

QUARTERLY ACTIVITY REPORT

**AVIAN AND PANDEMIC INFLUENZA COMMUNICATION
STRATEGY FOR LATIN AMERICA AND CARRIBEAN**

Contract No. GHS-I-10-03-00037-00

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Disclaimer

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About Links Media

A full-service communications company, Links Media provides organizations with an array of technologies and methods to influence behavior, communicate risk, and mobilize resources to generate positive change. Links Media's services include market research, strategic communications, multimedia production, partnership building and advocacy, and knowledge dissemination. Currently, Links Media provides expert consultation services to United States Agency for International Development in support of the development and implementation of an avian and pandemic influenza communication strategy and collateral material development for the Latin American and Caribbean region.

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Abbreviations and Acronyms

AI	Avian influenza
API	Avian and pandemic influenza
CTO	Cognizant Technical Officer
ICC	Inter-Institutional Communications Committee for Avian and Pandemic Influenza
LAC	Latin America and the Caribbean
M&E	Monitoring and evaluation
MOH	Ministry of Health
MPHSW	Ministry of Public Health and Social Wellbeing
NGO	Nongovernmental organization
PAHO	Pan American Health Organization
PI	Pandemic influenza
POC	Point of contact
SOPs	Standard operating procedures
TA	Technical assistance
USAID	United States Agency for International Development

Background

Since 2003, a growing number of human H5NI (avian influenza, or AI, virus) cases have been reported in Asia, Europe, and Africa; most of these cases are believed to have been caused by exposure to infected poultry. If the virus evolves such that it is capable of sustained human-to-human transmission, a pandemic could begin. Preparing for and responding to a pandemic requires coordinated actions and communications by all levels of government and all segments of society. To address this need, the United States Agency for International Development (USAID), through its 16 missions in the Latin American and Caribbean (LAC) region, and its U.S. government partners are working with host governments to raise awareness and plan for a potential influenza pandemic, and to coordinate international preparedness and response measures.

Links Media provides expert consultation services to USAID in support of the development and implementation of AI and pandemic influenza (PI) communication strategy and collateral material development for the LAC region. These services are essential in supporting USAID's overarching goal of successfully containing the H5N1 virus within the animal population over the next 24 months. The recent human-to-human spread of the A(H1N1) virus has stressed the need for operational preparedness and response resources to help lessen the devastating effects of a pandemic. Additionally, development of a comprehensive communication strategy and accompanying collateral materials for the region has become pivotal in preparing for an outbreak or a possible human pandemic. The communication strategy specifically provides a conceptual framework and sound operating principles for increasing awareness among key target audiences (particularly backyard farmers, consumers of poultry, health care and veterinary staff, municipality officials, and families) of high-risk behaviors for contracting AI; practical preventive measures; and how to recognize, respond to, and, in humans, treat AI. The strategy also provides tools to support the implementation and monitoring of the proposed communication interventions to ensure full utilization for the LAC countries.

Such tools also support USAID's Avian and Human Pandemic Influenza Response Unit in assisting missions and regional bureaus effectively achieve two broad objectives: 1) Strengthen capacities to rapidly detect and respond to the current AI problem in animals and humans; and 2) Continue preparing for a possible human influenza pandemic.

This report describes Links Media's activities for this project for the period October 1, 2009 to December 31, 2009. Also included is a summary of achievements and results, as well as suggested future activities and challenges and solutions.

Activities

During the period of October 1, to December 31, 2009, a team of professionals from Links Media conducted various activities in support of the development and implementation of avian and pandemic influenza (API) communication strategy and collateral material development for the LAC region. Updates about the team's activities were regularly provided to the Cognizant Technical Officer (CTO) through verbal and written briefings. Following is a summary of the key activities conducted during this period.

