

## K-12 Communications Planning

Tasks	√	Planning Notes
Assess readiness of communication plans to meet communication needs in preparation for an influenza pandemic through <ul style="list-style-type: none"> <li>• regular review</li> <li>• testing</li> <li>• updating</li> </ul>		
Establish a committee to develop a dissemination plan for communication, populated with <ul style="list-style-type: none"> <li>• lead district, administration, staff, teacher and family spokespersons</li> <li>• representatives with links to other communication networks</li> <li>• community leaders representing various language and/or ethnic groups</li> </ul>		
Committee will be responsible for <ul style="list-style-type: none"> <li>• message content</li> <li>• document planning</li> <li>• dissemination of public health messages within representative communities.</li> </ul>		
Prepare communication dissemination plan to <ul style="list-style-type: none"> <li>• staff</li> <li>• staff families</li> <li>• students</li> <li>• student families,</li> </ul>		
Ensure appropriateness in communications by <ul style="list-style-type: none"> <li>• language</li> <li>• culture</li> <li>• reading level</li> <li>• other</li> </ul>		
Develop platforms for communicating pandemic status and actions to school district staff, students, and families <ul style="list-style-type: none"> <li>• hotline(s)</li> <li>• telephone trees</li> <li>• dedicated websites</li> <li>• local radio stations</li> <li>• local TV stations</li> <li>• other</li> </ul>		
Test platforms for communicating pandemic status and actions to school district staff, students, and families <ul style="list-style-type: none"> <li>• hotline(s)</li> <li>• telephone trees</li> <li>• dedicated websites</li> </ul>		

<ul style="list-style-type: none"> <li>• local radio stations</li> <li>• local TV stations</li> <li>• other</li> </ul>		
Develop and maintain up-to-date communications contacts of key public health and education stakeholders		
Use the network to provide regular updates as the influenza pandemic unfolds		
Assure the provision of communication systems/channels that allow for the expedited transmission and receipt of information.		
Assure redundancy of said communications network		
<p>Advise district staff, students and families where to find up-to-date and reliable pandemic information from</p> <ul style="list-style-type: none"> <li>• local public health sources</li> <li>• state sources</li> <li>• federal sources</li> <li>• other</li> </ul>		
<p>Disseminate information about the LEA's pandemic influenza preparedness and response plan relative to</p> <ul style="list-style-type: none"> <li>• continuity of instruction</li> <li>• community containment measures</li> <li>• other</li> </ul>		
<p>Disseminate information from public health sources covering routine infection control</p> <ul style="list-style-type: none"> <li>• hand hygiene</li> <li>• cough/sneeze etiquette</li> <li>• other</li> </ul>		
<p>Disseminate information about pandemic influenza fundamentals</p> <ul style="list-style-type: none"> <li>• signs and symptoms of influenza</li> <li>• modes of transmission</li> <li>• other</li> </ul>		
<p>Disseminate information about personal/family protection and response strategies</p> <ul style="list-style-type: none"> <li>• guidance for the at-home care of ill students and family members</li> </ul>		
<p>Plan communications pro-actively</p> <ul style="list-style-type: none"> <li>• anticipate the potential fear and anxiety of staff, students, and families</li> <li>• anticipate rumors and misinformation</li> <li>• defuse accordingly</li> </ul>		