



Infectious Diseases: Communication Guidelines

Listed below are EAP communication guidelines about infectious diseases that can potentially impact UCEAP programming. This document will be reviewed and updated as new information becomes available.

As is often the case with infectious diseases that have the potential to cause a pandemic, news about such events are reported around the world instantly. Such intense media attention directly affects EAP. Generally, news media work under increased pressure and with tight deadlines—under these conditions, false reports may be circulated and trusted. Therefore, judging the reliability of news reports becomes critical as rumors can run rampant. It is evident that clear, concise, factual, consistent communication from EAP to students, parents, staff, and the press is critical.

EAP'S GOALS REGARDING ALL COMMUNICATIONS ARE TO:

- Provide students, parents, and staff with one reliable source for timely, factual, accurate, and official information to help them keep a balanced perspective.
- Use the EAP website as the official EAP source for information on infectious disease facts and updates: eap.ucop.edu/emergency_information/current_alerts. The Principal Analyst, Inés DeRomaña, is responsible for content and works with UOEAP's Web staff to keep the site accurate and current.
- Make sense out of the clutter of information in the public domain through the media, Internet, etc. The immediacy of the Internet and e-mail makes this goal critical.
- Address individual concerns as fully as is feasible.
- Provide program-specific information if program changes are made because of infectious diseases.
- Coordinate the release of information about the impact on EAP of infectious diseases to the public press through the staff in charge of external communications.

OUR STEP-BY-STEP PLAN:

- The Principal Analyst, Inés DeRomaña, will continually monitor, assess, and disseminate relevant information, consulting sources including WHO, CDC, and other reliable websites.
- After consulting with the appropriate Regional Director and staff at UOEAP, Inés will prepare updated information for the EAP website. Inés will share all critical information with the Study Centers by alerting them to important information updates on the EAP website.
- Inés will alert EAP regional staff about updated information and staff will relay it to the Campus EAP Offices with any additional program-specific information that may be appropriate.

It is critical to consult and work closely with EAP regional staff and Inés on all communications to students relating to major infectious diseases before sending anything about these matters to students, parents, or other public venues.