

Media Messages on Emerging Infections

Government agencies such as the Centers for Disease Control and Prevention (CDC) are responsible for getting important health information to the public. A particular challenge for these agencies is alerting the public to information about emerging infections, such as dengue fever, West Nile virus, and anthrax. These agencies use press releases as part of a media campaign to pass this information to as many people as possible.

DESIGN A LOGO FOR YOUR TEAM AND PLACE HERE

PRESS RELEASE for immediate release

INCLUDE THE DATE HERE

Name of your City

Your PRESS RELEASE should include all the important information you want people to know about the disease.

WHOM TO CONTACT IF A REPORTER HAS QUESTIONS OR WANTS TO INTERVIEW SOMEONE SHOULD GO HERE

INCLUDE A PHONE NUMBER

ACTIVITY

Research one of the emerging diseases that recently have been identified in the United States. Pretend you are on a communications team at the CDC whose job it is to let as many people as possible know about that disease. Begin with a press release, following the example shown above. Design a media campaign to notify the public about the health risks of the disease, what causes the disease, how it is transmitted, and how the disease is treated or prevented.

EXPRESS YOUR VIEWS

Write to your local health department, and ask about its role in responding to the emerging disease you've researched. Find out whether there is a community program that provides information about the disease and whether there is something you and your classmates can do to help spread the word.