



**Organización
Panamericana
de la Salud**

Oficina Regional de la
Organización Mundial de la Salud



SALUD

**Promoción
de la
Salud**



Putting Planning Into Practice: The Communications Response to H1N1

A Global Communications Conference
sponsored by the Pan American Health
Organization and the United States
Department of Health and Human
Services

Washington D.C. USA
July 22, 2009

24 efectivas

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 - On population
 - On policies
 - The Presidential words at the World Influenza Summit of Cancun
- **Challenges**



National Preparedness and Response Plan to an Influenza Pandemic (October 2006)



Objectives of the Communication and Health Promotion chapter

- Inform, educate and develop skills in the general population and specific groups.
- Promote anticipatory actions by each target group at each stage.
- Access to consistent, clear, accurate and timely information to the media and specific groups.
- Strengthen coordination capacity for organizational and risk communication.
- Promote organized social participation of persons and different groups to respond appropriately.

Developed and tested in field simulations during 2005-2006

At planning for the 1st day of an epidemic starting in SE-Asia

Not programmatic; lacking a clear arrangement of social communication and educational communication

Explicit the closing of schools and other... but not re-opening

Desktop exercises at international level (GHSAG)

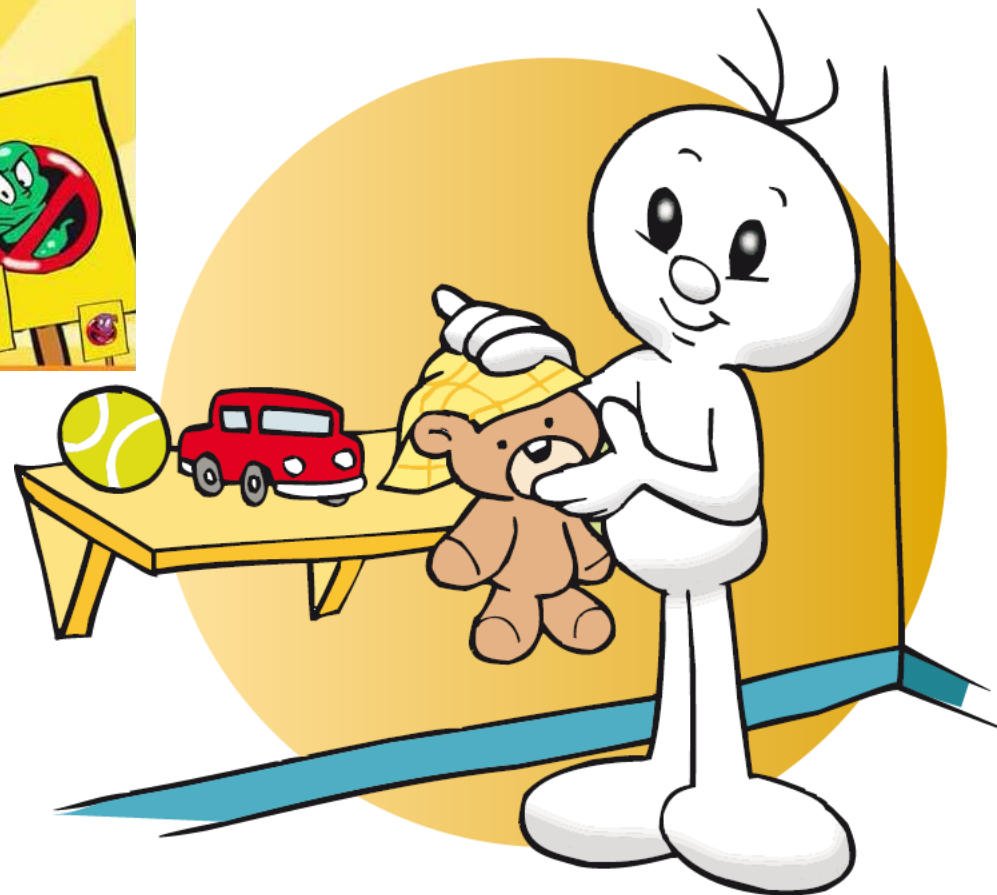
Further improvement up to may 2008

Change in emergency preparedness personnel



IMAGEN “PROMI”

- Developed in 2005-2006
- Field tested in target groups
- Positive, assertive, not scary (not even the virus)





Instruments Developed

Videos

Key Messages

Health Messenger

Leaflets

Other

PREPAREDNESS PAYS

THE REAL ACTION AND DEVELOPMENT IN MEXICO

DECISION PROCESS

THURSDAY APRIL 23RD, 2009

- *Morning work on key messages related to Extended Seasonal Influenza*
- Conference call with Canada, CDC and Mexico (15:00 hrs)
 - Notification of virus and its typification
- Decision to communicate to MoH & recommend to bring it to the President and communicate to the nation (15:45 hrs)
- Closed-doors meeting of Prevention/Promotion Staff with MoH and his staff... HOT DISCUSSION ON CLOSURES decisions for the President (18:00 hrs)
- Calling an expert consulting group and MoH Cabinet (18:30 hrs)
- Crafting the note for the President (19:00-19:30 hrs)
- Meeting at the Los Pinos Presidential house (19:30- 20:30 hrs)
- Meeting of the national Cabinet (20:30-22:30 hrs)
- Crafting the public statement with all Sectors Social Communication Heads ***BASED ON OUR LINES*** (19:30 – 22:00 hrs)
- Address to the Nation (23:00 hrs)

