

Annex 2~D: Roles and Responsibilities

(Nova Scotia Pandemic Influenza Roles and Responsibilities—Summary Report)

By Audience

Parents, Children, and Youth

- Public Health Agency of Canada (PHAC) and Department of Health (DOH) to develop messages, including self-care information
- District health authorities (DHAs)/IWK to provide information on access to services
- Distribution through partner departments, organizations

Seniors

- PHAC and DOH to develop messages, including self-care information
- Province to lead communications with seniors in the community and in care through DOH Continuing Care Branch and the Seniors' Secretariat
- Department of Community Services (DCS) to distribute to public housing residents through regional housing authorities

Persons with Physical Challenges

- PHAC and DOH to develop messages
- Province to lead communications

Persons with Mental Challenges

- PHAC and DOH to develop messages
- Province to lead communications; some distribution through DHA/IWK mental health programs
- DCS to distribute to clients through service providers

Persons with Chronic Conditions

- PHAC and DOH to develop messages
- Province to lead communications; distribution through DHA/IWK outpatient clinics
- Distribution through health-related non-governmental organizations (NGOs), family physicians, pharmacists, community-based outpatient clinics.

First Nations

- Health Canada and DOH to develop messages
- Health Canada to work on pandemic preparedness training and communicate the need for people to listen to provincial/DHA messaging and access provincial services
- Province to lead/distribute communications

Immigrants (ESL)

- PHAC and DOH to develop messages; consider translation into languages other than English or French
- Province to lead communications

Government

Public Health Agency of Canada/Health Canada

- Information to flow between PHAC/HC and DOH

Provincial government

- Information to flow between provincial government departments
- DHAs and PHAC can use DOH as a conduit for information to other provincial government departments

District health authorities and IWK Health Centre

- Information to flow between DOH and DHAs/IWK
- Information from DHAs to federal government or vice versa to flow through DOH

Health departments in other provinces/territories

- Information to flow between provincial health departments and through PHAC/HC when appropriate

Members of the Legislative Assembly (MLAs) and caucus offices

- DOH to provide proactive information to MLAs and caucus offices; DHAs/IWK to respond to requests for information from MLAs and caucus offices

Members of Parliament (MPs)

- PHAC to provide proactive information to MPs; DHAs/IWK to respond to requests for information from MPs

Health Professionals

Physicians in hospitals

- PHAC and DOH to develop general messages, DHAs/IWK and DOH to develop specific messages
- Distribution by DHAs/IWK

Family physicians

- PHAC and DOH to develop general messages, DHAs/IWK; DOH to develop specific messages with Q&A documents
- DHAs/IWK to distribute specific messages
- Possible distribution through partners

Mental health professionals

- PHAC and DOH to develop general messages; DHAs/IWK, DOH to develop specific messages with Q&A documents
- DHAs/IWK to distribute specific messages
- Public Service Commission to distribute to Employee Assistance Programs

Nurse practitioners

- PHAC and DOH to develop general messages
- Province to distribute messages/materials

Other health-care staff, support staff, and management companies

- PHAC and DOH to develop general messages; DHAs/IWK, DOH to develop specific messages with Q&A documents
- DHAs/IWK to distribute specific messages

Pharmacists

- PHAC and DOH to develop general messages
- Distribution through the Pharmacy Association of Nova Scotia, colleges
- DHAs to distribute to hospital-based pharmacists

Paramedics

- PHAC and DOH to develop general messages; DOH to develop specific messages
- Distribution through EHS/EMC

Dentists

- PHAC and DOH to develop general messages; DHAs/IWK and DOH to develop specific messages
- Distribution through the Nova Scotia Dental Association

Other regulated health professionals

- PHAC and DOH to develop general messages
- Distribution through professional colleges

Community health boards

- PHAC and DOH to develop general messages
- DHAs/IWK to develop specific messages if required
- Distribution through DHAs/IWK

Other

Educational institutions

- PHAC and DOH to develop general messages
- Province to communicate with school boards overall
- DHA/IWK to lead in some logistics

Long term-care facilities, residential care facilities, community-based options

- PHAC and DOH to develop general messages
- DOH to distribute to LTC/RCFs; DCS to distribute to CBOs
- Possible distribution also through Nova Scotia Association of Health Organizations (NSAHO)

