



衛生防護中心
Centre for Health Protection

Risk Communication Advisory Group (RCAG)

Framework of the Government's Preparedness Plan for Influenza Pandemic Publicity Plan

Purpose

This paper briefs members on our publicity plan for the Framework of the Government's Preparedness Plan for Influenza Pandemic (the Framework).

Background

2. According to the World Health Organization (WHO), influenza pandemics are sudden, unpredictable and inevitable events. To better prepare ourselves, the Government has developed the Framework in January 2005.

3. The preparedness plan includes a three-level response system (namely Alert Response Level, Serious Response Level and Emergency Response Level) with a clear command and co-ordination structure. These response levels are based on different risk-graded epidemiological scenarios relevant to Hong Kong and each of them prescribes a given set of public health actions required. They are also designed to match with WHO's guideline for pandemic influenza planning. Individual departments will draw up their own action plans in accordance with the Government's three-level response system.



衛生防護中心乃衛生署
轄下執行疾病預防
及控制的專業架構
*The Centre for Health
Protection is a
professional arm of the
Department of Health for
disease prevention and
control*

4. Communication of the Government's preparedness plan during the "pre-crisis" period is part of the overall risk communication plan. Publicity programmes targeted at different groups of audience have been drawn up to introduce the Government's three-tier response system and to enhance awareness of the preparedness measures.

Publicity Plan

The public

5. The objectives of our publicity programme for the public are:

- to inform the general public about the Framework, the three-level response system and the corresponding command and response coordination structure;
- to raise public awareness on the Government's preparedness measures; and
- to enhance public's preparedness for the influenza pandemic through the provision of health messages and advice.

6. Our proposed activities include:

(a) Pamphlets

- Pamphlets with non-technical, easy-to-read text on the Framework as well as health advice are under preparation for the public.

(b) Website

- The Framework has been uploaded onto the Centre for Health Protection (CHP) Website for public access. The pamphlet on the Framework [item (a) above], will also be uploaded onto the CHP Website.

(c) Legislative Council

- While we have consulted the Health Services Panel of the Legislative Council on the draft Framework in December 2004, we plan to inform the Panel on the finalized version soon.

(d) Public Forums

- Since end January 2005, the Community Liaison Division under the Programme Management and Professional Development Branch (PMPDB) of CHP has been conducting briefings at District Council meetings, with the aim to inform and communicate to community leaders the Government's "three-level response system" and related preparedness measures; and to collect feedbacks from them. We plan to brief the Chairmen and Vice-chairmen of the District Councils on the Framework at their regular meeting in April 2005.

(e) Exhibition

- The Central Health Education Unit (CHEU) under PMPDB has been organizing exhibitions on a regular basis to provide health education on infectious diseases to the public. It is planned that information on the Government's three-level response system and preparedness measures for influenza pandemic will be incorporated into the health education exhibitions related to influenza. Relevant information will also be uploaded onto the CHEU website.

(f) Others

- The release of the Framework will also be publicized through publications of the CHP, e.g. CHP Newsletter, CD Watch, etc.

Health care professionals and other care providers

7. Health care professionals and other care providers are important stakeholders of the Framework. The objectives of our publicity activities are:

- to communicate the Government's three-tier response system as well as the command and response coordination structure;
- to highlight the Government's preparedness and response measures in relation to influenza pandemic, and to solicit their support and collaboration in implementing some of these measures; and
- to prepare for and to facilitate efficient communication during activation of the contingency measures.

8. The draft Framework was introduced to the private medical sector on 25 January 2005, which included representatives from the 12 private hospitals, the Hong Kong Doctors' Union, Hong Kong Medical Association, Practising Estate Doctors' Association, and the Hong Kong Chinese Medical Association. We also presented the Framework to the Board of Scientific Advisers of CHP at its meeting on 26 January.

9. Through the established network of the Surveillance & Epidemiology Section of CHP, the following groups have been informed of the release of the Framework in early February:

- Public hospitals under HA
- Private hospitals
- Medical Associations
- Other professional associations
- Individual doctors and dentists
- Chinese Medical Practitioners
- Pharmacists
- Veterinarians
- Institutions (including elderly homes, homes for the disabled)
- Schools

Other Government Departments

10. We have to work closely with other Government departments in implementing measures under the Framework. The objectives of our publicity programmes for other Government departments are:

- to communicate the Government's three-tier response system as well as the command and response coordination structure;
- to remind departments to draw up their own plans in accordance with the response system;
- to highlight the Government's preparedness and response measures in relation to influenza pandemic, and to solicit support and collaboration from different departments in implementing these measures; and
- to prepare for and establish communication channels with different departments during pre-crisis situation to enhance efficient communication during activation of the contingency measures.

11. We introduced the Framework to colleagues of the Leisure and Cultural Services Department on 18 February 2005. Briefing sessions for other Government departments on the Framework are being organized. The first session, which targets at lead departments/organizations under the Preparedness Plan, will be conducted on 7 March 2005. Session(s) for other Government departments will also be organized.

Health authorities outside Hong Kong

12. We have been maintaining close liaison with health authorities in Beijing, Macao and Guangdong province and they have been informed of the release of our Framework in February 2005.

13. Tripartite (Guangdong, Macao, Hong Kong) technical meeting will be conducted in March 2005 to exchange views on Preparedness Plans for Influenza Pandemic of the three places.

Advice Sought

14. Members are invited to note the publicity plan for the Framework of Government's Preparedness Plan for Influenza Pandemic.

Centre for Health Protection

February 2005

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