- **Work plan:** Updated the Strategic Work Plan in order to ensure 1) needs and emergencies are aggressively monitored; and, 2) appropriate and timely response is provided to the field, including the provision of relevant technical assistance (TA).
- **Sixth Edition Compendium:** Developed the sixth edition of the compendium, *A Virtual Library of Resources for Preparation and Response to Pandemic Influenza: Prepared for Communicators in Latin America and the Caribbean Region*, in English. Translation into Spanish was initiated upon CTO's review and approval. This document was uploaded on the PI Web site.
- **Ecuador TA:** Provided TA for further enhancing and operationalizing Ecuador's national communication strategy for API. A fourth visit to Quito, Ecuador, from November 9 to 20, 2009, provided onsite TA to the country's National Inter-institutional Committee of Communication (ICC) in order to finalize the country's Operational Communication Plan that include Standard Operating Procedures (SOPs), a Monitoring and Evaluation (M&E) Plan, and a work plan as part of the national strategy for API preparedness and response. A final set of documents is expected by March 2010.
- **Guyana TA:** Began preparations for a three-day working meeting in the country in January 2010 to develop the national Operational Communication Plan, including the SOPs, an M&E Plan, and a work plan.
- **Paraguay TA:** Continued to provide TA to Paraguay to develop the national Operational Communication Plan, including the SOPs, an M&E Plan, and a work plan. Additionally, the team is working with the country to develop the Rapid Response Team Protocol. In December 2009, the team held working meetings with the National Network of Communicators and with communicators from the Ministry of Public Health and Social Wellbeing's (MPHSW) General Directorates of Health Promotion and of Health Surveillance.
- **Saint Lucia TA:** Coordinated and participated in a dissemination conference in Saint Lucia in November 2009, with high level authorities and multi-sector partners, to launch the national pandemic communications plan – *National Influenza Plan, Volume 3: Communications Strategy* – and to confirm commitments for securing needed resources for the implementation, as well as the M&E, of the protocol.

- **Training on Crisis Communication in Trinidad and Tobago:** Led a training session on how to conduct a press conference during a crisis, as part of a workshop conducted by the Pan American Health Organization (PAHO) during the first week of November 2009. The training was based on the three communication tools developed for the PI Toolkit, *Leadership During a Pandemic: What Your Municipality Can Do*.
- **Training for journalists in Bolivia:** The Links Media team led a virtual workshop using Elluminate® (web conferencing software) for journalists in Bolivia regarding their role in crisis communication.
- **Influenza A(H1N1) media monitoring:** Continued to regularly monitor the media coverage of influenza A(H1N1) in the U.S. and in the LAC Region.
- **PI Web site:** Developed and launched PI project Web site (www.influenzalac.org).
- **Toolkit:** Finalized editorial, production, and dissemination activities for the PI preparedness and response toolkit *Leadership During a Pandemic: What Your Municipality Can Do* for use by mayors and local jurisdictional government authorities. Activities included finalizing the concept design to package the Toolkit, leading the editorial and translation processes, developing the risk/crisis communication tools, as well as designing the layout for the Toolkit. Additionally, the team led outreach and dissemination activities to promote the availability and accessibility among key audiences, such as USAID missions and the Ministry of Health (MOH) officials in LAC countries. The printed copies of the Toolkit have been disseminated to all countries in the region.

Tasks Performed

During this period, the team updated the strategic work plan for the 2009 – 2010 Avian and Pandemic Influenza Communication Strategy for LAC, which provides information regarding all tasks, activities, events, deliverables, and important deadlines, such as kick-off and brainstorming meetings, clearances, and reviews in calendar form. Adjustments to the work plan were made to ensure appropriate response to the communication needs in the field in response to the influenza A(H1N1) pandemic, which included: 1) accelerating effort to operationalize the pandemic communications response plans in priority countries; and 2) targeted dissemination of the Toolkit *Leadership During a Pandemic: What Your Municipality Can Do*.

