



OPERATIONAL RISK COMMUNICATION AND COMMUNITY ENGAGEMENT PLAN

RESPONDING TO LOCAL MOSQUITO-BORNE TRANSMISSION OF ZIKA VIRUS

July 2016

This plan template is provided as part of the *Zika Community Action Response Toolkit (Z-CART)* for state, local, and tribal, public health staff to adapt to their needs in the context of local mosquito-borne transmission of Zika virus infections. It contains updated Zika-specific content and is intended as a resource for supporting Zika response plans.



**U.S. Department of
Health and Human Services**
Centers for Disease
Control and Prevention

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Purpose of Plan

This document outlines an approach to risk communication and community engagement planning and is intended as a template for state, local, and tribal agencies to adapt to their needs and to use for reviewing plans for communicating about Zika during the event of locally transmitted Zika virus.

A risk communication and community engagement plan should be developed to help state, local, and tribal public health leaders to tie larger public health goals and objectives to specific risk-based communication strategies and tactics that will be used during an emergency response to confirmed cases of local mosquito-borne transmission of Zika virus.

This document is intended to help state public health leaders to prepare risk-based communication strategies and community engagement plans **before** laboratory confirmation of the first locally acquired (transmitted by the bite of a local vector) case of Zika virus infection in their jurisdiction. This document is intended to complement the following existing CDC resources:

- Interim CDC Zika Response Plan (CONUS and Hawaii) (<http://www.cdc.gov/zika/pdfs/zika-draft-interim-conus-plan.pdf>)
- CDC Zika Communication Planning Guide for States (<http://www.cdc.gov/zika/public-health-partners/comm-planning-guide.html>)
- Information for State and Local Health Departments (<http://www.cdc.gov/zika/public-health-partners/index.html>)

Planning Goals

- Increase audiences' knowledge and awareness of Zika virus as a public health threat to pregnant women, their fetuses, and others.
- Provide information to healthcare providers that enables them to care for community members who may have been exposed to Zika virus.
- Create communication and health education materials that are easily accessible, understandable, and actionable for all lay and professional audiences.
- Strengthen the ability of health systems to provide assistance and continued care to community members that may have been exposed to Zika virus.
- Promote interagency and multisectoral information sharing and updates at federal, state, local, territorial levels.

Target Audiences

Audience segmentation involves grouping people on the basis of one or more characteristics they have in common. Members of a group in a communication context should have similar characteristics that are important to tailoring of messages and materials for specific audiences.

Primary audiences

- Pregnant women with cases of Zika.
- All others with cases of Zika.
- Friends and family of people with cases of Zika.
- People with suspected cases of Zika.
- Pregnant women in an area with local mosquito-borne transmission (i.e., geographic area for Zika virus intervention).
- Women who are trying to become pregnant.
- Women not trying to conceive but not actively trying to prevent pregnancy.
- Sex partners of pregnant women and women trying to become pregnant.
- Family and friends of women who are pregnant or trying to get pregnant.
- People who live in, work in, or travel to an area with local mosquito-borne transmission.
- Blood donation centers.

Secondary audiences

- Healthcare providers serving the populations in a geographic area for Zika virus intervention.
- Media, policymakers, and other interested parties.
- Businesses and organizations in and around the area of the confirmed case(s).

Behavioral Objectives

Behavioral objectives for intended audience(s) (what we want them to do) are listed below.

Primary audiences

- Understand how Zika spreads.
- Know the potential risk of Zika virus infection during pregnancy.
- Know the signs and symptoms of Zika virus disease and that many people infected with Zika virus won't have symptoms.
- Know and be able to perform the steps to reduce the risk of spreading the virus by preventing mosquito bites, and by using condoms during sex (also prevents unintended pregnancies).
- Know that microcephaly (a birth defect that is a sign that the brain did not fully develop) can be caused by Zika virus infection during pregnancy and that Guillain-Barre syndrome (an uncommon sickness of the nervous system in which a person's own immune system damages the nerve cells, causing muscle weakness, and sometimes, paralysis) is strongly associated with Zika in a small proportion of people.
- Be able to identify reliable sources of information about Zika and medical referral, testing, and treatment.

