

College and University Communications Planning

Tasks	√	Planning Notes
Assess readiness of communication plans to meet communication needs in preparation for an influenza pandemic through <ul style="list-style-type: none"> • regular review • testing • updating • www.hhs.gov/pandemicflu/plan/sup10.html 		
Establish a committee to develop a dissemination plan for communication, populated with <ul style="list-style-type: none"> • lead campus administration, employees, students and family spokespersons • representatives with links to other communication networks • community leaders representing various language and/or ethnic groups • other key stakeholders 		
Committee will be responsible for <ul style="list-style-type: none"> • message content • document planning • dissemination of public health messages within representative communities. 		
Prepare a dissemination plan for communication with <ul style="list-style-type: none"> • employees • employee families • students • student families 		
Ensure appropriateness in communications by <ul style="list-style-type: none"> • language • culture • reading level • other 		
Develop platforms for communicating pandemic status and actions to school district staff, students, and families <ul style="list-style-type: none"> • hotline(s) • telephone trees • dedicated websites • local radio stations • local TV stations • other 		

<p>Test platforms for communicating pandemic status and actions to school district staff, students, and families</p> <ul style="list-style-type: none"> • hotline(s) • telephone trees • dedicated websites • local radio stations • local TV stations • other 		
<p>Develop and maintain up-to-date communications network of key public health and education stakeholders</p> <ul style="list-style-type: none"> • provide campus spokespersons • provide campus links • utilize network to provide regular updates to campus employees, students and families 		
<p>Assure the provision of communication systems/channels that allow for the expedited transmission and receipt of information.</p>		
<p>Assure redundancy of said communications network</p>		
<p>Advise employees and staff on where to find up-to-date and reliable pandemic information from</p> <ul style="list-style-type: none"> • local public health sources • state sources • federal sources • other 		
<p>Disseminate information about the campus pandemic influenza preparedness and response plan relative to</p> <ul style="list-style-type: none"> • cancellation of classes • continuity of instruction • student housing closure • contingency plans for students who depend on student housing • contingency plans for students who depend on campus food service • maintenance of student safety for those who remain in student housing • other 		
<p>Disseminate information from public health sources covering routine infection control</p> <ul style="list-style-type: none"> • hand hygiene • cough/sneeze etiquette • other 		

Disseminate information about pandemic influenza fundamentals <ul style="list-style-type: none"> • signs and symptoms of influenza • modes of transmission • other 		
Disseminate information about personal/family protection and response strategies <ul style="list-style-type: none"> • guidance for the at-home care of ill employees, students and family members, www.pandemicflu.gov/plan/tab3.html 		
Plan communications pro-actively <ul style="list-style-type: none"> • anticipate the potential fear and anxiety of staff, students, and families • anticipate rumors and misinformation • defuse accordingly 		