

Combating Swine flu with Information: a case study of managing virtual knowledge-base during H1N1 pandemic in England



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What is in it ????

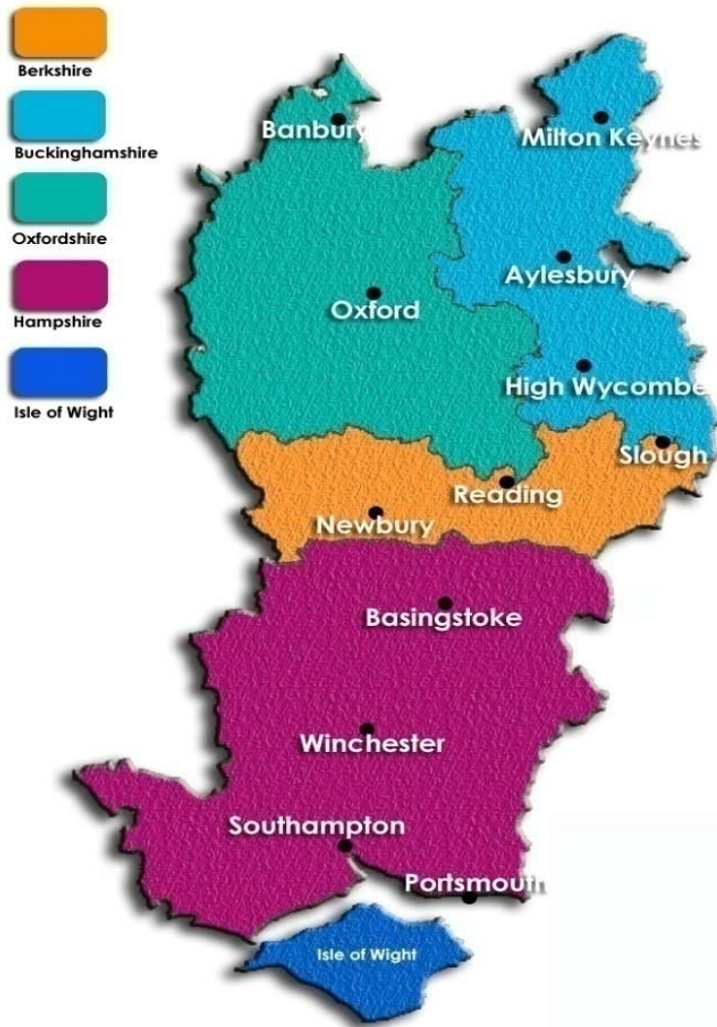
- Project Background
- Role of 'Content Manager'
- Challenges
- Counter attack (strategies)
- Survival of the fittest
- Tricks & tips



SHA South Central

- 10 Strategic Health Authorities in England
- South Central SHA for 5 counties
- 8 Primary Care Trusts, 11 hospitals
- One ambulance trust, 3 Mental Health Organizations, 1 Orthopaedic Hospital
- 95,000 staff including clinical, non-clinical

South Central SHA



Key Facts

- Four million population
- Around £6 billion is spend collectively in 24 organization in the region
- 400,000 planned hospital admission per year

H1N1 Pandemic

- Global Pandemic by WHO until Aug, 2010
- Estimation of 65,000 deaths in UK
- 6,000 patients & 279 deaths until Jan, 2010
- Media campaign
- Public Fear



Counter Strategies

- South Central SHA Response
 - a. Flu Control Room
 - b. Regular Monitoring
- Flu Response platform
 - a. for accessing information
 - b. communication across wide geographical area



Content Manager

- Unique job description
- Training
- Global & local updates
- Interface design
- Content structure
- How can I help ?



How to score a Goal

- Using technology
- Evidence based practice ?
- Professional forums
- Communication skills
- Jumping into the sea



Virtual Knowledge-base



Home

Projects

Web Conferencing & Resources

Discussions

People

Help & Training

Flu

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Browse

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Dashboard > Flu Response Community > Home

Edit Add Tools

Link to [Help Guide for SCAN](#) and membership and security.

Flu Response Community



Welcome to the Flu Response Community space.

Community sections

[News and information](#)

[Control Rooms](#)

[Critical Care Network](#)

[Pharmacists](#)

[Neonatal Network](#)

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Community news

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Dashboard > Flu Response Community > News and information > Publications on H1N1 by Department of Health UK

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Publications on H1N1 by Department of Health UK

Please click on the titles to see the full text of the Publications by Department of Health

[A \(H1N1\) swine flu influenza: phase two of the vaccination programme: children over 6 months and under 5 years](#)

Publication Date: 8 December, 2009

[Swine flu and rough sleepers for organisations working with rough sleepers in England](#) Publication Date: 25 November, 2009

[Swine flu: updated guidance for mental health services](#) **Publication Date: 26 November, 2009**

[Swine flu pandemic: from containment to treatment - guidance for the NHS](#) **Publication Date: 2 July, 2009**

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-  [History of Influenza Pandemic \(including 1918-1919\)](#)
-  [Information on Influenza from USA](#)
-  [Information Resources on H1N1 from Europe](#)
-  [Information Resources on H1N1 from WHO \(World Health Organization\)](#)
-  [Practice guidelines on Influenza \(H1N1\)- UK Resources](#)
-  [Publications on H1N1 by Department of Health UK](#)
-  [Swine flu latest news feed](#)
-  [Worldwide Research on Swine Flu](#)

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Tricks of the trade

- Understanding information needs
- Content organization skills
- Resources evaluation
- Can do approach
- Learn as you go

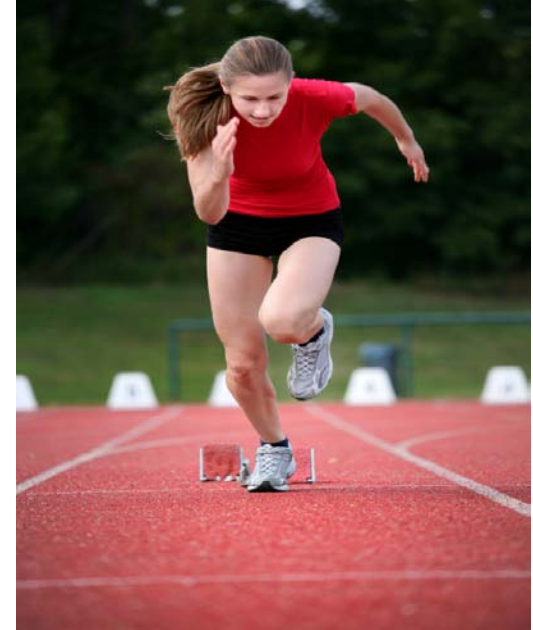


Conclusion

For us, there is only the trying.

The rest is not our business.

(T.S. Eliot)





THANK YOU

Please don't ask difficult questions

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References

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