Secondary audiences

- Know the signs, symptoms, exposure risks, detection methods, and recommended care for patients with Zika virus infection, microcephaly, and Guillain-Barré syndrome.
- Based on exposure history, signs and symptoms, rule out other possible mosquito-borne diseases (dengue, chikungunya) or similar causes of acute febrile illness (influenza, leptospirosis).
- Know and be able to explain guidance for conception and sexual prevention.
- Identify and arrange testing for
 - Symptomatic patients who have had potential exposure to Zika virus and
 - Asymptomatic pregnant women and women trying to get pregnant who have traveled to an area with Zika or who have had unprotected sex with a person who has tested positive for Zika.
- Report information about pregnant women with laboratory evidence of possible Zika virus infection and infants with congenital Zika virus exposure to their state, local, or tribal health department.
- Be able to identify reliable sources of information and referral networks for specialty care for pregnant women and exposed infants.
- Know how to counsel patients about prevention methods.

State, local, and tribal health partners

- Know how Zika spreads.
- Understand recommended public health actions for controlling Zika, for example, vector control strategies and advice for preventing mosquito bites.
- Ensure women and their partners are educated about sexual transmission and have access to condoms or long-acting reversible contraceptives for couples who do not wish to get pregnant if needed.
- Assist with local communication and implementation of the public health response, which may include defining a geographic area for Zika virus intervention to help stop transmission.
- Prioritize testing of pregnant women; make decisions about testing of asymptomatic pregnant women at the appropriate time and inform healthcare providers.
- Conduct evaluations of actions being taken.
- Build internal capacity to implement and support local responses.
- Build state capacity for diagnostic testing.

Concerned and interested people*

- Know how Zika spreads.
- Know where to seek information about potential cases of Zika and geographic areas for Zika virus intervention.
- Know the symptoms of Zika and how to get care and be tested for Zika.
- Know the risks of Zika virus infection and steps to take to reduce the risk of spreading the virus, including
 - Ways to prevent mosquito bites and sexual transmission,
 - Guidance regarding length of time after infection for condom use and delaying conception, and

- Use of insect repellents by everyone in the affected area.
- Take action to protect pregnant women through mosquito control activities and educating others.

*Additional audience-focused objectives in [Appendix A](#).

Strategies

In addition to practicing principles of effective crisis and risk communication (<https://emergency.cdc.gov/cerc/>), local public health responders should use the recommended communication and education strategies listed below.

Communication strategies

- Identify and communicate with populations at risk, prioritizing pregnant women, women of child-bearing age, and their sex partners.
- Suggest actions that people at risk can take to protect themselves and their community (e.g., prevent mosquito bites). Address the need for accurate information about their risk for other affected or concerned populations.
- Respond to public inquiries by providing credible, up-to-date information.

Educational strategies

- Educate affected populations and other stakeholders on
 - How to recognize Zika virus symptoms
 - Steps they can take to control mosquitoes
 - How to prevent sexual transmission by using condoms the correct way every time
 - For women not wishing to get pregnant, information about long-acting reversible contraceptives
- Provide educational materials to healthcare providers that help them to counsel and care for patients who may have been exposed to Zika virus or have been confirmed to have Zika virus infection.

Sample Outline of Planned Communication Activities

Communication activities may involve responding to several scenarios involving local transmission, including a suspected case, a confirmed single case, and multiperson transmission. The following example includes activities that may not be needed for all scenarios (for example, defining a geographic area for Zika virus intervention would not be required for a suspected or single confirmed case).

Sample Scenario: Confirmed Multiperson Local Transmission

For definitions of multiperson local transmission, please see the CDC Interim Zika Response Plan (<http://www.cdc.gov/zika/pdfs/zika-draft-interim-conus-plan.pdf>).