Task 1. Needs Assessment

- 1.1. Links Media finalized the sixth edition of the compendium, *A Virtual Library of Resources for Preparation and Response to Pandemic Influenza: Prepared for Communicators in Latin America and the Caribbean Region*, in English. The final product is a collection of Web links, tools, and information, education, and communication materials, useful to health communicators in the LAC region, for API preparedness and response. This document was uploaded on the PI Web site. Additionally, it was promoted in the various trainings and working meetings held in Ecuador, Paraguay, Saint Lucia, and Trinidad and Tobago. (Please see Annex 1 for the cover of the English version of the compendium.)

Task 2. Communication Strategy

- 2.1 Links Media has previously reviewed national API communication strategies and supporting materials from a number of LAC countries, which had been developed in close collaboration with USAID staff, partners, key in-country stakeholders, as well as communicators representing various country sectors, and federal and local levels of government. Most strategies were found to lack operational plans needed for rapid implementation. Links Media worked with countries to refine, complete, and standardize the different countries' strategies; to develop complete operational details so that the strategies are ready for implementation when needed; and, to provide TA to participating countries to strengthen their capacity to implement effective communication responses to AI or pandemic outbreaks.
- 2.2. **Country-Specific TA.** During this period, Links Media held conference calls with country contacts in the LAC region to assess and monitor the communication needs. Additionally, we provided targeted TA to Bolivia, Ecuador, Guyana, Paraguay, Saint Lucia, and Trinidad and Tobago. In addition, we began preparations for future TA activities in Bolivia, Colombia, Guatemala, and Guyana. Details of country-specific TA follow below.
 - **Bolivia:** In early November, the Links Media TA team led a workshop session via Elluminate® for journalists in Bolivia regarding their role in crisis communication.

In addition, throughout this quarter the team continued to communicate with Horacio Espinosa (Stamping Out Pandemic and Avian Influenza), Stanley Blanco (USAID/Bolivia), and other country contacts via email and phone regarding the type of TA to provide in Bolivia. During the month of December the team received Bolivia's current influenza A(H1N1) and H5N1 communications strategies. These will be reviewed in January in order to provide the necessary recommendations and begin coordination for a working meeting scheduled for late March 2010.

- **Colombia:** During this quarter, the team was able to communicate with Colombia regarding the Toolkit and the possibility of providing communications TA to the country. Outreach to the country will continue during next quarter to obtain the country's communication plan in order to propose our recommendations and determine if any TA is needed.
- **Ecuador:** The Links Media TA team has been working for several months with the ICC in order to develop and finalize the national Operational Communication Plan. As previously mentioned, the Links Media team conducted an additional site visit to Quito, Ecuador, from November 9 to 20, 2009. Various meetings were scheduled with key ICC members with the objective of finalizing detailed information to further develop the Operational Communication Plan that includes SOPs, an M&E Plan, and a work plan as part of the national strategy for API preparedness and response.

During the month of December, Links Media continued supporting the ICC's activities and is in the process of completing a revised draft of the Operational Communication Plan and the ICC's work plan. Once drafted, these documents will be sent to the country for final review by the sectors involved and other members of the ICC next quarter.

- **Guatemala:** In late October, Links Media successfully established communication with two communication officials from the MOH, Marlitt Valenzuela and Aleyda Garcia, as well as with Baudilio Lopez from USAID/Guatemala. Links Media has continued communication via email and phone to determine the type of TA that would best benefit the country needs. In order to provide initial recommendations, the country was asked to share the current national communications plan and the list of organizations that comprise the National Commission on Indigenous Affairs and the National Coordinating Body for Disaster Reduction, which the Links Team has not yet received. Specific details regarding the TA to be provided to the country have yet to be determined. The objectives of the TA will be better defined in a planned conference call early next quarter.
- **Guyana:** During December, Links Media worked with the Guyana team to prepare for a three-day working meeting, which is scheduled for January 26 - 28, 2010. The meeting objectives are to (i) review Guyana's current pandemic response communication plan, (ii) to develop a detailed outline of the national Operational Communication Plan for pandemic preparedness and response, including the SOPs, and an M&E Plan and (iii) to develop a draft work plan for the Communications Subcommittee.

