



Asia-Pacific
Economic Cooperation

APEC WORKSHOP ON PANDEMIC PREPAREDNESS COMMUNICATIONS

**2-3 MAY 2006
DA NANG, VIETNAM**

GENERAL INFORMATION

1. Background to the Workshop

In response to heightened international and regional concern regarding outbreaks of avian H5N1 influenza, APEC Leaders endorsed an initiative on *Preparing for and Mitigating an Influenza Pandemic* during the APEC Leaders' Meeting in November 2005. This initiative commits APEC economies to work individually and collectively to prepare, prevent, and respond to an influenza pandemic in close coordination and cooperation with regional and international organizations. Leaders agreed to a number of practical and collective measures, including the need to enhance public and business outreach and risk communications. This workshop on pandemic preparedness communications, which is being held on the margins of the APEC Ministerial Meeting on Avian and Influenza Pandemics, will assist in meeting these objectives.

A critical component of preparedness for an outbreak of pandemic influenza is risk communication: the provision of timely and accurate information to minimize disruption and ensure an effective response to the outbreak. Appropriate risk communication heightens the effectiveness of outbreak preparedness and response, maintains and builds public trust, and minimizes social and economic disruptions. Risk communication prior to and during an outbreak is an enormous challenge: officials need to ensure that information is delivered appropriately, minimizes fear, and reaches all citizens.

2. Objectives for the Workshop

The workshop has two main objectives:

1. Enhance regional coordination in the area of risk communication, by:
 - reviewing the regional benefits of effective domestic risk communication;
 - identifying gaps where capacity building measures and other forms of assistance are required;
 - building networks among communications personnel within APEC economies;
 - providing a template for information sharing protocols before and during a pandemic; and,
 - developing a list of risk communication specialists throughout the region.

2. Build risk communication capacity within APEC economies and encourage the development of communications strategies as part of overall pandemic preparedness planning, by:
 - establishing a methodology for strategic risk communications and providing templates and simple tools, such as suggestions for a national communications strategy;
 - providing guidance on identification and interaction with key stakeholders; and,
 - providing guidance on mechanisms to disseminate information before and during a pandemic, including techniques to reach rural populations and marginal groups.

3. Participants to the Workshop

The workshop is intended for senior communications and public relations experts, as well as those responsible for risk management including public health professionals,

physicians, and officials of national governments and Ministries of Health. The workshop will also be of interest to other stakeholders such as representatives of the APEC Business Advisory Council, civil society, and other technical experts.

4. Date and Place

The workshop will take place on 2-3 May 2006 at the Furama Hotel in Da Nang, Vietnam. Please note that Vietnam will be hosting an APEC Ministerial Meeting on Avian and Influenza Pandemics from 4-6 May 2006, also to be held in Da Nang City, Vietnam (separate information regarding the Ministerial has already been circulated).

The address and contact information of the hotel where the workshop will take place is as follows:

FURAMA Hotel and Resorts International

68 Ho Xuan Huong, Bac My
Da Nang, Vietnam
Tel: (84-511)847333
Fax: (84-511)847666
Email:

5. Workshop Organizers

The workshop organizers can be reached at the following coordinates in the event of any questions:

Gillian Frost
Economic Policy Officer (APEC)
International Economic Relations and Summits Division
Department of Foreign Affairs and International Trade
125 Sussex Drive
Ottawa, Ontario
Canada, K1A 0G2
Tel: +1-613-944-0737
Fax: +1-613-943-2158
Email: gillian.frost@international.gc.ca

Copy to: Benoit Girouard
Policy Advisor
Human Rights, Gender Equality, Health and Population Division
Department of Foreign Affairs and International Trade
125 Sussex Drive
Ottawa, Ontario
Canada, K1A 0G2
Tel: +1-613-943-4867
Fax: +1-613-943-0606
Email: benoit.girouard@international.gc.ca

6. Registration

Participants are asked to complete and submit the registration form (Annex A) to Ms. Gillian Frost, Department of Foreign Affairs and International Trade. Registration forms should be submitted by **Thursday April 13, 2006**. Please note that there is a separate registration form for the hotel, which participants should send directly to the hotel.

7. Travel Arrangements

All participants are responsible for their own travel arrangements. However, travel funding is available for up to two participants from each travel-eligible economy: Chile, China, Indonesia, Malaysia, Mexico, Papua New Guinea, Peru, Russia, Thailand, and the Philippines. Reimbursement for travel will be coordinated by the APEC Secretariat.