Public Notification Steps

Pre-release of information

- Prepare a public *Geographic Area for Intervention Alert* accompanied by a press release and other materials containing key details of the local transmission and preventative health messages.
- Translate the *Geographic Area for Intervention Alert* into Spanish and other languages as needed.
- Develop materials for the public based on key details of the local transmission and preventative health messages (see *Release of information*).
- Notify appropriate agencies and governmental authorities before public release. Information sent to officials should include
 - The geographic area for intervention (per CDC Zika Interim Response Plan. [\[http://www.cdc.gov/zika/pdfs/zika-draft-interim-conus-plan.pdf\]](http://www.cdc.gov/zika/pdfs/zika-draft-interim-conus-plan.pdf)) to be announced.
 - Pre-release copies of the press release and other materials.
 - The links to existing online information about Zika (local and CDC).
 - As appropriate, materials explaining local, state, tribal, and CDC public health response activities and health messages.
 - **Do not include personally identifiable patient information.** All Health Insurance Portability and Accountability Act (HIPAA) guidelines should be followed.
- Prepare for media outreach
 - Identify the primary and additional spokespeople for the media coverage.

Release of information

- Distribute press releases to local TV, radio, and newspaper outlets.
- Hold a joint press conference with appropriate agencies (optional).
- Use CDC-provided talking points to ensure consistency of messages, increase awareness of recommended preventative health messages, especially those for pregnant women, their sex partners, and their families.
- Prioritize communication channels that will reach pregnant women and their sex partners and families to convey preventative health messages and resources for further information.
 - Inform the local community through a range of channels
 - Social media, websites, text services, mobile media.
 - County/local alert systems and emergency notification systems. For example, reverse 9-1-1

- Paid notifications in local papers.
- Direct mailing to all addresses within 1-2 miles of the geographic area for intervention.
- Post fact sheets on daycare centers, Women, Infants, and Children (WIC) clinics, OB/GYN clinics, and other venues frequented by pregnant women.
- Post fact sheets in local schools, libraries, community centers, health facilities, and municipal buildings as appropriate.
- Community meetings with subject matter experts.
- Communicate with area healthcare providers, including local chapters of American Academy of Pediatrics (AAP) and the American Congress of Obstetricians and Gynecologists (ACOG) and family practitioners, informing them of online sources for clinical guidance and patient education materials.

Information available to the public

Use information products provided by CDC as part of the *Zika Community Action and Response Toolkit (Z-CART)*. If you work in a public health agency and would like to access materials, register for the CDC State, Tribal, Local & Territorial (STLT) Collaboration Space (<http://www.cdc.gov/stltpublichealth/cord/registration.html>). Once registration is completed, staff can access the Z-CART and its contents in the Communication Resource Center (<https://partner.cdc.gov/cookieAuth.dll?GetLogon?curl=Z2FsitesZ2FOSLTLSZ2FCRC&reason=o&formdir=6>).

Products include:

<p><u>Media Outreach</u></p> <ul style="list-style-type: none"> <input type="checkbox"/> Media advisory <input type="checkbox"/> Media statement: First case of local transmission <input type="checkbox"/> Media statement: Widespread transmission <p><u>All Audiences</u></p> <ul style="list-style-type: none"> <input type="checkbox"/> Zika Alert: Zika is spreading in your area <input type="checkbox"/> How to Protect Against Mosquito Bites <input type="checkbox"/> Build Your Own Zika Prevention Kit <input type="checkbox"/> Web elements (buttons, badges, syndication) <input type="checkbox"/> Door Hangers: 1. Zika prevention; 2. Vector Control 	<p><u>Pregnant Women</u></p> <ul style="list-style-type: none"> <input type="checkbox"/> Zika and Sex: Information for Pregnant Women <input type="checkbox"/> Zika and Sex: Information for Men <input type="checkbox"/> Doctor’s Visit Checklists <input type="checkbox"/> Fact Sheet: Pregnant and Living in an Area with Zika? <p><u>Healthcare Providers</u></p> <ul style="list-style-type: none"> <input type="checkbox"/> Zika Virus Disease: An Overview for Clinicians <input type="checkbox"/> Patient Education Materials: Zika Fact Sheets for Pregnant Women (listed above) <input type="checkbox"/> Patient Education Materials: If You Test Positive for Zika Virus <input type="checkbox"/> Presentation for local provider education <p><u>Businesses</u></p> <ul style="list-style-type: none"> <input type="checkbox"/> Worker Safety Fact Sheets <input type="checkbox"/> Worker Safety Presentation
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- Make Z-CART materials available to the affected community, local media, and the public.
 - Post initial information and updates to state, local, and tribal public health websites (html and pdf format) and promote by social and traditional media; travel-related advisories and updates will also be available at <http://www.cdc.gov/zika>.
 - Make information available by request through local numbers.