- **Paraguay:** The Links Media TA team has been working with the country for several months in order to develop the national Operational Communication Plan, including the SOPs, an M&E Plan, and a work plan, as well as the Rapid Response Team Protocol.

In December 2009, Links Media staff traveled to Asunción, Paraguay, to facilitate a workshop to introduce the country's current communications plan and strengthen communication efforts during a pandemic. The meeting also served as an opportunity to officially launch the National Network of Communicators, an event of great impact for the country and the region. The main objectives for this working meeting on December 14 and 15, included: (i) present the country's influenza A(H1N1) pandemic communications plan; (ii) provide technical assistance to finalize the country's National Operational Communication Plan and the Rapid Response Team Protocol; and (iii) increase capacity building on basic principles of crisis communication. Dr. Esperanza Martinez, Minister of MPHSW, Dr. Edgar Jimenez, Vice Minister of MPHSW, and various directors from the MPHSW attended the working meeting and expressed their commitment to continue to support the National Network of Communicators as part of the country's efforts to effectively respond to a pandemic and other health emergencies. Links to the coverage were uploaded onto the PI Website (www.influenzalac.org/ta.shtml). (Please see Annex 2 for samples of media coverage in Paraguay.)

- **Saint Lucia:** Since 2008 Links Media has provided TA and training to Saint Lucia to develop and finalize its national pandemic communications plan, titled *National Influenza Plan, Volume 3: Communications Strategy*. In May 2009, the National Influenza Plan including the Communication Plan was approved by the Government of Saint Lucia. In November 2009, Links Media coordinated and participated in a Dissemination Conference, held in Castries, Saint Lucia, with high level authorities and multi-sector partners, in order to launch the national pandemic communications plan and to confirm commitments for securing needed resources for the implementation as well as the M&E of the strategy. The coordination efforts of the dissemination conference included developing the media and participant kits, consisting of materials such as the agenda, participant list, media contact list, PI factsheet, the communication plan executive summary, and a press release. Links Media also provided 100 print copies of the communication plan to Saint Lucia for dissemination purposes. Media coverage of the event was obtained in major media outlets, and was uploaded onto the PI Website (www.influenzalac.org/ta.shtml). (Please see Annex 3 for samples of media coverage in Saint Lucia.)

- **Trinidad and Tobago:** Links Media led a training session on how to conduct a press conference during a crisis as part of a workshop conducted by PAHO during the first week of November. The training was based on the three communication tools included in the Toolkit *Leadership During a Pandemic: What Your Municipality Can Do*.

Task 3. Translation of Existing Materials into Spanish and Other Languages Spoken in LAC

- 3.1. The team began to translate the English version of the sixth edition of the Compendium, *A Virtual Library of Resources for Preparation and Response to Pandemic Influenza*, into Spanish. Additionally, the English version was finalized and disseminated among LAC countries. The English version can be found on the PI Website at www.influenzalac.org/materials.shtml.

Task 4. Design and Development of Messages and Materials

- 4.1. As a result of the TA provided to Ecuador, Guyana, Paraguay, and Saint Lucia, Links Media has developed and improved several materials for technical support. The materials serve as a set of key tools to guide each country's national communication committee's work in developing the Operational Communication Plan, including the SOPs, an M&E Plan, and a committee work plan.
- 4.2. As part of the TA to Ecuador, Links Media is developing a draft of the country's Operational Communication Plan, including the SOPs, an M&E Plan, and the national communication committee's work plan.
- 4.3. As part of the Paraguay TA, Links Media is currently developing a draft of the country's Operational Communication Plan, including the SOPs, as well as a draft of the Rapid Response Team Protocol.
- 4.4. Links Media developed a set of training materials for how to conduct a press conference during a crisis, including a PowerPoint presentation and exercises, for the workshop conducted in Trinidad and Tobago. The training and its supporting materials was primarily based on the three communication tools included in the Toolkit, *Leadership During a Pandemic: What Your Municipality Can Do*.
- 4.5. To promote the Toolkit electronically, several collateral materials were developed this quarter. These included a bookmark and an e-blast in English and Spanish, and Web banners in English. (Please see Annex 4 for images of this collateral material.)

