



Avian and Pandemic Influenza



Public Information Project

Provide information to the public and key stakeholders in the event of an avian flu or pandemic flu outbreak



Avian and Pandemic Influenza Public Information Project

Phase 1

Materials Development (Bilingual – English/Spanish)

- Website
- Brochure
- Bus Posters
- PowerPoint Presentation





Avian and Pandemic Influenza Public Information Project

Website: www.SBCfluinfo.org

Phase 1

The image displays two screenshots of the Santa Barbara County Pandemic Flu website. The left screenshot shows the Spanish version, "GRIPE DE PANDEMIA", with a highlighted yellow box stating "NO hay casos de humanos o de animales ni broches por H5N1 en la Gripe Aviar en los Estados Unidos". The right screenshot shows the English version, "PANDEMIC FLU ONLINE", with a highlighted yellow box stating "There are NO human or animal cases of highly pathogenic (H5N1) avian influenza in the U.S.".

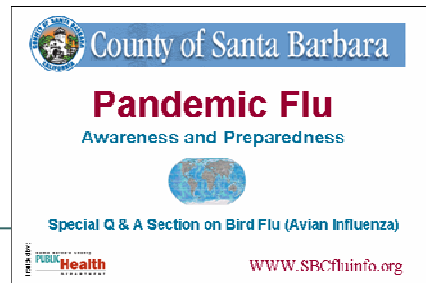
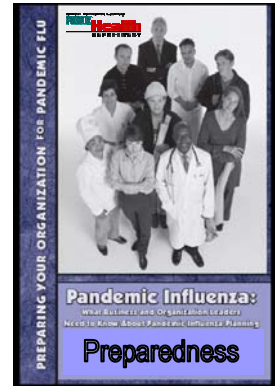


Avian and Pandemic Influenza Public Information Project

Brochures

Phase 1

- Avian-Pandemic Flu
 - Supermarkets countywide
- Business Preparedness
 - Sept. 13
Business Preparedness Forum
 - Chambers of Commerce





Avian and Pandemic Influenza Public Information Project

City Bus Posters

Phase 1

- Santa Maria, Lompoc & SB

It is not the flu as usual!
(No es la gripe de siempre!)

For more information:
(Para mas informacion:)
www.SBCfluinfo.org
1-888-SBCoFlu

County of Santa Barbara
Gripe de pandemia
Conocimiento y preparación
Evite la enfermedad de propagarse y prepararse antes de que sea tarde.
www.SBCfluinfo.org

County of Santa Barbara
Pandemic Flu
Awareness and Preparedness
Special Q & A Section on Bird Flu (Avian Influenza)
www.SBCfluinfo.org



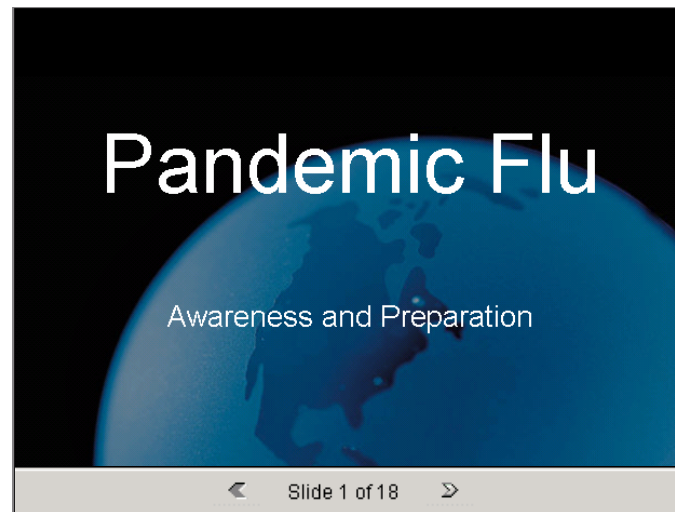


Phase 1

Avian and Pandemic Influenza Public Information Project

PowerPoint Presentation

- Website
- Government & public access TV
- Community presentations



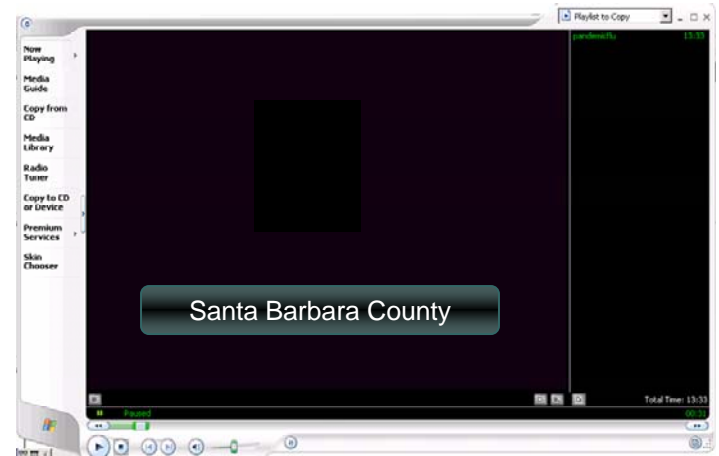


Avian and Pandemic Influenza Public Information Project

Video

Phase 2

- 10-12 minute Avian-Pandemic Video
(underway)
 - English with Spanish-language voice-over
 - Government and Public Access Television
 - Exploring costs for commercial TV stations





Avian and Pandemic Influenza Public Information Project

Television Public Service Spots

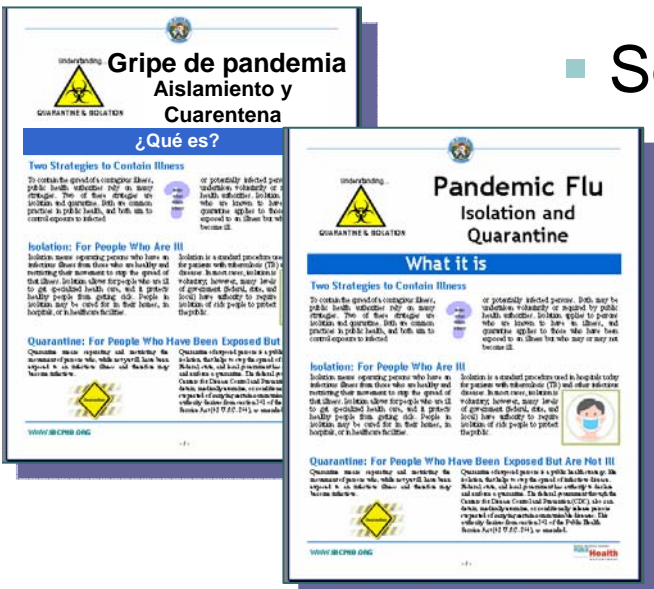
Phase 2

■ Avian flu education

Information Sheets

■ Preventing spread

■ Social distancing, vaccine information, isolation & quarantine, home care, mass care & shelter, etc.





Avian and Pandemic Influenza Public Information Project

Timeline

- Website
 - by mid-August
- Brochures and Posters
 - by end of August
- PowerPoint
 - by early August
- Video
 - by end of September



Thank you

