

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

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Farm Foundation Zoonoses Symposium
23 September 2010



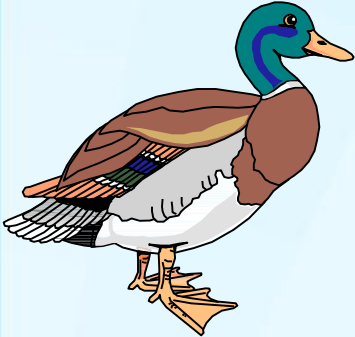
General Principles of Health Risk Communication

- ❑ **Be first**
- ❑ **Be credible**
- ❑ **Be consistent**
- ❑ **State what you know**
- ❑ **State what you don't know**
- ❑ **Estimate when you'll know more**

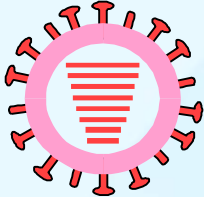
Sporadic Swine Flu

- ❑ **Handful of cases**
- ❑ **Associated with animal exposure (farm or fair)**
- ❑ **1988 fatal case in pregnant woman (WI)**

Swine as the Influenza Mixing Vessel



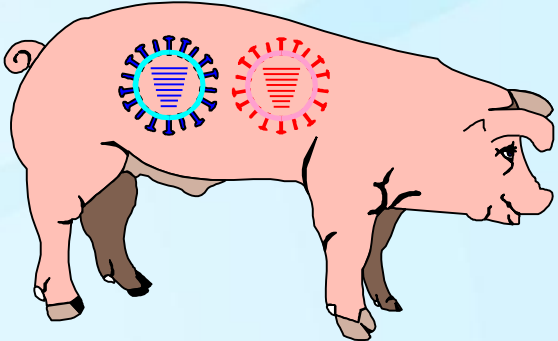
15 HAs
9 NAs



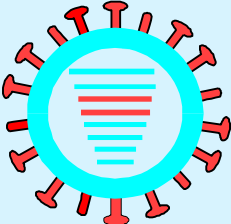
Avian virus



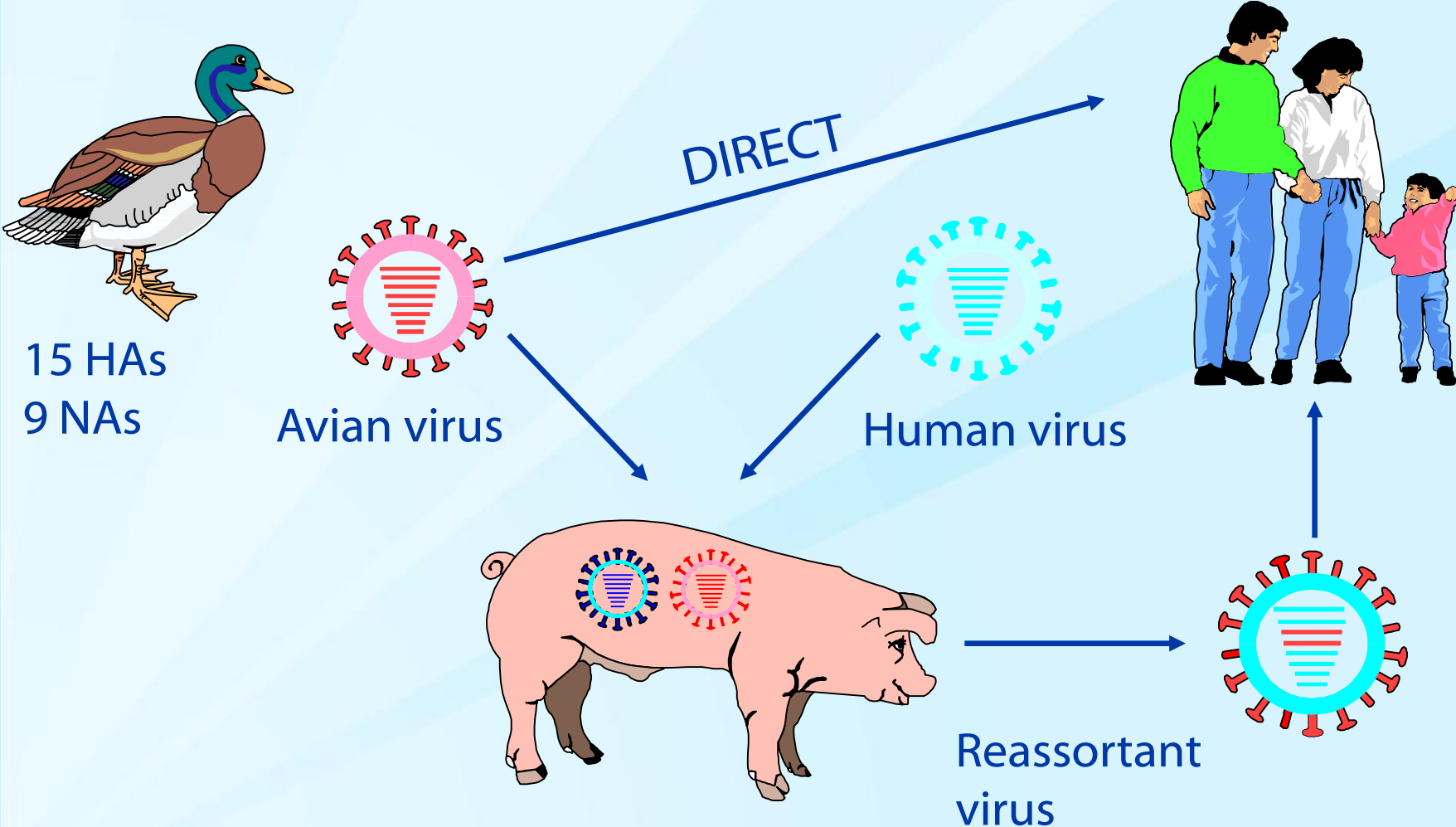
Human virus



Reassortant
virus



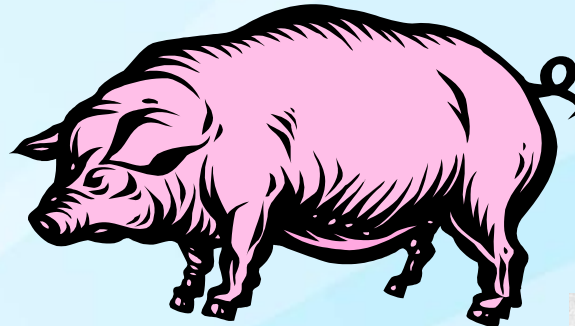
DIRECT



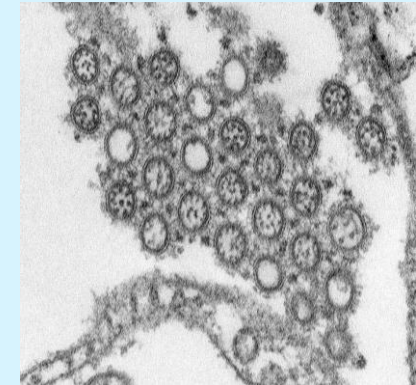
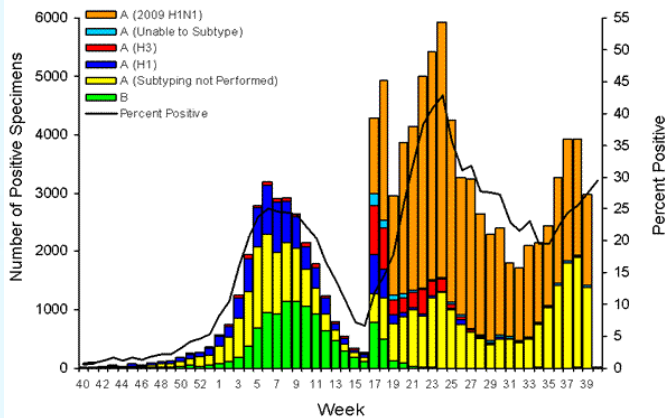
Swine Flu 2009

What's in a name?