Task 5. Dissemination of Materials

- 5.1. The database consisting of key country contacts from USAID missions, government agencies, and other professionals working on the issue of API in the represented countries, including representatives of non-governmental organizations (NGOs) and other international or regional organizations, is frequently updated. The database is useful for sharing materials and promoting the exchange of information among the countries.
- 5.2. Links Media has developed a project Web site on pandemic influenza LAC activities and resources. The Web site houses information on API and TA activities provided to the LAC region. It also serves as a key tool for disseminating materials and resources such as the Toolkit, the Virtual Library, and Saint Lucia's Communications Plan. This site is in English and soon to be in Spanish and Portuguese. It is maintained regularly.
- 5.3. To promote the Toolkit electronically, e-blasts in English and Spanish were developed and disseminated via email to various counterparts in the LAC region as well as the Toolkit partners. Toolkit partners were encouraged to disseminate the e-blast to their counterparts, and to incorporate one of several Web banner options on their PI-related Web sites to further promote the Toolkit.
- 5.4. To promote PI resources such as the Toolkit, the PI Website, and the Virtual Library two-sided bookmarks, promoting either the Toolkit and PI Web site or the Toolkit and the Virtual Library, were developed and provided to workshop participants during onsite country visits. The bookmarks were part of the meeting materials participants received.

Future Activities

Task 1. Needs Assessment

- 1.1. Continue to assess and monitor the communication needs of the 22 countries in the LAC region, with special attention to Bolivia, Guatemala, Haiti, Guyana, Paraguay, Ecuador, and Eastern Caribbean Countries, including Saint Lucia, Dominica, Barbados, and Trinidad and Tobago. Assessments will be conducted on a monthly basis using the rapid assessment tool (Communication Needs for API response in the LAC Region Rapid Appraisal Instrument). Activities also will be monitored of activities will be conducted. Results will be included in the next quarterly report.

Task 2. Development of Communications Strategy

- 2.1. Finalize work with Ecuador and Paraguay in the development of each country's national Operational Communication Plan. Additionally, for Paraguay, finalize work in the development of the Rapid Response Team Protocol.

- 2.2. Continue to work with Guyana and conduct working meeting in January 2010 to develop the national Operational Communication Plan for PI preparedness and response.
- 2.3. Continue TA in Bolivia and conduct a working meeting in March 2010 to develop the national Operational Communication Plan for PI preparedness and response.
- 2.4. Work with the communication technical working groups in Colombia and Guatemala to determine in-country TA.
- 2.5. Provide the LAC region with virtual trainings and information via Elluminate[®], such as how to use the communication tools from the *Leadership During a Pandemic: What Your Municipality Can Do* Toolkit, virtual review of communication plans or other documents, or virtual dissemination of the PI Web site.

Task 3. Translation of Existing Materials

- 3.1. Finalize translation of the sixth edition of the compendium, *A Virtual Library of Resources for Preparation and Response to Pandemic Influenza* into Spanish.
- 3.2. Translate the content of the PI Web site into Spanish and Portuguese.
- 3.3. Translate the training materials and tools, including presentations and accompanying exercises, for developing an Operational Communication Plan, with SOPs, an M&E Plan, and a communication committee work plan into Spanish.

Task 4. Design and Development

- 4.1. Develop virtual tools for crisis communication design, planning, implementation, and M&E. These tools will be accessible via the PI Web site (www.influenzalac.org), as well as through email, CD-ROM distribution, and Eluminate[®] sessions.

