



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

Date: 22 July 2009

Place: **Pan American Health Organization**
525 Twenty-Third Street NW – Room B
Washington, DC 20036

8:30—09:00 Registration

09:00—09:15 Opening remarks

- Ximena Aguilera Coordinator, Communicable Diseases, PAHO
- Laura Petrou Chief of Staff, HHS

09:15—09:45 A Communications Perspective from WHO

Moderated by Bryna Brennan, PAHO

- Gregory Hartl WHO Spokesperson
- Daniel Epstein PAHO Media Officer

09:45—10:45 Trilateral Panel: Mexico, US & Canada on North American Response

Moderated by Bill Hall, HHS

- Carlos Santos Burgoa Mexico (MOH)
- Glen Nowak U.S. (CDC)
- Natasha Manji Canada (PHAC)

10:45—11:00 *Coffee Break*

11:00—12:30 A global view of the H1N1 communications response: how did pandemic plans line up with real world actions? Were there gaps? What went right and what went wrong?

Moderated by John Rainford, WHO

12:30—13:30 *Lunch*

13:30—15:45 Communications challenges around Vaccine and Immunization

Moderated by Stephanie Marshall, HHS

- Bruce Gellin Director, National Vaccine Program, HHS
- Arthur Allen Author: *Vaccine*
- Silvio Waisbord Professor, George Washington University

15:45—16:00 *Coffee Break*

16:00—16:15 Addressing Complacency and Risk Communication

- Peter Sandman Risk Communication Expert

16:15—17:00 Current and Future Communication Challenges

Moderated by Ximena Aguilera, PAHO

- The view from the South Maritza Labrana, MOH Chile
- H5N1: Communicating Two Viruses Omid Mohit, WHO/EMRO
- Changing, Sharing Guidance Marsha Vanderford, CDC

17:00—18:00 Next steps