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



Influenza Positive Tests Reported to CDC by U.S. WHO/NREVSS Collaborating Laboratories, National Summary, 2008-09



With apologies to Shakespeare

<http://www.cdc.gov/flu/weekly/weeklyarchives2008-2009/weekly39.htm>

21 April (Day 0): “Swine Influenza A (H1N1)”



MMWRTM
Morbidity and Mortality Weekly Report
www.cdc.gov/mmwr

MMWR Dispatch
Vol. 58 / April 21, 2009

**Swine Influenza A (H1N1) Infection in Two Children –
Southern California, March–April 2009**

28 April (Day 7): “Swine-Origin Influenza A (H1N1)”



MMWRTM

Morbidity and Mortality Weekly Report
www.cdc.gov/mmwr

MMWR Dispatch
Vol. 58 / April 28, 2009

**Update: Drug Susceptibility of Swine-Origin Influenza A (H1N1) Viruses,
April 2009**

8 May (Day 17): “Novel Influenza A (H1N1)”



MMWRTM

Morbidity and Mortality Weekly Report

www.cdc.gov/mmwr

Weekly

May 8, 2009 / Vol. 58 / No. 17

**Update: Novel Influenza A (H1N1) Virus Infections – Worldwide,
May 6, 2009**

“2009 Pandemic Influenza A (H1N1)”



