

Infectious Disease Preparedness and Response Council Communications Subcommittee

Arizona Public Health Laboratory Conference Room

October 31, 2014

9:00 a.m. – 11:00 a.m.

Members in attendance:

Will Humble	Mark Carroll	Glenn Kasprzyk	Gilbert Orrantia
Cara Christ	Eileen Klein	Michael O'Driscoll	Don Hughes
Ross Rodgers	Robin Schaeffer	Wendy Smith-Reeve	
Chic Older	Rebecca Sunenshine	Debbie Johnston	

Representatives by Proxy:

Sara Harper for Eileen Klein

Visitors in attendance:

Donna Cato	Mitch Lach	Wendy Olivia	Jessica Rigler
Bill Wolf	Jeanne Fowler	Eugene See	Andrea Peterson
Aprille Slutsky	Cathleen Turnbow	Joli Weiss	Darla Kunz
Judy Kioski	Tammy Sylvester	Terry Mullins	Hayley Yaghom

- **Call to Order- -Welcome and Introductions**

The Communications Subcommittee (Subcommittee) convened at the Arizona Department of Health Services (ADHS), Arizona State Laboratory Conference Room, 250 North 17th Avenue, Phoenix, Arizona, on October 31, 2014. Cara Christ called the meeting to order at 9:00 a.m.

- **Process map**

The Subcommittee reviewed and agreed on edits and additions to the Process Map, which will be posted to the council website <http://azdhs.gov/phs/oids/advisory-council>.

- **Provider Toolkits**

Dr. Christ presented the provider toolkits located on <http://azdhs.gov/phs/oids/ebola/preparedness/>. Recommendations were made by Subcommittee members to add additional toolkits such as law enforcement, residential care facilities, and general businesses. The Subcommittee discussed outreach to the public and the timing of a press release with topics of direct monitoring and active monitoring.

- **Provider Messaging**

The Subcommittee discussed the importance of social media, literature handouts in appropriate settings, and town hall forums to get public messaging out. Rebecca Sunenshine proposed the idea of combining messages about Ebola with messages about diseases that actually exist in our community such as influenza.

Dr. Christ discussed the use of the Arizona Health Alert Network (AZHAN) and all links it reaches in getting messaging out to multiple providers and multiple facilities. Will Humble

expressed the need for everyone to take advantage of the provider lists, medical boards, and nurses association and share those resources to fill in the gaps currently existing in the AZHAN system to help access messaging to everyone.

Mr. Humble recommended that all toolkits have standard language that share the same common message. Jessica Rigler confirmed those changes are in progress and the tool kits are continually developing. Don Hughes suggested the ADHS public information officer (PIO) help with the wording of the toolkits.

The Subcommittee discussed the communication plan if Arizona has a positive Ebola. Mr. Humble proposed the local health officer manage the response along with the designated treatment hospital's public information officer and the state health officer.

Dr. Sunenshine talked about the timing of the press release around specific triggers (Dr. Sunenshine talked about the timing of the press release around specific triggers:

- Agree to test at ASL
- Positive test results
- CDC confirms

The PIO of the hospital should not be the spokesperson (person should be a MD, DO or administrator). Mr. Humble suggests the right kind of response would be a good blend of three components, clinical, county public health, and state health.

Dr. Sunenshine reviews the plan of being out in front of the message and having a planned press conference with the representative from the designated hospital, the local health department, and the state health department. Dr. Sunenshine also recommended that the designated hospital have representation on the Subcommittee.

Jeanene Fowler will develop a list of questions and talking points for the public information officers in preparation for a press conference.

Dr. Christ and Mr. Humble's executive assistant will create a draft to present at the next council meeting on the annex to the Emergency Communication Plan specific to Ebola with the anticipation that a designated hospital has been identified.

Dr. Christ requested members and visitors to turn in their lists of communication resources so a comprehensive list can be created to identify gaps. She requested any additional feedback on the tool kits and the Ebola process maps so they can be demonstrated at the full council meeting. She will review the suggestions for messaging and combine them into a potential pre-case communication plan.

- **Future Meetings**

Date, time, and location will be determined.

- **Adjournment**

The Subcommittee adjourned at 11:00 a.m.