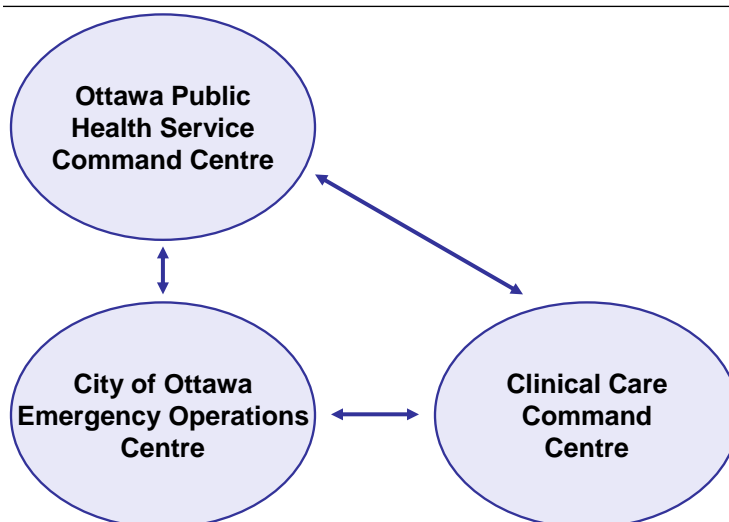


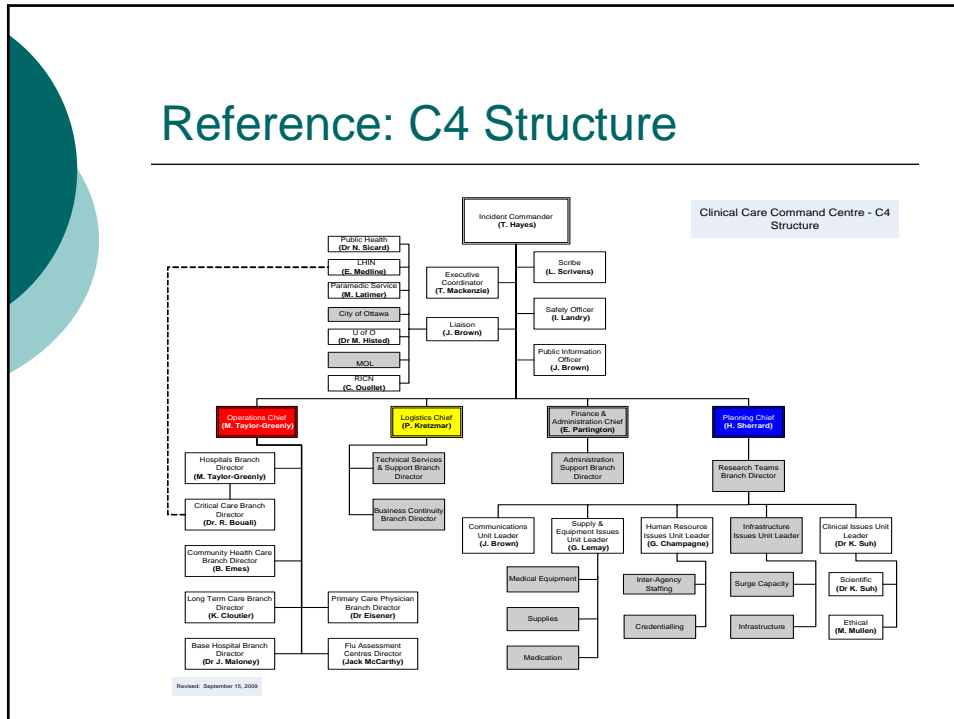
## PANDEMIC COMMUNICATIONS... A SUCCESSFUL PLAN IN ACTION

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### Regional coordination



## Reference: C4 Structure



## Clinical Care Command Centre

- Coordinate community and hospital assessment and clinical care
- Hospitals, Long Term Care, CCAC, Physicians
- Liaison with schools, LHIN, OHA, City
- Roles for
  - Operations
  - Safety
  - Communications
  - Logistics and Supply
  - Human Resources



## Coordinated Messaging

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- Regional ownership, local accountability
- Understanding who communicates what
- Recognizing stakeholder needs
- Timely, consistent, open



## Guiding Principles for Communications Planning:

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- Timely
- Accurate
- Open
- Collaborative
- Consistent



## Communication Plan

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- Designed to provide advice, recommendations and to coordinate in a consistent manner the communication initiatives during a Pandemic.
- The plan will address short, medium and long-term strategies.
- Communications must be imbedded in virtually all aspects of the planning for a Pandemic, before, during and after the outbreak.



