

MAG Meeting

Oregon Dental Association
8699 SW Sun Place
Wilsonville, OR

December 20, 2006

8:30 am to 3:30 p.m.

FINAL AGENDA

- 8:00 a.m. Refreshments
- 8:30 a.m. Convene
- Opening Remarks – Dr. Allan
 - Objectives for the day – Milne
- 8:45 a.m. Presentation: Public Health Communications (Christie Holmgren)
- 9:00 a.m. Break-out discussions
1. Communication Channels – do they work? Are there additional channels that should be used?
 2. Review of sample emergency fact sheet
 3. Review of general communications channels
- 10:00 a.m. Break
- 10:30 a.m. Communications roles in a pandemic
- Background: Dr. Allan
 - Federal vs State vs. Local
 - Government vs. Clinicians
 - Break-out discussions
 1. State/Local and public/private roles for effective communications in a pandemic
 2. Process for getting input on messages -- (urgent and non-urgent time frames)
 3. What should trigger state communications?
 4. When should communication be withheld?
- 12:30 p.m. Lunch (hosted by ODA)
- 1:15 p.m. How to achieve consistency in messages
- Between the state and local communities
 - Among local communities
 - Within local communities
- 2:00 p.m. How and when to respond to inconsistencies in messaging
- 2:30 p.m. Transparency in Communications
- Why it is important
 - How it is achieved at the community level
- 3:00 p.m. Health Ethics – (If time available) preparing for the next meeting,
- 3:20 p.m. Future meeting dates, times and agenda
- 3:30 p.m. Adjourn