

Message Map Template

Stakeholder: Media, General Public Question or Concern: H1N1 cases confirmed		
Key Message 1	Key Message 2	Key Message 3
Turn around, don't drown	Boil water advisory in effect	Stay out of water, avoid contact
Supporting Fact 1-1	Supporting Fact 2-1	Supporting Fact 3-1
25% of flooding deaths occur in vehicles	Do not use water for drinking or bathing	Contaminants: oil, fertilizer, sewage
Supporting Fact 1-2	Supporting Fact 2-2	Supporting Fact 3-2
as little as 12 inches of moving water can sweep a vehicle away	Boil water for 2 minutes and cool between using	Possibility of tetanus. If you have been in water, get vaccinated.
Supporting Fact 1-3	Supporting Fact 2-3	Supporting Fact 3-3

Prepared during May 5, 2009 KAPIO meeting in Lawrence, Ks

Notes

Influenza Message Map #2

Stakeholder: Media and general public Question or Concern: What can I do to limit the spread of influenza viruses?		
Key Message 1	Key Message 2	Key Message 3
Washing your hands can help make sure you don't spread influenza viruses.	Cover your coughs and sneezes.	Stay at home if you are sick.
Supporting Fact 1-1	Supporting Fact 2-1	Supporting Fact 3-1
Use soap and warm, running water or an alcohol-based hand sanitizer.	Use a handkerchief, tissue, or the crook of your elbow.	The telltale sign of being 'sick' with influenza is a high fever, typically over 101°F with headache and shortness of breath.
Supporting Fact 1-2	Supporting Fact 2-2	Supporting Fact 3-2
Scrub all parts of the hand, including fingertips and between fingers, for at least 20 seconds.	Avoid coughing or sneezing into your hands.	Staying home prevents you from spreading influenza to many other people.
Supporting Fact 1-3	Supporting Fact 2-3	Supporting Fact 3-3
Hands should always be washed before and after eating and after using the toilet.	Covering coughs and sneezes can prevent many virus particles from being released into the air.	Get plenty bed rest, drink fluids like water and fruit juices, and take non-aspirin pain relievers.

Notes
