

VI Interagency Meeting on Strategic Communication for Avian and Human Pandemic Influenza

July 2010



**Pandemic Influenza Coordination (PIC),
UN Office for the Coordination of Humanitarian Affairs
(OCHA)**

Regional Overview

- Better prepared for any threat posed
- Especially those caused by disease
- Beyond health sector involvement in preparedness and response

Business Continuity Management

- Planning to ensure essential services are maintained,
- Putting the measures in place.



Communication

- Improved understanding of the importance of Communication,
- Prepared material



Partnerships & Networks

- National level
- Cross border
- Regional
- International



Lessons Identified

- Can not respond alone
- Pandemic is not about health
- BCM, BCM, BCM
- Preparation is a process, not a piece of paper.



True
multi-sector,
multidisciplinary
involvement.



If partner to be
part of the
response, must
be part of the
preparation.



Future Emergencies

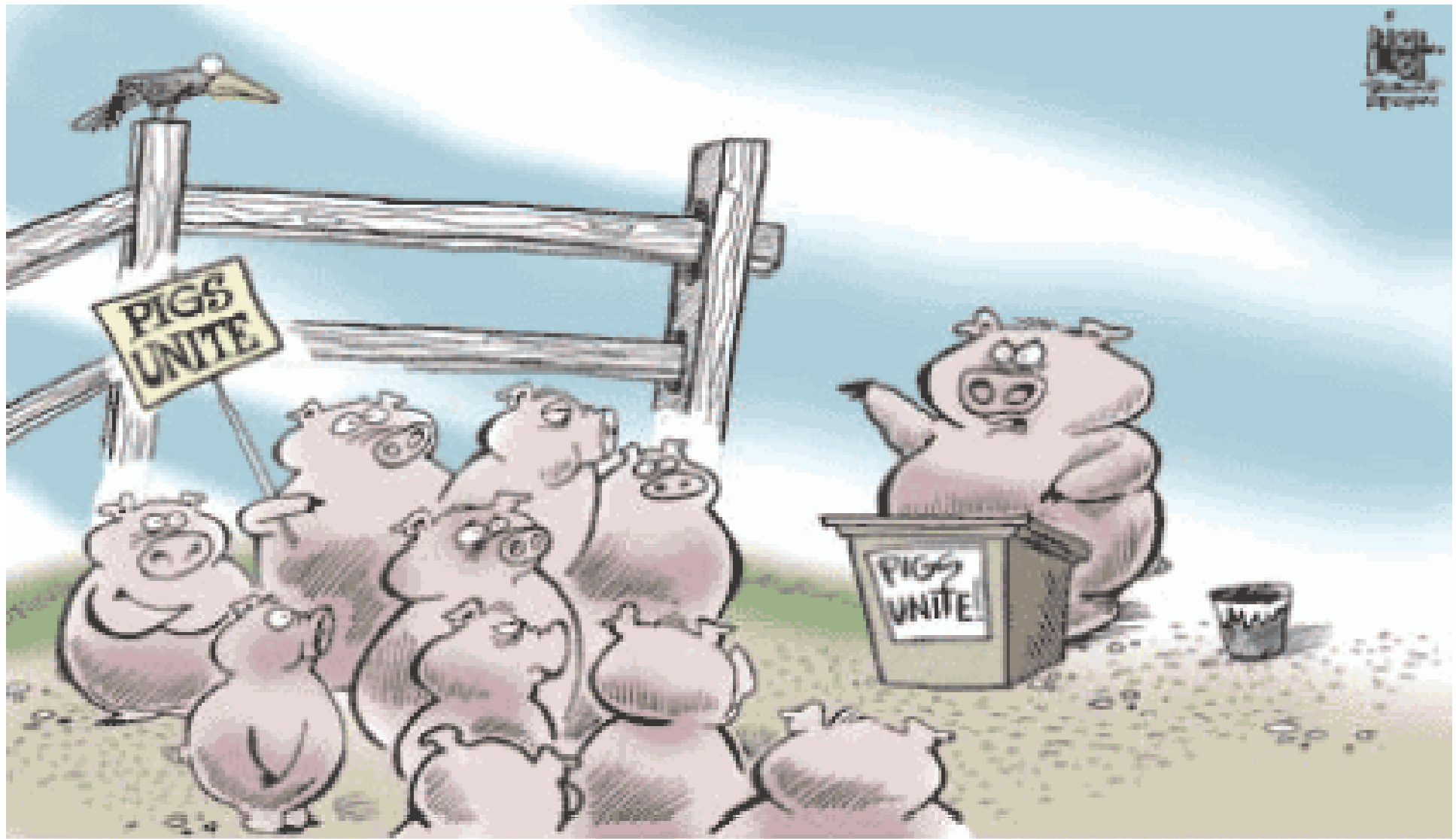
- Integrated planning
- Harmonised plans
- More flexible plans
- Robust plans





Pandemic Preparedness is *not* about birds!





THE TURKEYS HAVE BIRD FLU. THE COWS HAVE MAD COW DISEASE. I'M TELLING YOU, BOYS... UNLESS WE WANT TO SEE MORE HAM SERVED ON THANKSGIVING, WE'RE GOING TO HAVE TO GET OUR OWN DISEASE!

And it is not about Pigs either!

It is about the Whole Community



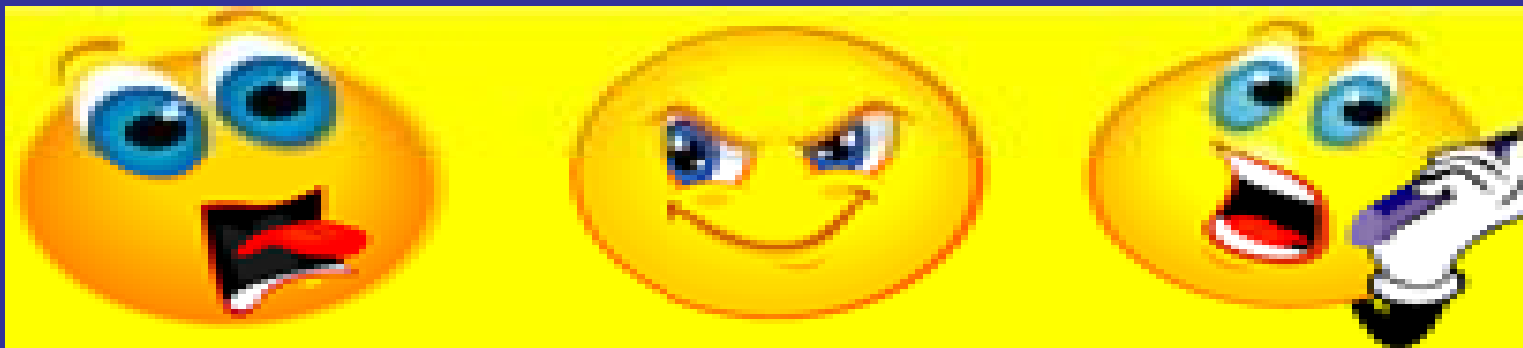
Thank you
Any Questions?

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**LACK OF PLANNING
ON YOUR PART
DOES NOT CONSTITUTE AN
EMERGENCY ON MINE**