



COUNTY OF SAN DIEGO

NEWS ADVISORY

FOR IMMEDIATE PUBLICATION

May 21, 2007

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ARE YOU PREPARED FOR PANDEMIC FLU?

County Urges Public to Plan. Prepare. Protect. As Part of Education Campaign

WHAT: Launch of County of San Diego Health and Human Services Agency (HHSA) Pandemic Flu Education Campaign, a public education effort about planning ahead for the possibility of a pandemic flu. Television and radio Public Service Announcements (PSAs), advertisements on buses, billboards and at the San Diego Airport, and tool kits for businesses, schools and communities are all part of the effort to help the public "Plan. Prepare. Protect."

WHO: Supervisor Ron Roberts, District 4
Jean Shepard, Director, HHSA
Wilma Wooten, M.D., M.P.H., Interim County Public Health Officer
Nikos Gurfield, D.V.M., County Veterinarian
Carey Storm, Director of Operations, Qualcomm
Wayne Sakamoto, Lead Coordinator, Safe School Programs, County Office of Education

WHEN: Noon, Wednesday, May 23

WHERE: County Administration Center, Outside on the West (Bay) Side
1600 Pacific Highway

WHY: Plan. Prepare. Protect. Local businesses, schools and the community are urged to Plan for the possibility of a pandemic flu, Prepare by creating emergency plans and getting educated about pandemic flu, and Protect themselves and others against the spread of pandemic flu. HHSA's Pandemic Flu Education Campaign outreach includes:

- Television and Radio Public Service Announcements
- Advertisements on buses, in the San Diego Airport, on billboards and in movie theatres
- Tool kits for businesses, schools and the public, providing resources to help with preparedness efforts
- Website: www.sdpanicflu.org
- A soon-to-be launched Ambassador program, which trains individuals to bring information about planning for a pandemic flu into the community

The Pandemic Flu Education Program is one of several efforts by HHSA to prepare for the possibility of a pandemic flu, which could happen if the bird (avian) flu mutated and became easily transmissible from human to human.

Visuals include: Home emergency kit; tool kits for businesses and schools; T-shirts featuring the "Plan. Prepare. Protect" message; live bird

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