Unions

- DOH and DHAs/IWK to jointly develop general messages (based on operational decisions)
- DOH, DCS, and DHAs to distribute messages depending on topic area

Non-governmental organizations:

- PHAC and DOH to develop general messages

Military

- PHAC/Department of National Defence (DND) to develop messages
- Possible distribution through DND, Military Family Resource Centres

Municipalities

- PHAC and DOH to develop general messages
- DHAs to provide specific messages on operations in district
- Emergency Management Office (EMO) and DHAs connecting with municipalities

Large employers/small businesses

- PHAC and DOH to develop general messages
- Province to communicate with key business/essential services
- DHAs to connect with local chambers of commerce

Airport authority/port authority

- PHAC and NSDOH to make connections, develop messages

Churches/religious groups

- Provincial government to contact church umbrella groups as distribution channels and sources of emotional support for some Nova Scotians

Media

- PHAC/DOH and DHAs/IWK all have a role
- DOH/DHAs to draft media guidelines for use during a pandemic, with input from media
- PHAC/DOH to lead discussion with major media outlets regarding guaranteed public service

By Tool

Key Messages

- PHAC and DOH to develop messages, including self-care information
- DHAs/IWK/DOH to develop information on access to services
- DHAs/IWK to distribute information on access to services

Fact Sheets/Backgrounders

- PHAC and DOH to develop fact sheets
- PHAC to distribute federal fact sheets
- DHAs/IWK/DOH to distribute provincial fact sheets

Websites (Public And Private)

- Province to create a provincial public website
- Provincial site to link to federal site
- DHAs/IWK to post district/site information on their websites, with link to provincial site
- Province to create a provincial private website to be accessed by DHAs/IWK to post completed documents and works in progress
- Back-up web resources will be required for the provincial site

Newsletter Articles

- PHAC produces *It's Your Health*, posted on the PHAC website
- DOH to produce newsletter articles for provincial newsletters and organizations
- DHAs/IWK to produce newsletter articles for district newsletters

News Releases/News Conferences

- PHAC/DOH/DHAs/IWK to release news releases as required
- Office of the Chief Medical Officer of Health to lead provincial news conferences

Technical Briefings

- PHAC conduct federal technical briefings with information provided to provinces
- DOH to conduct provincial technical briefings with input from DHAs/IWK
- DHAs/IWK to conduct district technical briefings with information provided to DOH

Editorial Boards

- DOH to conduct provincial editorial boards

PowerPoint Presentations/Framework

- DOH/CNS to produce and share

Regular Media Availabilities

- All parties to all arrange media availabilities with appropriate spokespersons

Teleconferences to Update on Issues/Messages

- PHAC to lead Pandemic Influenza Committee (PIC) and Health Emergency Communications Network (HECN) calls
- DOH to lead provincial calls with DHAs/IWK
- DOH to also arrange provincial calls on behalf of DHAs/IWK

Advertisements/Public Service Announcements

- All parties to develop and place advertisements and public service announcements

Media Training

- PHAC to provide media training to federal/regional spokespersons
- DOH/CNS to provide media training to provincial spokespersons
- DHAs/IWK to provide media training to district experts as required

Research/Evaluation

- All parties to take part in research and evaluation activities

Application of Visual Identity

- PHAC to use their own visual identity
- Provincial government/DHAs/IWK to use pandemic influenza visual identity

Distribution of Pandemic Print Materials

- Provincial government/DHAs/IWK to distribute materials.

Communications Business Continuity

- All parties to be responsible for business continuity plans for their own branches or districts
- Consideration also to be made for website back-up

Co-ordination of Media Requests

- Media guidelines to be developed jointly by DOH/DHAs with feedback from media

Toll-free Telephone Information Line/Q&A Documents

- Province/DHAs/IWK to jointly develop Q&A document
- DOH to establish line with Access Nova Scotia

Stakeholder/Partner Education Sessions

- All parties to be responsible for educating their key partners

Monitoring/Addressing Rumours and Misinformation

- PHAC to address misinformation in national media
- Province/DHAs/IWK to address misinformation in provincial and local media; the organization that initiated the coverage or handled the media call should address the misinformation

Town Halls

- DHAs/IWK may choose to conduct town hall meetings in the early phases of a pandemic; the province may also use this tool for targeted groups