



# Avian Influenza

## Communications Plan

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# Objective

- Provide consistent, useful, accurate and relevant information to Manitobans about avian influenza.

# Outcomes/Results

- Manitobans clearly see provincial and federal organizations working cooperatively in the public interest.
- Joint communications where possible different government and/or agency have different roles.
- Stakeholder groups are informed and communications plans and messages are shared.















# Five Scenarios

In each one identify:

- Key messages
- Audiences
- Spokespeople
- Communication Components
- Logistics
- Potential issues
- Other











## **Avian Influenza – high path – wild birds**

Messages become more intense and informative – likely to be more public attention and many seeking information:

- Disease that mainly affects birds - risk to human health remains extremely low.
- Few cases of human infection as a result of contact with wild birds.
- Hunters extreme care in handling and preparing carcasses.
- Poultry products are safe to eat. The influenza virus is killed if meat is well-cooked.

















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## Questions?