### Message Map

<table>
<thead>
<tr>
<th>Likely Conditions</th>
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<th>Category</th>
<th>Subject</th>
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<tbody>
<tr>
<td>Pre-event</td>
<td>General Public</td>
<td></td>
<td></td>
<td>101</td>
<td>7/22/02</td>
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</tbody>
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#### Question or Concern
How contagious is smallpox? (Refer to What do I do if I have smallpox?)

#### Key Message/Fact 1
Smallpox is much less contagious than most common diseases such as measles and flu.

#### Key Message/Fact 2
This allows time for contact tracing and vaccination.

#### Key Message/Fact 3
Vaccination within 3-4 days of contact will generally prevent the disease.

#### Supporting Fact 1-1
People are infectious when the rash appears and they are ill. Typically requires hours of face-to-face contact.

#### Supporting Fact 2-1
Incubation period for disease is 10-14 days.

#### Supporting Fact 3-1
People who have never been vaccinated are the most important ones to vaccinate.

#### Supporting Fact 1-2
Even though it is not highly contagious, it is still very dangerous.

#### Supporting Fact 2-2
Resources for finding people are available.

#### Supporting Fact 3-2
Adults who were vaccinated as children may still have some immunity to smallpox leftover.

#### Supporting Fact 1-3
Only people who are very sick can spread the disease usually 12-13 days after infection.

#### Supporting Fact 2-3
Finding people and vaccinating them is the successful approach.

#### Supporting Fact 3-3
Adequate vaccine on hand and supply is increasing.
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**Question or Concern**
Is there enough vaccine? 1

**Key Message/Fact 1**
Studies are underway to stretch existing supplies. There are adequate supplies of vaccine.

**Key Message/Fact 2**
Vaccines can be made available quickly.

**Key Message/Fact 3**
A focused vaccination strategy will be used.

**Supporting Fact 1-1**
Studies are underway to stretch existing supplies.

**Supporting Fact 2-1**
Detailed public health response plan to get smallpox where needed as

**Supporting Fact 3-1**
Proven strategy to control spread of smallpox. Do not have to vaccinate everyone.

**Supporting Fact 1-2**
We are building supplies

**Supporting Fact 2-2**
Response plan for state and local health professionals - are prepared to give vaccine.

**Supporting Fact 3-2**
Need to vaccinate 10 to 100 contacts per smallpox case.

**Supporting Fact 1-3**
These vaccines have proven effective in containing a smallpox outbreak.

**Supporting Fact 2-3**
Public at risk will be notified how to get vaccine if necessary.

**Supporting Fact 3-3**
Ample supply of vaccination for this strategy.
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#### Question or Concern
What are signs and symptoms? (Refer to What do I do if I have smallpox?)

#### Key Message/Fact 1
High fever and too sick to move around.

#### Key Message/Fact 2
Rash 2-3 days after fever starts.

#### Key Message/Fact 3
Rash changes appearance over 10-14 days.

#### Supporting Fact 1-1
Too sick for normal activities.

#### Supporting Fact 2-1
Can spread disease when rash appears.

#### Supporting Fact 3-1
The way the rash changes makes diagnosis easy.

#### Supporting Fact 1-2
Can't spread before rash appears.

#### Supporting Fact 2-2
Tests can prove illness is smallpox.

#### Supporting Fact 3-2
Healthcare workers are trained to diagnose smallpox.

#### Supporting Fact 1-3
High fever uncommon for chickenpox

#### Supporting Fact 2-3
Testing of smallpox is easy.

#### Supporting Fact 3-3
Photos of smallpox cases are available on CDC website (www.bt.cdc.gov)
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### Question or Concern
What kind of medical care will be available? Is there enough?

### Key Message/Fact 1
Isolation facilities will prevent spread of disease.

### Key Message/Fact 2
There is no medical cure for smallpox.

### Key Message/Fact 3
Because there is no cure, contact vaccination is the best proven strategy.

### Supporting Fact 1-1
We are getting prepared.
Healthcare professionals are being trained.

### Supporting Fact 2-1
However up to 70% of people will survive the disease.

### Supporting Fact 3-1

### Supporting Fact 1-2
Public health officials are identifying facilities.

### Supporting Fact 2-2
Early identification and isolation of cases is critical.

### Supporting Fact 3-2

### Supporting Fact 1-3
Being prepared is an ongoing process.

### Supporting Fact 2-3
Quality health care can be provided to the patients in homes or hospitals.

### Supporting Fact 3-3
Message Map

Likely Conditions  Stakeholder  Category  Subject  Map No.
Pre-event  General Public  

Question or Concern
What do I do if I have smallpox?

Key Message/Fact 1
Unless you are very sick, you are unlikely to have smallpox.

Key Message/Fact 2
If you are very sick, call your physician or health department immediately.

Key Message/Fact 3
Limit your contact with others.

Supporting Fact 1-1
You are very sick if you have a high fever more than 103 degrees, widespread rash, or feel too sick for normal activities.

Supporting Fact 2-1
Check the CDC website for specific information at www.bticdc.gov

Supporting Fact 3-1
Historically smallpox is spread by close contact with a person with smallpox for several hours.

Supporting Fact 1-2
Be aware that what you have is more likely to be something other than smallpox.

Supporting Fact 2-2
Call your physician.

Supporting Fact 3-2
Smallpox virus lives in the throat and travels up to 6 feet when breathed out.

Supporting Fact 1-3
Smallpox sores are generally found on the face, hands, and feet.

Supporting Fact 2-3
Call your local health department at ( ) or your state health department at ( )

Supporting Fact 3-3
Person to person contact is the major way the disease is spread.

Date last 7/22/02
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**Question or Concern**
Should people get vaccinated?

**Key Message/Fact 1**
There is a systematic approach to determine who should be vaccinated.

**Key Message/Fact 2**
If you become at risk for smallpox you will be notified by public health authorities for vaccine.

**Key Message/Fact 3**
There is no need for vaccination now.

**Supporting Fact 1-1**
Currently only those who have been exposed will be vaccinated.

**Supporting Fact 2-1**
Public health authorities will be collaborating with each other to implement strategy. It will vary from situation to situation.

**Supporting Fact 3-1**
No cases of smallpox in the US.

**Supporting Fact 1-2**
This will be determined by trained healthcare professionals who are implementing the smallpox response plan.

**Supporting Fact 2-2**
It will most likely be a personal contact.

**Supporting Fact 3-2**
Because there are no cases of smallpox, the risk of the vaccine outweighs the benefits.

**Supporting Fact 1-3**
This strategy was used successfully in the past to eradicate smallpox worldwide.

**Supporting Fact 2-3**
Most people will not be vaccinated.

**Supporting Fact 3-3**
A recent medical advisory has reviewed and endorsed this policy.