

Help Spread the Word: www.PandemicPractices.org



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Public health planners have a new tool to help them prepare for the daunting challenge of an influenza pandemic. PandemicPractices.org, launched in September 2007, contains more than 130 peer-reviewed practices that include excellent work being done across the United States and beyond to protect citizens by preparing for a flu pandemic.

Developed by the Center for Infectious Disease Research & Policy at the University of Minnesota and the Pew Center on the States, a division of The Pew Charitable Trusts, the goal of www.PandemicPractices.org is to save communities and states time and resources by sharing approaches to three key pandemic flu issues: altering standards of clinical care, communicating effectively, and delaying and diminishing the impact of a pandemic. Users can easily find practices applicable to their communities. The materials can be searched by state or topic, as well as by special-interest issues, such as: materials translated into multiple languages, materials for vulnerable populations, and school toolkits. Each practice has been reviewed and selected for inclusion by some of the country's leading public health experts.

Help get the word out about this timely and useful new tool that can assist communities across America and beyond to prepare for a flu pandemic. The following list provides several suggestions (and supporting materials) to help you spread the word to your colleagues or community. In addition, if the database includes a practice from your city, county, or state, your local press might be very interested in writing about it. Suggestions include:

- Provide a link to www.PandemicPractices.org on your Web site;
- Send an e-mail to your colleagues or members telling them about this resource (you can use our attached e-alert template);
- Publish an article about the database in your organization's newsletter (you can use our attached newsletter article template);
- Send out a press release announcing that an approach from your community was selected as a promising practice for managing a flu pandemic (you can use our attached press release template);
- Talk to your local media about how your county, city or state is planning for a potential flu pandemic and how this database will help.

Thanks for your interest in this project and for helping to spread the word. With www.PandemicPractices.org, communities can strengthen their preparedness by borrowing and building on the work of their peers.

The Center for Infectious Disease Research & Policy's mission is to prevent illness and death from infectious diseases through epidemiologic research and the rapid translation of scientific information into real-world practical applications and solutions. Online at www.cidrap.umn.edu.

The Pew Center on the States (PCS), a division of The Pew Charitable Trusts, works to advance state policies that serve the public interest. PCS conducts highly credible research, brings together diverse perspectives, and analyzes states' experiences to determine what works and what doesn't. We shine a spotlight on nonpartisan, pragmatic solutions for pressing and emerging problems affecting Americans. Online at www.pewcenteronthestates.org.