Local, State, Tribal, and CDC Protocols

State, local, and tribal authorities are the leads for designation of geographic area for intervention.

- Follow existing protocols for releasing information and media outreach.
- Consider using CDC-developed fact sheets, press releases, and other materials. These products have been approved by CDC and can be used as written. If local jurisdictions want to modify them, please remove the CDC logo.
- State, local, and tribal staff should notify appropriate agencies and reach out to the community and media.

CDC

- All activities initiated by CDC will be coordinated with state, local, and tribal personnel.
- A CDC Emergency Response Team (CERT) will be available for rapid deployment to assist the state, local, and tribal health department (if invited by the local jurisdiction). CERT will work in concert with state, local, and tribal authorities to support their activities as needed.

Team Roles and Responsibilities

Staffing Planning Worksheet

Use this worksheet to plan your staffing for the functional team members needed for your emergency communication response. Consider asking people from state, local, and tribal health departments, partners, volunteers, contractors, and other government agencies to participate. For more resources, see <http://emergency.cdc.gov/cerc/resources/>.

Team / Function	Qualifications/Skills Needed	# of Staff Needed	Potential Staff Member (Contact Information)	Training Needed?
Joint Information Leadership	<ul style="list-style-type: none"> Decision-making authority Management skills Spokesperson skills Risk communication principles 			
Media	<ul style="list-style-type: none"> Risk communication principles Media relations Spokesperson training Message development 			
Spokespersons	<ul style="list-style-type: none"> Risk communication principles Communication skills Spokesperson skills 			
Content	<ul style="list-style-type: none"> Content and message development Risk communication principles Clear communication principles 			
Web	<ul style="list-style-type: none"> Design Web development Usability and metrics 			

Team / Function	Qualifications/Skills Needed	# of Staff Needed	Potential Staff Member (Contact Information)	Training Needed?
Clinician Communication	<ul style="list-style-type: none"> • Knowledge of clinician environment • Analytical skills 			
Communication Monitoring and Research	<ul style="list-style-type: none"> • Media monitoring • On-line metrics • Analytical skills 			
Government Liaison	<ul style="list-style-type: none"> • Organizational skills • Problem-solving • Diplomatic skills 			
Community Outreach	<ul style="list-style-type: none"> • Superior oral communication skills • Risk communication principles 			

Partnerships

CDC’s official Crisis + Emergency Risk Communication manual has a number of resources for planning and using partners during an emergency event. Partners’ roles could include helping with immediate dissemination of Zika-related information; being part of an advisory panel before, during, and after the event; and helping identify resources and find support as needed.

SAMPLE Potential Partner Organizations and Roles

State, local, and tribal agencies, associations, and local chapters focused on

- Healthcare administration
- Persons with disabilities
- Children and families
- Commerce, business
- Environmental protection
- Hospital associations
- Community health centers
- Pharmacy association
- Blood donation centers

Agencies and organizations serving pregnant women

- March of Dimes Local Chapters
- Women and Infants Clinics (WIC)
- Title X family planning clinics

Sample Budget

ACTIVITY/ITEM	IN-KIND	CONTRACT SUPPORT
Information gathering and strategic planning		
Strategic plan review and updating		
Printing of Z-CART – tailored CDC and other material		
Additional kit material development – local resources		
Web redesign and updating		
Call support contract - local		

