National Pharmaceutical Stockpile Communication Needs Assessment

As a state or local public health communicator, you should contact the project area official that is managing NPS planning under the cooperative agreement to coordinate health communications needs.

Pre-event planning:

G Are the disease and drug information prepared in the multiple languages that make up your community?

G Are processes in place to create incident-specific messages to tell people who are potentially exposed where they must go for prophylactic medications if they are well, and where they need to go if they are sick?

G Are processes in place to ensure public information officers know which dispensing and treatment locations are active?

G Are media aware--before an event--of the need for dissemination of NPS-related information and messages?

Your plan should include the following:

G Multi-language text of all documents used to inform the public during an emergency.

G Storage location of all informational material (including electronic versions);

G Methods for reproducing and disseminating informational materials during an emergency;

G Specific communication channels, partnerships, and staffing pools that support public information release, reproduction, and dissemination.

To determine how much NPS-related information you will need to provide site locations, consider the following:

G Is the agent contagious?

G Who should be concerned about exposure?

G Who should seek preventive treatment at dispensing sites and who should seek symptomatic treatment at treatment centers?

G Directions to and information about dispensing and treatment locations.
   G When will the dispensing operation start and what hours will it be open?
   G Where is the nearest dispensing site?
   G What is the best street access to each dispensing site?
Where should the public park at each dispensing site if it drives?

What is the best way to get to the dispensing site (walk, use public transportation, drive)?

What is the dispensing process?

What forms of identification are needed?

What information is needed to pick up medications for other family members?
   - Children: weight, age, health information, drug allergies, current medications
   - Adults: health information, drug allergies, current medications

**Information about the drugs the public must receive**

The information should include the following:

- **G** Reasons for using specific drugs or changing drug regimens. Remember cultural and ethnic sensitivities. This will affect the public’s acceptance of those drugs.

- **G** Include the importance of taking medication. This information must stress the importance of taking all of a prescribed regimen (e.g., 60 days of doxycycline for anthrax).

- **G** Include messages about the importance of adherence.

- **G** Message to warn patients of the danger of overmedicating.