



## **10 Ways You Can Help Communicate During The Swine Flu Season**

### *Reach Influencers • Talk in Local Terms*

- ✓ Address your local officials, including city council, government health officials, airport authority and economic development committee, to impress on them the need for responsible communications and the potential impact swine flu could have, if not addressed appropriately.
- ✓ Distribute swine flu information to your board of directors, employees and members.
- ✓ Educate your clients about the importance of practicing proper flu prevention behaviors through letters, links to prominent news articles, etc.
- ✓ Arrange an editorial board meeting with your local newspaper.
- ✓ Customize U.S. Travel's press release with local figures on travel's benefit to the community and what is at stake without responsible communications.
- ✓ Submit an Op-Ed or Letter to the Editor to your local newspaper.
- ✓ Schedule an appearance on local talk radio.
- ✓ Include swine flu communications in your newsletters and blogs.
- ✓ Develop partnerships between your CVB and Chamber of Commerce to publicize the value of responsible communications about swine flu to the community.
- ✓ Reach local business leaders through Chamber of Commerce speaking opportunities and local business forums.