Communication Challenges Connecting Scientists, Public Agencies, and the Media: Human Health Perspective

Stephan Monroe, PhD
Director, Division of High-Consequence Pathogens and Pathology
National Center for Emerging and Zoonotic Infectious Diseases

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General Principles of Health Risk Communication

- Be first
- Be credible
- Be consistent
- State what you know
- State what you don’t know
- Estimate when you’ll know more
Sporadic Swine Flu

- Handful of cases
- Associated with animal exposure (farm or fair)
- 1988 fatal case in pregnant woman (WI)
Swine as the Influenza Mixing Vessel

15 HAs
9 NAs

Avian virus

Human virus

Reassortant virus

DIRECT
Swine Flu 2009
What’s in a name?

That which we call *Swine Flu*,
by any other name would cause the same illness

With apologies to Shakespeare
21 April (Day 0): “Swine Influenza A (H1N1)”

http://www.cdc.gov/mmwr/PDF/wk/mm58d0421.pdf
28 April (Day 7):
“Swine-Origin Influenza A (H1N1)”

http://www.cdc.gov/mmwr/PDF/wk/mm58d0428.pdf
8 May (Day 17): “Novel Influenza A (H1N1)”
“2009 Pandemic Influenza A (H1N1)”
The 2009 Influenza A (H1N1) virus is of “Swine-Origin”
What’s Next: “Avian-Origin” Influenza A (H5N1)??
Panel Discussion
to Follow All Presentations

For more information please contact Centers for Disease Control and Prevention

1600 Clifton Road NE, Atlanta, GA 30333
Telephone, 1-800-CDC-INFO (232-4636)/TTY: 1-888-232-6348
E-mail: cdcinfo@cdc.gov  Web: www.cdc.gov

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