## Communication Plan

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### **Objectives**

- Develop a regional communication strategy for all Ottawa-area hospitals which, in turn may be adapted to the needs of the individual organizations.
- Provide open, honest and timely information to staff, physicians, volunteers and the community about the situation in the Ottawa area.
- Work together with Public Health in the coordination of communication initiatives during a Pandemic.
- Assist rural hospitals in the Champlain LHIN by sharing communication tools and communiques



## Communication Tools

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- Comprehensive media plan
- Common messages
- Web site for health care workers
- Common signage
- Common newsletter articles
- Issues management
- Job aids/scripts to assist front-line staff in dealing with common situations related to pandemic communication



## PANDEMIC COMMUNICATIONS... PREPARING NOW

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- BEFORE
  - Media awareness program
  - Know key members of city/region/LHIN emergency response teams; CBRN experts, etc.
  - Provide vital contact information to Call Centre, emergency staff



## PANDEMIC COMMUNICATIONS... PREPARING NOW

- DURING AN INCIDENT
  - Communication Tools:
    - ✓ Forums for staff, physicians volunteers
    - ✓ Information folders on Intranet
    - ✓ Web site for all health care workers
    - ✓ Timely email updates to staff
    - ✓ Timely information to managers
    - ✓ Joint media briefings
    - ✓ Public information line if appropriate
    - ✓ Brief spokesperson(s) regularly for media updates
    - ✓ Staff information hotline



## PANDEMIC COMMUNICATIONS... PREPARING NOW

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- DURING AN INCIDENT
  - Keep staff out of affected area(s)
  - Calm fears and explain situation to patients and others in waiting/treatment areas
  - Work with Medical Officer of Health and other Public Health officials for media briefings



## PANDEMIC COMMUNICATIONS... PREPARING NOW

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- DURING AN INCIDENT - MEDIA
  - Neutral location for briefings
  - Scheduled updates
  - Back-up briefings with email/faxed releases
  - Have Public Health and HEPCO experts available
  - Include information such as hospital lock downs, road closures, visitors' updates, instruction to staff
  - Demonstrate precautions being used



## Media Plan

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### OBJECTIVES

- Information to the media will be provided in a fair, consistent and timely fashion, recognizing the vital role the media will play in keeping our communities informed about the outbreak;
- Latest developments in the outbreak will be conveyed simultaneously to all media outlets;
- Information will be provided in both official languages, in keeping with the current practice of hospitals and public health agencies;
- Requests for interviews will be reviewed and responded to in a timely fashion, recognizing that it may not be possible to grant all interview requests;
- Local media outlets will continue to be favoured as a means of keeping our communities informed about issues affecting them.



## Media Plan – Pre-Pandemic

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- Information regarding the level of readiness regarding pandemic planning;
- Helpful advice: what to expect and how to prepare for it;
- Confirmation that a coordinated planning process was well underway;
- At this stage, media relations were mostly reactive – meaning we responded to media inquiries as they occurred.



## Media Plan – During Pandemic

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- The bulk of media relations activities occurred in this phase. The main objective was to ensure that information was provided in a timely fashion and to maintain a sense of calm within our respected communities.



## Media Plan – Post Pandemic

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- As the pandemic subsided and activities gradually returned to normal, the news media focused on the aftermath of the Pandemic. The committee needed to continue to assist the media in conveying information to the community at large.



## Media Plan – Providing Media with Information

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- **Daily News Briefings** – a daily news briefings held at a central location at a pre-scheduled time which follows any federal/provincial media briefings every day. The official spokesperson presented the most up-to-date information/status in hospitals and answered questions from the media. This information included facts about the number of patients hospitalized; number of clinics available; extent of the spread; what was being done to manage the outbreak, etc.
- **Daily Feature Story** – recognizing that the media would be interested in human-interest stories that went beyond the technical aspect of the pandemic, a series feature stories were provided. These included: how are healthcare workers coping; how families are coping; how this outbreak is affecting the elderly population, etc.
- **Seeking Expert Knowledge** – medical expertise and knowledge would be sought by the media to explain the outbreak, the disease, the treatment and the research. Experts were identified and made available to provide in-depth knowledge about the flu and its effect.



## PANDEMIC COMMUNICATIONS... PREPARING NOW

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- **AFTER AN INCIDENT**
  - Debrief with teams – internal & external
  - Keep providing media updates/features to reassure community
  - Recognize staff involved
  - Recognize external partners

