.cfm>
- Connect to state and territorial public health officials for statewide information <http://www.astho.org/Directory/>

### Case Studies

- National Association of County and City Health Officials: Stories from the Field [http://archived.naccho.org/topics/H1N1/stories\\_search.cfm?theme=Communications%2520%252D%2520General%2520H1N1&issue=&state](http://archived.naccho.org/topics/H1N1/stories_search.cfm?theme=Communications%2520%252D%2520General%2520H1N1&issue=&state)

## Seasonal Flu Planning Resources

### CDC Seasonal Flu Planning Tools and Resources

- Visit [www.cdc.gov/flu](http://www.cdc.gov/flu) for the latest information and resources about seasonal flu
- Summary of Weekly Flu View <http://www.cdc.gov/flu/weekly/summary.htm>
- Flu View Portal <http://gis.cdc.gov/grasp/fluview/fluportaldashboard.html>

### CDC Guides

- The Flu: A Guide for Parents <http://www.cdc.gov/flu/pdf/freeresources/updated/fluguideforparents.pdf>
- The Flu: Caring for Someone Sick at Home <http://www.cdc.gov/flu/consumer/caring-for-someone.htm>
- Make it Your Business to Fight the Flu: A Toolkit for Businesses and Employers  
[http://www.cdc.gov/flu/pdf/business/Toolkit\\_Seasonal\\_Flu\\_For\\_Businesses\\_and\\_Employers.pdf](http://www.cdc.gov/flu/pdf/business/Toolkit_Seasonal_Flu_For_Businesses_and_Employers.pdf)

### CDC Fact Sheets

- Do Your Part to Slow the Spread of Flu  
<http://www.cdc.gov/nonpharmaceutical-interventions/pdf/do-your-part-slow-spread-flu-item5.pdf>
- Protect Your Children and Others from Flu  
<http://www.cdc.gov/nonpharmaceutical-interventions/pdf/protect-your-child-from-flu-during-school-year-item2.pdf>
- Protect Your Students from Flu During the School Year  
<http://www.cdc.gov/nonpharmaceutical-interventions/pdf/protect-your-students-from-flu-during-school-year-item3.pdf>
- Protect Yourself from Flu at a Public Event  
<http://www.cdc.gov/nonpharmaceutical-interventions/pdf/protect-yourself-from-flu-public-event-item4.pdf>
- Everyday Preventive Actions [http://www.cdc.gov/flu/pdf/freeresources/updated/everyday\\_preventive.pdf](http://www.cdc.gov/flu/pdf/freeresources/updated/everyday_preventive.pdf)

- Handwashing: A Corporate Activity—Improving Health and Increasing Productivity <http://www.cdc.gov/healthywater/pdf/hygiene/hwcorporate.pdf>
- Handwashing: A Family Activity—Keeping Kids & Adults Healthy <http://www.cdc.gov/healthywater/pdf/hygiene/hwfamily.pdf>
- Treating Influenza <https://www.cdc.gov/flu/pdf/freeresources/updated/treating-influenza.pdf>

### **CDC Brochures**

- Flu and You [http://www.cdc.gov/flu/pdf/freeresources/updated/fluandyou\\_upright.pdf](http://www.cdc.gov/flu/pdf/freeresources/updated/fluandyou_upright.pdf)
- “Take 3” Actions to Fight the Flu <http://www.cdc.gov/flu/pdf/freeresources/general/take3.pdf>

### **CDC Videos**

- Do Your Part to Slow the Spread of Seasonal Flu at Child Care Facilities and K-12 Schools <https://www.youtube.com/watch?v=8msgGjI3xUI>
- Do Your Part to Slow the Spread of Seasonal Flu at Colleges and Universities <https://www.youtube.com/watch?v=fca1g1N2T5E>
- Do Your Part to Stop the Spread of Seasonal Flu at Home <https://www.youtube.com/watch?v=9APKBBR18Cc&feature=youtu.be>

### **CDC Posters**

- Do Your Part to Slow the Spread of Germs <http://www.cdc.gov/nonpharmaceutical-interventions/communication/pdf/do-your-part-slow-spread-germs-poster.pdf>
- Don’t Spread Germs at Work <http://www.cdc.gov/nonpharmaceutical-interventions/pdf/dont-spread-germs-work-item3.pdf>
- Don’t Spread Germs at Work (with Message to Employers) <http://www.cdc.gov/nonpharmaceutical-interventions/pdf/dont-spread-germs-work-employers-item2.pdf>
- Stay Home If You’re Sick <http://www.cdc.gov/nonpharmaceutical-interventions/pdf/stay-home-youre-sick-item5.pdf>
- Stay Home If You’re Sick (with Message to Employers) <http://www.cdc.gov/nonpharmaceutical-interventions/pdf/stay-home-youre-sick-employers-item4.pdf>
- Everyday Preventive Actions <http://www.cdc.gov/flu/pdf/freeresources/family/flubreak-poster.pdf>
- “Take 3” Actions to Fight the Flu <http://www.cdc.gov/flu/pdf/freeresources/general/take3-poster.pdf>

### **CDC Questions and Answers**

- The Flu: What to Do if You Get Sick [www.cdc.gov/flu/takingcare.htm](http://www.cdc.gov/flu/takingcare.htm)

### **Additional Planning Information**

- Flu Near You <https://flunearyou.org/>
- National Safety Foundation Scrub Club <http://www.scrubclub.org/home.aspx>

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