

SINGLE OVERRIDING COMMUNICATION OBJECTIVE (SOCO) WORKSHEET

Key Message – Provides Meaning and Context

In one brief paragraph, state the key point or objective you want to communicate.

Acute Flaccid Myelitis (AFM) was made reportable in Alabama on August 4, 2018. Prior to that, potential cases were reported on a voluntary basis. Case counts will only be made available for those reported on or after August 4. AFM is a rare but serious condition. It affects the nervous system, specifically the area of spinal cord called gray matter, which causes the muscles and reflexes in the body to become weak. It has been linked to several viruses, environmental toxins, and genetic disorders.

Key Facts

What are the three most important facts you need an individual to understand about the public health concern?

Key Fact 1	CDC estimates that less than one in a million people in the United States will get AFM every year.
Key Fact 2	As of October 30, 2018, there are five Alabama residents under investigation for AFM. None have been confirmed by CDC's subject matter experts.
Key Fact 3	It is not known what is causing the current national uptick in cases. However when specimens are available, they will be forwarded to the CDC for additional testing.
Key Fact 4	There is no specific treatment for AFM, but a doctor who specializes in treating brain and spinal cord illnesses (neurologist) may recommend certain interventions on a case-by-case basis.

Target Audience

Who is the main audience or population segment you would like this message to reach? Who is the secondary audience?

Primary Audience	General Public
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Communication Objective

What is the one message or action someone needs to understand?

Although we still do not know much about AFM, there are a few steps that individuals can take:

- Keep you and your child's vaccinations up-to-date
- Wash your hands often with soap and water
- Avoid close contact with sick people
- Use mosquito repellent and stay indoors at dusk and dawn, which is the prime period that mosquitos bite.

Primary Point of Contact

Name	Enter name.	Phone	Enter phone.	Availability	Enter date/time.
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Alabama Department of Public Health

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