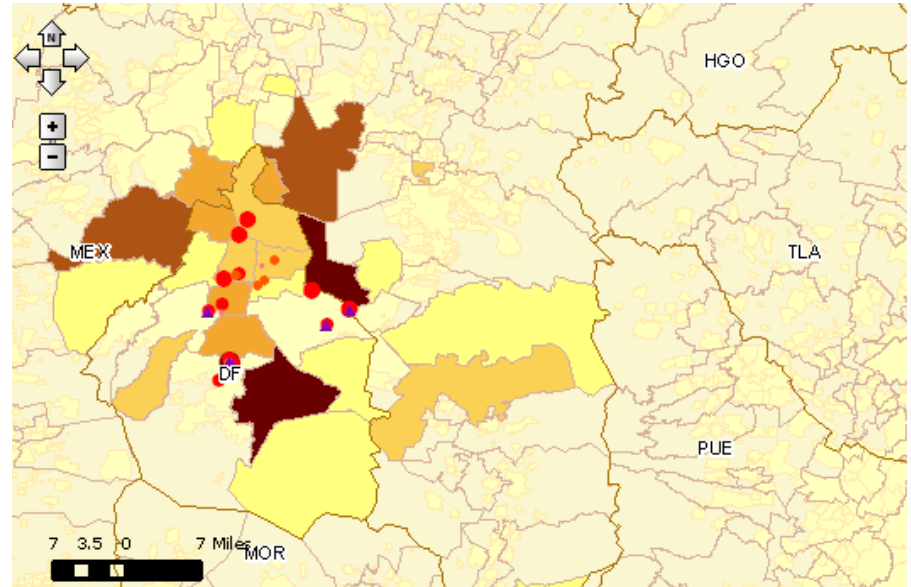
ADDRESSING THE NATION:

NATIONAL ALERT FROM THE PRESIDENTIAL HOUSE “LOS PINOS”



IMMEDIATE MESSAGES

- Novel Virus
- Closing of Schools at Mexico City metropolitan area
- Initial alert
- Six personal hygiene and protection basic actions



PUBLIC HEALTH BASED COMMUNICATION

***KEY EVENT
TO BUILD TRUST
AND TO LEARN THE SHARED
ROLE
OF
EDUCATIONAL
COMMUNICATION WITH SOCIAL
COMMUNICATION***

Health Communication integrated – most of the times - into the management and decision making process

PRESIDENTIAL EXECUTIVE ORDER

(April 25th. 2009)

DIARIO OFICIAL

Sábado 25 de abril de 2009

PODER EJECUTIVO

SECRETARIA DE SALUD

DECRETO por el que se ordenan diversas acciones en materia de salubridad general, para prevenir, controlar y combatir la existencia y transmisión del virus de influenza estacional epidémica.

Al margen un sello con el Escudo Nacional, que dice: Estados Unidos Mexicanos.- Presidencia de la República.

FELIPE DE JESÚS CALDERÓN HINOJOSA, Presidente de los Estados Unidos Mexicanos, en ejercicio de la facultad que me confiere el artículo 89, fracción I de la Constitución Política de los Estados Unidos Mexicanos, con fundamento en los artículos 4o., tercer párrafo, 73, fracción XVI, bases 1a a 4a de la propia Constitución; 3o., fracciones III, XV y XVII, 4o., 6o., fracciones I y V, 7o., fracciones I y XIII, 13, apartado A, fracciones V, VII bis, IX y X, 15, 33, fracción I, 133, fracción II, 134, fracción II, 135, 139, 140, 141, 143, 147, 148, 150, 152, 181 a 184, 402 y 404 de la Ley General de Salud; 41, fracciones II y V de la Ley de Adquisiciones, Arrendamientos y Servicios del Sector Público, y 39 de la Ley Orgánica de la Administración Pública Federal, y

