

Key points of the outbreak communication plan

1. Integration of the communication plan into the overall action plan
2. Assessment of the situation and communication challenges: health crisis and people concerns due to the illegal practices
3. Communications objectives: trust, image, panic control, change of behaviour aimed at the outbreak control
4. Communications partners: intersectorial work within the National Task Force (MoH, MoA, MoF, MoI, PHI, FOS, NGOs, UNs)
5. Spokespersons to be identified (Ministers, technical persons, PR representative)
6. Target groups: general population and vulnerable groups
7. Communication channels and tools: media (TV), web, phone lines, use of press releases and press conferences
8. Risk messages to the public: informations (facts and disease characteristics, health protection, surveillance-clinical symptoms)
9. Communication work principles and organization: transparency and early, regular and consistent messages
10. Evaluation: population surveys and analysis of media articles