Participants seeking funding for travel through the APEC Secretariat should follow the procedures below:

1. Obtain a fare quotation for your intended itinerary, travelling in economy class and with the most direct and economical return trip.
2. The itinerary and quotation should be sent to Timothy Hsiang (email: tth@apec.org) and copy to Azizah Abas (aa@apec.org) at the APEC Secretariat. For all correspondence, please quote the project number "HTF 02/2006" for easy reference.
3. Once the APEC Secretariat has approved your fare and itinerary, they will send you a travel undertaking for your signature. The undertaking is a contract between you and the APEC Secretariat, in which they commit to reimbursing you for your travel expenses. The travel undertaking must be completed at least 8 days before travel commences.
4. Within one month of completing the travel, a claim detailing your expenses (airfare and per diem), along with relevant receipts, airline tickets, and boarding stubs, should be sent to the APEC Secretariat. Once the APEC Secretariat has reviewed your claim, they will reimburse your costs.
5. The APEC Secretariat, permits on request, the payment of advances for travel (air fare and per diem, including additional payment) to travelers from travel-eligible economies. Such payments will only be made after receipt of a signed advance travel undertaking form.

Please note that if you wish to combine your APEC-funded trip with a non-APEC-funded trip, you will have to submit two quotations to the APEC Secretariat: one for the actual trip and one with the APEC-only travel. A cost-sharing proposal for the non-APEC travel is also required.

8. Accommodation

Participants are responsible for reserving, guaranteeing, and paying for their own accommodations. A special rate of **US\$75 (including breakfast)** for a single occupancy room has been negotiated at the Sandy Beach Resort. **This rate is only valid until 20 April 2006, therefore, you must send your registration form to the hotel by that time.** A daily shuttle bus from the Sandy Beach Resort to the workshop venue at the Furama will be provided. The attached hotel registration form should be sent directly to the hotel.

Sandy Beach Resort Danang

Ms. Catherine Nguyen Cam Thu
 Sales and Business Development Manager
 China Beach, Bai Bien Non Nuoc
 255 Huyen Tran Cong Chua Street
 Danang City, Vietnam
 Tel: +84-511-836216
 Fax: +84-511-836335
 Email: smd@sandybeachdanang.com or res@sandybeachdanang.com

Participants may also choose to stay at the Furama Resort. For reservations at the Furama, please contact:

Furama Hotel and Resorts

68 Ho Xuan Huong Street
 Danang, Vietnam
 Tel: (84-511) 847333
 Fax: (84-511) 847666

9. Per diems for travel-eligible participants

For those participants for whom the APEC Secretariat is reimbursing travel costs, you will receive a per diem of US\$112 per night, for a maximum of three nights, to cover accommodation, meals and other incidentals. There is also a one-off, non-accountable “additional” payment of 50% of one day’s per diem rate. This additional payment covers such items as visa fees, travel insurance, bank and currency charges, and transport to and from the airport.

10. Visa Arrangements and Entry Formalities

All participants must be in possession of a valid passport (validity not less than 6 months) or applicable travel documents with visas or entry permits to enter into Vietnam. Participants are responsible for obtaining their own visa, if required, and should contact the nearest Vietnamese diplomatic or consular office for further information. Please refer to the table below, for additional details related to visa requirements for entering Vietnam.

Visa applications forms can be downloaded from the official APEC 2006 website (www.apec2006.vn).

Visa Requirements to Enter Vietnam for APEC Economies’ Passport Holders

Economy	Diplomatic Passport		Official Passport		Ordinary Passport	
	Visa Requirement		Visa Requirement		Visa Requirement	
	Yes	No	Yes	No	Yes	No
Australia	•		•		•	

Brunei Darussalam		• (14)		• (14)	•	
Canada	•		•		•	
Chile		• (90)		• (90)	•	
People's Republic of China		•		•		•
Hong Kong, China	•		•		•	
Indonesia		• (14)		• (14)		• (30)
Japan		• (90)		• (90)		• (15)
Korea		• (90)		• (90)		• (15)
Malaysia		• (30)		• (30)		• (30)
Mexico		• (90)		• (90)	•	
New Zealand	•		•		•	
Papua New Guinea	•		•		•	
Peru	•		•		•	
Philippines		• (30)		• (30)		• (21)
The Russian Federation		• (90)		• (90)	•	
Singapore		• (90)		• (90)		• (30)
Chinese Taipei	•		•		•	
Thailand		• (30)		• (30)		• (30)
United States of America	•		•		•	

Note:

- In principle, all delegates are required to possess appropriate visas issued by a Viet Nam diplomatic or consular office in order to enter Viet Nam.
- Agreements among economies to grant visa waivers are as noted in the above table.
- People with the APEC Business Travel Card (ABTC) can enter Viet Nam without a visa and will follow usual procedures.



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ANNEX A

**APEC WORKSHOP ON PANDEMIC PREPAREDNESS COMMUNICATIONS
2-3 MAY 2006
DANANG, VIETNAM**

REGISTRATION FORM

PLEASE PRINT CLEARLY:

NAME: _____

TITLE: Mr Mrs Ms Miss Dr Other (Please circle one)

ECONOMY: _____

POSITION: _____

ORGANIZATION: _____

ADDRESS: _____

TELEPHONE: _____ **FAX:** _____

E-MAIL: _____

ARRIVAL DATE (day, flight and time): _____

DEPARTURE DATE (day, flight and time): _____

REGISTRATION DEADLINE: THURSDAY APRIL 13, 2006