CONSIDERANDO

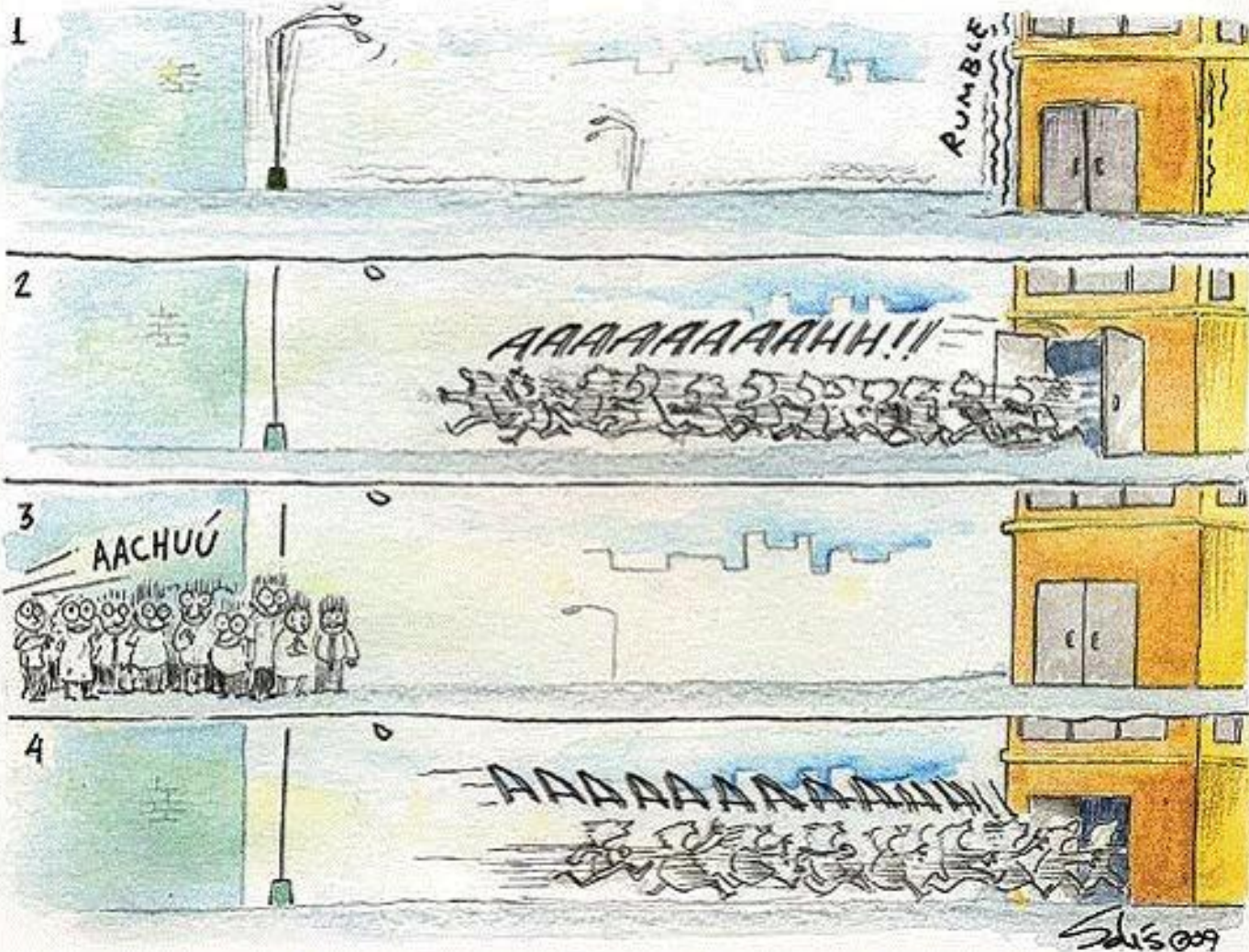
Que toda persona tiene derecho a la protección de la salud, en términos del marco constitucional y legal aplicable;

Que es deber del gobierno mexicano implementar las medidas preventivas, de control y combate a cualquier enfermedad transmisible que pueda constituir una amenaza a la salud humana, al orden o la paz públicos;

Que la Constitución Política de los Estados Unidos Mexicanos establece en su artículo 73, fracción XVI, Bases 2a. y 3a., que en caso de epidemias de carácter grave, la Secretaría de Salud tendrá obligación de dictar inmediatamente las medidas preventivas indispensables;

**WHAT ELSE WE NEEDED?
AN EARTHQUAKE !!
NOT ONLY ONE... BUT TWO**

BONITA MAÑANA EN LA CIUDAD DE MÉXICO.



***ADDRESSING THE NATION: PRESIDENT
CALDERON (April 29th, 2009, six days after)***



ADRESSING THE NATION:

PRESIDENTIAL MESSAGES

- Novel Virus
- Calling for the enlarged long weekend May 1st-5th for non-essential functions
- Emphasis on personal hygiene, settings hygiene and cleaning
- Awareness of symptoms
- Awareness of a curable disease
- Special care to pregnant workers
- Opening free access to all symptomatic patients
- WHO PHASE 5

PUBLIC HEALTH BASED COMMUNICATION

QUESTION

- Too harsh?
- Too extreme measures?
- Are these interventions consistent with Risk Communication foundations?

ADRESSING THE WORLD:

WORLD HEALTH ORGANIZATION



ADRESSING THE WORLD:

WHO MESSAGES

- Alert
- Potential for pandemic virus
- Phases 4. 5 and 6
- No – Barriers (China, Canada, USA, Some European, Peru, Argentina, Cuba)
- Multilateral collaboration
- *Mexico's MoH at WHA May 18, 2009*
 - *History*
 - *Management*
 - *Demand respect for International Regulations and non-discrimination*
 - *Compensation from timely information*

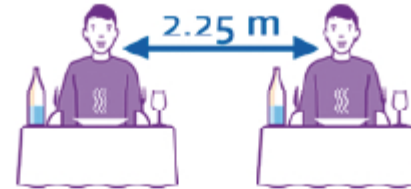
Question: Are IHR based on Global Public Health Grounds?

DECISION PROCESS FOLLOWING DAYS (April 25-29)

- GUIDELINES (N....)
- EXTENDED LONG-WEEKEND
- COMMUNICATIONS
 - *Empowering for self-protection, control*
- RESPONDING TO CONCERNS
 - NATIONAL
 - INTERNATIONAL
 - EMBASSIES
 - CONSULATES
 - INDUSTRY
- THE CONTINUITY OF OPERATIONS (other sectors did not believe in the possibility)
 - Public
 - Private

DECISIONS ON CLOSURES, REOPENING, AND AFFECTED GROUPS

- Schools (235,000)
- Non Essential Industry
- Restaurants
- Cinemas, Theaters
- Spectacles (National Football League Final Round)
- **POLITICAL CAMPAIGN FOR MID-TERM ELECTIONS**



***ALL HAD TO BE COMMUNICATED TO THE
STAKEHOLDERS AND THE POPULATION***

***MEXICO CITY... EXTENDED HOLIDAY.
MAY 1st-5th, 2009***



ORGANIZATIONAL ACTION: Key Messages Bulletin as Inter-sectorial Coordination Critical Tool