MMWRTM

Morbidity and Mortality Weekly Report

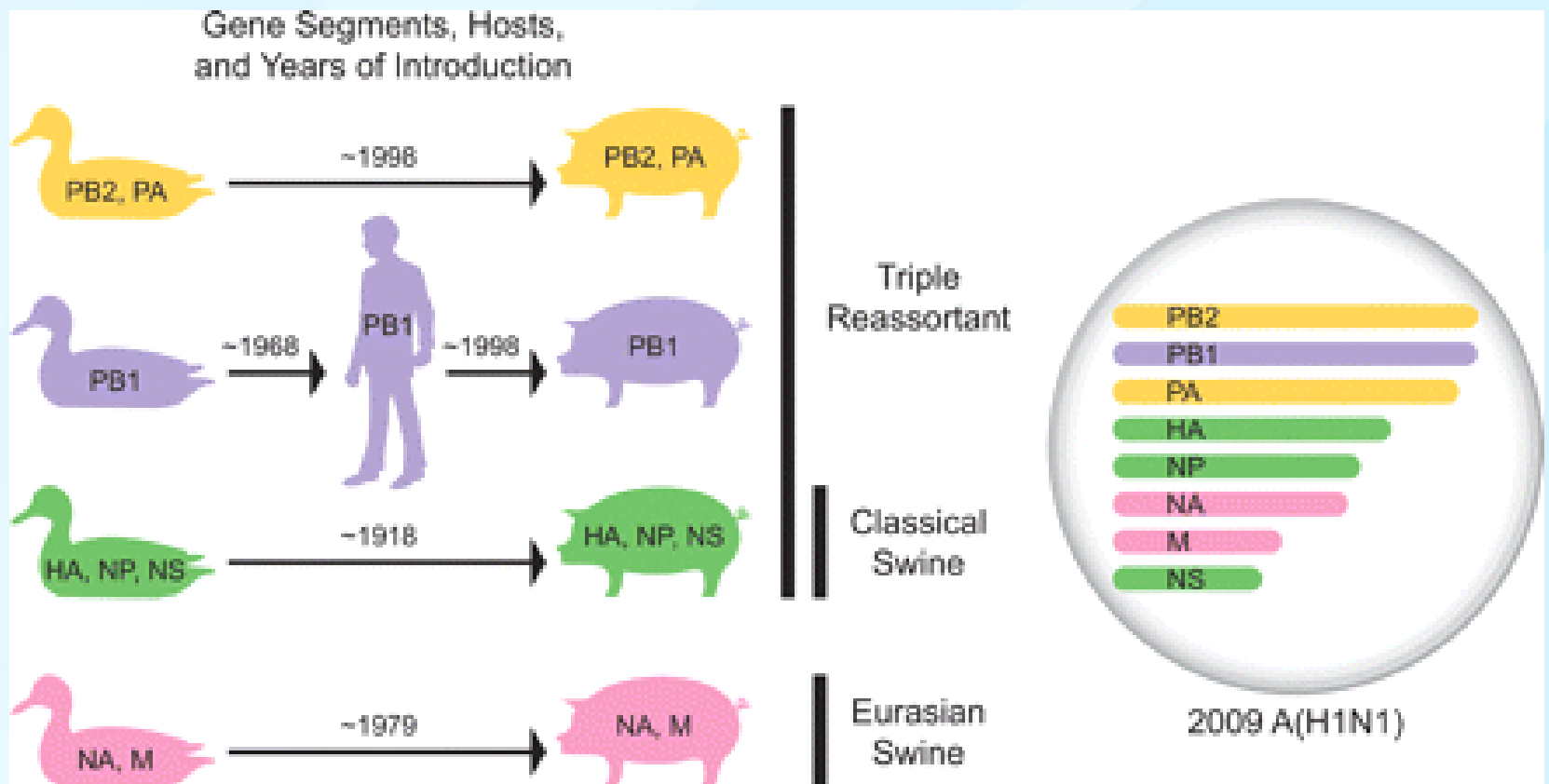
www.cdc.gov/mmwr

Weekly

August 28, 2009 / Vol. 58 / No. 33

**2009 Pandemic Influenza A (H1N1) Virus Infections –
Chicago, Illinois, April–July 2009**

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

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Telephone, 1-800-CDC-INFO (232-4636)/TTY: 1-888-232-6348
E-mail: cdcinfo@cdc.gov Web: www.cdc.gov

The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.