Press kits/press support		
Material dissemination: direct mail, others		
Evaluation plan and implementation		
TOTALS		

Additional Resources

Zika Communication Planning Guides for States

Zika Communication Planning Guide for States webpage (<http://www.cdc.gov/zika/public-health-partners/comm-planning-guide.html>)

Zika Communication Planning Guide for States (<http://www.cdc.gov/zika/pdfs/zika-communications-planning-guide-for-states.pdf>)

Crisis Communication Development Planning

CDC, 2014. Chapter 4. Crisis Communication Plans. Crisis + Emergency Risk Communication 2014 Edition (http://emergency.cdc.gov/cerc/resources/pdf/cerc_2014edition.pdf)

Vulnerable Populations

Special Populations Assessment Tool (<http://emergency.cdc.gov/cerc/resources/pdf/specialpopulationsassessment.pdf>)

Preparedness Checklist

Crisis Emergency Risk Communication Checklist (<http://emergency.cdc.gov/cerc/resources/pdf/cercplanchecklist.pdf>)

Appendix A: Table of Potential Dissemination and Evaluation Options

The purpose of this appendix is to provide planners with example activities, associated products that may be prepared, and possible evaluation measures for consideration. This is not an exhaustive list and is for example only.

Segments	Objectives	Potential Activities	Products/Materials	Evaluation Processes/Methods
Primary Audience	<ul style="list-style-type: none"> Know how Zika spreads. Know the potential risk of Zika virus infection during pregnancy. Know the signs and symptoms of Zika virus disease and that many people infected with Zika virus won't have symptoms. Know and be able to perform the steps to reduce the risk of spreading the virus by preventing mosquito bites, and by using condoms during sex (also prevents unintended pregnancies). Know that microcephaly (a birth defect that is a 	<ul style="list-style-type: none"> Earned media print - local newspapers and newsletters 	<ul style="list-style-type: none"> Press releases with key messages, spokespersons 	<ul style="list-style-type: none"> Media monitoring
		<ul style="list-style-type: none"> Website and pages 	<ul style="list-style-type: none"> Website and pages 	<ul style="list-style-type: none"> Website visits and traffic analysis
		<ul style="list-style-type: none"> Social media ad buys 	<ul style="list-style-type: none"> Social media ads and video 	<ul style="list-style-type: none"> Impressions, interactions with social media ads
		<ul style="list-style-type: none"> Hotline 	<ul style="list-style-type: none"> Hotline script Local health department contact information 	<ul style="list-style-type: none"> Feedback form, call log Call volume
		<ul style="list-style-type: none"> Direct mail – postcards 	<ul style="list-style-type: none"> Alert postcard with information about symptoms and website 	<ul style="list-style-type: none"> Counts of undelivered cards
		<ul style="list-style-type: none"> Community meeting with opinion leaders Posting flyers in 	<ul style="list-style-type: none"> Fact sheets on Zika virus disease and prevention 	<ul style="list-style-type: none"> Numbers of community members reached, resources distributed

Segments	Objectives	Potential Activities	Products/Materials	Evaluation Processes/Methods
	<p>sign that the brain did not fully develop) can be caused by Zika virus infection during pregnancy and that Guillain-Barré syndrome (an uncommon sickness of the nervous system in which a person's own immune system damages the nerve cells, causing muscle weakness, and sometimes, paralysis) is strongly associated with Zika infection.</p> <ul style="list-style-type: none"> • Be able to identify reliable sources of information about Zika and medical referral, testing, and treatment. 	<p>community centers, churches</p> <ul style="list-style-type: none"> • Website/pages 	<ul style="list-style-type: none"> • Booklet on mosquito control strategies with inserts for local tailoring • Website/pages 	<ul style="list-style-type: none"> • Visits/traffic analysis
Secondary audience	<ul style="list-style-type: none"> • Know the signs, symptoms, exposure risks, detection methods, and recommended care for patients with Zika virus infection, microcephaly, and Guillain-Barré syndrome. • Based on exposure 	<i>Same as affected pops, but different messages.</i>		