Task 5. Dissemination of Materials

- 5.1. Continue the dissemination of *A Virtual Library of Resources for Preparation and Response to Pandemic Influenza* in English via the Web and email to the 22 countries in the LAC region including: Bolivia, Brazil, Colombia, Ecuador, El Salvador, Guatemala, Guyana, Honduras, Nicaragua, Panama, Paraguay, Peru, and the Eastern Caribbean countries. Recipients targeted include: health communication professionals, health promotion and education professionals, health policymakers, crisis response authorities, communication staff members at the offices of leaders or decisionmakers, health professionals, and professionals from the media. All levels of government are included in this dissemination strategy, including ministries of health, agriculture, education, essential services, security, tourism, fishery, transportation, emergency response, trade and commerce, and others. In addition, target professionals from NGOs, private sector and large business organizations, civil society, academic institutions, telecommunications, mass and local media. In

addition, every in-country activity that is executed will be used an opportunity to promote this resource in the field.

- 5.2. Promote virtual tools for crisis communication design, planning, implementation, monitoring, and evaluation on the project's Web site (www.influenzalac.org), as well as through email and CD-ROM distribution.

Challenges and Solutions

Challenge: One challenge encountered this quarter pertains to the type of participants who attended the working meetings to develop the national operational communication plan. Specifically, it was a challenge to have the country's point of contact (POC) understand the importance of inviting only the most appropriate set of participants to the working meetings. Although a set of criteria was provided to help guide the POCs in selecting the participants, they would often invite a set of people that either a) did not necessarily fit with the purpose of the meetings, or b) did not have enough decision-making power to advance in the development the Operational Communication Plan. This resulted in Links Media needing to hold additional follow up meetings in-person or by telephone, ultimately slowing down the process of finalizing these documents.

Solution: Although additional follow-up sessions needed to be held, the Links Media team was able to collect the necessary information, achieving the goals and objectives of the meetings. The team will continue to share the criteria with the POCs and encourage them to pay close attention to the participant choices that they make, as it will be beneficial for the continued work after the meetings.

