



## Infectious Diseases: Communication Guidelines

Listed below are EAP communication guidelines about Avian Flu and/or other infectious diseases. These guidelines are based on EAP's experience during the SARS outbreak in the spring of 2003. This document will be reviewed and updated as new information becomes available.

While we hoped we would not see a re-emergence of SARS, or any other infectious disease, it appears that avian flu in humans and animals continue to be reported around the world and all suspected cases are instantly reported. Such intense media attention directly affects EAP. News media are working under increased pressure with tight deadlines and under these conditions, false reports may be circulated and believed. Therefore, judging the reliability of news reports becomes critical as rumors can run rampant. Under these conditions, 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.
- To use the EAP website as the official EAP source for information on infectious disease facts and updates ([eap.ucop.edu/emergency\\_information](http://eap.ucop.edu/emergency_information)). Principal Policy Analyst Inés DeRomaña will be responsible for content and will work with UOEAP's Strategic Marketing and Communications staff to keep the site accurate and current.
- To 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.
- To address individual concerns as fully as is feasible.
- To provide program-specific information if program changes are made because of infectious diseases.
- To coordinate the release of information about the impact on EAP of infectious diseases to the public press through the Director of EAP Strategic Marketing and Communications.

### Our step-by-step plan follows:

- Principal Policy 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 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.

Work closely with EAP Regional Staff and Inés on all communications to students relating to major infectious diseases. It is crucial that you consult with them before sending anything about these matters to students, parents, or other public venues.