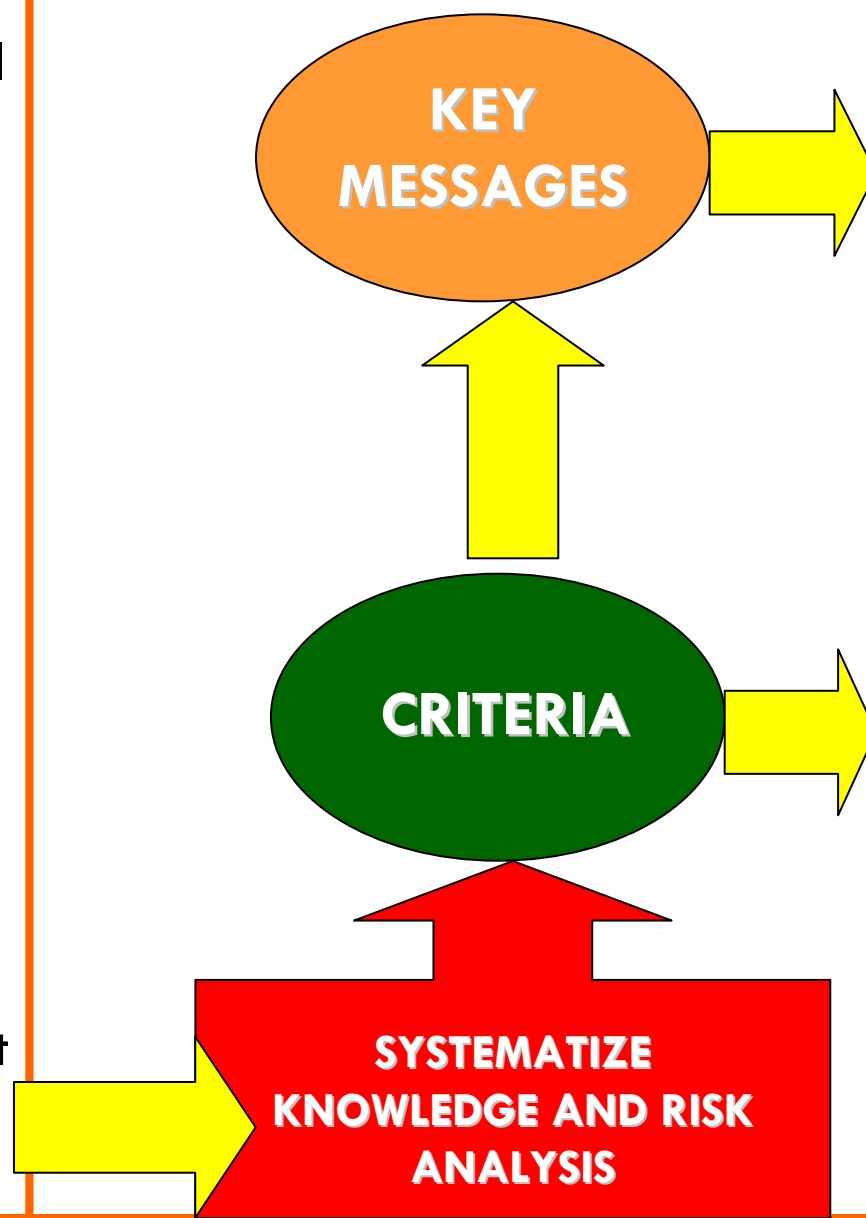
- Within Health Sector (State and Social Security Authorities)
 - National Health Council extraordinary sessions
 - National Sectorial Communication Committee
 - Poverty alleviation programs (for hard to reach populations)
- Outside the Health Sector
 - Labor
 - Education
 - Government
 - Internal affairs
 - Including midterm electoral process
 - Foreign Affairs
 - Security
 - Public Security
 - Army



INPUT

- Epidemiological Information
- International Evidence
- International Standards and Guidelines
- Political Needs
- Needs to Implement
- Medical Guide
- Analysis of Print Media Reporting

METHODOLOGICAL AXES



OUTPUT

COMMUNICATIONAL

- Posters
- Materials for journalists
- Materials for Health Units
- Materials for children
- Materials for Schools
- Materials for Workplaces
- Materials for housing

MANAGEMENT

- Guidelines and recommendations
- Technical Specifications
- Community Workshops

PERSONAL HEALTH EDUCATION AND COMMUNICATION

- **EDUCATIONAL COMMUNICATION AND SOCIAL COMMUNICATION**
 - Alignment and a great power of penetration
- **ALIGNMENT (Authorized language and concepts)**
 - **Key Message**
 - Adhere to federal guide... evolving
 - Develop State specifics → Local analysis is needed. Example: Graphics analysis of print media is included
 - **Health Messenger**
 - Document for the representatives of mass media (radio, TV, etc ... covering both the source and the announcers producers)
 - **Communication Guide for Health Managers**
 - Planning and Communications process

INFORMACIÓN CLAVE SOBRE LA
INFLUENZA A(H₁N₁)



Mensajero de la Salud



SALUD



Guía de Información
y Orientación para Directores
de Hospitales



SALUD



Dirección General
de Promoción de la Salud

02 de mayo de 2009.

