

# Communicating Uncertainty

- the difficulties of grappling with unknowns
- Covid versus flu pandemics
- How can health ministries collaborate with journalists?

# Grappling With The Unknowns

- Embrace what we know to be true
- Be cautious about what's purported to be true, but can't be verified
- Highlight the unknowns
- Identify critical questions

# Covid v. Pandemic Flu

- Case definitions
- Diagnostics
- Treatments
- Transmission
- Prevention/vaccination
- Post-infectious sequelae

# Collaborating With Journalists

- Why?
- Is it possible?
- How can it be done?