The Republic of Valaria

Scenario baseline · Fictional territory · Used in the Day 1 and Day 2 exercises

PADAYON COMMUNICATIONS

The territory

Valaria is a fictional, middle-income coastal territory of 18 million people. Poultry is produced by a few large commercial integrators and about 2 million backyard households. Live bird markets supply most urban chicken.

What has happened

On a Monday morning, the national reference laboratory confirms H5N1 highly pathogenic avian influenza (HPAI) on a 40,000-bird layer farm in Northern Province. Two backyard flocks in the same district have reported sudden deaths. The Chief Veterinary Officer has ordered culling within a 1 km zone, movement controls within 10 km, and a 21-day closure of three live bird markets. Compensation will be paid, but the rate is not yet approved. No human cases are reported.

What the public knows

Nothing official yet. A local Facebook group is sharing photos of dead chickens.

Your team

The Chief Veterinary Officer has called your group together: communication, technical and policy colleagues. A public announcement is needed within four hours. Plan for the team you have: a team of one with a phone, or a full communications unit.

Your task (Day 1)

Part A: a message map for three audiences. Part B: a one-page communication response plan. Present for two minutes.

Valaria, its places and its events are invented for training. Any resemblance to a real territory or outbreak is unintended.