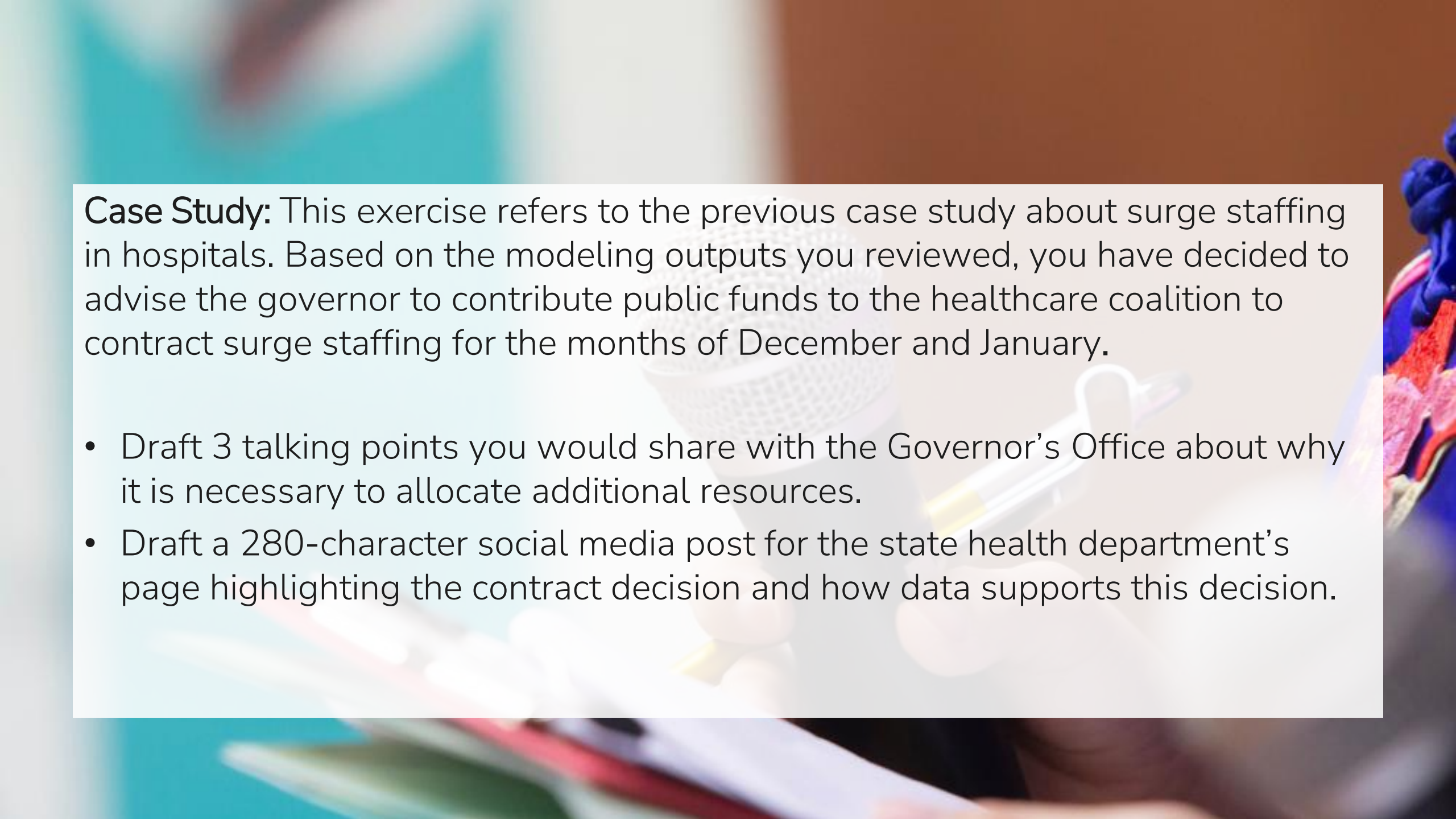


Activity 3: Communicating public health recommendations based on modeling outputs



Case Study: This exercise refers to the previous case study about surge staffing in hospitals. Based on the modeling outputs you reviewed, you have decided to advise the governor to contribute public funds to the healthcare coalition to contract surge staffing for the months of December and January.

- Draft 3 talking points you would share with the Governor's Office about why it is necessary to allocate additional resources.
- Draft a 280-character social media post for the state health department's page highlighting the contract decision and how data supports this decision.

Example talking points for the Governor

- **SOCO:** Hiring additional healthcare staff during this respiratory virus season will help ensure healthcare access for the state's residents, despite recent hospital closures and lower vaccine uptake.
- Based on surveillance data from prior seasons, modeling results, and discussion with healthcare partners, we estimate that healthcare demand will be highest in December and January.
- Our modeling estimates suggest that lower vaccine uptake could result in higher numbers of hospitalizations due to seasonal respiratory viruses, which might strain existing healthcare capacity.

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Keep the focus on the public health issue

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*Recognize
partnerships*

Example talking points for the Governor

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*Acknowledge
uncertainty*

Example social media post

To minimize disruption to healthcare services this winter, the Governor has partnered with Healthcare Coalition to hire extra healthcare professionals for the state. Informed by modeling estimates from our health department, surge staff will be available between December and January.



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Example social media post

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Acknowledge uncertainty



Example social media post

To minimize disruption to healthcare services this winter, the Governor has partnered with Healthcare Coalition to hire extra healthcare professionals for the state. Informed by modeling estimates from our health department, surge staff will be available between December and January.

Protect yourself from respiratory viruses with core prevention strategies like immunizations, washing hands, and improving airflow.

Bonus: call to action

For more information, contact CDC
1-800-CDC-INFO (232-4636)
TTY: 1-888-232-6348 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.

