



Genesee County Health Department

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MEDIA ALERT

Date: August 28, 2009
Release Date: For Immediate Release End Date: September 1, 2009
Contact Person: Mark Valacak, M.P.H.,
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RE: **Health Department to Hold H1N1 Media Forum**

The Genesee County Health Department will hold a media forum Tuesday, September 1, 2009 on the topic of Novel H1N1 influenza A (swine flu). The forum will be held from 10:00 – 11:00 am in Conference Rooms 1 – 4 at the Health Department on the second floor of the McCree Courts and Human Services Building, 630 S. Saginaw Street, Flint, Michigan.

The purpose of this media forum is to facilitate the channels of communication that will be of most benefit both to the Health Department and to the media as each strives to serve the best interests of the public during the H1N1 pandemic.

National news media recently reported on a White House study projecting up to 90,000 US deaths as a result of H1N1 flu resurgence in the fall and winter. Worst case scenario reports such as this without the proper context can induce unnecessary panic among the public. Clear, consistent, and helpful messages from the local health department and local media outlets as we approach flu season will be essential for flu prevention and response efforts in our community.

The forum will begin with a presentation answering commonly asked questions about H1N1, and for that reason participants are advised to arrive before the presentation. Additional questions from the media will be welcomed after the presentation. Participants will also be asked how the Health Department can best meet their needs for information. Resources and fact sheets will be available at the end of the forum.

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