Segments	Objectives	Potential Activities	Products/Materials	Evaluation Processes/Methods
	<p>history, signs and symptoms, rule out other possible mosquito-borne diseases (dengue, chikungunya) or similar causes of acute febrile illness (influenza, leptospirosis).</p> <ul style="list-style-type: none"> • Know and be able to explain guidance for conception and sexual prevention. • Identify and arrange testing for symptomatic patients who have had potential exposure to Zika virus and asymptomatic pregnant women and women trying to get pregnant who have traveled to an area with Zika or who have had unprotected sex with a person who has tested positive for Zika. • Report information about pregnant women with laboratory evidence of possible Zika virus infection and infants with 			

Segments	Objectives	Potential Activities	Products/Materials	Evaluation Processes/Methods
	<p>congenital Zika virus exposure to their state, local, or tribal health department.</p> <ul style="list-style-type: none"> • Be able to identify reliable sources of information and referral networks for specialty care for pregnant women and exposed infants. • Know how to counsel patients about prevention methods. 			
<p>State, local, and tribal health partners</p>	<ul style="list-style-type: none"> • Know how Zika spreads. • Understand recommended public health actions for controlling Zika, for example, vector control strategies and advice for preventing mosquito bites. • Ensure women and their partners are educated about sexual transmission and have access to condoms or long-acting reversible contraceptives for couples who do not 	<ul style="list-style-type: none"> • Conference calls to coordinate and support local responses among agencies; discuss roles and responsibilities 	<ul style="list-style-type: none"> • Agendas • Action tracking logs 	<ul style="list-style-type: none"> • Number of actions taken
		<ul style="list-style-type: none"> • Talking points 	<ul style="list-style-type: none"> • Talking points 	<ul style="list-style-type: none"> • Media monitoring
		<ul style="list-style-type: none"> • Z-CART: materials for localizing and disseminating to their communities, interested parties 	<ul style="list-style-type: none"> • Z-CART Kit contents 	<ul style="list-style-type: none"> • Number of materials tailored • Number of materials distributed
		<ul style="list-style-type: none"> • Listserv for quick 	<ul style="list-style-type: none"> • Listserv 	<ul style="list-style-type: none"> • Website metrics

Segments	Objectives	Potential Activities	Products/Materials	Evaluation Processes/Methods
	<p>wish to get pregnant if needed.</p> <ul style="list-style-type: none"> • Assist with local communication and implementation of the public health response, which may include defining a geographic area for intervention to help stop transmission. • Prioritize testing of pregnant women; make decisions about testing of asymptomatic pregnant women at the appropriate time and inform healthcare providers. • Conduct evaluations of actions being taken. • Build internal capacity to implement and support local responses. • Build state capacity for diagnostic testing. 	<p>communication needs</p>		
<p>City/local officials</p>	<ul style="list-style-type: none"> • Be aware of scenarios for Zika virus transmission 	<ul style="list-style-type: none"> • Contact by phone before declaring a geographic area for 	<ul style="list-style-type: none"> • Script – talking points 	<ul style="list-style-type: none"> • N/A

Segments	Objectives	Potential Activities	Products/Materials	Evaluation Processes/Methods
	<p>and response.</p> <ul style="list-style-type: none"> • Be aware of agencies' activities for the affected area and surrounding community; preview materials released in community if desired. • Prioritize testing of pregnant women; make decision about testing of asymptomatic pregnant women at appropriate time and inform healthcare providers. • Inform community members through their channels. • Have local/state partner and CDC contact info if questions arise. 	<p>Zika virus intervention</p> <ul style="list-style-type: none"> • Conference calls • Website 	<ul style="list-style-type: none"> • Facts on CDC, Zika, local case response plans • Website updates 	<ul style="list-style-type: none"> • Number of actions taken • Website visits/traffic analysis; metrics
Healthcare providers	<ul style="list-style-type: none"> • Know the signs, symptoms, testing recommendations, and recommended care for patients with Zika infection or other 	<ul style="list-style-type: none"> • Professional education materials • Patient education materials 	<ul style="list-style-type: none"> • CDC website materials • HAN 	<ul style="list-style-type: none"> • Number of healthcare providers reached • Number of outreach events