ALL OTHER MATERIALS

Tool kit

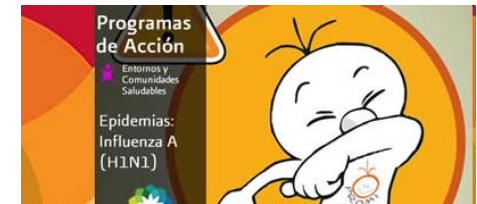
Posters General population



Guides



Web page



Support material



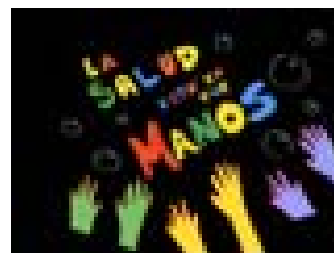
Posters Airports



Leaflets



Video



Bulletins



PACKAGE OF INTERVENTIONS

Personal (Educational Communication)	SETTINGS (Guidelines and Recommendations)	Activities (Recommendations)	Social Participation (Guidelines)
Hygiene: <ul style="list-style-type: none"> • Hand washing • Sneezing • Hygiene, clothing and accessories • Spitting in tissue 	Sites: <ul style="list-style-type: none"> • Housing • Labor, Offices • Centers for Reunion • Public and private transport • Hotels • Schools and kindergarten • Shelters, and migrant laborers 	Public events and Meetings	Urban Social Networks
Reduce Contact: <ul style="list-style-type: none"> • Healthy Distance • Shelter Home • Family Filter 	Actions: <div> Cleaning: <ul style="list-style-type: none"> • Surfaces • Common objects </div>	Electoral Journey	Local Health Committees
Populations: <ul style="list-style-type: none"> • Pregnant • Chronic Disease • Travelers 	Physical: <ul style="list-style-type: none"> • Ventilation • Solar radiation • Humidity • Temperature 		County Mayors
Correct use of: <ul style="list-style-type: none"> • Masks • Respirators 	Access to: <ul style="list-style-type: none"> • Water • Soap • Disposable paper • Alcohol gel • chlorinated water 		

TOTAL PRINTING

- **Federal Documentation:**
 - Direct Printing 23,857,769
 - Paid Journals inclusion distribution : 170,000
- **Other Federally Printed Material (approx. 6'100,000)**
 - Private Sector
 - Social Sector
 - Informal (Unknown Photocopies, etc.)

ACCIONES EMERGENTES PARA INFLUENZA EFECTUADAS POR LOS ESTADOS

Componente MOPS	Indicador	Total
• Capacitación a personal de salud en intervenciones	• Personal Capacitado	109,708
• Desarrollo de competencias	• Asistentes a sesiones educativas	2,326,041
• Entornos Saludables (Entrega y difusión de lineamientos y recomendaciones)	• Escuelas Cerradas por casos de Influenza (aulas o totalmente) • Sitios / entornos orientados y trabajados (trabajo, estancias, etc)	2,578 (por verificar Oax 14,078) 10'187,719
• Participación Social y Comunitaria	• Comités Locales de Salud con diagnóstico y plan participativo • Comités Municipales de Salud con diagnóstico y plan participativo • Redes de Salud activas por Influenza	439,493 2,237 830
• Mercadotecnia Social en Salud (Comunicación educativa)	• No. de impresos distribuidos • Otros impactos por materiales y acciones • Recados Escolares	32'201,873 1'601,668 32,502
• Abogacía (Acuerdos)	• Acuerdos Operativos (con Sector Público, Privado y Social)	40,988
• Rectoría y Seguimiento	• Acuerdos con Epidemiología • Supervisión a jurisdicciones	1,449 611
• Red de municipios.	• Personal de brigadas municipales • Trípticos y carteles municipales	721 867,462

Basados en información provista desde la semana 27 de abril al 3 de mayo hasta la semana del 8 al 14 de junio por 29 entidades federativas; según las acciones comprometidas en la Guía de Secretarías de Salud acordada en el CNS extraordinario. 31 estados informaron, salvo el estado de Morelos

Strategic Alliances

- PAHO-CDC ... Risk Analysis and Communication
- WAL-MART ... communication
- Microsoft ... web overload; security
- TELMEX ... videoconferencing
and other cell company
 - » Cell phone messages
- **NATIONAL PRESIDENTIAL OFFICE**
 - International and National Communication

***TOTAL ELECTRONIC MEDIA IN ALLIANCE WITH
THE NATIONAL PRESIDENCY (April 24- June 4th)***

 - RADIO: 31,134 minutes equivalent to 518.9 hours; and a total of 62,268 impacts
 - TELEVISION: 2411 minutes, equivalent to 40.18 hours



Centro de Información

Este portal surge como una herramienta de consulta, es producto de la necesidad y el firme compromiso de la Secretaría de Salud para poder informar con más a detalle sobre todo lo relacionado con el virus de la **influenza A(N1H1)**. Entre el contenido destacado de este sitio se encuentran noticias, mensajes, artículos de relevante importancia y materiales educativos que pueden ser de ayuda para toda la población.

Twitter / DGPS

Twitter / SaludDGPS

SaludDGPS: La actividad física

SaludDGPS: Recuerda lavar tu:

