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# PANDEMICS COMMUNICATIONS RESOURCE GUIDE

This collection of resources, curated by FEMA instructor Meg Nash, will help you understand the specific risks that pandemics present and give you the best practices, guidelines and templates you need to create a comprehensive communications strategy, protect your employees and maintain business operations.

Browse by subject or use the entire list of resources to download tools, templates and checklists to help you create your organization's pandemics preparedness plan.

# PANDEMIC TRACKING

## The Program for Monitoring Emerging Diseases (ProMed)

Monitor outbreaks of infectious diseases and acute exposures to toxins that affect human health by signing up for the International Society For Infectious Diseases ProMED newsletter. Choose to receive alerts, daily or weekly digests on a number of different topics, including emerging disease, plant disease and animal zoonotic, vector-borne disease reports.

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[Sign up for the ProMED newsletter](#)

## Center for Disease Control FluView

Get updates on the severity of influenza across the United States with the Center for Disease Control's interactive Weekly U.S. Influenza Surveillance Report, known as FluView. Updated during flu season, it shows severity of the flu by state, geographic spread and mortality rates.

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[Read the CDC's FluView Reports](#)

# COMMUNICATIONS GUIDELINES

## CDC Crisis and Emergency Risk Communication Guidelines

Get a variety of training, tools and resources to learn the best ways to communicate during a pandemic with the Center for Disease Control's Crisis and Emergency Communications guidelines. You'll find checklists, worksheets and templates for everything from news releases to staff planning.

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[Read the Communications Guidelines](#)

## Creating a Communication Strategy for Pandemic Influenza

Designed by the Pan American Health Organization/World Health Organization, this extensive checklist lists each step public health organizations need to take, sample messaging about the flu, communication strategies and best practices. Businesses can gain some valuable insight by reading the checklist and adapting actions for their own plan.

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[View the Communication Strategy Checklist](#)

## Communications Plan Implementation For A Severe Pandemic

Another resource designed by the Pan American Health Organization/World Health Organization, this comprehensive checklist geared toward government agencies has valuable step-by-step instructions for communications plans as well as templates.

Templates include a Emergency Response Team Contact List, Roles and Responsibility of the Communications Coordinator, Roles and Responsibilities of the Communications Support Team, Tasks and Contacts for the Communications Support Team, and a Model of Influenza Pandemic Key Message with Supporting Information. All templates are easily adapted for use in a business pandemics communications plan.

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[View the Communications Templates](#)

## World Health Organization Outbreak Communication Planning Guide

Learn more about the World Health Organization's Outbreak Communication Principles in this guide. It breaks down each planning stage into steps, clearly outlining each stage's goals and aligning them to the principles, where relevant. It also includes short case studies to illustrate the steps in action.

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[View the Communications Guide](#)

## Crisis Communication Plan for Pandemic Influenza

This pandemic communications guide lays out the communications strategy for Phases 3-6 of the WHO Pandemic Influenza Alert for the Simcoe Muskoka, Ontario, Canada District Health Unit. The plan discusses each area, laying out key concerns and constraints to be addressed, the plan's overall goals, approach, target audience, key messaging and activities as well as evaluation factors. Businesses can use this format to help create their own communication plan.

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[Read the Crisis Communication Plan](#)

## Guidance on Preparing Workplaces for an Influenza Pandemic

The Occupational Safety and Health Administration created an extensive guide to help businesses prepare for a flu outbreak. Resources include how to classify employee exposure at work, an occupational risk pyramid, how to lower risk and protect employees and how to maintain business operations during a pandemic.

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[Read OSHA's Pandemic Preparation Guidelines](#)

# Want more expert advice about improving your pandemics preparedness plan?

Take our online assessment and see how to improve  
10 key areas of your emergency preparedness plan.

[Take the Assessment](#)

