

## Local And National Communications during a Flu Pandemic

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**Making  
government  
work better**

## Work Currently Underway – at National Level

- Co-ordinating Cross Government Communications
- Co-ordination of Key Messages – both Health and sector specific messages
- Examining communications routes – how we get the message out

# Public Communications as a Pandemic Develops

- National Advertising Campaign at Phase 5 - Press, TV & Radio.
- Leaflet - national door drop.
- Range of supporting literature available at a local level – on use of anti virals for example.
- Planning for daily communications to the public via the media - via statements and daily press briefings.

# What is being done to underpin this work

- Public research
  - Range of research has been undertaken to look at public engagement, acceptance of government plans, co-operation, tipping points etc.
- Catch it, Bin it, Kill it - Respiratory and hand hygiene campaign
- Work for the future
  - Further research on more direct engagement at each of the WHO phases
  - Look in more detail at a digital strategy
  - Using all of the above work to develop a national communications strategy

## Local and National Co-ordination

- Use of the News co-ordination Centre to Communicate at a national level
- Communications at Cobr
- Co-ordination at a local level

## Key issues for local communications

- Consistency, consistancy, consistancey – in relation to messages and data
- Relevant local data – especially as the pandemic progresses
- Identifying / training local spokesmen
- Co-ordination of communications at local / national level

## Checklist for local communications

<b>Aims and Objectives</b>	What are the specific aims and objectives of your communication plan.
<b>Target audience</b>	Who all do you need to get his message out to - it will not be a question of one message for all audience and there will be different requirements / messages, for example, for internal audiences, ie getting the information to staff, external audiences – getting the message out to partners, stakeholders, the public and the media business, the vulnerable or those with special needs.
<b>Message</b>	What is the message you are getting out – has the content been adapted for individual audiences, have different messages for different phases been identified?
<b>Channels</b>	What channels are being used to get the message out – web, via the media, in-house produced material, local newsletter etc. What engagement has there been with the local Regional Media Emergency Forum
<b>Spokesmen</b>	Have spokesmen been pre identified and have they been media trained.
<b>Managing the local co-ordination</b>	Who leads on managing this process have individuals been identified within organisations – who is going to co-ordinate this information locally
<b>Working with national co-ordinators</b>	Who will lead on Co-ordination and communication with the News Co-ordination Centre ie at national level