SaludDGPS: @acapulcomejora

SaludDGPS: @influenza_ssa Si

SaludDGPS: ¿No sabes como #

SSA (mensajes del día

01 de Junio del 2009 ^{Nuevo}
por Influenza Portal CM 1

El regreso a las actividades

01 de Junio del 2009 ^{Nuevo}
por Influenza Portal CM 1

En un estudio de percepción

29 de Mayo del 2009
por Influenza Portal CM 1
En México se ha actualizado

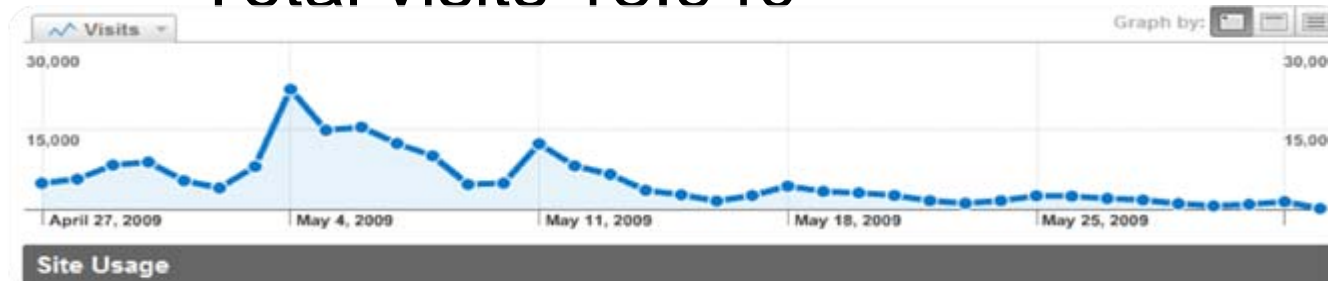
29 de Mayo del 2009
por Influenza Portal CM 1
Al inicio de la epidemia de
(H1N1) y dar continuidad

26 de Mayo del 2009
por Influenza Portal CM 1
Si bien se ha avanzado con

(Más anuncios...)

WEB (as of end June 2009)

- **DGPS page:**
 - Total Visits 515,999
 - Daily Visits: 5,361 (up to 9,000)
- **Countries that visit the web:**
Mexico, USA, Peru, Colombia, Venezuela, Ecuador, Argentina, Spain, Panama
- **Blog:**
 - Total visits 18.940



Support for the Call Center

Telephone information center coordinated by CONADIC, integrated by several institutions.

Center personnel Trained by the General Directorate of Health Promotion (DGPS), to advise the public about influenza by 01 800 lines.

DGPS enables practitioners to provide official information, to avoid confusion and contradictions in their answers.



Ofrece a la población en general **números de asistencia gratuitos** donde se podrá consultar información de la **Secretaría de Salud** sobre las medidas para prevenir y controlar la transmisión de la **Influenza**.

Llame **sin costo** al
01 800 123 1010
o al ***1010**

desde cualquier línea Telmex residencial,
comercial y de telefonía pública.

CALL CENTER (CONSORTIUM CONADIC/ DGPS)

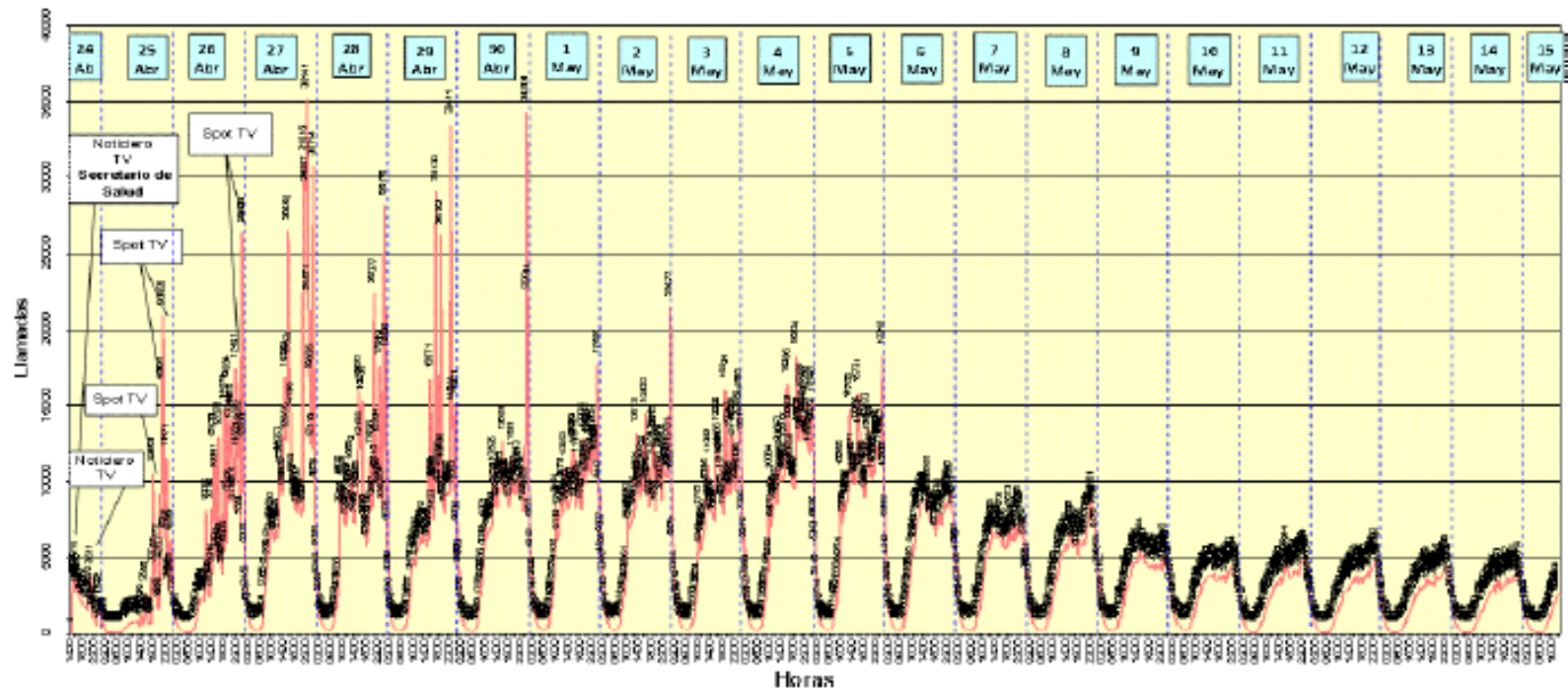
We needed to align to the Key Messages all organizations and contact with population, in order to avoid confusion

Trained 666 phone orientators, from different institutions

Grupos Capacitados: INMUJERES (8), ISSSTE (150), IMSS (50), SSP (15), CONADIC (76), SAPTEL (136), ASA (30), ACERCATEL (1), TELMEX (200).