Segments	Objectives	Potential Activities	Products/Materials	Evaluation Processes/Methods
	<p>mosquito-borne diseases</p> <ul style="list-style-type: none"> • Know the recommendations regarding testing of asymptomatic pregnant women • Know guidance for conception post-exposure or symptoms and implement appropriate counseling. • Report information about pregnant women with laboratory evidence of possible Zika virus infection and their exposed infants, and infants with congenital Zika virus infection to their state, local, or tribal health department. • Identify referral networks for advanced care and sources of information. • Know how to counsel patients about prevention methods. 	<ul style="list-style-type: none"> • Networks 	<ul style="list-style-type: none"> • List of nearby resources for patient referrals 	<ul style="list-style-type: none"> • Number of referrals
		<ul style="list-style-type: none"> • CDC expert medical consultation if needed and clinician calls (COCA) 	<ul style="list-style-type: none"> • CDC clinical inquiries line 	<ul style="list-style-type: none"> • Number of consultations
		<ul style="list-style-type: none"> • Website and social media updates 	<ul style="list-style-type: none"> • Website and social media updates 	<ul style="list-style-type: none"> • Website visits/traffic analysis; social media and website metrics

Segments	Objectives	Potential Activities	Products/Materials	Evaluation Processes/Methods
Media	<ul style="list-style-type: none"> • Be aware of all CDC, state, and local responses and plans. • Publicize Zika facts, health messages, and risk appropriately. • Publicize prevention strategies (vector control and sexual prevention). • Publicize ways to protect pregnant women. 	<ul style="list-style-type: none"> • Press kit <ul style="list-style-type: none"> ○ Press releases ○ Background fact sheets ○ Example news articles 	<ul style="list-style-type: none"> • Press releases • Fact sheets 	<ul style="list-style-type: none"> • Media monitoring
		<ul style="list-style-type: none"> • Subject matter experts for Interviews – state, local, and CDC experts 	<ul style="list-style-type: none"> • Talking points 	<ul style="list-style-type: none"> • Number of interviews, accuracy of coverage
		<ul style="list-style-type: none"> • Website 	<ul style="list-style-type: none"> • Web updates 	<ul style="list-style-type: none"> • Website visits/traffic analysis
Business owners in affected area and surrounding areas	<ul style="list-style-type: none"> • Know the status of the response in their area and inform their workers. • Develop a management plan for response if necessary. 	<ul style="list-style-type: none"> • Direct mail 	<ul style="list-style-type: none"> • Facts on response, OSHA guidance 	<ul style="list-style-type: none"> • Dissemination numbers
		<ul style="list-style-type: none"> • Educational sessions for workers on-site 	<ul style="list-style-type: none"> • Zika response management materials • Script – talking points • Workplace presentations • CDC-INFO, hotline 	<ul style="list-style-type: none"> • Number of presentations, workers reached

Cross-audience Objectives	ACTIVITIES	MATERIALS	EVALUATION TO BE DETERMINED
Identify the needs of other affected or concerned populations.	<ul style="list-style-type: none"> • Public availability sessions • Web surveys 	<ul style="list-style-type: none"> • Public comment • Feedback forms • Web surveys 	<ul style="list-style-type: none"> • Number of members of public responding • Actions taken in response
Respond to public and professional inquiries by providing information, referrals, and feedback mechanisms.	<ul style="list-style-type: none"> • Local call network in place • Bring state partners online to build a call triage network • Social media feedback 	<ul style="list-style-type: none"> • Call log form • Website posting process and Q&As about how to respond to a caller 	<ul style="list-style-type: none"> • Number of inquiries handled • Number of comments received