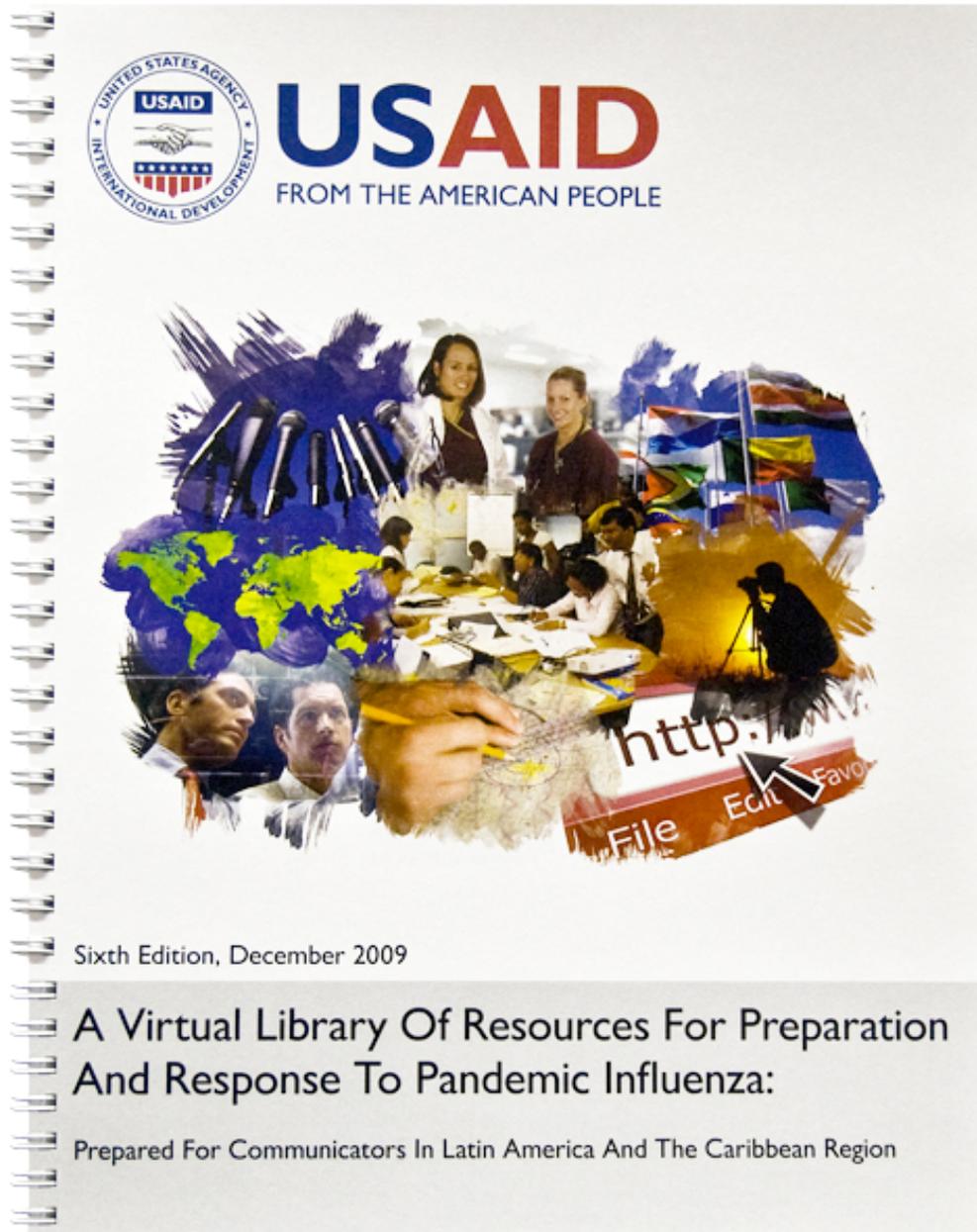
Challenge: Many crisis communication plans are outdated and lack well-defined protocols for implementation, and M&E. The need for multimedia materials continues to be critical, as well as the need for rapid and continued exchange of information, resources and materials across the Region.

Solution: In support of these needs, we will continue to focus our resources in four principal areas: 1) creation of virtual TA tools, 2) outreach and partnership building, 3) promotion of south-to-south collaboration in the development, planning, implementation, monitoring and evaluation, and exchange of information and materials with an emphasis in local municipal governments, private sector, and multi-sector involvement in Bolivia, Colombia, Ecuador, Guatemala, Guyana, Paraguay, and Eastern Caribbean countries, and 4) marketing and promotion of web-based repositories of information and social networking.

Financials

Report on accrued expenditure will be submitted separately.

Annex 1: Cover of the Sixth Edition of the Compendium, *A Virtual Library of Resources for Preparation and Response to Pandemic Influenza: Prepared for Communicators in Latin America and the Caribbean Region*



Annex 2: Samples of media coverage in Paraguay

Liberen a Fidel Zavala



Martes 15 de Diciembre de 2009

Tarea de comunicadores es fundamental, sostienen

Los comunicadores son aliados estratégicos para la promoción y prevención de la salud, dijo ayer la ministra de Salud Pública, Dra. Esperanza Martínez. Fue durante la primera reunión de trabajo de la Red Nacional de Comunicación en Salud, evento que fue organizado en forma conjunta por la Dirección General de Comunicación y la dirección General de Vigilancia de la Salud, dependientes de la cartera sanitaria. Tuvo lugar en el Hotel Crowne Plaza.

Martínez dijo que la creación de la Red Nacional de Comunicación en Salud tiene por objetivo cubrir y descentralizar la gestión e lograr que cada departamento, que cada re de gestión, y que cuente con el área de coi la tarea de los comunicadores es muy impo en la promoción de la salud.



