

# SUDAN FLOODS 2008 EMERGENCY COMMUNICATIONS PLAN

REVISED  
8 June 2008

Emergency Stages	Communications Objectives	Infrastructure	Audience	Communication Products
Pre-emergency	<ol style="list-style-type: none"> <li>1. Encourage individual and community preparedness</li> <li>2. Communicate to health sector plan to address health. Describe process, roles, responsibilities of agencies involved in the response Inform public about health risk/s</li> <li>3. Describe health sector's action related to existing plan which addresses threat</li> <li>4. Describe actions individuals and communities can take to protect themselves against health threat</li> <li>5. Commit to continued communication</li> <li>6. Acknowledge uncertainties related to outbreak, and set expectations that changing situation may result in changed recommendations or altered response plans</li> </ol>	Flood Taskforce/ WHO Comms Officer	Public Health sector Donors International groups working in Sudan	Health sector: <ul style="list-style-type: none"> <li>• Website</li> <li>• Email messages</li> </ul>
Public health emergency (heavy rains/ outbreak)	<ol style="list-style-type: none"> <li>1. Provide daily updates on the floods/ health assessments</li> <li>2. Clearly communicate ways people can address their level of risk</li> <li>3. Address public health issues</li> <li>4. Correct rumors and misinformation about outbreaks</li> </ol>	Flood Taskforce/ FMOH Comms Focal Point/ WHO Comms Officer	Public Health sector International groups working in Sudan	<ul style="list-style-type: none"> <li>• Fact sheets</li> <li>• Posters and flyers/brochures</li> <li>• Public service announcements</li> <li>• News media (news conferences, interviews, press releases)</li> <li>• Email messages</li> </ul> Health sector:

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

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				<ul style="list-style-type: none"> <li>• Website</li> <li>• Email messages</li> </ul>
Immediate post-emergency	<ol style="list-style-type: none"> <li>1. Communicate ongoing need for vigilance with disease prevention steps to prevent upswing in disease</li> </ol>	Flood Taskforce/ WHO Comms Officer/ FMOH Comms Focal Point	Public  Health sector  International groups/organizations working in Sudan	Public <ul style="list-style-type: none"> <li>• News releases</li> <li>• Media conference, when necessary</li> </ul> Health sector: <ul style="list-style-type: none"> <li>• Website</li> <li>• Email messages</li> </ul>
Recovery	<ol style="list-style-type: none"> <li>1. Educate public about how to improve public response to similar threats in the future</li> <li>2. Examine problems in current response, and reinforced what worked well</li> <li>3. Describe what policies and resources will be needed to improve response in the future</li> <li>4. Summarize and promote activities of the health sector during the floods</li> </ol>	Flood Taskforce/ WHO Comms Officer/ FMOH Comms Focal Point	Public  Health sector  International groups /organizations working in Sudan	Public <ul style="list-style-type: none"> <li>• News releases</li> <li>• Media conference, when necessary</li> </ul> Health sector: <ul style="list-style-type: none"> <li>• Website</li> <li>• Email messages</li> </ul>

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## Communication Protocol/ Rapid clearance for public information messages/materials

<b>Activities</b>	<b>Infrastructure</b>
Communication response <ol style="list-style-type: none"> <li>1. Connect with health partners comms officers and communicate plans</li> <li>2. Identify key messages</li> </ol>	WHO Comms Officer/ Comms Focal Point (FMOH/International Health)
Message coordination <ol style="list-style-type: none"> <li>1. Identify Floods Spokesperson – preferably, Arabic and English speaking</li> <li>2. Gather all contact information</li> </ol>	WHO Comms Officer/ Comms Focal Point (FMOH/International Health)
Outreach to partners <ol style="list-style-type: none"> <li>1. Disseminate plans, situation reports</li> </ol>	WHO Comms Officer/ Comms Focal Point (FMOH/International Health)  Task Force
Outreach to media <ol style="list-style-type: none"> <li>1. Develop, clear and release a statement during emergency; the health sector's response plan, role and current activities;</li> <li>2. Carry out media monitoring                             <ul style="list-style-type: none"> <li>- Regional and local news outlets</li> <li>- New media and blogs</li> <li>- International media (c/o HQ's daily global health stories monitoring)</li> </ul> </li> </ol>	WHO Comms Officer/ Taskforce (Epidemiologist and Emergency Coordinator) –  Comms Focal Point (FMOH/International Health)
Outreach to public <ol style="list-style-type: none"> <li>1. Distribution of pre-cleared facts about outbreaks and related health information</li> </ol>	WHO Comms Officer/ Comms Focal Point (FMOH/International Health)

- *Infrastructure* – the basic staff and organizational requirement to carry-out the activities in the plan
- *Communication products* – lists of various forms of messages and methods of communication that will be used to reach the public