Gráfico N° 9: Distribución horaria de las llamadas atendidas. México, 24/04 al 15/05

01.800.123.1010 LLAMADAS ATENDIDAS



6'204,790 CALLS; up to 35,000 per hour

Emergent actions in the states to mitigate Influenza

- Health Personnel training on health interventions
- Population Competencies development
- Healthy Environments (Delivery and dissemination of guidelines and recommendations)
- Social and Community Participation
- Social Health Marketing (Educational Communication)
- Advocacy (Agreements with labor and others)
- Stewardship and monitoring (lack of culture for quantification)
- National Network of Healthy Municipalities.

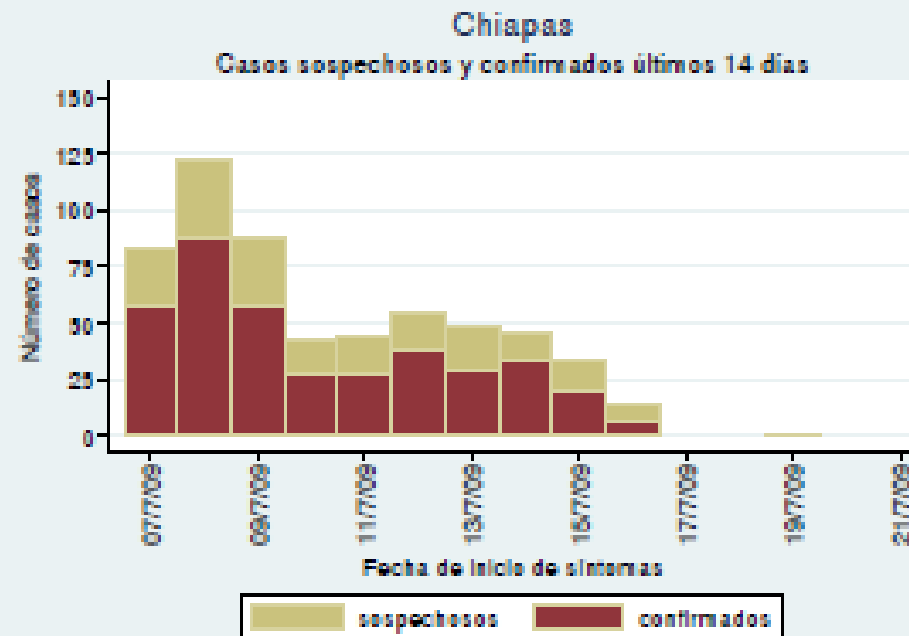
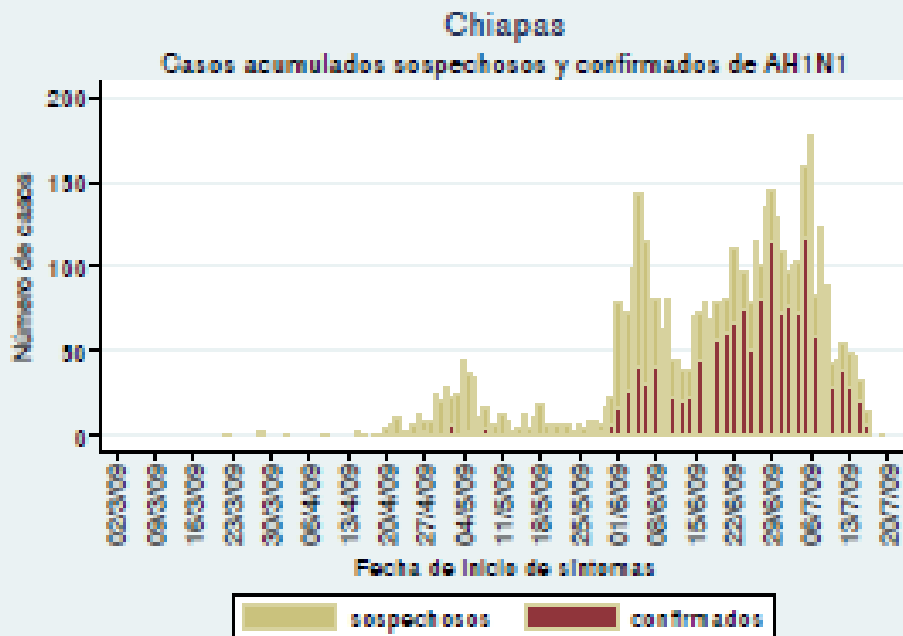
COMMUNICATION AT THE INTERNATIONAL LEVEL: Is there an Added Value?

- Routine:
 - Periodic conference call
 - Canada, USA (several organizations), Mexico (MoH and Presidency), other Countries (GHSAG)
 - CRITICAL ON
 - DEALING WITH THE CHANGES OF NAME
 - *Extended Seasonal Influenza*
 - *Swine Flu*
 - *Mexican Flu*
 - *New Flu*
 - *New A(h1N1) virus*
 - *A(H1N1) Influenza*
 - DEFINING SOME INITIAL CONCEPTS (NAME OF DISEASES)
 - ADVANCE NOTICE ON ACTION
 - EXCHANGE OF TECHNICAL NOTES
- Non Routine:
 - On Crisis:
 - Countries: China, Argentina, Cuba
 - Organizations: WHO, CDC

Question: Is there an added value?