Presidencia de la República del Paraguay



(2009-12-15) - [PTO. DE PRENSA](#)

PROSIGUEN LOS TRABAJOS DE ASISTENCIA TÉCNICA A LA RED NACIONAL DE COMUNICACIÓN EN SALUD

Cuál es el método más eficiente de transmitir una información, qué errores se comenten normalmente, cómo llega el mensaje al público, son algunos de los puntos que están siendo analizados en la Reunión de Trabajo, de la Red Nacional de Comunicación en Salud, en el marco del fortalecimiento institucional del Ministerio de Salud, desarrollada en el Crowne Plaza. La actividad es realizada de forma conjunta a través de la Dirección General de la Salud, de esta cartera

ULTIMAHORA.COM

NACIONAL | 13:40 | Domingo, 13 de Diciembre de 2009 |

Salud lanza oficialmente la Red Nacional de Comunicadores

El Ministerio de Salud lanza este lunes la Red Nacional de Comunicadores apuntando al fortalecimiento institucional. Será durante un acto en un hotel céntrico que contará con importantes autoridades sanitarias.

El acto de lanzamiento se llevará a cabo la mañana del lunes en el salón de eventos del hotel Crowne Plaza y contará con la presencia de la ministra de Salud, Esperanza Martínez, el subsecretario de Salud, Edgar Giménez y Graciela Ávila, representante de la USAID.

[Lea más notas en la sección Nacional »](#)

La Red Nacional de Comunicadores fue creada por Resolución N° 564, con el fin establecer una comunicación participativa, horizontal y promotora de diálogo, contribuyendo a generar una cultura de prevención y la promoción de la salud.

Influenza A (H1N1)

Proceso de aplicación del plan de comunicación; Intervenciones para contener epidemias; Como crear un plan de comunicación; Comunicación durante crisis y situaciones de emergencias, son algunos de los temas que serán abordados durante la jornada, según reporta un informe de prensa del Ministerio de Salud.

Annex 3: Samples of media coverage in Saint Lucia

Caribbean Business Report
 Issue 64 November 23, 2009

St. Lucia model for H1N1 preparedness activities regionally

St. Lucia has officially launched its Communications Strategy and Standard Operating Procedures for communication activities to be used before, during and after possible outbreaks of pandemic influenza.



USAID
 St. Lucia's National Influenza Communications Strategy

Thursday, February 18, 2010

ST. LUCIA STAR PUBLISHING CO.

St Lucia launches National Influenza strategy to prepare for worst case scenario!

Written By: [Kayra Williams](#) on Nov 13th, 2009

NEMO's Dawn at launch of Co

VP THE VOICE
 sluc online

12th November 2009

Nat'l Influenza Strategy Unveiled

Stan Bishop



its national pandemic influenza strategy amid
 bunding the H1N1 virus which claimed the life of

communications Strategy – as it is called – was launched
 e National Emergency Management Organisation
 ongoing joint initiative among three agencies, namely
 ia, the United States Agency for International
 Pan American Health Organization (PAHO).
 rmony held in the Conference Room of the National
 or of NEMO, Dawn French, said the plan is an
 s factors from other existing strategies that pertain to

ST. LUCIA STAR PUBLISHING CO.

St Lucia launches National Influenza strategy to prepare for worst case scenario!

Written By: [Kayra Williams](#) on Nov 13th, 2009



Relevant representatives from Wednesday's Influenza Communications Strategy launch. The strategy is a preemptive strike against a possibly more serious outbreak.

Countries in the Caribbean will soon be looking towards St Lucia now that the island is the first in the region to launch a National Pandemic Influenza Communication Strategy. Under the coordination of the National Emergency Management Organization, (NEMO) the plan is designed to be a component of the government's comprehensive National Influenza Plan. The official launch of the national strategy was held at the National Insurance Conference Centre where key stakeholders from the ministry of health, the ministry of agriculture, USAID/PAHO, NEMO and LUCELEC spoke of the importance of the plan to the island, especially at the time when the country was still on guard against H1N1.

Annex 4: Images of promotional collateral material



Web Banners

Bookmarks

Eblast