



USER GUIDE



Introduction

Welcome to the User Guide – an accompaniment to the *Flu Pandemic Communications Toolkit*. The purpose of this guide is to introduce you to the project that created the toolkit, the network that is disseminating the toolkit, and to the contents of the toolkit and how they could be used by you.

About the Project

The Canadian Public Health Association (CPHA) has been funded by the Public Health Agency of Canada (PHAC) to build a network of national organizations to communicate information to staff members, clients, partner organizations and the general public about how to prepare for an influenza (flu) pandemic.

Goal

To raise public awareness about pandemic flu preparedness by empowering Canadian organizations and individuals to learn how to prevent the spread of infection, prepare for a health emergency, and protect themselves in a pandemic.

Objectives

- Build a **communications network** of national organizations;
- Develop a **toolkit** with practical information on pandemic flu preparedness;
- **Disseminate** the toolkit through the communications network.





Pandemic Health Alert Network (PHAN)

Disseminating public health information through established and credible networks is an important communications strategy in times of crisis, such as a pandemic. As part of Canada's pandemic planning, PHAC is encouraging the development of communications networks to disseminate information widely and rapidly in preparation for and during a flu pandemic. And that's the goal of our network, to "PHAN" out across Canada.

With the establishment of PHAN, the communications linkages have been strengthened between the governmental sector and national non-governmental organizations. These NGOs represent a broad range of expertise, including health and home care, labour, business, local government, emergency preparedness, and faith communities.

Network members (at the time of printing) include: Canadian Alliance of Community Health Centre Associations; Canadian Association for the 50 Plus (CARP); Canadian Association of Police Boards; Canadian Chamber of Commerce; Canadian Council of Grocery Distributors; Canadian Labour Congress; Canadian Patient Safety Institute; Canadian Red Cross; Federation of Canadian Municipalities; Health Action Lobby; Movement for Canadian Literacy; National Specialty Society of Community Medicine; Paramedic Association of Canada; United Church of Canada; and Victorian Order of Nurses. CPHA acts as the network's secretariat.

The benefits of network membership are: access to accurate, up-to-date, plain language information on pandemic flu preparedness; involvement in a forum for information sharing; and participation in the national flu pandemic preparedness effort.

About the Toolkit

The toolkit has been designed to provide Canadian individuals and organizations with a range of tools for pandemic flu preparedness. The primary focus is on basic public health practices that Canadians can take to prevent the spread of infection, prepare to cope in an emergency, and protect their health during a flu pandemic. The World Health Organization describes these non-medical interventions as the frontline defence against and during a pandemic. The toolkit is based on current evidence and knowledge (at the time of printing) and is consistent with government communications on pandemic flu preparedness.

The materials were designed for use by organizations, to inform their staff members and families, the people they serve, partner organizations, and the broader public about pandemic flu preparedness. The materials have been written in plain language to be accessible to as many people as possible. Several of the materials were focus tested with Canadians who varied in age, language, culture, ethnicity, educational background, literacy level, and professional experience. Their invaluable feedback helped to improve the toolkit.

The toolkit is available in English and French. In addition to this hard copy version, the toolkit is available online at CPHA's project website www.pandemic.cpha.ca. The tools can be downloaded and printed from there.





Questions? Queries? More information?

Contact Maureen Hartigan, CPHA Director of Communications.
By telephone 613-725-3769 or email mhartigan@cpha.ca

Further Resources

For updates on pandemic flu preparedness or for more detailed information, we suggest that you refer to the following sources:

World Health Organization. Epidemic and Pandemic Alert and Response: Avian Influenza site:

http://www.who.int/csr/disease/avian_influenza/en/index.html

Government of Canada. Pandemic Influenza portal:

http://www.influenza.gc.ca/index_e.html

Centers for Disease Control and Prevention. Avian Influenza (Bird flu) site: <http://www.cdc.gov/flu/avian/>

US Department of Health and Human Services. Pandemic Flu site: <http://www.pandemicflu.gov/>

Toolkit Contents

Tool	Use	Audience
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TOOLS FOR EVERYONE

Fact sheets

Basic background information:

What YOU should know about pandemic flu

On pandemic flu.

General public

What CANADA is doing about pandemic flu

On the impact of a pandemic and planning in Canada.

General public

What YOU can do to help PREVENT a flu pandemic

On simple public health and infection control measures.

General public

What YOU can do to help PREPARE for a flu pandemic

On emergency preparedness measures in the home.

General public

What YOU can do to PROTECT yourself in a flu pandemic

On self-care measures for treatment in the home.

General public



Tool	Use	Audience
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TOOLS FOR EVERYONE

Short videos	Basic background information:	
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Prevent	On infection control	General public
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Prepare	On emergency preparedness	General public
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Protect	On self-care	General public
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TOOLS FOR ORGANIZATIONS

Poster	Bulletin board	Organizations
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Issue Backgrounder	Background information on the risk of pandemic flu, Canada's preparedness planning, the need for contingency planning by organizations, and resources to help with this.	Organizations
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Risk Communication Guidelines	Guidelines on effective risk communication.	Organizations
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Newsletter Article	Template article for use in company newsletter.	Organizations
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News Release <i>Available online to members</i>	Template news release about the toolkit.	Organizations
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For **more information**, go to www.pandemic.cpha.ca or call **1-800-454-8302**.

A message from the Canadian Public Health Association.