POTENTIAL IMPACT

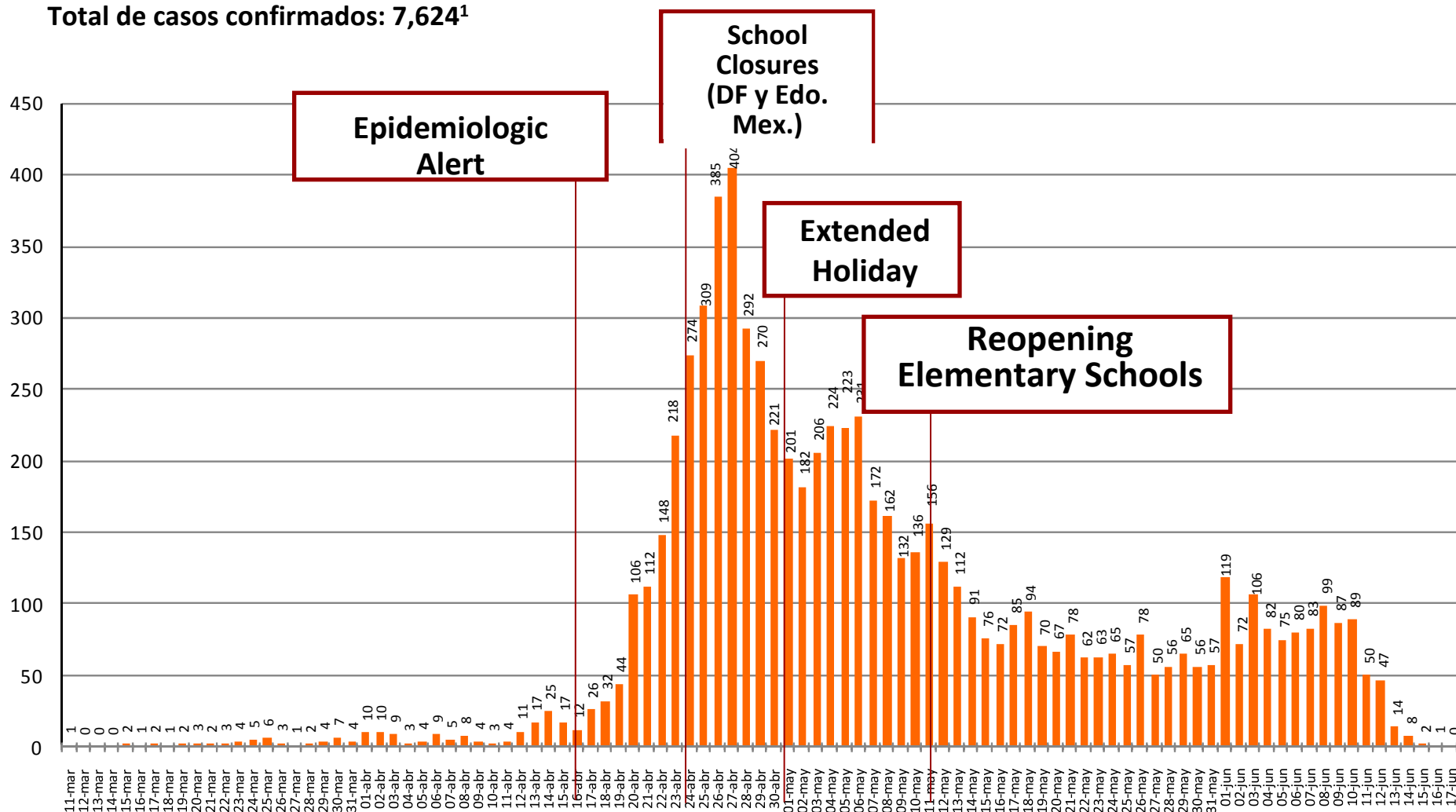
- Over reaction?
- Some evidence (current and historic) on effectiveness on acting early and fast
- Higher added value on addressing anticipatory interventions delayed medical care seeking in areas / communities with limited tertiary care capacity
 - The recent case of Southern Mexico's Chiapas



- Usefulness in modifying general health culture

Confirmed Cases by Initial Date of Symptoms (up to June 15)

Total de casos confirmados: 7,624¹



¹ En la figura se excluyen 56 casos confirmados.

Fecha de inicio de síntomas

FUENTE: Base de datos INDRE.

Perception Survey: Knowledge about virus transmission. May 18, 2009

Spontaneous response	Mexico City
Air contact (From the spittle of a person)	78.7%
Physical contact (Between persons)	73.7%
Sharing personal objects	26%

“Sneezing, you eject bugs that are transferred to another person”

Potential Impact

- On population
- On policies
- The Presidential words at the World Influenza Summit of Cancun



CHALLENGES

- Reinitiating the process... keeping the trust
- Foundations of Risk Communication, and training:
 - What is the risk
 - What we know and do not know
 - What are we doing
 - What should you do
- The challenge of medical interventions:
 - Vaccination target groups
 - How to deal with broader community infection rate
- Key International Coordination and uniformed dynamics as support for policy implementation
- Continued link and cooperation with Social Communication
- State and local based Communication in a Federated Country
- Refreshing and focusing the message
- LONG RANGE Sustaining the effort: do not let it down!



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